



Exhibit Logistics
Webinar

DIA 2016 Annual Meeting
Philadelphia, PA

DIA DEVELOP
INNOVATE
ADVANCE



Webinar Participants

- ▶ **DIA**
 - Jeff Korn
- ▶ **Freeman**
 - Christina Telles
 - Mike McGuire
- ▶ **SPARGO**
 - Shirley Harris
 - Kristin Hudson
 - Craig Baker
- ▶ **Pennsylvania Convention Center**
 - Peter Horch
 - Tom Hutchinson
 - Michael Cowley
 - Tom Betteridge
 - Christopher Gruber
 - Leah Berry

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Exhibitor Resource Center

- ▶ The **Exhibitor Resource Center (ERC)** on the DIA Annual Meeting website is the single source for all your exhibitor needs.
- ▶ Bookmark DIAGlobal.org/DIA2016ERC for quick and easy access.
- ▶ The ERC is updated as new materials and information are received.



Exhibitor Resource Center - continued

- ▶ Exhibitor Order Forms
 - Freeman Online
 - Internet
 - Electrical
 - Catering
 - Et al.
- ▶ Authorized Vendor List
- ▶ Exhibit Personnel Registration
- ▶ EAC Intent Form
- ▶ Event & Meeting Space Application
- ▶ Exhibitor Directory Entry
- ▶ Marketing and Advertising
- ▶ Past Exhibitor eNewsletters
- ▶ Today's webinar



Exhibit Hall Location

- ▶ The Exhibit Hall entrances are located on the 200 Level of the Pennsylvania Convention Center (PCC).
- ▶ Booths will occupy Exhibit Halls A-C. All three entrances will be used for attendee traffic.
- ▶ For a detailed view of the floor plan, visit the [Exhibitor Resource Center](#) and click on **View Floor Plan**.





Exhibit Hall Entrances






Exhibit Hall Hours

Exhibitor Installation:

Saturday, June 25 9:00 AM – 5:00 PM
 Sunday, June 26 8:00 AM – 6:00 PM

Exhibit Hours:

Monday, June 27 9:30 AM – 6:00 PM
 Lunch 11:45 AM – 2:30 PM
 Reception 4:00 PM – 6:00 PM

Tuesday, June 28 9:00 AM – 5:00 PM
 Lunch 11:30 AM – 2:00 PM
 Guest Passes 1:30 PM – 3:30 PM

Wednesday, June 29 9:00 AM – 4:00 PM
 Lunch 11:30 AM – 2:00 PM
 Guest Passes 1:30 PM – 3:30 PM

Exhibitor Dismantle:

Wednesday, June 29 4:00 PM – 10:00 PM
 Thursday, June 30 8:00 AM – 11:00 AM

▶ **ALL EXHIBITORS
 MUST BE SET BY
 8:00 AM ON MONDAY,
 JUNE 27**

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

▶ **NO DISPLAYS MAY
 BE DISMANTLED
 BEFORE 4:00 PM ON
 WEDNESDAY,
 JUNE 29**

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Shipping

- ▶ Freeman will be accepting advanced warehouse shipments **Monday, May 23** through **Thursday, June 16**. Shipments received at the warehouse after **Thursday, June 16** will be received with an additional 'after deadline' charge. Warehouse materials are accepted Monday-Friday between 8:00 AM and 3:30 PM.
- ▶ Direct shipments to the PCC will be accepted starting **Saturday, June 25**. 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 [Exhibitor Service Manual](#).

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Freight Delivery

- ▶ All freight must enter and exit the facility through Halls A, B, & C dock area.
- ▶ Union labor is responsible for all material handling of equipment, all unloading and reloading, and handling of empty containers.
- ▶ Union riggers are responsible for unloading and reloading of machinery.
- ▶ Freeman offers exhibit transportation services. Please note that Freeman partners with CEVA Showfreight for international shipments.



Unloading Exhibitor Materials

- ▶ Exhibitors **may unload and reload** materials from non-commercial automobiles, station wagons, mini-vans, SUVs, and non-commercially registered 4 wheel pick-up trucks or vans.
- ▶ This is permitted for all exhibitors – regardless of booth size – if using a personally owned vehicle (POV). Rented or commercially registered vehicles are not permitted
- ▶ Unloading is permitted from the loading dock area. The use of any entrance to the facility other than the loading dock for the purpose of bringing in booth freight/materials is not permitted.
- ▶ Upon arrival at the docks, exhibitors will be directed to a POV unloading area.



Unloading Exhibitor Materials - continued

- ▶ Exhibitors will have 20 minutes to unload, and then will need to exit the dock area.
- ▶ Exhibitors must bring their own equipment for moving their freight, or items will need to be hand carried.
- ▶ Freeman offers a cart service for POV freight. This is for exhibitors transporting their materials in a POV and are unable to carry their materials to their booth and have not brought their own equipment for moving freight.
- ▶ Cart service provides one laborer and a 2' wide by 6' deep flat cart to assist in unloading and transporting materials to your booth at the cost of **\$203.00 per cart load**.
- ▶ If utilized on the inbound, service will be provided complimentary on the outbound.



Freeman Marshalling Yard

- ▶ All vehicles bringing freight or materials to the loading dock must check in at the Marshalling Yard before proceeding to the PCC loading docks.
- ▶ **Marshalling Yard**
2433 South Columbus Blvd
Philadelphia, PA 19148
- ▶ Please see the Freeman Service Manual for specific instructions.



Loading Dock

- ▶ Loading dock access ramp is located eastbound on Vine Street between 12th and 11th Streets
- ▶ GPS Address:
1130 Vine Street
Philadelphia, PA 19107
- ▶ This is a gated area and will be staffed with personnel to direct vehicles to the Exhibitor unloading area.



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 **12:00 NOON** on Friday, June 24 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 Americas.Exhibits@DIAGlobal.org.



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 or the SPARGO Sales Office. We are there to HELP!**



Booth Package

- ▶ Each 10x10 package includes:
 - 8' high back drape (grey and white)
 - 3' high side dividers (grey)
 - (1) 6'L x 21"W x 30"H draped table (white)
 - (2) Limerick chairs
 - (1) wastebasket
 - (1) 7" x 44" ID Sign
- ▶ **NO SUBSTITUTIONS ARE ALLOWED**
- ▶ Package may be declined in full or in part.
- ▶ Return the [Show Package form](#) to Freeman by **June 2**



Booth Flooring

- ▶ Carpeting is **not** included in your booth package.
- ▶ DIA will carpet the aisles and reception areas in midnight blue.
- ▶ It is the responsibility of each exhibitor to carpet or provide their own flooring for their booth.
- ▶ Carpet may be ordered through Freeman.
- ▶ Please note that pre-cut 9 foot carpet will be sufficient for inline booths, it will not work for island booths – additional charges will be incurred to cover the space.



Booth Flooring – continued

- ▶ 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.
- ▶ Exceptions will not be made.



Booth Installation and Dismantle

- ▶ Exhibitors and/or full-time company representatives may install and dismantle booths that are no larger than 600 net square feet.
- ▶ Exhibitors with booth space larger than 600 net square feet must contract with union labor 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, Photography, 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.



Booth Installation and Dismantle - continued

- ▶ Full-time regular employees of the exhibiting company are permitted to use hand tools, power tools, battery operated tools, and ladders up to 6 feet high in booths that are 600 net square feet or less.
- ▶ Standing on chairs, tables, or other rental furniture is not permitted.
- ▶ Exhibitors are not permitted to borrow tools, ladders, or other equipment from the exhibit facility and/or Freeman.
- ▶ Full-time regular employees of the exhibiting **company are permitted to connect their personal computers**, computer components for non-public uses.
- ▶ Individuals not employed by the exhibiting company or and EAC are not permitted to help with booth installation or dismantle.



THE PENNSYLVANIA CONVENTION CENTER

INDEPENDENCE MADE EASY

PHL HERE FOR THE MAKING

The Pennsylvania Convention Center is reinforcing Philadelphia's position as THE BEST VALUE IN THE NORTHEAST. Progressive work rules and streamlined services at the SMG-managed Center provide our customers with just the right amount of flexibility and independence they need, resulting in greater cost efficiencies and a better overall customer experience.

All this in our easily accessible, state-of-the-art meeting facility, right in the heart of one of the nation's most dynamic, walkable, historic and visitor-friendly downtowns.

Unload your personally-owned vehicles, driving right up to our docks.

Place, move, and remove your assets, signs, pop-up signs and poster board displays, as needed, within your booth area.

Unload using your own equipment, including dollies, luggage carriers, non-hydraulic carts, and two-to-four wheel hand trucks.

Open boxes, stock shelves, set up, plug in, hang up, and freely distribute your non-bulk products/literature within your booth or show space.

Within your 600-square foot booth area, you or other full-time staff can set up and tear down your display, hang graphics and signage, and install floor coverings.

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PHLCVB
Philadelphia Convention & Visitors Bureau

Pennsylvania Convention Center
PHILADELPHIA
AN SMG MANAGED FACILITY

Use your own power tools and ladders (up to 6 feet) to set up and tear down.

Access to Exhibit Hall

- ▶ EACs or staff who are present to oversee booth installation do not need to be registered for the meeting.
 - Temporary Installation Badges will be available by request at the Exhibitor Registration Desk.
 - Preregistration is not required.
 - Installation badges will provide access to the Exhibit Hall on Saturday and Sunday ONLY.
- ▶ No one under the age of 18 is permitted in the Exhibit Hall for the duration of the event. No exceptions will be made.

Booth Structure Guidelines

- ▶ DIA will be strictly enforcing the booth structure guidelines found in our [Policies & Procedures](#).
- ▶ 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.



Booth Structure Guidelines - continued

- ▶ **Inline Booths**
 - 10x10, 10x12, 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 16.
- ▶ Diagrams may be submitted through the **Custom Forms** section of the [SPARGO Exhibitor Console](#).
- ▶ Exhibiting Company's SPARGO password required.

EXHIBITOR NAME
DIA

 **Edit Booth Info**
Manage the information that appears on your eBooth so attendees know to visit you on the show floor.

 **Custom Forms**
Submit information about your booth.

Booth	Custom Form	Form Status	Due Date
1523	Booth Floor Plan	NOT SUBMITTED	5/2/2015
1523	Rigging	NOT SUBMITTED	5/2/2015

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Fire and Safety Guidelines

- ▶ The PCC maintains strict adherence to fire and safety guidelines as laid out in the service manual.
- ▶ Booths must be constructed of noncombustible or limited combustible materials. Wood must be greater than ¼ inch thick and be treated with fire retardant.
- ▶ It is highly suggested that exhibitors have a certificate of retardancy at the show to prevent the need for onsite testing or removal of the material.

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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.
- ▶ Coverage may be purchased for the duration of the exhibit from K & K Insurance.
- ▶ Additional information may be found in the [Exhibitor Resource Center](#).




Authorized Vendor List

- ▶ Please refer to the **Authorized Vendor List** (AVL) in the [Exhibitor Resource Center](#) 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 AVL or contacting Americas.Exhibits@DIAGlobal.org 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.




Service Providers

Service	Provider	Service	Provider
Audio Visual	PCC/SMG	Internet	PCC/SMG
Booth Cleaning	Freeman	Labor	Freeman
Carpeting	Freeman	Lead Retrieval	Experient
Custom Booth	Freeman	Material Handling	Freeman
Custom Graphics	Freeman	Photography	Robert Levy
Electrical	PCC/SMG	Plumbing	PCC/SMG
Floral	TLC Conventions	Rigging	Freeman
Food & Beverage	Aramark	Telephone	PCC/SMG
Furniture	Freeman	Videographer	TBD
Hotel Reservations	onPeak		



Freeman

- ▶ Freeman, the official Show Contractor, offers exhibitors a 10% discount for online ordering.
 - This discount is applied to Freeman-specific services.
 - Order early to take advantage of advance order and online order discount rates.
- ▶ Advance Discount Deadline: **June 2**



Freeman Concierge Elite

- ▶ Concierge Elite is an innovative mobile customer service application bringing the Exhibitor Service Desk directly to exhibitors. Available via the web, mobile devices and tablets.
- ▶ **Concierge Elite App provides:**
 - Visibility to all move-in and move-out event activities
 - Real time status notifications via email and text
 - Ability to remotely submit service requests
 - Onsite access to Freeman products, services, and personnel
- ▶ Download the app at www.freemanco.com



CONCIERGE ELITE
FREEMAN TECHNOLOGY SUITE

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Booth Cleaning

- ▶ Vacuuming and trash removal service is **not** included with your booth package.
- ▶ A booth cleaning service may be ordered through Freeman.
 - A one time vacuuming option is available for purchase, if you only need this service to clean up after installation.
- ▶ Booth Cleaning may also be ordered onsite if needed, however, higher rates will apply.

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Internet, Telephone, AV – PCC/SMG

- ▶ Internet, telephone, and audio visual equipment may be ordered directly from the PCC.
- ▶ If internet service is needed in your booth, it is strongly recommended to order wired internet through the PCC.
- ▶ Information on pricing and available service may be found in the [Exhibitor Resource Center](#).
- ▶ Advanced Discount Deadline: **June 1**



Electric & Plumbing – PCC/SMG

- ▶ Electricity and plumbing may be ordered directly from the PCC.
- ▶ Electrical is **not** included with your booth package.
- ▶ 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.
- ▶ Information on pricing and available service for both electrical and plumbing may be found in the [Exhibitor Resource Center](#).
- ▶ Advanced Discount Deadline: **June 1**



Electric – PCC/SMG

- ▶ Unless otherwise specified on a scaled floor plan, electrical drops for inline booths will be along the back drape of the booth.
- ▶ For island booths, make sure to submit a scaled floor plan of your booth designating electrical drop(s) and orientation.
- ▶ Please refer to the **Electric Service Checklist**, located in the Freeman Service Manual, for additional information on what is and is not permitted.



Food and Beverage – Aramark

- ▶ Aramark holds the exclusive rights to all food and beverage within the PCC.
 - All F&B arrangements should be made directly with the catering office – this includes any food or beverage related prizes or giveaways.
- ▶ Aramark will be strictly enforcing the policies of the PCC regarding the exclusivity of food and beverage service.
- ▶ If approval is granted to bring food or beverage that is not supplied by Aramark, a corkage fee will apply.
- ▶ Aramark requires that a PCC bartender dispense all alcoholic beverages.
- ▶ Individually wrapped chocolates, candies, or mints are acceptable in small bowls, however, fees are applicable to large candy displays.



Food and Beverage – Aramark

- ▶ Bottles of wine or other alcoholic beverages may NOT be provided as gifts or booth prizes in the PCC.
 - Contact Aramark if you wish to work with them on an alternative gift or prize.
- ▶ Exhibit catering offering and order form may be found in the [Exhibitor Resource Center](#).
- ▶ If you are unsure about a food or beverage related idea or item you wish to give away, please contact Aramark directly.
- ▶ There will be no exceptions made. It will be the sole responsibility of the exhibitor to remove any unapproved food and beverage items, including aspects that effect booth structure.



Lead Retrieval – Experient

- ▶ Lead retrieval services will be provided by Experient.
- ▶ Experient offers the SWAP feature to improve your lead retrieval experience:
 - Download the app directly to your phone or device
 - Custom lead qualifiers
 - All leads captured are consolidated in your SWAP Portal
- ▶ Information on pricing, incentive dates, and available service may be found in the [Exhibitor Resource Center](#).



Lead Retrieval – Experient

- ▶ QR codes are located on the front of attendee badges and only include the attendee's badge number. This links back to the registration data to provide contact information.
- ▶ A developer's kit is available through Experient should you wish to use your own scanners.
- ▶ Scanning may take place outside of the exhibitors 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.**



Photography and Video Recording

- ▶ Photography and video recording is permitted in your booth, however, permission must be granted by the subject.
- ▶ If you are not using the official photographer or videographer a Notification of Intent to Use an EAC is required.
- ▶ DIA does not permit video recording of live sessions. If you wish to record one of your company's speakers, please contact AnnualMeetingProgram@DIAGlobal.org to make alternative arrangements.



Housing and Transportation

- ▶ Free shuttle service is provided to and from participating hotels that are not within walking distance of the PCC.
- ▶ Shuttle service will begin on Monday, June 27 and will be available in the morning and at the conclusion of events each day. Mid-day service is not available.
- ▶ 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.
- ▶ onPeak is the official housing provider for the DIA Annual Meeting.
- ▶ Rooms may be booked through the [Exhibitor Housing Portal](#).
- ▶ Priority points are provided to companies booking within the DIA block.



Giveaways and Prizes

- ▶ 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.



Marketing Free Zone

- ▶ Keep in mind while developing your marketing strategy that there is a [Marketing Free 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.





Marketing and Advertising

- ▶ Increase your company’s exposure with an assortment of marketing, advertising, and support opportunities!
- ▶ See the [Exhibitor Resource Center](#) for more information.



Door Hangers






Table Clings



Lunch Totes



Attendee eBlast



Exhibitor Marketing Kit

- ▶ Take advantage of these free opportunities to help promote your presence.

- Digital banners for use on your website or in emails.



- Social Media outlets and suggested posts.



- Exhibitor Invites – a free premeeting email marketing tool.



- ▶ See the [Exhibitor Marketing Kit](#) for more information.



Exhibitor Events and Meetings

- ▶ All events and meetings occurring in conjunction with DIA 2016 at any venue (including DIA hotels and non-hotel venues such as museums, restaurants, night clubs, etc.) require formal approval from DIA.
- ▶ The [Event & 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.
- ▶ DIA does not charge a fee to hold an event, our main involvement is to approve the function and authorize the hotel to release space, should your event be in one of the DIA hotels.
- ▶ DIA reserves the right to halt all events and meetings that did not obtain proper DIA approval.
- ▶ Requests or questions may be directed to Jessica.Culp@DIAGlobal.org.



Directory Listing

- ▶ We ask for a short summary of your company and contact information to provide to attendees. The information provided will be viewable online, in the DIA Global App, and the printed Final Program.
- ▶ From the [Exhibitor Resource Center](#), click **Exhibitor Directory Entry**. You will be required to login using your company's SPARGO password.
- ▶ Deadline for inclusion in the printed Final Program: **April 22**



Exhibit Staff Registrations

- ▶ Each 10x10 (100 square feet) includes 1 full meeting registration and 3 booth personnel registrations.
- ▶ Additional booth personnel registrations are included in certain additional marketing or industry support 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 either the [Online Personnel Registration System](#) (Contact person's DIA login required) or the [PDF form](#).
- ▶ Deadline for names to appear in the printed Attendee List: **5:00 PM EDT, May 20**
- ▶ Deadline for all registrations and personnel changes: **11:59 PM EDT, June 23**
- ▶ Any new registrations or changes received after June 23 will not be available for pick-up at the Scan & Go desks, but will need to be processed onsite.



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
20x50 or 1000 sq ft	10	30	40



Deadline Checklist

April 22– Friday	Company Summary to SPARGO
May 1 – Sunday	Lead Retrieval incentive 1
May 16 – Monday	Island Booth Floor Plans due for approval
May 16 – Monday	Lead Retrieval incentive 2
May 20 – Friday	EAC Notification to DIA
May 20 – Friday	Personnel Registrations to DIA for Final Program
June 1 – Wednesday	Electrical, Plumbing, Internet, Telephone, and AV incentives
June 2 – Thursday	Freeman incentive
June 2 – Thursday	Show Package form to Freeman
June 10 – Friday	Catering incentive
June 16 – Thursday	Advance Warehouse Deadline
June 23 – Thursday	Personnel Registrations to DIA for Badge Pick-up Onsite
June 25 – Saturday	Direct Shipments to PCC Permitted
June 27 – Monday	ALL EXHIBITS SET BY 8 AM
June 30 – Thursday	ALL EXHIBITS REMOVED BY 11 AM



Booth Selection for DIA 2017

- ▶ Booth selection for DIA 2017 (*McCormick Place – Chicago, IL – June 18-22*) will take place during the Annual Meeting in Philadelphia.
- ▶ Companies will be assigned appointment times based on a points system.
- ▶ History, booth size, marketing & industry support, and booking hotels through onPeak all affect the number of points a company receives.
- ▶ Additional information on the points system may be found in the [Exhibitor Resource Center](#).



Q&A

- ▶ If we use Experient lead retrieval, will we receive all their contact information?
 - Name, company, job title, address, phone, fax, and email (as long it has been provided to us) will be included in the scan data.
- ▶ If we have a colleague who has registered as an attendee, or is a speaker, can they help with booth installation?
 - Yes. They can either get a temporary installation badge, or an Exhibitor badge holder, from the Exhibitor Registration Desk.



Q&A – continued

- ▶ How do we select our 2017 booth location if we are unable to make our appointment onsite?
 - Contact Craig Baker or Kristin Hudson at SPARGO, Inc. They will be able to help. Applications will be accepted from non-DIA 2016 exhibitors beginning on Thursday, June 30.
- ▶ Please elaborate on the additional booth personnel included with additional marketing purchases.
 - Refer to the [Marketing & Industry Support brochure](#). Qualifying opportunities either show a **B** at the end or will specify the number of additional personnel badges included.



Q&A – continued

- ▶ If we are driving to the Convention Center, where should we park?
 - There are a number of parking lots and garages in the vicinity of the PCC. Please see the [Parking Map](#) for more details.
- ▶ Can we purchase the attendee list to arrange meetings?
 - An attendee list will be part of the DIA Global App and provided to exhibiting companies for informational purposes only prior to the meeting. We do not provide contact information.



Q&A – continued

- ▶ If we are using a personally owned vehicle to bring materials, what do we need to do at the Marshalling Yard?
 - POVs will need to go to the Marshalling Yard and check in. You will then be instructed on where to go and when to leave to avoid a traffic jam accessing the loading dock entrance.
- ▶ When can POVs access the Marshalling Yard in order to check in and deliver our materials?
 - Saturday, June 25
 - 8 AM – 3 PM
 - Sunday, June 26
 - 7 AM – 3 PM



Q&A – continued

- ▶ If we ship our hanging sign to the advance warehouse, and have our internet, electric, and carpet pre-ordered, will everything be ready on Saturday when we arrive to set-up our booth shipped direct to show site?
 - Yes, this should be the case. Just make sure you've submitted your scaled plan for electrical and internet drops.
- ▶ NOTE: All hanging sign freight should utilize the "Hanging Sign" label provided in the Freeman Service Manual so labor can easily identify and segregate from common freight.