



**DIA** driving insights to action!

## Marketing Free Zone

Due to comments from our exhibitors and attendees, exhibiting companies will be restricted from marketing activities unapproved by DIA in the immediate vicinity of McCormick Place and the Hyatt Regency at McCormick Place. This includes, but is not limited to, Martin Luther King Jr. Boulevard, Indiana Avenue, Lake Shore Drive, and McCormick Place Square.

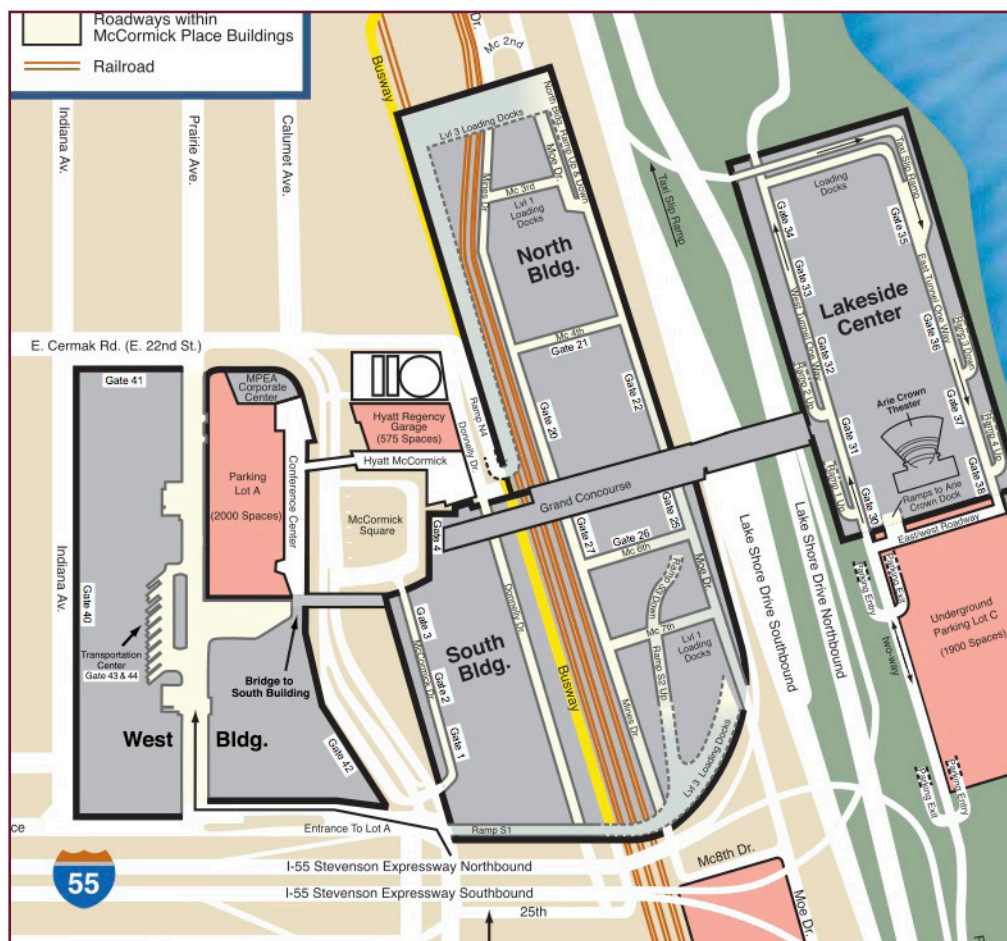
All marketing activities must be pre-approved in writing by DIA.

Companies found in violation of this policy will be required to immediately cease the unapproved activity, remove any unapproved advertising materials, and will receive a reduction in Exhibit Space Assignment Order Points for DIA 2019 in San Diego, CA and DIA 2020 in Boston, MA.

Marketing activities that will not be allowed in this zone include, but are not limited to:

- Hanging Banners
- Street Teams
- Motor Vehicles
- Segways
- Street Decals
- Literature Distribution
- Any Marketing Activity

*\*This is a partial list of activities. Be sure to check with show management for approval before planning ANY marketing activities at DIA 2017.*



All marketing activities must be pre-approved in writing by DIA.

**DIA reserves the right to halt any unapproved marketing activity and require the removal of any unapproved advertising materials.**

For information on available marketing, advertising, and additional support options, please contact:

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