



Due to comments from our exhibitors and attendees, exhibiting companies will be restricted from marketing activities unapproved by DIA in the vicinity of the San Diego Convention Center (SDCC). This includes the San Diego Marriott Marquis, Manchester Grand Hyatt, Hilton Bayfront, and surrounding areas, as displayed within the red box above.

All marketing activities must be approved in writing by DIA in advance.

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 2025 in Washington, DC. A company that has yet to select their 2025 booth location will forfeit their scheduled selection time and be permitted to select booth space at the conclusion of DIA 2024. 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 2024. In addition, the company will receive a 50% reduction in Exhibit Booth Assignment Order Points for DIA 2026 in Philadelphia.

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 DIA 2024.*

For information on available marketing, advertising, and additional support options, please contact:

Sara Kolovitz
(Companies 1-L)
+1.312.673.4779
skolovitz@smithbucklin.com

Andrew Haigh
(Companies M-Z)
+1.312.673.5442
ahaigh@smithbucklin.com

All marketing activities must be approved in writing by DIA in advance.

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