



# DIA 2016

## MARKETING FREE ZONE

JUNE 26-30

PHILADELPHIA, PA

### A GATHERING OF GLOBAL PERSPECTIVES

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

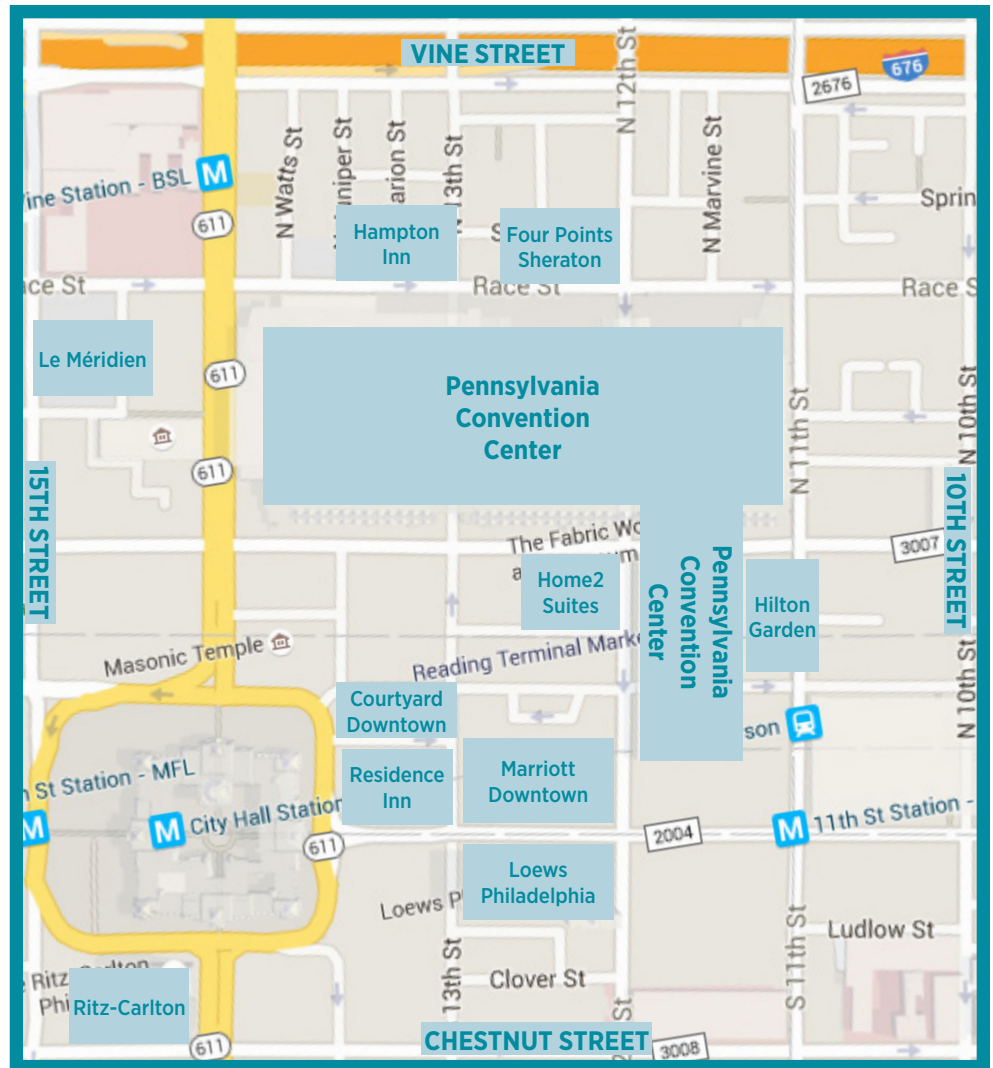
*All area within these boundaries, inclusive of the boundary streets, is considered the Marketing Free Zone.*

Companies found in violation of this policy will be required to immediately cease the unapproved activity, remove any unapproved advertising materials, and will receive a reduction in Exhibit Space Assignment Order Points for the DIA 2017 53<sup>rd</sup> Annual Meeting in Chicago, IL and the DIA 2018 54<sup>th</sup> Annual Meeting in Boston, MA.

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 2016 52<sup>nd</sup> 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

[DIAglobal.org/DIA2016Exhibits](http://DIAglobal.org/DIA2016Exhibits)