

Header: Exhibitor eNewsletter – March 2025

DIA is excited for the 2025 Global Annual Meeting in Washington, DC, and will be sending you monthly newsletters with important guidelines, deadlines, tips, and other information to help you make the most of your experience.

Please email Americas.Exhibits@DIAglobal.org with the names and contact information of other team members who should receive the DIA 2025 Exhibitor Newsletters.

Exhibitor Service Kit and Resource Center

The DIA 2025 Service Kit is now available on [Freeman Online](#). Shop for products and services including shipping, material handling, labor, carpet, furnishings, and more. Also, the [Exhibitor Resource Center](#) has important information to help you prepare. Be sure to review all [Exhibitor Ordering Information](#) from our [Authorized Vendors](#).

Exhibit Personnel Registration is Now Open!

You can now begin to register your exhibit personnel for DIA 2025. The [Online Registration System](#) will let you know exactly how many full-meeting and booth personnel badges your company receives and allows you to make changes at any time. Only those listed as a **Primary** or **Secondary** contact will be able to use their user ID and password to access the online system. Please contact [Megan](#) with any questions or issues.

Hotel Information

Exclusive DIA rates are available on a first-come, first-served basis. Book through onPeak by **Friday, April 25** and receive 10 Exhibit Booth Assignment Points towards your DIA 2026 Booth Selection.

[Official DIA Hotels and Amenities](#) | [Hotel Map](#) | [Book Here](#)

The Exhibitor Directory is Live!

We're excited to announce that the [Exhibitor Directory](#) is live on the DIA website! This is your opportunity to showcase your company and products to attendees.

If you haven't updated or completed your company profile yet, please take a moment to do so. Make sure your information is accurate and up to date so attendees can easily find you.

[Update Your Profile](#) (login via SSO with your DIA User ID)

Note: You can change your profile at any time leading up to or during DIA 2025

For your convenience, we've put together a helpful [Look Book](#) with step-by-step instructions and examples to guide you in editing your profile.

Specifications:

- **Header Image** 1200x675px (16:9 ratio) image, no larger than 1MB or **Video** via YouTube / Vimeo Stream
- **Logo** 400x200px (2:1 ratio) image, no larger than 1MB
- **Advertisement** 1080x1920px (9:16 ratio) image, no larger than 1MB

- **Background Image** 2560x1600px (16:10 ratio) image, no larger than 1MB
- **Description** (it can include links)
- **Website URL**
- **Social Media** (LinkedIn, X (Twitter), Instagram, Facebook etc.)
- **Documents & Links**
- **Products & Services** (Select up to 10)
- **Booth Activities** (Let attendees know if you will be having demos, F&B, entertainment, etc. in your booth!)
- **Booth Giveaways** (List any giveaways that your company will give out or raffling off)
- **Job Postings** URL to your company's job board

Policies and Procedures for Exhibiting Companies

Please make sure you and your team are familiar with the [Policies and Procedures for Exhibiting Companies](#) at DIA 2025, including the [Restricted Marketing Zone](#) and [Exhibitor Hosted Events](#).

Marketing and Sponsorship Opportunities

Increase your booth traffic and raise your company's awareness in the media and the industry. The earlier you start, the more successful you'll be at driving your target audience to your booth. In addition to the numerous [Sponsorship Opportunities](#) we have available, DIA is pleased to provide you with additional resources to help promote your presence at DIA 2025 to your customers. Learn more by accessing the [Exhibitor Marketing Kit](#).

Secure one of these valuable sponsorship opportunities today!

- Headshot Lounge
- Innovation Theater Presentation
- Mobile App Splash Screen
- Pre-Event eBlasts
- View a complete list and pricing [here](#)!

Exclusive Pre-Conference Networking at Planet Word – June 15, 7:00-9:00pm

Kick off your DIA 2025 experience with a special networking event at the Planet Word Museum, located in the heart of Washington, D.C. As the world's first museum dedicated to language, Planet Word offers a unique and inspiring setting for connecting with industry leaders, innovators, and fellow attendees. Enjoy food, drinks, and great conversation in a relaxed atmosphere, all while exploring interactive exhibits. Space is limited, so register early to secure your spot for this exclusive pre-conference gathering. [Register Online Today](#).

Want to register a group? Complete the [Registration Form](#) and email it to Americas.Exhibits@DIAglobal.org

Interested in sponsoring this one-of-a-kind event? Contact Americas.Exhibits@diaglobal.org

Nationals Baseball at DIA 2025

Enjoy a thrilling night out at Nationals Park! We've reserved exclusive seating for DIA attendees for two exciting games between the Washington Nationals and the Colorado Rockies. Join us on June 16th or 17th for an unforgettable evening of networking and fun. Get your tickets for Monday June 16th [here](#). Get your tickets for Tuesday June 17th [here](#).

Host an event at Nationals Park!

Looking for a unique and exciting way to bring your team or clients together? The Washington Nationals offer a variety of group outing options perfect for businesses, organizations, and corporate events. Whether you're hosting employees, clients, or networking partners, we have spaces to accommodate groups of all sizes - plus food and beverage packages to make your experience even more memorable! [Click here](#) for details or contact Leah Spradlin at leah.spradlin@nationals.com for more information.

Upcoming Deadlines

- March 20 - Early Discount Deadline for [Lead Retrieval](#)
- April 25 – Deadline to earn Hotel Booking Points and Sponsorship Points for DIA 2026 Booth Selection Order
- April 25 – Guest Names for Hotel Bookings due to [OnPeak](#)
- April 25 - Deadline to cancel or modify Hotel Reservations without penalty
- May 1 – Advance Discount Deadline for [Lead Retrieval](#)
- May 15 – Freeman begins to accept crated, boxed, or skidded materials at the Warehouse
- May 15 - Deadline for [Exhibitor Personnel Registration](#) in order to be included on the Advanced Attendee List and Access to Mobile App upon launch
- May 16- [Detailed Floor Plans](#) due from exhibitors occupying an island, split island, peninsula, modified peninsula exhibit booth space
- May 16 – [Exhibitor Appointed Contractor Information](#) and [Proof of Insurance Due](#)
- May 16 – Advance Rate Deadline for [AV Equipment](#)
- May 19 – Discount Price Deadline for [Freeman Services](#)

View the full list of Important Dates & Deadlines [here](#).

Elevate Your Career with DIA Membership – Save 10% Today!

Become a part of the global life sciences community that's driving innovation and excellence. Use code XBT10 to enjoy an exclusive 10% discount on your [DIA Membership](#).

As a DIA member, you'll unlock powerful benefits designed to advance your career:

- Expert Resources – Access cutting-edge Media and Publications to stay ahead of industry trends.
- Global Networking – Engage with DIA Communities and connect with leaders and peers across the life sciences landscape.
- Exclusive Opportunities – Contribute your insights and shape the future of our industry.
- Special Member Rates – Enjoy exclusive discounts on DIA events and products.

Don't miss out on the chance to grow your network, expand your knowledge, and position yourself as a leader in life sciences. Join DIA today and save 10%!

Your DIA 2025 Exhibit Team:

Booth Sales and Additional Sponsorship Opportunities

Sara Kolovitz (Companies 1-L) | +1.312.673.4779 | skolovitz@smithbucklin.com

Andrew Haigh (Companies M-Z) | +1.312.673.5442 | ahaigh@smithbucklin.com

Booth Structure and Logistics

Jennifer Jasas | +1.312.673.5715 | jjasas@smithbucklin.com

Personnel Registrations and Exhibit Policies

Megan Stevens | +1.215.442.6110 | Megan.Stevens@DIAglobal.org

Billing and Payments

Amber McKnight | +1.312.673.4895 | amcknight@smithbucklin.com