



Webinar Participants

- ▶ **DIA**
 - Jeff Korn
 - Jessica Culp
 - Lori Risboskin
- ▶ **Freeman**
 - Christina Telles
 - Paul Rossi
- ▶ **SPARGO**
 - Shirley Harris
 - Kristin Hudson
 - Laura Roler
- ▶ **McCormick Place**
 - Eddie Mathews
 - Morgan Prewitt
 - Johnathan Redmond
 - Catering
 - Pedro Larios
 - Technical Services



Exhibitor Resource Center

- ▶ The **Exhibitor Resource Center** (ERC) on the DIA Annual Meeting website is the single source for all your exhibitor needs.
- ▶ Bookmark DIAGlobal.org/DIA2017ERC for quick and easy access.
- ▶ The ERC is updated as new materials and information are received.



Exhibitor Resource Center - continued

- ▶ Exhibitor Order Forms
 - Freeman Online
 - Internet
 - Electrical
 - Catering
 - Et al.
- ▶ Authorized Vendor List
- ▶ Exhibit Personnel Registration
- ▶ EAC Intent Form
- ▶ Event & Meeting Space Application
- ▶ Exhibitor Directory Entry
- ▶ Marketing and Advertising
- ▶ Past Exhibitor eNewsletters
- ▶ Today's webinar



Exhibit Hall Location

- ▶ The Exhibit Hall entrances are located on Level 3 of McCormick Place NORTH.
- ▶ Booths will occupy Exhibit Hall B.
- ▶ For a detailed view of the floor plan, visit the [Exhibitor Resource Center](#) and click on **View Floor Plan**.

DIA DEVELOP IMMEDIATE ADVANCE

Exhibit Hall Hours

Exhibitor Installation:		▶ ALL EXHIBITORS MUST BE SET BY 8:00AM ON MONDAY, JUNE 19
Saturday, June 17	8:00 AM – 5:00 PM	
Sunday, June 18	8:00 AM – 6:00 PM	▶ ALL EXHIBITS MUST BE STAFFED DURING EXHIBIT HOURS
Exhibit Hours:		
Monday, June 19	10:00 AM – 6:00 PM	
Lunch	12:00 PM – 2:45 PM	
Reception	4:30 PM – 6:00 PM	▶ NO DISPLAYS MAY BE DISMANTLED BEFORE 4:00PM ON WEDNESDAY, JUNE 21
Tuesday, June 20	9:30 AM – 5:00 PM	
Lunch	11:30 AM – 2:00 PM	
Guest Passes	1:30 PM – 3:30 PM	▶ NO DISPLAYS MAY BE DISMANTLED BEFORE 4:00PM ON WEDNESDAY, JUNE 21
Wednesday, June 21	9:30 AM – 4:00 PM	
Lunch	11:30 AM – 2:00 PM	
Guest Passes	1:30 PM – 3:30 PM	▶ NO DISPLAYS MAY BE DISMANTLED BEFORE 4:00PM ON WEDNESDAY, JUNE 21
Exhibitor Dismantle:		
Wednesday, June 21	4:00 PM – 10:00 PM	▶ NO DISPLAYS MAY BE DISMANTLED BEFORE 4:00PM ON WEDNESDAY, JUNE 21
Thursday, June 22	8:00 AM – 11:00 AM	

DIA DEVELOP IMMEDIATE ADVANCE

Shipping

- ▶ Freeman will be accepting advanced warehouse shipments **Friday, May 19** through **Friday, June 9**. Shipments received at the warehouse after **Friday, June 9** will be received with an additional 'after deadline' charge. Warehouse materials are accepted Monday-Friday between 8:00 AM and 3:30 PM.
- ▶ Direct shipments to McCormick Place will be accepted starting **Friday, June 16**. Shipments received before this date may be refused by the facility or may incur holding fees (any charges incurred for early freight are the responsibility of the exhibitor).
- ▶ Freeman manages all incoming shipments. Information on handling fees may be found in the [Freeman Service Manual](#).



Freight Delivery

- ▶ Union labor is responsible for all material handling of equipment, all unloading and reloading, and handling of empty containers.
- ▶ All hanging sign freight should utilize the "Hanging Sign" label provided in the Freeman Service Manual so labor can easily identify and segregate from common freight.
- ▶ Freeman offers exhibit transportation services. Please note that Freeman partners with CEVA Showfreight for international shipments.



Unloading Exhibitor Materials

- ▶ Exhibitors **may unload and reload** materials from non-commercial automobiles, station wagons, mini-vans, SUVs, and non-commercially registered 4 wheel pick-up trucks or vans through McCormick Place's ASUV Program.
- ▶ Unloading/reloading is permitted from the loading dock area, however, you must first check in at the Marshalling Yard.
- ▶ Exhibitors driving in their materials may do so on **Saturday from 1:00PM to 4:30PM** or on **Sunday from 9:00AM to 12:30PM**. Access for dismantle is on **Wednesday from 4:00PM to 7:30PM**.



Unloading Exhibitor Materials - continued

- ▶ Check-in will be at the Marshalling Yard. Once check-in has been processed, vehicles will be directed to the loading docks and given instructions on where to park for unloading/reloading.
- ▶ Exhibitors will have 20 minutes to unload, and then will need to exit the dock area.
- ▶ Someone must remain with the vehicle at all times.
- ▶ Exhibitors must bring their own equipment for moving their freight, or items will need to be hand carried. Two or four wheeled hand carts are permitted, however pallet jacks are not.



Freeman Marshalling Yard

- ▶ All vehicles bringing freight or materials to the loading dock must check in at the Marshalling Yard before proceeding to the McCormick Place loading docks.
- ▶ Marshalling Yard is located at 3050 S Moe Dr (31st Street and Lake Shore Drive), Chicago, IL 60616 (note address update)
- ▶ McCormick Place requires payment of a \$23 fee for all trucks to enter the McCormick Place Marshalling Yard. This may be paid by cash or major credit card only.
- ▶ Please see the [Freeman Service Manual](#) for specific instructions.



Early Move-in Available

- ▶ Early move-in is available to exhibitors with booths 400 square feet or larger.
- ▶ Freeman will accommodate early move-in beginning at **12:00 NOON** on Friday, June 16 at no additional charge.
- ▶ Shipping to the advanced warehouse is required to take advantage of this early move-in courtesy.
- ▶ Prior notification is required by emailing Americas.Exhibits@DIAGlobal.org.



Arrival Checklist

- ▶ **Check your booth!**
- ▶ Verify the correct booth location **BEFORE** setting up.
- ▶ Ensure all packages and freight are present.
- ▶ Make sure your electrical and/or internet has been installed (if ordered).
- ▶ Carpet ordered through Freeman should already be installed.
- ▶ **If something is not correct or you have questions, please go to the Service Desk or the SPARGO Sales Office. We are there to HELP!**



Booth Package

- ▶ Each 10x10 package includes:
 - 8' high back drape (grey and white)
 - 3' high side dividers (grey)
 - (1) 6'L x 21"W x 30"H draped table (white)
 - (2) Limerick chairs
 - (1) wastebasket
 - (1) 7" x 44" ID Sign
- ▶ **NO SUBSTITUTIONS ARE ALLOWED**
- ▶ Package may be declined in full or in part.
- ▶ Return the [Show Package Form](#) to Freeman by **May 26**



Booth Flooring

- ▶ Carpeting is **not** included in your booth package.
- ▶ DIA will carpet the aisles in grey and the reception areas in tuxedo.
- ▶ It is the responsibility of each exhibitor to carpet or provide their own flooring for their booth.
- ▶ Carpet may be ordered through Freeman.
- ▶ Please note that pre-cut 9 foot carpet will be sufficient for inline booths, it will not work for island booths – additional charges will be incurred to cover the space.



Booth Flooring – continued

- ▶ Freeman will automatically lay carpet in booths that are not yet covered by **12:00 NOON on Sunday**, unless prior notification has been received by DIA or Freeman that the exhibitor will be providing their own flooring. The exhibitor will be invoiced by Freeman for this service at the onsite rates.
- ▶ Exceptions will not be made.



Booth Installation and Dismantle

- ▶ Full-time employees of Exhibiting Companies may perform work in a booth of any size and are permitted to do the following:
 - Install and dismantle of exhibit displays
 - Assemble and disassemble materials, machinery, or equipment
 - Install signs, graphics, props, and other decorative items
 - Deliver, set-up, plug-in, interconnect, and operate electrical equipment, computers, audio-visual devices, and other equipment.
 - Skid, position, and re-skid exhibitor materials, machinery, and equipment using their own non-motorized hand trucks, non-hydraulic hand trucks, and dollies



Booth Installation and Dismantle - continued

- ▶ Exhibitors **are** permitted to use their own ladders or hand tools, cordless tools, power tools, and other tools designated my McCormick Place.
- ▶ Exhibitors are **not** permitted to borrow tools, ladders, or other equipment from the exhibit facility and/or Freeman.
- ▶ Exhibitors may **not** use scooters, forklifts, genie lifts, pallet jacks, condors, scaffolding, scissor lifts, motorized dollies, or similar motorized hydraulic equipment.
- ▶ Exhibitors may **not** stand on chairs, tables, or other rental furniture.
- ▶ Individuals not employed by the exhibiting company or an EAC are **not** permitted to help with booth installation or dismantle.



Booth Installation and Dismantle - continued

- ▶ Exhibitors may hire an Exhibitor Appointed Contractor (EAC)
 - An EAC or Non-official Contractor is a company, other than the official contractors listed in the Exhibitor Service Manual, that is providing a service (I&D Labor/Supervision, A/V, etc.) and requires access to your booth during Installation and Dismantle.
 - The exhibiting company must submit an Intent to Use an EAC form – found in the [Exhibitor Resource Center](#).
 - The EAC must provide proof of insurance.



Booth Installation and Dismantle - continued

- ▶ If you use Freeman or an EAC for booth install and dismantle, union labor will be required as McCormick Place is a union building. Union jurisdictions are outlined in the [Freeman Service Manual](#).
- ▶ Union labor on **Saturday, June 17** will be charged at Over Time rates.
- ▶ Union labor on **Sunday, June 18** will be charged at Double Time rates.



Access to Exhibit Hall

- ▶ EACs or staff who are present to oversee booth installation do not need to be registered for the meeting.
 - Temporary Installation Badges will be available by request at the Exhibitor Registration Desk.
 - Preregistration is not required.
 - Installation badges will provide access to the Exhibit Hall on Saturday and Sunday ONLY.
- ▶ Staff registered as speakers or attendees may access the Exhibit Hall to help with installation by requesting a temporary Installation Badge or an Exhibitor Badge holder from the Exhibitor Registration Desk
- ▶ No one under the age of 18 is permitted in the Exhibit Hall for the duration of the event. No exceptions will be made.



Booth Structure Guidelines

- ▶ DIA will be strictly enforcing the booth structure guidelines found in our [Policies & Procedures](#).
- ▶ All booth displays must adhere to the rules.
NO EXCEPTIONS will be made.
- ▶ A thorough inspection of all booths will occur throughout installation and any company not adhering to the guidelines will be required to correct any violations at their own expense.



Booth Structure Guidelines - continued

- ▶ **Inline Booths**
 - 10x10, 10x12, 10x30, etc.
 - Max height of 8ft (2.44m) in the rear half of the booth space
 - Max height of 4ft (1.22m) in front portion of booth
 - Display materials must not be arranged so as to not obstruct sight lines of neighboring booths
- ▶ **Island Booths**
 - 20x20, 20x30, 20x40, etc.
 - Island booths have aisles on all 4 sides
 - Max height of 20ft (6.1m) including hanging signage
 - Must have ample sight lines to assure adjacent exhibits are visible



Booth Structure Guidelines - continued

- ▶ Exhibitors with an island booth must submit a scaled floor plan and elevation diagram (including rigging and hanging signage) to DIA for approval by May 15.
- ▶ Diagrams may be submitted through the **Custom Forms** section of the [SPARGO Exhibitor Console](#).
- ▶ Exhibiting Company's SPARGO password required.

Booth	Custom Form	Form Status	Due Date
1523	Booth Floor Plan	NOT SUBMITTED	5/2/2015
1523	Rigging	NOT SUBMITTED	5/2/2015



Fire and Safety Guidelines

- ▶ McCormick Place maintains strict adherence to fire and safety guidelines as laid out in the service manual.
- ▶ Booth construction and decoration materials must be fire retardant.
- ▶ It is highly suggested that a certificate of retardancy be available at the show to prevent the need for onsite testing or removal of the material.



Liability Insurance

- ▶ Comprehensive general liability insurance is required for all exhibiting companies, as well as for EACs.
- ▶ Companies outside the US and Canada and companies that are self-insured or government entities may submit a written statement of their coverage or self-insured status.
- ▶ Coverage may be purchased for the duration of the exhibit from K & K Insurance.
- ▶ Additional information may be found in the [Exhibitor Resource Center](#).



Authorized Vendor List

- ▶ Please refer to the **Authorized Vendors** page in the [Exhibitor Resource Center](#) for service providers and contact information.
- ▶ Every year we hear of numerous unauthorized companies soliciting our exhibitors so it's a good idea to check the Authorized Vendors page or contact Americas.Exhibits@DIAglobal.org for verification before entering into an agreement with a vendor.
- ▶ DIA will be unable to assist in resolving any issues that may arise from using an unauthorized vendor.



Service Providers

Service	Provider	Service	Provider
Audio Visual	Stage Right	Hotel Reservations	onPeak
Booth Cleaning	Freeman	Internet	McCormick Place/SMG
Carpeting	Freeman	Labor	Freeman
Custom Booth	Freeman	Lead Retrieval	Experient
Custom Graphics	Freeman	Material Handling	Freeman
Electrical	Freeman	Plumbing	Freeman
Floral	Northern Greenhouses	Rigging	Freeman
Food & Beverage	SAVOR... Chicago	Telephone	McCormick Place/SMG
Furniture	Freeman		



Freeman

- ▶ Freeman, the official Show Contractor, offers exhibitors a 10% discount for online ordering.
 - This discount is applied to Freeman-specific services.
 - Order early to take advantage of advance order and online order discount rates.
- ▶ Advance Discount Deadline: **May 26**



FreemanOnline Mobile App

- ▶ The new FreemanOnline Mobile App provides you with all the right tools to ensure a seamless execution at show site, from move-in to move-out.
- ▶ The FreemanOnline Mobile App enables you to quickly track your freight, shop for last minute items, check-out of the show with a simple tap, and much more.
- ▶ Download the app at folmobile.freemanco.com.



Booth Cleaning - Freeman

- ▶ Vacuuming and trash removal service is **not** included with your booth package.
- ▶ Freeman is the exclusive cleaning contractor. No other cleaning services, including exhibitor appointed contractors are allowed to perform these services.
 - A one time vacuuming option is available for purchase, if you only need this service to clean up after installation.
- ▶ Booth Cleaning may also be ordered onsite if needed, however, higher rates will apply.



Audio Visual & Computer Rental – Stage Right

- ▶ Stage Right offers a variety of audio visual and computer rental options.
- ▶ Please see the [Exhibitor Resource Center](#) contact Stage Right directly for additional information.
- ▶ Please note: Order early to avoid a 20% surcharge for orders placed onsite.



Internet & Telephone – McCormick Place/SMG

- ▶ Internet and telephone may be ordered directly from McCormick Place.
- ▶ Though a free wifi service will be provided in the Exhibit Hall, if internet service is needed in your booth, it is strongly recommended to order wired internet through the McCormick Place.
- ▶ Information on pricing and available service may be found in the [Exhibitor Resource Center](#).
- ▶ Save time by ordering online at <http://www.mccormickplace.com/exhibitors/on-line-ordering.php>.
- ▶ Advanced Discount Deadline: **June 1**



Electric & Water – Freeman

- ▶ Electrical is **not** included with your booth package.
- ▶ Electric and water services may be ordered from Freeman.
- ▶ Please refer to the UL label on each piece of equipment that will be in your booth to order the correct power on the electrical order form.
- ▶ Information on pricing and available service for both electrical and plumbing may be found in the [Exhibitor Resource Center](#).
- ▶ Advanced Discount Deadline: **May 26**



Electric – Freeman

- ▶ Unless otherwise specified on a scaled floor plan, electrical drops for inline booths will be along the back drape of the booth.
- ▶ For island booths, make sure to submit a scaled floor plan of your booth designating electrical drop(s) and orientation.
- ▶ Please refer to the [Freeman Service Manual](#) for additional information, including the Electrical Usage Guide to help you determine the amount of wattage to order.



Food and Beverage – SAVOR...Chicago

- ▶ SAVOR...Chicago holds the exclusive rights to all food and beverage within McCormick Place.
 - All F&B arrangements should be made directly with the catering office – this includes any food or beverage related prizes or giveaways.
- ▶ SAVOR will be strictly enforcing the policies of McCormick Place regarding the exclusivity of food and beverage service.
- ▶ If approval is granted to bring food or beverage that is not supplied by SAVOR, a corkage fee will apply.
- ▶ SAVOR requires that a McCormick Place bartender dispense all alcoholic beverages.
- ▶ Individually wrapped chocolates, candies, or mints are acceptable in small bowls, however, fees are applicable to large candy displays.



Food and Beverage – SAVOR...Chicago

- ▶ Bottles of wine or other alcoholic beverages may be provided as gifts or booth prizes in McCormick Place, provided bottles remain unopened and are not consumed on the premises.
- ▶ Exhibit catering offering and order form may be found in the [Exhibitor Resource Center](#).
- ▶ If you are unsure about a food or beverage related idea or item you wish to give away, please contact SAVOR directly.
- ▶ There will be no exceptions made to food or beverage policy. It will be the sole responsibility of the exhibitor to remove any unapproved food and beverage items, including aspects that affect booth structure.
- ▶ Ordering Deadline: **Friday, May 26**



Lead Retrieval – Experient

- ▶ Lead retrieval services will be provided by Experient.
- ▶ Experient offers the SWAP feature to improve your lead retrieval experience:
 - Download the app directly to your phone or device
 - Custom lead qualifiers
 - All leads captured are consolidated in your SWAP Portal
- ▶ Information on pricing, incentive dates, and available service may be found in the [Exhibitor Resource Center](#).



Lead Retrieval – Experient

- ▶ Attendee contact information will only be received if badges are scanned using the Experient lead retrieval service.
- ▶ The attendee's name, company, job title, address, phone, fax, and email address provided to us will be included in the scan data.
- ▶ A developer's kit is available through Experient should you wish to use your own scanners.
- ▶ Scanning may take place outside of the exhibitors booth with the attendee's permission with one exception: **DIA does not allow exhibitor lead scanning of attendees while they are entering, exiting, or in DIA session rooms.**



Photography and Video Recording

- ▶ Photography and video recording is permitted in your booth, however, permission must be granted by the subject.
- ▶ If you are bringing in a photographer or videographer a completed *Notification of Intent to Use an EAC* form is required.
- ▶ DIA does not permit video recording of live sessions. If you wish to record one of your company's speakers, please contact AnnualMeetingProgram@DIAglobal.org to make alternative arrangements.



Housing and Transportation

- ▶ Free shuttle service is provided to and from participating hotels that are not within walking distance of McCormick Place.
- ▶ Shuttle service will begin on Monday, June 19 and will be available in the morning and at the conclusion of events each day. Mid-day service is not available.
- ▶ Only those staying in DIA room block hotels will have access to the free shuttle service. Shuttle passes will be provided at hotel check-in.
- ▶ onPeak is the official housing provider for the DIA Annual Meeting.
- ▶ Rooms may be booked through the [Exhibitor Housing Portal](#).
- ▶ Priority points are provided to companies booking within the DIA block.



Giveaways and Prizes

- ▶ Giveaways and prizes are permitted
 - Giveaways should be modest in value and be available to all attendees upon request
 - Prizes should not exceed \$1,000 in value
 - It is the responsibility of the exhibitor to notify winners. DIA will **not** utilize the PA system to make these announcements
- ▶ Contact Americas.Exhibits@DIAGlobal.org with questions regarding specific giveaways or prizes.



Marketing Free Zone

- ▶ Keep in mind while developing your marketing strategy that there is a [Marketing Free Zone](#) in place.
- ▶ All marketing activities must be approved by DIA, regardless of location.
- ▶ DIA reserves the right to halt any unapproved marketing activity and required the removal of any unapproved advertising materials.



Marketing and Advertising

- ▶ Increase your company's exposure with an assortment of marketing, advertising, and support opportunities!
- ▶ See the [Exhibitor Resource Center](#) for more information.
- ▶ SPARGO will be holding a 30 minute webinar on **Thursday, April 13** at 12:00PM EST for those interested in learning more about the various additional marketing products available to exhibiting companies.



Theater Presentations



Table Clings



Attendee eBlasts



Exhibitor Marketing Kit

- ▶ Take advantage of these free opportunities to help promote your presence.

- Digital banners for use on your website or in emails.



- Social Media outlets and suggested posts.



- Exhibitor Invites – a free premeeting email marketing tool.



- ▶ See the [Exhibitor Marketing Kit](#) for more information.



Exhibitor Events and Meetings

- ▶ All events and meetings occurring in conjunction with DIA 2017 at any venue (including DIA hotels and non-hotel venues such as museums, restaurants, night clubs, etc.) require formal approval from DIA.
- ▶ The [Event & Meeting Space Application Form](#) must be completed and submitted prior to making arrangements with the venue.
- ▶ Approved dates and times are provided on the form.
- ▶ DIA does not charge a fee to hold an event, our main involvement is to approve the function and authorize the hotel to release space, should your event be in one of the DIA hotels.
- ▶ DIA reserves the right to halt all events and meetings that did not obtain proper DIA approval.
- ▶ Requests or questions may be directed to Jessica.Culp@DIAglobal.org.



Directory Listing

- ▶ We ask for a short summary of your company and contact information to provide to attendees. The information provided will be viewable online, in the DIA Global App, and the printed Final Program.
- ▶ From the [Exhibitor Resource Center](#), click **Exhibitor Directory Entry**. You will be required to login using your company's SPARGO password.
- ▶ Deadline for inclusion in the printed Final Program: **April 14**



Exhibit Staff Registrations

- ▶ Each 10x10 (100 square feet) includes 1 full meeting registration and 3 booth personnel registrations.
- ▶ Additional booth personnel registrations are included in certain additional marketing or industry support opportunities. Refer to the [Marketing & Industry Support brochure](#) online for qualifying opportunities.
- ▶ Once your allotment of complimentary badges is used, additional staff would need to register as standard paying attendees.



Exhibit Staff Registration - continued

- ▶ Register your staff using either the [Online Personnel Registration System](#) (Contact person's DIA login required) or the [PDF form](#).
- ▶ Deadline for names to appear in the printed Attendee List: **5:00 PM EDT, May 8**
- ▶ Deadline for all registrations and personnel changes: **11:59 PM EDT, Thursday, June 15**
- ▶ Any new registrations or changes received after June 15 will not be available for pick-up at the Scan & Go desks, but will need to be processed onsite.



Exhibit Staff Registrations – continued

The table below shows the number of badges included with each booth size. Keep in mind additional badges may be included with certain marketing and industry support opportunities purchased.

Booth Size	Full Meeting	Booth Personnel	Total Badges
10x10 or 100 sq ft	1	3	4
10x20 or 200 sq ft	2	6	8
10x30 or 300 sq ft	3	9	12
20x20 or 400 sq ft	4	12	16
20x30 or 600 sq ft	6	18	24
20x40 or 800 sq ft	8	24	32
20x50 or 1000 sq ft	10	30	40
30x40 or 1200 sq ft	12	36	48
40x40 or 1600 sq ft	16	48	64



Deadline Checklist

April 14 – Friday	Company Summary to SPARGO
April 24 – Monday	Lead Retrieval incentive 1
May 8 – Monday	Personnel Registrations to DIA for Final Program
May 9– Tuesday	Lead Retrieval incentive 2
May 19 – Friday	EAC Notification to DIA
May 26 – Friday	Freeman incentive
May 26 – Friday	Show Package form to Freeman
May 26 – Friday	Catering incentive
June 1 – Thursday	Internet and Telecommunications incentive
June 9 – Friday	Advance Warehouse Deadline
June 15 – Thursday	Personnel Registrations to DIA for Badge Pick-up Onsite
June 16 – Friday	Direct Shipments to McCormick Place Permitted
June 19 – Monday	ALL EXHIBITS SET BY 8 AM
June 22 – Thursday	ALL EXHIBITS REMOVED BY 11 AM



Booth Selection for DIA 2018

- ▶ Booth selection for DIA 2018 (*Boston Convention & Exhibition Center – Boston, MA – June 24-28*) will take place during the Annual Meeting in Chicago.
- ▶ Companies will be assigned appointment times based on a points system.
- ▶ History, booth size, marketing & industry support, and booking hotels through onPeak all affect the number of points a company receives.
- ▶ If you will not have authorized staff onsite to register and select booth space for DIA 2018 contact Laura Roller or Kristin Hudson at SPARGO to make alternative arrangements. Applications will be accepted from non-DIA 2017 exhibitors beginning on Thursday, June 22.
- ▶ Additional information on the points system may be found in the [Exhibitor Resource Center](#).



Q&A – page 1

- ▶ Are there staff available for hire for booth installation and dismantle?
 - You may use either your own staff (full-time employees) or hire Freeman or an Exhibitor Appointed Contractor (will use union labor).
- ▶ Are badges included with the booth able to be exchanged?
 - Yes, we do allow badge sharing for exhibitors. We can handle badge changes at the Exhibitor Registration Desk outside the Exhibit Hall.



Q&A – page 2

- ▶ Is there a specific gate to use if we are providing shuttle bus transportation for an event?
 - Please make sure to complete the [Event & Meeting Space Application Form](#) and indicate you will be providing transportation. Specific instructions will be provided at that time as we must coordinate with hotel shuttles and McCormick Place.
- ▶ Does McCormick Place have an onsite FedEx or UPS Center?
 - There is a FedEx Office located on level 2.5 of the South Building (near the exhibit hall), that will be open during DIA 2017. Please note that if shipping with FedEx, you will either need to schedule a pick-up for the materials in your booth, or bring them to the FedEx Office.



Q&A – page 3

- ▶ Are pop-up displays permitted on the floor or on a table as well?
 - As this is a booth (not a tabletop) exhibit, pop-up displays are permitted on the floor and/or the table – provided the 8 foot height restriction is adhered to.
- ▶ Are we permitted to use vendors not on DIA's authorized list?
 - Yes, you may. You will need to notify us using the [Exhibitor Appointed Contractor Intent Form](#), and the vendor will need to be registered to work in McCormick Place.

