



DIA 2022

GLOBAL ANNUAL MEETING
CHICAGO, IL | JUNE 19-23

Exhibitor Logistics Webinar

Exhibit Hall Schedule DIA Website & Online Resources

Exhibit Hall Schedule

Exhibitor Installation:

Saturday, June 18 8:00 AM – 5:00 PM
Sunday, June 19 8:00 AM – 5:00 PM

Exhibit Hours:

Monday, June 20 11:00 AM – 6:00 PM
Lunch 11:30 AM – 1:30 PM
Reception 5:00 PM – 6:00 PM

Tuesday, June 21 10:00 AM – 5:00 PM
Lunch 12:00 PM – 2:00 PM

Wednesday, June 22 10:00 AM – 4:30 PM
Lunch 12:00 PM – 2:00 PM

Exhibitor Dismantle:

Wednesday, June 22 4:30 PM – 10:00 PM
Thursday, June 23 8:00 AM – 11:00 AM

▶ **NO INSTALLATION WILL BE PERMITTED FOR COMPANIES WITH OUTSTANDING BALANCES**

▶ **ALL EMPTY CRATES AND CONTAINERS MUST BE LABELED FOR REMOVAL BY 5:00PM ON SUNDAY, JUNE 19**

▶ **ALL EXHIBITORS MUST BE SET BY 8:00AM ON MONDAY, JUNE 20**

▶ **ALL EXHIBITS MUST BE STAFFED DURING EXHIBIT HOURS**

▶ **NO DISPLAYS MAY BE DISMANTLED BEFORE 4:30PM ON WEDNESDAY, JUNE 22**

▶ **PDF FOUND [HERE](#)**

Exhibitor Resource Center

- ▶ The **Exhibitor Resource Center** (ERC), part of the DIA 2022 Global Annual Meeting website, is the single source for all your exhibitor needs.
- ▶ Bookmark DIAGlobal.org/DIA2022ERC for quick and easy access.
- ▶ The ERC is updated as new information is received.

Exhibitor Resource Center - continued

Exhibitor Services and Forms

Order Forms needed to prepare for your participation at DIA 2022.

[Order Now ▶](#)

Exhibitor Marketing Kit and Sponsorship Opportunities

Additional marketing and advertising opportunities to promote your presence at DIA 2022 prior to and during the event.

[Explore Opportunities ▶](#)

Exclusive Hotel Rates Available

Book through onPeak by April 29 and receive 10 Exhibit Booth Assignment Points towards your DIA 2023 booth selection.

[Book Now ▶](#)



XPress Leads
CONVENTION DATA SERVICES

Lead Retrieval

Early Rate Deadline:
Thursday, March 31

[Order Online ▶](#)

[Download Order Form ▶](#)



Booth Catering

Order By:
Wednesday, May 31

[Catering Menus ▶](#)

[Order Form ▶](#)



Internet and Telephone

Advance Rate Deadline:
Thursday, June 2

[Order Form ▶](#)

Exhibitor Logistics Webinar

Wednesday, April 6 at
1:00PM ET

[Register Now ▶](#)

Exhibit Hall Schedule

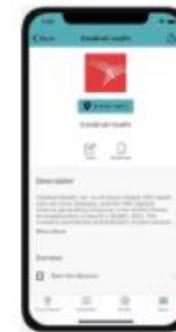
See Exhibit Hall Hours &
Activities

[Download Now ▶](#)

Important Dates & Deadlines

Keep on top of all dates and
deadlines with this checklist

[Download Now ▶](#)



Exhibitor Directory Entry

Submit By: Friday, April 22

[Submit Form ▶](#)



Exhibitor Appointed Contractor Intent Form

Submit By: Friday, May 27

[Submit Form ▶](#)



Audio Visual

Coming Soon

Policies and Procedures for Exhibiting Companies

- ▶ Make sure you and your onsite team are familiar with our exhibiting Policies and Procedures:
 - [Rules & Regulations / Booth Structure Guidelines](#)
 - [Health & Safety Policy](#)
 - [Proof of Insurance Information](#)
 - [Exhibitor Bill of Rights](#)
 - [Exhibitor Hosted Event Policy and Application](#)
 - [Restricted Marketing Zone](#)

Exhibit Staff Registrations

- ▶ Each 10x10 (100 square feet) includes 1 full meeting registration and 3 booth personnel registrations
- ▶ Additional booth personnel registrations are included with certain Sponsorship 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 the [Online Personnel Registration System](#) (Primary or Secondary Contact person's DIA login required).
- ▶ Deadline for names to appear in the Attendee List: **Monday, May 23**
- ▶ Deadline for all registrations and personnel changes: **11:59 PM EDT, Thursday, June 16**

Company Name	Event	Start Date	End Date
DIA	DIA 2022 Global Annual Meeting Exhibit	06/20/2022	06/22/2022

- ▶ Any new registrations or changes received after June 16, will need to be processed onsite in Chicago.

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
30x30 or 900 sq ft	9	27	36
20x50 or 1000 sq ft	10	30	40

Access to Exhibit Hall

- ▶ EACs or staff who are present to oversee booth installation do not need to be registered for the meeting.
 - Installation/Dismantle wristbands will be available by request at the Exhibitor Hall Entrances.
 - Preregistration is not required.
 - Wristbands will provide access to the Exhibit Hall on Saturday and Sunday for Installation and Wednesday after 4:30PM for Dismantle.
- ▶ Staff registered as speakers or attendees may access the Exhibit Hall to help with installation by requesting a wristband or an Exhibitor Badge holder from the Exhibitor Registration Desk.
- ▶ No one under the age of 18 is permitted in the Exhibit Hall during installation, show hours, or dismantle. No exceptions will be made.

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 **8:00 AM** on Friday, June 17 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 DIA@Smithbucklin.com.

Authorized Vendors List

- ▶ Please refer to the [Authorized Vendors](#) page 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.

Official Show Contractors

Service	Provider		Service	Provider
Audio Visual	SPL		Internet	McCormick Place
Booth Cleaning	Freeman		Labor	Freeman
Carpeting	Freeman		Lead Retrieval	CDS
Custom Booth	Freeman		Material Handling	Freeman
Custom Graphics	Freeman		Onsite Operations	Smithbucklin
Electrical	Freeman		Plumbing	Freeman
Food & Beverage	Savor		Rigging	Freeman
Furniture	Freeman		Telephone	McCormick Place
Hotel Reservations	onPeak			

Booth Inclusions and Guidelines

Booth Details – What's Included?

- ▶ Each inline booth includes:
 - 8' high back drape (blue and white)
 - 3' high side dividers (blue)
 - (1) 7" x 44" ID Sign

Booth Structure Guidelines

- ▶ DIA will be strictly enforcing the IAEE booth structure guidelines found in our [Rules & Regulations](#).
- ▶ 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.
- ▶ Any portion of the exhibit with visible unfinished sides or back exposed must be draped off at the Exhibitor's expense.

Booth Structure Guidelines - continued

▶ Inline Booths

- 10x10, 10x20, 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 27**.
- ▶ Diagrams must be submitted via email to DIA@smithbucklin.com

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.
- ▶ Additional information may be found in the [Exhibitor Resource Center](#).

Fire and Safety Guidelines

- ▶ McCormick Place maintains strict adherence to fire and safety guidelines as laid out in the *Fire Department Regulations* portion of the [Freeman Service Manual](#).
- ▶ Booth construction and decoration materials must be fire retardant.
- ▶ Exhibitor must have a copy of the Certificate of Flame Resistance onsite for all floor covering, curtains, and rigged signage (unless provided by Freeman, in which case, Freeman will have the certificate on hand).

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. This must be submitted by **May 27.**

Freeman Services

- ▶ Provides access to ordering services for the event
- ▶ Login is based on company credentials
- ▶ 10% discount for online ordering
- ▶ Advance Discount Deadline: **Monday, May 23**

Contact Information

In North America:

Phone: 1-800-423-8416

Text: (888) 508-5054

Chat: [Ping us!](#)

8am-5pm CT M-F

Shipping - Freeman

- ▶ Freeman will be accepting advanced warehouse shipments **Thursday, May 19** through **Friday, June 10**.
- ▶ Shipments received at the warehouse after **Friday, June 10** will be received with an additional 'after deadline' surcharge.
- ▶ Warehouse materials are accepted Monday-Friday between 8:00 AM and 3:30 PM.
- ▶ Direct shipments to McCormick Place will be accepted starting **Saturday, June 18**. 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 - Freeman

- ▶ All freight and package deliveries must enter and exit through the loading dock.
- ▶ Anything that comes in through the docks will be unloaded and delivered to the exhibiting company booth by a teamster union member – material handling fees will apply.
- ▶ All hanging sign freight should utilize the “Hanging Sign” label provided in the Freeman Services Manual so it can easily be identified and segregated from common freight.
- ▶ Freeman offers exhibit transportation services.

Marshalling Yard - Freeman

- ▶ All common carriers and van lines are required to check-in at the marshalling yard prior to being directed to McCormick Place loading dock.

McCORMICK PLACE MARSHALLING AREA

3050 Moe Drive

Chicago, IL 60616

- ▶ Detailed directions may be found in the Freeman Service Manual.

Booth Flooring Required - Freeman

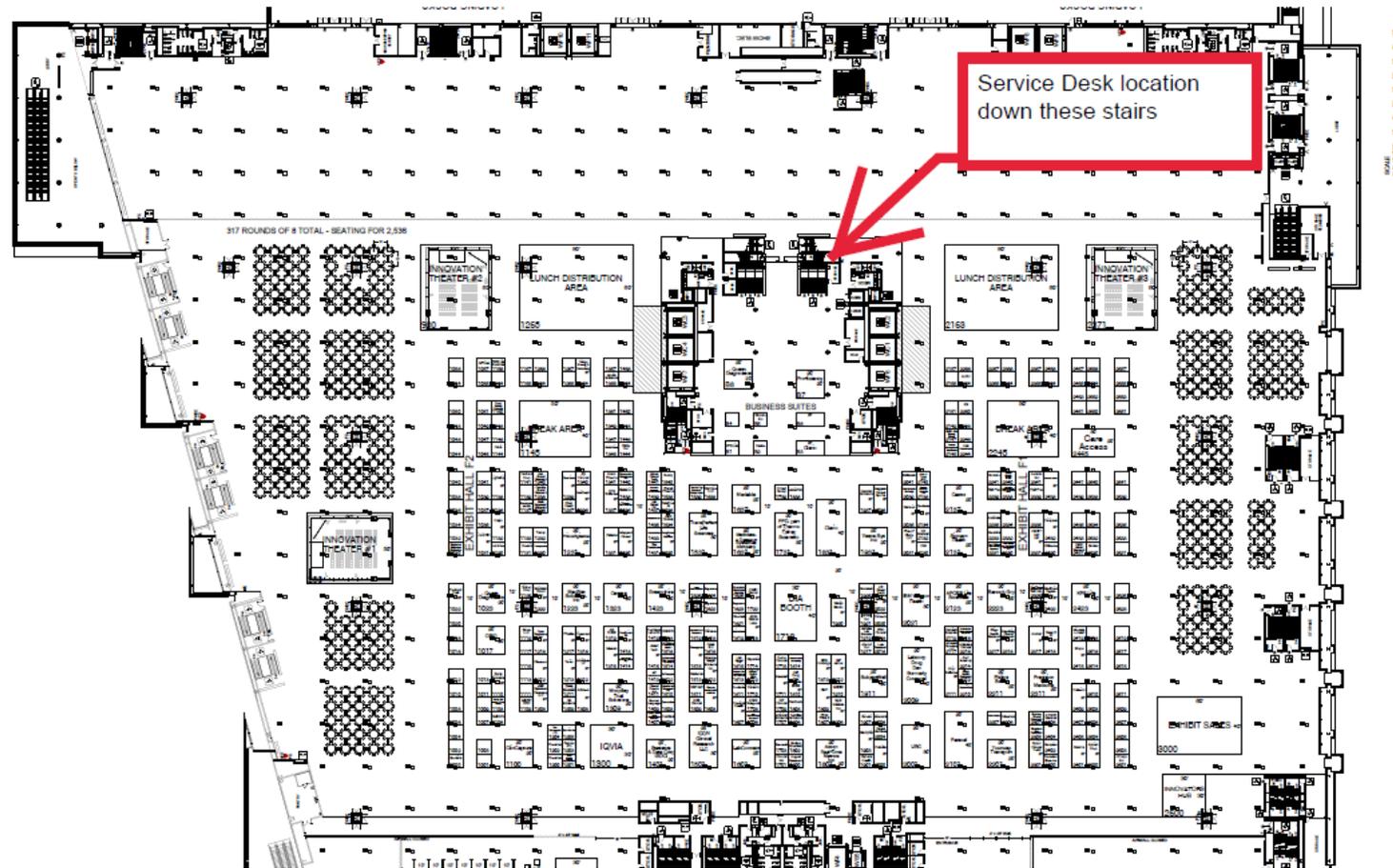
- ▶ Carpeting/Floor Covering is not included
- ▶ DIA will carpet the aisles in midnight blue 
- ▶ It is the responsibility of each exhibitor to carpet or provide their own flooring for their entire booth
- ▶ Freeman will automatically lay carpet in booths that are not yet covered by **12:00 NOON on Sunday**, 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.
- ▶ Carpet/Floor Covering may be ordered through Freeman

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.**
We are there to HELP!

Service Desk

MCCORMICK PLACE WEST - HALLS F1 & F2 - CHICAGO, IL



Electric & Plumbing– Freeman

- ▶ Electric is not included
- ▶ Electric and plumbing 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.
- ▶ Unless otherwise specified on a scaled floor plan, electrical drops for inline booths will be along the back drape of the booth.
- ▶ Labor is required for any and all electrical work over and above the installation of the main power drop.
- ▶ Advanced Discount Deadline: **May 23**

Booth Cleaning – Freeman

- ▶ Vacuuming and trash removal service is not included with your booth package.
- ▶ Porter service is required for all exhibitors that have ordered booth catering.
- ▶ Booth Cleaning may also be ordered onsite if needed, however, higher rates will apply.
- ▶ Advanced Discount Deadline: **May 23**

Exhibitor Bill of Rights

Booth Installation & Dismantle

Hand-Carry Policy

- ▶ Exhibitors may hand-carry materials through the front of the building.
 - The use of hand trucks, four wheeled dollies, is permitted.
- ▶ Parking or idling is not permitted on any roadways around McCormick Place in front of the entrances.
 - Exhibitors may be dropped off or may park in the parking lot.

Automobile and Small Utility Vehicles (ASUV)

- ▶ ASUV may be cars, pick-up trucks, or SUVs.
 - Step vans, box trucks, trailers over 15', or any commercial carriers are not considered POVs
 - If your vehicle does not meet the criteria, you will need to follow Marshaling Yard instructions for truck check-in (material handling charges will be based on published kit rates).
- ▶ Exhibitors driving freight in a personally owned vehicle (POV) that cannot be hand-carried, must utilize the loading dock.
- ▶ Only a registered Exhibitor is qualified to participate in the ASUV program.
- ▶ Check-in for exhibitors will take place at the Marshaling Yard Office (3050 S. Moe Drive) during designated date and time.
- ▶ While parked in the dock, Exhibitor staff must work as team of at least two people and one person must remain with the vehicle at all times.
- ▶ Vehicles must be unloaded within a 20 minute period.
- ▶ Photo ID will be required at the loading dock.

Booth Installation and Dismantle

- ▶ An Exhibitor Employee may perform work in a booth of any size. They can work within the booth using their own ladders or hand tools, cordless tools, power tools and other tools designated by McCormick Place/SMG.
- ▶ If you need to utilize union labor, you may also provide your company personnel to work along with a union installer on a one-to-one basis.
- ▶ Final Power termination must be performed by an Electrician.

Booth Installation and Dismantle - continued

- ▶ 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, Freeman, or an EAC are **not** permitted to help with booth installation or dismantle.

Booth Installation and Dismantle - continued

- ▶ Exhibitors may order labor through Freeman for Installation & Dismantle
- ▶ 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](#) by Friday, May 27
 - McCormick Place requires all EACs to be ESCA badged

Internet & Telephone – McCormick Place

- ▶ Internet, telephone and cable tv services may be ordered directly from McCormick Place Technology Services Department
- ▶ Though a complimentary WiFi service will be provided in the Exhibit Hall, it is strongly recommended to order wired internet for projects you consider mission critical
- ▶ Technology Service Orders can only be placed online. For your convenience, the site is available 24/7
- ▶ Advanced Discount Deadline: **June 2**
- ▶ Order [Here](#)

Food and Beverage – Savor

- ▶ Savor 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.
- ▶ If approval is granted to bring food or beverage that is not supplied by McCormick, corkage fees will apply.
- ▶ Savor requires that a McCormick Place bartender dispense all alcoholic beverages.
- ▶ Individually wrapped, bite-sized chocolates, candies, or mints are acceptable in small bowls, however, large candy displays would need to be ordered through Savor.

Food and Beverage – Savor

- ▶ If you are unsure about a food or beverage related idea or item you wish to give away, please contact Savor directly.
- ▶ Savor will be strictly enforcing policies regarding the exclusivity of food and beverage service and no exceptions will be made. It will be the sole responsibility of the exhibitor to remove any unapproved food and beverage items, including aspects that effect booth structure.
- ▶ Ordering Deadline: **Tuesday, May 31**
- ▶ [View Menu](#) and [Ordering Form](#)

Audio Visual & Computer Rental – SPL

- ▶ SPL offers a variety of audio visual and computer rental options
- ▶ Exhibitor is responsible for arranging and providing the necessary electrical needs for any AV ordered
- ▶ A representative from your company must be present at the time of delivery to ensure proper set-up and delivery verification
- ▶ Advanced Discount Deadline: **June 3, 2022**
- ▶ Online Ordering: <https://www.splchicago.com/dia-exhibitor>

Housing - onPeak

- ▶ onPeak is the **ONLY** official hotel partner for DIA 2022. Please be aware that if other companies contact you for booking, they are not authorized by DIA.
- ▶ onPeak provide the best rates, allows flexibility in changes and payment, and helps you manage your group bookings.

[Click Here to Book](#)

Housing – onPeak – continued

- ▶ Review your room block and release any rooms you will not be utilizing.
- ▶ Friday, April 29
 - Guest Names are due to onPeak for Hotel Bookings
 - Reservations need to be made by this date in order to receive 10 additional points towards your DIA 2023 booth selection ranking
 - Last day to cancel rooms with no penalty.
 - Starting April 30, rooms cancelled will incur a cancellation fee of one-night's room and tax to the credit card on file.

Shuttle Service

- ▶ Free shuttle service is provided to and from participating hotels that are not within walking distance of McCormick Place.
- ▶ 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 and will be strictly enforced.
- ▶ Shuttle service will begin on Monday, June 20 and will be available in the morning and at the conclusion of events each day. Mid-day service is not available.

Lead Retrieval



XPress Connect App – YOUR device

- Use your Android or Apple phone or tablet
- Set up and train prior event
- Survey capability
- Staff can collect leads and not share a device
- Collect leads anywhere
- Real-time leads in Excel
 - All leads combined in once spreadsheet



XPress Connect Handheld – OUR device

- Our device
- Electronic Notes
- Not tethered, no more cords
- Does not need electricity, charge at night
- Survey Capability
- Real-time leads in Excel



Customization - Qualifier vs Survey

Qualifier Style (Type 1)

- One screen (Answers)
- 20 qualifiers
- 50 character limit

Record iPhone (3)

AT&T 6:21 AM 83%

Cancel Qualifier

- Interested Product A
- Interested Product B
- Interested Product C
- Purchasing Role : Gathers I...
- Purchasing Role : Makes Pu...
- Purchase in 30 Days
- Purchase in 60 Days
- A Lead
- B Lead

Done

Survey Style (Type 2)

- Multiple screens (Question/Answer)
- 20 questions, unlimited answers
- 50 character limit

Search 5G 12:55 PM 42%

Survey

200001
Test First Test Last

Product Interest

- Interested in Product A
- Interested in Product B
- Interested in Product C

Save

Search 5G 12:55 PM 41%

Survey

200001
Test First Test Last

Purchasing Role

- Gathers Information
- Makes Purchase Decision

Save

Literature Fulfillment

The screenshot shows a mobile application interface for literature fulfillment. At the top, the status bar displays 'Search', signal strength, 'LTE', the time '10:54 PM', and battery level '23%'. Below the status bar, the app header includes a 'Back' button, the title 'Literature', and a green 'Online' indicator. A grey instruction box reads: 'Check at least one of the boxes below to send literature. Click the Send button to submit email.' Below this is a blue bar with a white checkbox and the text 'Select All'. Three list items follow, each with a white checkbox: 'Product A Fact Sheet', 'Product B Fact Sheet', and 'Product C Fact Sheet'. At the bottom of the screen is a dark grey bar with a white 'Send' button. The bottom-most navigation bar contains three icons: a hamburger menu with a red notification badge showing '2', a person icon with a plus sign, and a bar chart icon.

Dear Holly Gosnell,

Thank you for visiting our booth. Below are links to the product information you requested.

- [Product A](#)
- [Product B](#)

Sincerely,
ABC Company
www.abccompany.com

Digital Backpack

- Exhibitors upload content into portal prior to event
 - Touchless - Attendees scan QR code to collect exhibitor content.
 - QR codes can be printed or displayed on their kiosk or products
 - Saves your Exhibitors money
 - Printing, Shipping, Storing and is Green
 - Exhibitors receive lead data
 - Can be offered to all exhibitors by Show Management or Exhibitors can order directly



Contact Information Available

General Contact

- First Name
- Last Name
- Title
- Company
- Address
- City, State and Zip
- Country
- Phone
- Ext
- E-Mail

Questions?

- Contact Nicole Hutchison
- 508.743.0162
- Nhutchison@cdsreg.com

- [Order Online](#)
- [Download Order Form](#)



Lead Retrieval – CDS

- ▶ Attendee contact information will only be received if badges are scanned using the CDS lead retrieval service.
- ▶ Scanning may take place outside of the exhibitor's 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.**

Marketing and Sponsorship

DIA

Sponsorship

- ▶ Increase your company's exposure with an assortment of Sponsorship Opportunities!
- ▶ Earn 1 booth selection point for every \$1,000 spent in official sponsorship opportunities by April 29.
- ▶ <https://www.DIAexhibits.org/sponsorship-opportunities>

Exhibitor Marketing Kit

- ▶ Take a look at the [Exhibitor Marketing Kit](#) for some additional ways to promote your presence at DIA 2022. Here you will find:
 - DIA 2022 branded graphics for use in your print and/or digital marketing efforts.
 - Sample social media communications to help you get the word out. #DIA2022
 - How to invite your clients and/or prospect lists to come visit you at DIA 2022 at a discounted rate through VIP Guest Invites.



VIP Guest Invites

- ▶ We are excited to offer you a complimentary, and fully customized, pre-show marketing and customer invite service.

Everything you need to share your promo code via:

HTML Email & Web Invite Social Media Email Signatures, Web Site & More!

VIP Guest Invites

- ▶ A direct link to your custom dashboard will be emailed to your primary booth contact.
- ▶ To request the link again, at any time, please contact:



Official vendor:

VIP Guest
Invites

support@vipguestinvites.com

Toll Free: 800-211-6570

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 and in the DIA Global App.
- ▶ The [Exhibitor Directory Entry Form](#) can be found in the Exhibitor Resource Center.
- ▶ Deadline: **April 22**

Booth Giveaways

- ▶ 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.

Booth Giveaway Listing

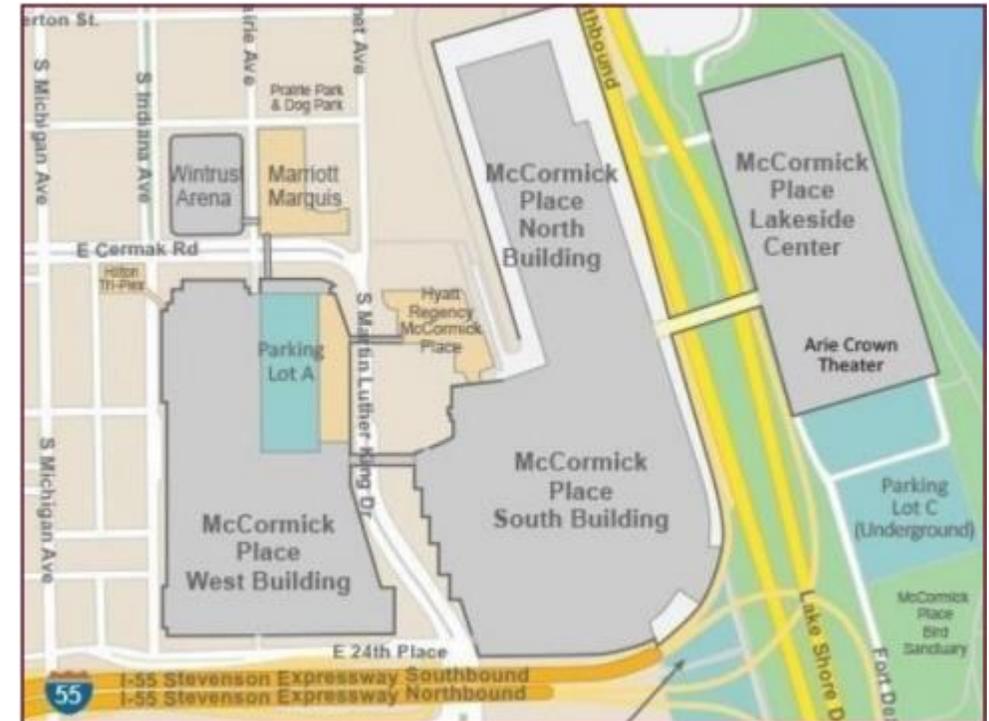
- ▶ DIA will be compiling a list of Exhibitor Giveaways and promoting the list to our attendees
- ▶ To be included in the list, complete the [Booth Giveaway Listing Form](#) by Monday, May 23

Is Your Company Recruiting?

- ▶ New! DIA will be promoting exhibiting companies that are actively hiring through the DIA Mobile App
- ▶ Complete the [Exhibitor Recruiting Promotion Form](#) by Monday, May 23.

Restricted Marketing Zone

- ▶ Keep in mind while developing your marketing strategy that there is a [Restricted Marketing 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.



Exhibitor Events and Meetings

- ▶ All events and meetings occurring in conjunction with DIA 2022 at any venue (including DIA hotels and non-hotel venues such as museums, restaurants, night clubs, etc.) require formal approval from DIA.
- ▶ The [Event and 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. No events may take place during official DIA scheduled activities.
- ▶ DIA reserves the right to halt all events and meetings that did not obtain proper DIA approval.
- ▶ Requests or questions may be directed to Americas.Exhibits@DIAglobal.org.

Additional Items

DIA

Important Dates and Deadlines

The [checklist](#) can be found in the [Exhibitor Resource Center](#)

- Friday, April 22 [Exhibitor Directory Listing Form](#) Due
- Friday, April 29 Deadline to earn Hotel Booking Points and Sponsorship Points for [DIA 2023 Booth Selection Order](#)
- Friday, April 29 Guest Names for Hotel Bookings due to [OnPeak](#)
Deadline to cancel or modify Hotel Reservations without penalty
- Thursday, May 12 Advance Discount Deadline for [Lead Retrieval](#) (CDS)
- Friday, May 13 DIA Standard Rate Deadline for [Attendee Registration](#)
- Thursday, May 19 Freeman begins to accept crated, boxed, or skidded materials at the Advanced Warehouse
- Monday, May 23 [Exhibit Personnel Registrations](#) due to DIA in order to be included in the Advance Registration Attendee List
- Monday, May 23 Discount Price Deadline for [Freeman Services](#)
(Furniture, Carpet, Labor, Rigging, Electric, Plumbing, Air, Gas, Cleaning, etc.)
- Friday, May 27 [Detailed Floor Plans](#) due from exhibitors occupying an island, split island, peninsula, modified peninsula exhibit booth space, submit via email to DIA@Smithbucklin.com
- Friday, May 27 [Exhibitor Appointed Contractor Information](#) Due
- Friday, May 27 [Proof of Insurance](#) Due
- Tuesday, May 31 Catering Orders Due ([Savor](#)) View [Menu](#) | Download [Order Form](#)

Booth Selection for DIA 2023

- ▶ Booth selection for DIA 2023 (*Boston Convention & Exhibition Center— June 25-29*) will take place during the Annual Meeting in Chicago.
- ▶ Companies will be assigned appointment times based on a points system.
- ▶ History, booth size, sponsorship, and booking hotels through onPeak all affect the number of points a company receives.
- ▶ Any violations for DIA's Policies and Procedures for Exhibiting Companies will result in a 50% reduction of accumulated points toward future Annual Meeting booth selection.
- ▶ Additional information on the points system may be found in the [Exhibitor Resource Center](#).



DIA