



## Restricted Marketing Zone

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:

- N Street NW to the North
- I Street NW to the South
- 10<sup>th</sup> Street NW to the West
- 6<sup>th</sup> Street NW 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 2021 in Philadelphia, PA. A company that has yet to select their 2021 booth location will forfeit their scheduled selection time and be permitted to select booth space at the conclusion of DIA 2020. 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 2020. In addition, the company will receive a 50% reduction in Exhibit Booth Assignment Order Points for DIA 2022 in Chicago.

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



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

**Sara Kolovitz**

+1.312.673.4779

skolovitz@smithbucklin.com

**Dave Merli**

+1.202.367.1219

dmerli@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.**