



DIA 2023

GLOBAL ANNUAL MEETING
BOSTON, MA | JUNE 25-29

Exhibitor Logistics Webinar

Exhibit Hall Schedule DIA Website & Online Resources

Exhibit Hall Schedule

Exhibitor Installation:

Saturday, June 24 8:00 AM – 5:00 PM
Sunday, June 25 8:00 AM – 5:00 PM

Exhibit Hours:

Monday, June 26 11:30 AM – 6:15 PM
Lunch 11:15 AM – 1:15 PM
Reception 5:15 PM – 6:15 PM

Tuesday, June 27 9:30 AM – 5:00 PM
Lunch 11:00 AM – 1:00 PM

Wednesday, June 28 9:30 AM – 4:00 PM
Lunch 11:00 AM – 1:00 PM

Exhibitor Dismantle:

Wednesday, June 28 4:00 PM – 10:00 PM
Thursday, June 29 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 25**

▶ **ALL EXHIBITORS MUST BE SET BY 8:00AM ON MONDAY, JUNE 26**

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

▶ **NO DISPLAYS MAY BE DISMANTLED BEFORE 4:00PM ON WEDNESDAY, JUNE 28**

▶ **PDF FOUND [HERE](#)**

Exhibitor Resource Center

- ▶ The **Exhibitor Resource Center** (ERC), part of the DIA 2023 Global Annual Meeting website, is the single source for all your exhibitor needs.
- ▶ Bookmark DIAglobal.org/DIA2023ERC for quick and easy access.
- ▶ The ERC is updated as new information is received.

Exhibitor Resource Center - continued

Exhibitor Services and Forms

Order Forms & Submissions needed to prepare for your participation at DIA 2023.

Includes: Freeman, F&B, AV, Lead Retrieval, Electric, and more!

[View Forms ▶](#)

Exhibitor Marketing Kit and Sponsorship Opportunities

Additional marketing and advertising opportunities to promote your presence at DIA 2023 prior to and during the event.

[Explore Opportunities ▶](#)

Exclusive Hotel Rates Available

Book through onPeak by **April 28** and receive 10 Exhibit Booth Assignment Points towards your DIA 2024 booth selection.

[Learn More ▶](#)

Important Dates & Deadlines

Keep on top of all dates and deadlines with this checklist

[Read More ▶](#)

Exhibit Hall Schedule

See Exhibit Hall Hours and Activities

[Read More ▶](#)

Exhibit Personnel Registration

Register by June 1 to be included in the Advance Registration Attendee List

[Register Personnel ▶](#)

Frequently Asked Questions

[Read More ▶](#)

Exhibitor eNewsletters

Keep up to date with the latest information related to your exhibit.

[Read the latest ▶](#)

Proof of Insurance Information

[Read More ▶](#)

Freeman Exhibitor Services - Shipping, Labor, Carpet, and More



XPress Leads
CONVENTION DATA SERVICES

Lead Retrieval

Early Rate Deadline: **Thursday, April 6**

[Order Online ▶](#)

[Download Order Form ▶](#)



Booth Catering Menu

Order Deadline: **Friday, June 2**

[Download Menu ▶](#)



Exhibitor Services

Electric, Internet, Rigging, Plumbing, and more

Discount Pricing Deadline: **Monday, June 5**

[Order Online ▶](#)

[Download Order Form ▶](#)



Audio Visual

Advanced Pricing Deadline: **Friday, June 2**

[Order Online ▶](#)

[Download Order Form ▶](#)



Exhibitor Appointed Contractor (EAC) Intent Form

Submit By: **Friday, May 26**

[Submit Form ▶](#)

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](#)
 - [Proof of Insurance Information](#)
 - [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 Registration System](#) (Primary or Secondary Contact person's DIA login required).
- ▶ Deadline for names to appear in the Attendee List: **Thursday, June 1**
- ▶ Deadline for all registrations and personnel changes: **11:59 PM EDT, Thursday, June 22**

Company Name	Event	Start Date	End Date
DIA	DIA 2023 Global Annual Meeting Exhibit	06/26/2023	06/28/2023

- ▶ Any new registrations or changes received after June 22, will need to be processed onsite in Boston.

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 4:00PM 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	BCEC
Booth Cleaning	Freeman		Labor	Freeman
Carpeting	Freeman		Lead Retrieval	CDS
Custom Booth	Freeman		Material Handling	Freeman
Custom Graphics	Freeman		Onsite Operations	Smithbucklin
Electrical	BCEC		Plumbing	BCEC
Food & Beverage	Levy		Rigging	BCEC
Furniture	Freeman		Telephone	BCEC
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 26**.
- ▶ 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

- ▶ The BCEC 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 26.**

Exhibitor Appointed Contractors

- ▶ Exhibitors may order labor through Freeman for Installation and 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](#).
 - The EAC must provide proof of insurance.

Freeman Services

- ▶ Provides access to ordering services for the event
- ▶ Login is based on company credentials
- ▶ 10% discount for online ordering
- ▶ Advance Discount Deadline: **Friday, May 26**

Contact Information –Call or Text

US or Canada: (888) 508-5054

International: 1 (817) 210-4869

Chat: [Ping us!](#) 8am-5pm CT M-F

Submit order forms [email](#)

Shipping - Freeman

- ▶ Freeman will be accepting advanced warehouse shipments **Thursday, May 25** through **Friday, June 16**.
- ▶ Shipments received at the warehouse after **Friday, June 16** 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 the Boston Convention & Exhibition Center will be accepted starting **Saturday, June 24**. 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](#).

Material Handling Services - Freeman

- ▶ Work rules require that the official material handling contractor off-load all equipment and display material from commercial carriers/common carriers or van lines. The use of fork trucks, pallet jacks and lift gates are permitted only by personnel of the official material handling contractor.
- ▶ Exhibitors are allowed to perform their own material handling, provided they meet all of the following criteria:
 - Personnel performing the work must be bonafide, full-time company employees of the exhibiting company.
 - They must be off-loading from a company owned truck or rental vehicle, or from a car, van or truck owned by personnel of the exhibiting company.
- ▶ All trucks, including co-owned or rental vehicles, over 24' in length will be off-loaded or loaded by the official material handling contractor.
- ▶ They may use only hand-operated equipment, which they have provided; two-wheeled hand trucks and four-wheeled flat trucks are permitted. The use of fork trucks, pallet jacks, lift gates or any other mechanical equipment is not permitted by anyone other than the official drayage contractor.

Material Handling Services - Freeman

- ▶ All freight and package deliveries must enter and exit through the loading dock.
- ▶ Exhibitors driving freight to the BCEC must first go to the Marshalling Yard in the South Parking Lot and check in at the marshalling yard trailer.
- ▶ You will be provided a loading dock parking pass to be displayed on the vehicle dashboard and given instructions to the loading dock.
- ▶ Once at the loading dock, exhibitors will have 20 minutes to unload.

Marshalling Yard - Freeman

- ▶ All common carriers and van lines are required to check-in at the marshalling yard prior to being directed to Boston Convention & Exhibition Center loading dock.

**C/O Freeman
Boston Convention & Exhibition Center
415 Summer St
Boston, MA 02210**

- ▶ Located behind the BCEC. 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!**

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 26**

Boston Convention & Exhibition Center

Booth Installation and Dismantle

- ▶ Full-time, bona fide employees of the exhibiting company may unpack, assemble, dismantle, and pack displays and equipment.
- ▶ Exhibitors are allowed to set-up and/or dismantle their own booths, provided it is done by full-time, bona fide employees of the exhibiting company.
- ▶ Power tools may be used for set-up and/or dismantle.

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.

Rigging/Sign Hanging

- ▶ The BCEC provides overhead and ground supported rigging and lighting services through JCALPRO.
- ▶ All overhead rigging and ground supported truss are provided by and installed by JCALPRO.
- ▶ Information is available through the Exhibitor Service Manual or direct link [Electric/Rigging](#)

Internet & Telephone – BCEC/Signature Boston

- ▶ Internet, telephone, and cable tv services may be ordered directly from BCEC/Signature Boston
- ▶ 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
- ▶ Advanced Discount Deadline: **June 5**
- ▶ Order [Here](#)

Electric & Plumbing– BCEC/Signature Boston

- ▶ Electric is not included with your booth package
- ▶ Electric and plumbing services may be ordered from the BCEC/Signature Boston.
- ▶ 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.
- ▶ Freeman labor is required for any and all electrical work over and above the installation of the main power drop.

Electric – BCEC/Signature Boston

- ▶ Exhibitors are responsible for distributing their own 120V electrical cords and plugging in their equipment. Freeman offers this service and can provide install labor and rented electrical cords.
- ▶ For 208V and 480V connections, make sure to submit a scaled floor plan in order for service to be provided to a convenient location.
- ▶ For more information, refer to the [BCEC Exhibitor Ordering Guide](#) in the [Exhibitor Resource Center](#).
- ▶ Advanced Discount Deadline: **June 5th**

Food and Beverage – Levy Restaurants

- ▶ Levy Restaurants holds the exclusive rights to all food and beverage within the BCEC
 - 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 Levy Restaurants, corkage fees will apply.
- ▶ Levy Restaurants requires that a BCEC 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 Levy Restaurants.

Food and Beverage – Levy Restaurants

- ▶ Bottles of wine or other alcoholic beverages may NOT be provided as gifts or booth prizes. No alcoholic beverages are permitted to leave the BCEC even if they are unopened.
- ▶ If you are unsure about a food or beverage related idea or item you wish to give away, please contact Eiman Karim with Levy Restaurants directly.
ekarim@levyrestaurants.com
- ▶ Levy 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: **Friday, June 2**
- ▶ [View Menu](#)

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 2, 2023**
- ▶ Online Ordering: <https://www.splchicago.com/dia-exhibitor>

Housing - onPeak

- ▶ onPeak is the **ONLY** official hotel partner for DIA 2023. 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 28
 - 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 2024 booth selection ranking
 - Last day to cancel rooms with no penalty.
 - Starting April 29, 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 the BCEC.
- ▶ 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 26 and will be available in the morning and at the conclusion of events each day. Mid-day service is not available.

Lead Retrieval - CDS



Video Link:

<https://www.youtube.com/watch?v=OLOXLAoPcXM>

Questions?

- Contact Steve Barove
- 508.743.0550
- sbarove@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

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 28.
- ▶ <https://www.DIAexhibits.org/sponsorship-opportunities>



Get in Touch

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Exhibitor Marketing Kit

- ▶ Take a look at the [Exhibitor Marketing Kit](#) for some additional ways to promote your presence at DIA 2023. Here you will find:
 - DIA 2023 branded graphics for use in your print and/or digital marketing efforts.
 - Sample social media communications to help you get the word out. #DIA2023
 - How to invite your clients and/or prospect lists to come visit you at DIA 2023 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 invite your customers to join you at your booth via:

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

Constant Contact MailChimp iContact Twitter LinkedIn Facebook Email www

DIA 2023 Promo Code: VIP1234
Exhibit Hall Day Pass Code: HALL1234

Use our promo code to get \$100 off your DIA 2023 registration or a \$200 Exhibit Hall-only day pass.

DIAglobal.org/VIPguest

BOOTH #:123

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



DIA 2023

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EXHIBITOR GUIDE





Login Instructions

Primary, Secondary, and Marketing contacts will receive an email from NAevents@diaglobal.org

This will only provide you access to the Exhibitor section



DIA 2023 Global Annual Meeting

Hello Jane,

We are contacting you with your unique activation link to prepare and highlight your company for the upcoming **DIA Global Annual Meeting** mobile app.

You've been given access as either a Primary, Secondary, or Marketing contact for your company. Begin to explore and edit your company profile to make it stand out.

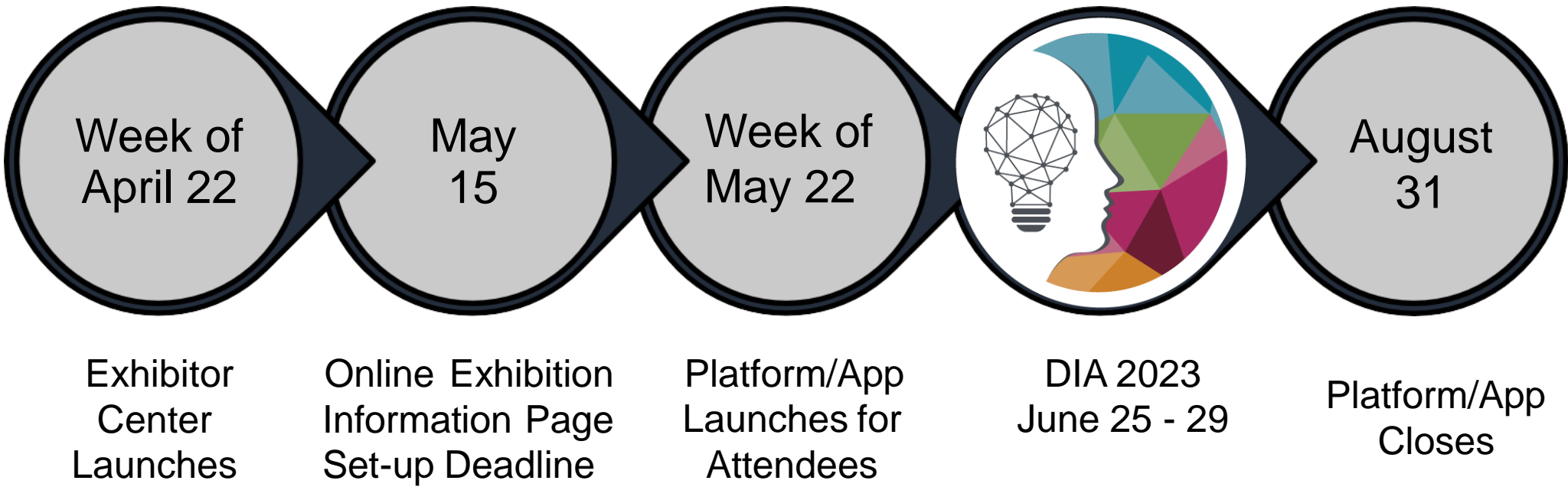
Complete your exhibit page by **Monday, May 15** so that it is ready for when the mobile app is launched to all attendees.

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
- **Background Image** 2560x1600px (16:10 ratio) image, no larger than 1MB
- **Description** (it can include links)
- **Website URL**



Timeline





Mobile App Specifications

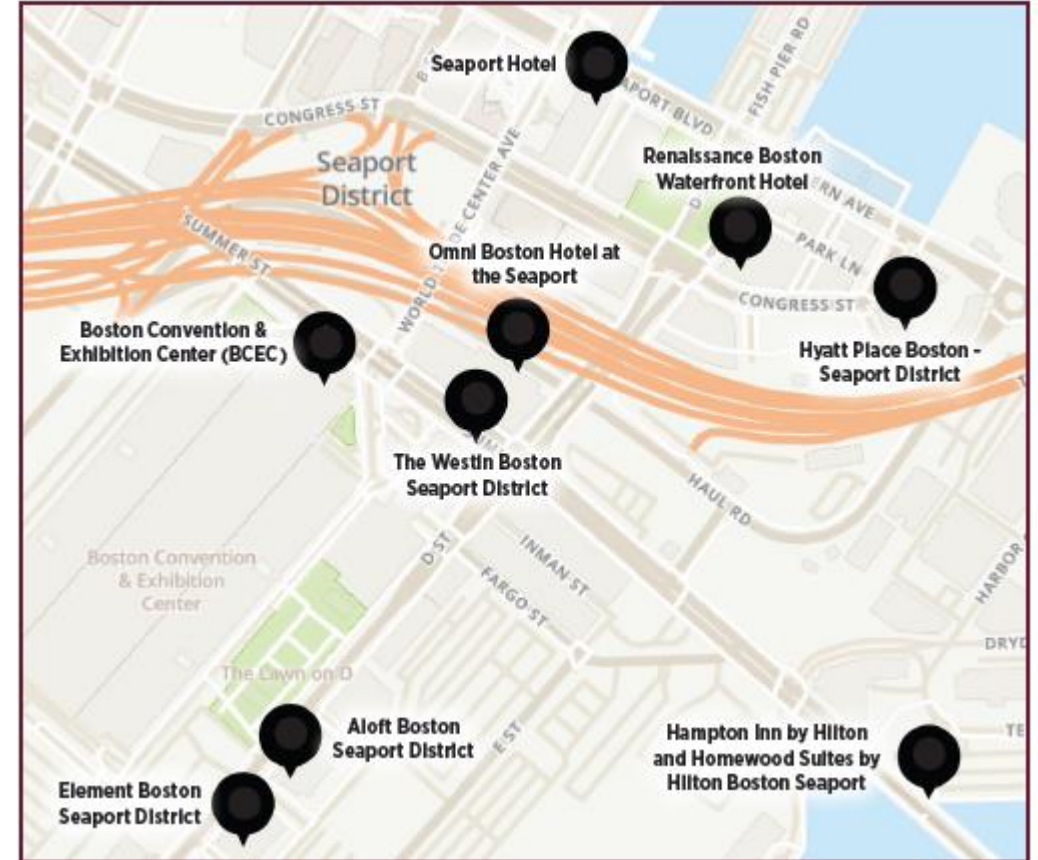
- **Header Image** 1200x675px (16:9 ratio) image, no larger than 1MB or **Video** via YouTube / Vimeo Stream
- **Logo** 400x200px (2:1 ratio) image, no larger than 1MB
- **Background Image** 2560x1600px (16:10 ratio) image, no larger than 1MB
- **Description** (it can include links)
- **Website URL**
- **Social Media** (LinkedIn, Twitter, Instagram, Facebook etc.)
- **Documents & Links**
 - URL or Upload the document
 - Title of the document (max 80 characters)
 - Description of the document (max 160 characters)
- **Products & Services** (Select Up to 10)
- **Booth Giveaways** (List any giveaways that your company will giving out or raffling off)
- **URL to your company's job postings**

Booth Giveaways & Booth Giveaway Listing

- ▶ 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.
- ▶ DIA will be compiling a list of Exhibitor Giveaways and promoting the list to our attendees
- ▶ To be included in the list, add your Giveaway to your Swapcard exhibit page by **Monday, May 15**

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 2023 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.

Red Sox Tickets



- The Boston Red Sox will be in town for two evening games during DIA 2023. Fenway has blocked a dedicated seating area for DIA Attendees for both games! Ticket availability is limited!
 - Tuesday, June 27 – purchase tickets [here](#)
 - Wednesday, June 28 – purchase tickets [here](#)
- Fenway also has pre-game event space located throughout the ballpark for entertaining your clients. Contact Josh Karnett jkarnett@redsox.com or +1.617.226.6537 for [more information](#).

Additional Items

Important Dates and Deadlines

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

□	Friday, April 28	Deadline to earn Hotel Booking Points and Sponsorship Points for DIA 2024 Booth Selection Order
□	Friday, April 28	Guest Names for Hotel Bookings due to OnPeak Deadline to cancel or modify Hotel Reservations without penalty
□	Monday, May 15	Company Information & Description Due (Swapcard)
□	Thursday, May 18	Advance Discount Deadline for Lead Retrieval (CDS)
□	Friday, May 19	DIA Standard Rate Deadline for Attendee Registration
□	Thursday, May 25	Freeman begins to accept crated, boxed, or skidded materials at the Advanced Warehouse
□	Friday, May 26	Discount Price Deadline for Freeman Services (Furniture, Carpet, Labor, Air, Gas, Cleaning, etc.)
□	Friday, May 26	Detailed Floor Plans due from exhibitors occupying an island, split island, peninsula, modified peninsula exhibit booth space
□	Friday, May 26	Exhibitor Appointed Contractor Information Due
□	Friday, May 26	Proof of Insurance Due
□	Thursday, June 1	Exhibit Personnel Registrations due to DIA in order to be included in the Advance Registration Attendee List
□	Friday, June 2	Catering Orders Due (Levy)
□	Friday, June 2	Advance Rate Deadline for AV Equipment (SPL)
□	Monday, June 5	Discount Price Deadline for BCEC Exhibitor Services Electric, Telephone, Internet, Rigging Plumbing, and Security

Booth Selection for DIA 2024

- ▶ Booth selection for DIA 2024 (*San Diego Convention Center— June 16-20*) will take place during the Annual Meeting in Boston.
- ▶ 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](#).



Question and Answer

- ▶ **Q: When does advanced warehouse start accepting the packages? (as of which date)**
- ▶ A: Freeman will accept shipments at the advance warehouse from May 25, 2023 through June 16, 2023

- ▶ **Q: Is there a URL for furniture ordering?**
- ▶ A: <https://www.freemanco.com/store/category-page?categoryId=35&showID=519591>

- ▶ **Q: Where can we access the freeman service manual?**
- ▶ A: https://www.freemanco.com/forms/519591/0_ESM_519591.pdf

Question and Answer

- ▶ **Q: How do you get to your dashboard for the VIP materials? Is it the same place you register team members to attend?**
- ▶ A: A direct link to your custom dashboard was emailed to your primary booth contact. To request the link again, at any time, please contact: support@vipguestinvites.com
- ▶ **Q: To confirm, we do NOT need to get approval for any giveaways we plan to do as long as we work along those guidelines?**
- ▶ A: That is correct, so long as the giveaways are within the guidelines. Should we have any questions regarding your submissions, we will follow up with you.

Question and Answer

- ▶ **Q: What is the deadline to submit our information for the mobile app?**
- ▶ A: Monday, May 15

- ▶ **Q: Where can you find information about the points and how can they be used?**
- ▶ A: We use a point system for the next year's booth selection. More information can be found [here](#)