



DIA 2017 Annual Meeting Exhibit Space Assignment Order Point System

Exhibiting companies will have an opportunity to register and reserve booth space for the DIA 2017 Annual Meeting while onsite in Philadelphia, PA. Booth selection appointment times will be coordinated by SPARGO, Inc. and are based on a point system.

DIA 2016 Annual Meeting Exhibitors earn Assignment Order points based on the following criteria:

Exhibit History Points

- Two Assignment Order points are earned for each year a company purchases exhibit space. (Points will be credited for the past 10 years plus the current year.)
- History points are reduced by 50% after missing one year.
- Companies not exhibiting for two consecutive years will forfeit all earned points.

Exhibit Space Points

- Two Assignment Order points are earned for each 10'x10' space purchased for DIA 2016 only.

Marketing & Industry Support

- One Assignment Order point is earned for each \$2,500 spent in Marketing & Industry Support for DIA 2016 only if secured by May 31, 2016.

Housing/Hotel Booking

- Two Assignment Order points are earned for reserving hotel rooms in the Exhibitor Room Block through DIA's official housing bureau, onPeak.

The DIA Assignment Order is calculated by totaling all points earned by each company. Companies are ranked by their total points and are scheduled for space selection appointments. Priority points will be calculated for the company name stated on the exhibitor contract. If companies have since merged or been acquired, the resulting company may choose to use the highest points of any of the previous companies. Points will not be combined. Exhibitors found to be in violation of DIA's rules and regulations will be subject to a reduction in Assignment Order points.

*** COMPANIES NOT EXHIBITING FOR TWO CONSECUTIVE YEARS WILL FORFEIT ALL EARNED POINTS.**