



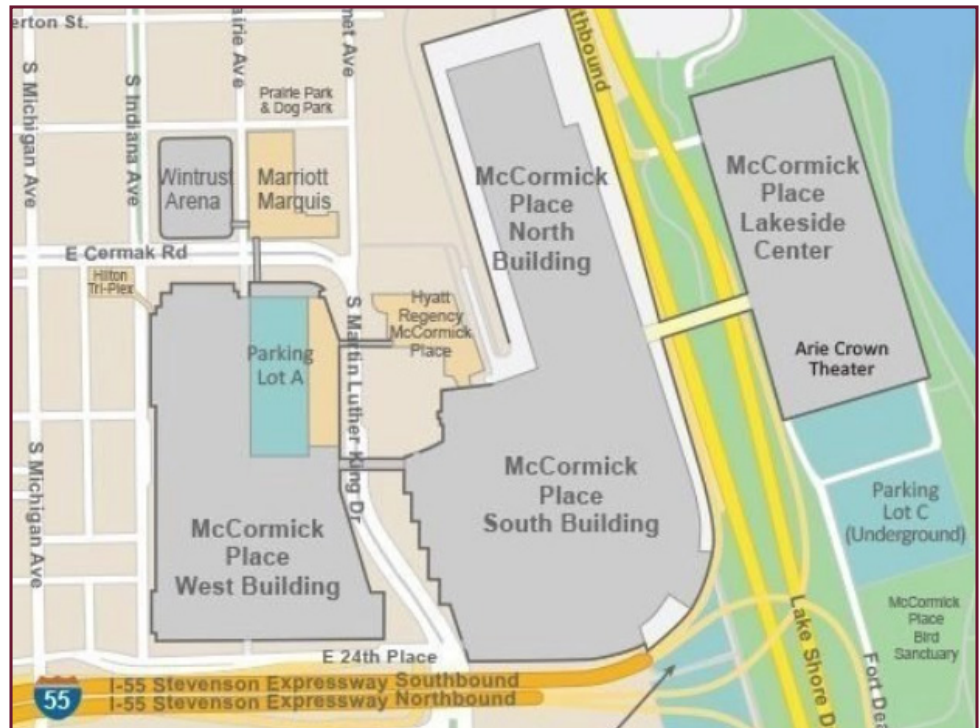
Restricted Marketing Zone

Due to comments from our exhibitors and attendees, exhibiting companies will be restricted from marketing activities unapproved by DIA in the immediate vicinity of McCormick Place and the Hyatt Regency at McCormick Place. This includes, but is not limited to, Martin Luther King Jr. Boulevard, Indiana Avenue, Lake Shore Drive, and McCormick Place Square.

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 2023 in Boston, MA. A company that has yet to select their 2023 booth location will forfeit their scheduled selection time and be permitted to select booth space at the conclusion of DIA 2022. 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 2022. In addition, any company violating this policy will receive a 50% reduction in Exhibit Booth Assignment Order Points for DIA 2024 in San Diego.

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



All marketing activities 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 contact:

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