

Due to comments from our exhibitors and attendees, exhibiting companies will be restricted from marketing activities unapproved by DIA within the designated Restricted Marketing Zone.

The boundaries of the Marketing Free Zone are as follows:

- Vine Street to the North
- Chestnut Street to the South
- 15<sup>th</sup> Street to the West
- 10<sup>th</sup> Street to the East

*All area within these boundaries, inclusive of the boundary streets, is considered the Marketing Free Zone.*

Companies found in violation of this policy will be required to cease the unapproved activity and/or remove all unapproved advertising materials immediately. Violation of this policy will also impact booth selection for DIA 2027 in San Diego, CA.

A company that has yet to select their 2027 booth location will forfeit their scheduled selection time and be permitted to select booth space at the conclusion of DIA 2026. A company which has already selected its booth location will have that location vacated and be permitted to reselect booth space at the conclusion of DIA 2026. In addition, the company will receive a 50% reduction in Exhibit Booth Assignment Order Points for DIA 2027 in San Diego.

Marketing activities that will not be allowed in this zone include, but are not limited to:

- Hanging Banners
- Street Teams
- Motor Vehicles
- Segways
- Street Decals
- Literature Distribution
- Any Marketing Activity

*This is a partial list of activities. Be sure to check with show management for approval before planning ANY marketing activities at the DIA 2027 Global Annual Meeting.*



**Any marketing activities within the blue-framed map must be pre-approved in writing by DIA.**

**DIA reserves the right to halt any unapproved marketing activity and require the removal of any unapproved advertising materials.**

For information on available marketing, advertising, and additional support options, please visit  
**DIAexhibits.org**