



# DIA 2023

GLOBAL ANNUAL MEETING  
BOSTON, MA | JUNE 25-29

## EXHIBITOR GUIDE

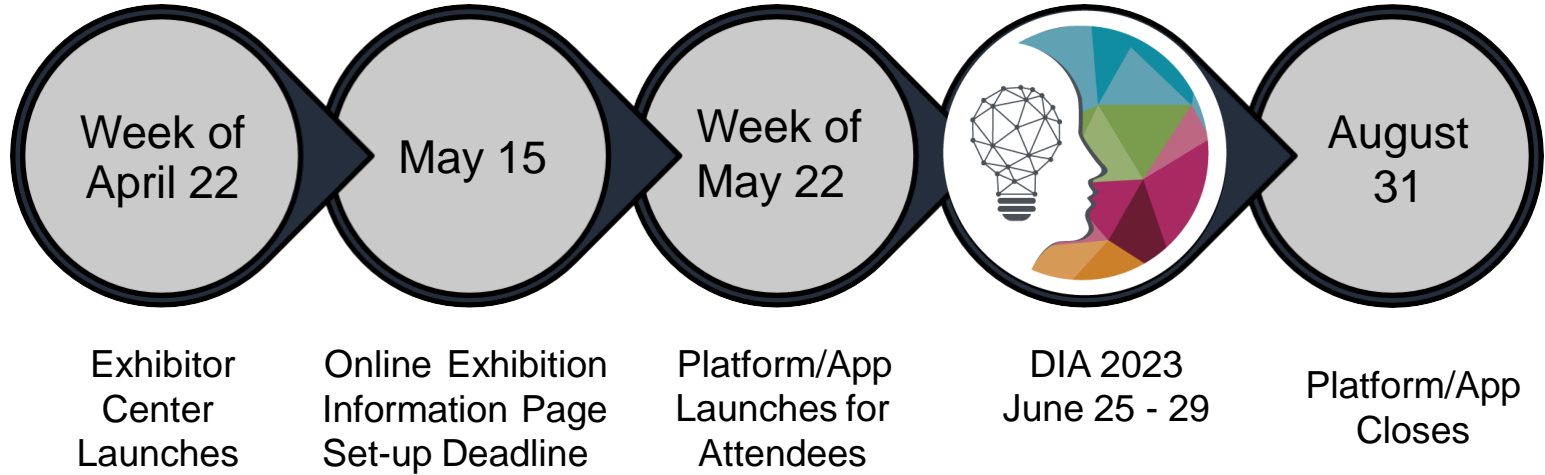




Welcome to the Exhibitor Guide.  
You will be using the tools in your **Swapcard**  
Exhibitor Center to configure your booth,  
manage your team, and interact with  
attendees before, during, and after the **event!**



# Timeline





# ONLINE EXHIBITION & INFORMATION PAGE SET-UP





# Login Instructions

Primary, Secondary, and Marketing contacts will receive an email from [NAevents@DIAGlobal.org](mailto:NAevents@DIAGlobal.org)

This will only provide you access to the Exhibitor Center.

Did not receive the email?

Contact [Americas.Exhibits@DIAGlobal.org](mailto:Americas.Exhibits@DIAGlobal.org)



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ILLUMINATE

## 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**



# ONLINE EXHIBITION & INFORMATION PAGE SET-UP

- **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
- **Advertisement** 1080x1920px (9:16 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**



# ONLINE EXHIBITION & INFORMATION PAGE PREVIEW

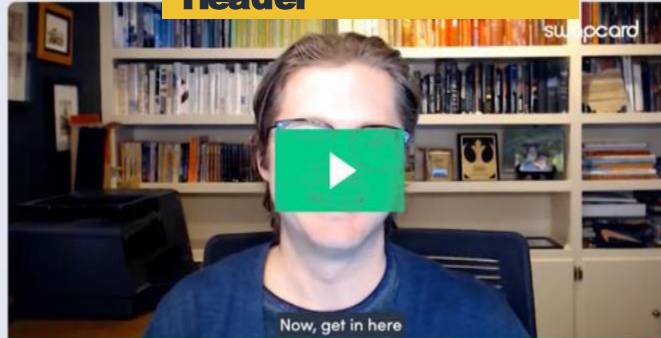
**Video or Image Header**



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**Customized Background for Exhibitor Booth**



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Other DIA 2023 related questions:



[Americas.Exhibits@diaglobal.org](mailto:Americas.Exhibits@diaglobal.org)