

Exhibit Booth Assignment Order Points

DIA 2025 exhibiting companies will have an opportunity to register and reserve booth space for the DIA 2026 Global Annual Meeting while onsite in Washington, DC. DIA 2026 booth selection appointment times are based on a priority point system.

DIA 2025 Global Annual Meeting Exhibitors earn Assignment Order Points based on the following criteria:

Exhibit History Points

- FOUR (4) 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 history points***
** History point reductions will not be in effect for DIA 2020 and DIA 2021 Virtual Events*

Exhibit Space Points

- THREE (3) Assignment Order Points are earned for each 100 square feet of booth space purchased for *DIA 2025 only*.

Sponsorship Points

- ONE (1) Assignment Order Point is earned for each \$1,000 spent in Sponsorship for *DIA 2025 only* if secured by April 25, 2025.
- DIA 2025 Partners will receive the following points: Silver (2) Gold (4) DIAMond (6)

Housing/Hotel Booking Points

- TEN (10) Assignment Order Points are earned for reserving hotel rooms in the Exhibitor Room Block through DIA's official housing bureau, onPeak, for *DIA 2025 only* if booked by April 25, 2025.

Payment Points

- TEN (10) Assignment Order Points are earned when booth rental payment is received in full by January 31, 2025.
- If registering after January 31 2025, payment in full must accompany the application in order to qualify for the Assignment Order Points.

Survey Points

- TEN (10) Assignment Order Points are earned for completion of the previous year's exhibitor survey. A maximum of 10 points can be earned for each company.

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 Contract Conditions/Rules and Regulations during DIA 2025 will be subject to a 50% reduction in total Assignment Order Points and forfeit their booth selection time slot. Violations include, but are not limited to, distributing materials outside of your rented booth space, scanning attendee badges in session rooms, holding client functions outside of the exhibit hall during show hours, and dismantling your booth prior to the hall closing on the final day. **A company that has yet to select their 2026 booth location will forfeit their scheduled selection time and be permitted to select booth space at the conclusion of DIA 2025. 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 2025. In addition, any company violating this policy will receive a 50% reduction in Exhibit Booth Assignment Order Points for DIA 2027 in San Diego, CA.**

*All exhibiting companies will be notified via email approximately one month prior to the meeting of their priority point total. If you believe your company's point total is incorrect, email the DIA Exhibits Team at Americas.Exhibits@DIAglobal.org. **Priority point challenges must be received by May 30, 2025.** Challenges to your priority points will not be addressed at the time of your appointment.*

For questions, or to notify of company name changes, mergers, or acquisitions, please contact Americas.Exhibits@DIAglobal.org