



# DIA 2019

GLOBAL ANNUAL MEETING  
SAN DIEGO | JUNE 23-27

**Exhibit Logistics Webinar**

# DIA Website and Online Resources

DIA

# Exhibitor Resource Center

- ▶ The **Exhibitor Resource Center (ERC)**, part of the DIA 2019 Global Annual Meeting website, is the single source for all your exhibitor needs.
- ▶ Bookmark [DIAGlobal.org/DIA2019ERC](https://DIAGlobal.org/DIA2019ERC) for quick and easy access.
- ▶ The ERC is updated as new information is received.

# Exhibitor Resource Center - continued



DIA is delighted to be hosting Global Annual Meeting live over the Cloud, and in order to help make the meeting as valuable as beneficial to our exhibitors as possible, we'll be sending monthly newsletters to you on the 15th of each month.

Please visit [ExhibitorServicesManual.com](http://ExhibitorServicesManual.com) with the contact information of the number of your booth for all things DIA 2019 Exhibitor Services.

**Policies and Procedures for Exhibiting Companies**

Please visit our website for information on the [Exhibitor Services](#) and [Exhibitor Services](#) at the DIA 2019 including the [Exhibitor Services](#) and [Exhibitor Services](#) at the DIA 2019.

**Registration for Exhibit Personnel Open**

The [Exhibitor Services](#) at DIA 2019 is now available. The exhibitor services information is available in the meeting and booth information package plus primary website, visit all other DIA 2019 exhibitor services information on our website. Please contact [DIA 2019 Exhibitor Services](#) for more information.

## DIA 2019 Exhibitor eNewsletters

Keep up to date with the latest information related to your exhibit at DIA 2019.

[Read the latest](#) ▶



## Exhibitor Services and Forms

Go here for the FreemanOnline Exhibitor Service Manual, Convention Center and Third Party Services Ordering, and other forms needed to prepare for your booth participation at the DIA 2019 Global Annual Meeting.

[Exhibitor Ordering](#) ▶



## Marketing and Advertising

Click here for additional marketing and advertising opportunities to promote your presence at the DIA 2019 Global Annual Meeting prior to and during DIA 2019.

[Marketing Opportunities](#) ▶



## Additional Exhibiting Information

Information including the Exhibit Hall Schedule, Deadline Checklist, Hotel and Travel Information, and other important information related to your participation at the DIA 2019 Global Annual Meeting.

[Read the latest](#) ▶

# Policies and Procedures for Exhibiting Companies

- ▶ Make sure you and your onsite team are familiar with our exhibiting Policies and Procedures found on the [Exhibitor Resource Center](#), including:
  - Booth structure guidelines
  - Points system for booth selection
  - Exhibitor professionalism
  - Liability insurance
  - Permitted activities

# 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. Refer to the [Marketing & Industry Support brochure](#) online for qualifying 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 Personnel Registration System](#) (Primary or Secondary Contact person's DIA login required).
- ▶ Deadline for names to appear in the Attendee List: **5:00 PM EDT, May 10**
- ▶ Deadline for all registrations and personnel changes: **11:59 PM EDT, Thursday, June 20**
- ▶ Any new registrations or changes received after June 20 will not be available for pick-up at the Preregistered Attendee & Exhibitor 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.

<b>Booth Size</b>	<b>Full Meeting</b>	<b>Booth Personnel</b>	<b>Total Badges</b>
<b>10x10 or 100 sq ft</b>	1	3	4
<b>10x20 or 200 sq ft</b>	2	6	8
<b>10x30 or 300 sq ft</b>	3	9	12
<b>20x20 or 400 sq ft</b>	4	12	16
<b>20x30 or 600 sq ft</b>	6	18	24
<b>20x40 or 800 sq ft</b>	8	24	32
<b>20x50 or 1000 sq ft</b>	10	30	40
<b>30x40 or 1200 sq ft</b>	12	36	48
<b>40x40 or 1600 sq ft</b>	16	48	64



# Authorized Vendors List

- ▶ Please refer to the **Authorized Vendors** page 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 Authorized Vendors page or contact [Americas.Exhibits@DIAglobal.org](mailto: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.

# Service Providers

DIA

# Service Providers

Service	Provider	Service	Provider
Audio Visual	Expert'ease	Hotel Reservations	onPeak
Booth Cleaning	SDCC	Internet	Smart City
Carpeting	Freeman	Labor	Freeman
Custom Booth	Freeman	Lead Retrieval	Experient
Custom Graphics	Freeman	Material Handling	Freeman
Electrical	Freeman	Plumbing	Freeman
Floral	Urban Jungle	Rigging	Freeman
Food & Beverage	Centerplate	Telephone	Smart City
Furniture	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: **May 30**

# FreemanOnline Mobile App

- ▶ The FreemanOnline Mobile App provides you with all the right tools to ensure a seamless execution at show site, from move-in to move-out.
- ▶ The FreemanOnline Mobile App enables you to quickly track your freight, shop for last minute items, check-out of the show with a simple tap, and much more.
- ▶ Download the app at [folmobile.freemanco.com](http://folmobile.freemanco.com).


# Booth Package

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

# Booth Package

- ▶ New for 2019! Freeman is offering 3 special booth packages at discounted rates.
- ▶ Package offerings include furniture and up to 200 lbs of Advanced Warehouse Material Handling.
- ▶ See the [Freeman Service Manual](#) for more information.

# Booth Flooring

- ▶ Carpeting is not included in your booth package.
- ▶ DIA will carpet the aisles in 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.

# Electric & Plumbing– Freeman

- ▶ Electric is not included with your booth package.
- ▶ Electric and plumbing services may be ordered from Freeman.
- ▶ 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.

# Electric – Freeman

- ▶ Labor is required for any and all electrical work over and above the installation of the main power drop.
- ▶ Exhibitors may provide their own extension cord and power strips, but they must be 3 wire, 14 gauge minimum with a ground.
  - Cords must be flat if to be laid under carpet, and labor will be required for installation.
- ▶ For more information, refer to the [Freeman Service Manual](#).
- ▶ Advanced Discount Deadline: **May 30**

# Booth Cleaning - SDCCC

- ▶ Vacuuming and trash removal service is not included with your booth package.
- ▶ The San Diego Convention Center Corporation is the exclusive cleaning contractor. No other cleaning services, including exhibitor appointed contractors are allowed to perform these services.
- ▶ 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: **June 5**

# Audio Visual & Computer Rental – Expert'ease

- ▶ Expert'ease 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 deliver to ensure proper set-up and delivery verification.
- ▶ Please see the [Exhibitor Resource Center](#) or contact Expert'ease directly for additional information.
- ▶ **Advanced Discount Deadline: June 7**

# Internet & Telephone – Smart City Networks

- ▶ Internet and telephone may be ordered directly from the Smart City Networks.
- ▶ Though a free WiFi service will be provided in the Exhibit Hall, if internet service is needed in your booth, it is strongly recommended to order wired internet through Smart City.
- ▶ Information on pricing and available service may be found in the [Exhibitor Resource Center](#).
- ▶ Save time by ordering online.
- ▶ Advanced Discount Deadline: **June 7**

# Food and Beverage – Centerplate

- ▶ Centerplate holds the exclusive rights to all food and beverage within the SDCC.
  - 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 Centerplate, corkage fees will apply.
- ▶ Centerplate requires that a SDCCC 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 Centerplate.

# Food and Beverage – Centerplate

- ▶ Bottles of wine or other alcoholic beverages may be provided as booth prizes. Limit of one (1) bottle per booth, bottle must remain unopened throughout the show, and the exhibitor must complete a waiver form for approval and pay the appropriate corkage fee if the bottle is not provided by Centerplate.
- ▶ Exhibit catering offering and order form may be found in the [Exhibitor Resource Center](#).
- ▶ If you are unsure about an food or beverage related idea or item you wish to give away, please contact Centerplate directly.
- ▶ Centerplate 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 1**



# 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

- ▶ Attendee contact information will only be received if badges are scanned using the Experient lead retrieval service.
- ▶ The attendee's name, company, job title, address, phone, and email address provided to us will be included in the scan data.
- ▶ 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.**

# Housing - onPeak

- ▶ onPeak is the **ONLY** official hotel partner for DIA 2019. 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.
- ▶ Be sure to book your rooms through the [Exhibitor Housing Portal](#) by May 3 in order to receive 10 additional points towards your DIA 2020 booth selection ranking.

# Housing – onPeak – continued

- ▶ Make sure to provide your name assignments for your rooms blocks as soon as possible. onPeak's deadline was Friday, March 29.
- ▶ Review your room block and release any rooms you will not be utilizing.
- ▶ Our current housing policy does not require a room deposit. We will only be able to continue this policy in the future if you make sure you're only holding onto rooms that you will be using.

# Shuttle Service

- ▶ Free shuttle service is provided to and from participating hotels that are not within walking distance of the SDCC.
- ▶ 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 24 and will be available in the morning and at the conclusion of events each day. Mid-day service is not available.

# Shipping, Installation, and Showsite

DIA

# Shipping

- ▶ Freeman will be accepting advanced warehouse shipments **Monday, May 20** through **Friday, June 14**. Shipments received at the warehouse after **Friday, June 14** 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 San Diego Convention Center will be accepted starting **Saturday, June 22**. 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](#).

# Freight Delivery

- ▶ All freight and package deliveries must enter and exit through the loading dock.
- ▶ Anything that comes in through the docks will be unloaded and delivered to the exhibiting company booth by a teamster union member – material handling fees will apply.
- ▶ All hanging sign freight should utilize the “Hanging Sign” label provided in the Freeman Services Manual so it can easily be identified and segregated from common freight.
- ▶ Freeman offers exhibit transportation services. Please note that Freeman partners with CEVA Showfreight for international shipments.



# Marshalling Yard

- ▶ All common carriers and van lines are required to check-in at the marshalling yard prior to being directed to the SDCC loading dock.
- ▶ Marshalling Yard  
2383 Faivre St.  
Chula Vista, CA 91911
- ▶ Detailed directions may be found in the Freeman Service Manual.

# Hand-Carry Policy

- ▶ Exhibitors may hand-carry materials through the front of the building.
  - The use of hand trucks, dollies, or other mechanical equipment is NOT permitted.
- ▶ Parking or idling is not permitted on Harbor Drive in front of the entrances.
  - Exhibitors may be dropped off or may park in the underground lot.

# Personally Owned Vehicles

- ▶ Exhibitors driving freight in a personally owned vehicle (POV) that cannot be hand-carried, must utilize the loading dock.
- ▶ POVs may be cars, pick-up trucks, or SUVs.
  - Step vans, box trucks, trailers over 15', or any commercial carriers are not considered POVs
- ▶ Unloading and transportation of materials to the booth will be handled by a teamster union member, and material handling fees will apply.
- ▶ Materials must fit on a 3'x5' flat cart and must be unloaded in 15 minutes, otherwise additional fees will apply.
- ▶ Photo ID will be required at the loading dock.

# 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 21 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](mailto:Americas.Exhibits@DIAglobal.org).

# Exhibit Hall Hours

## Exhibitor Installation:

Saturday, June 22 8:00 AM – 5:00 PM  
Sunday, June 23 8:00 AM – 6:00 PM

## Exhibit Hours:

**Monday, June 24** 10:00 AM – 6:00 PM  
Lunch 12:00 PM – 2:15 PM  
Reception 4:30 PM – 6:00 PM

**Tuesday, June 25** 9:00 AM – 5:00 PM  
Lunch 11:30 AM – 2:00 PM

**Wednesday, June 26** 9:00 AM – 4:00 PM  
Lunch 11:30 AM – 2:00 PM

## Exhibitor Dismantle:

Wednesday, June 27 4:00 PM – 10:00 PM  
Thursday, June 28 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 23**
- ▶ **ALL EXHIBITORS MUST BE SET BY 8:00AM ON MONDAY, JUNE 24**
- ▶ **ALL EXHIBITS MUST BE STAFFED DURING EXHIBIT HOURS**
- ▶ **NO DISPLAYS MAY BE DISMANTLED BEFORE 4:00PM ON WEDNESDAY, JUNE 26**

# 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 Installation and Dismantle

- ▶ You may install and/or dismantle your exhibit display if one person, who is a full-time employee, can accomplish the task in an hour or less **without** the use of tools.
- ▶ If your exhibit preparation, installation, or dismantling requires more than 1 hour, you must use union personnel supplied by Freeman.
- ▶ If you need to utilize union labor, you may also provide your company personnel to work along with a union installer on a one-to-one basis.

# 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.



# Booth Installation and Dismantle - continued

- ▶ 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 SDCC requires all EACs to be ESCA badged.

# 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 4PM 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.

# 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.
- ▶ 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, 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 17.
- ▶ 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	<a href="#">Booth Floor Plan</a>	NOT SUBMITTED	5/2/2015
1523	<a href="#">Rigging</a>	NOT SUBMITTED	5/2/2015

# Fire and Safety Guidelines

- ▶ The SDCC 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.
- ▶ 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](mailto:AnnualMeetingProgram@DIAglobal.org) to make alternative arrangements.

# 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](mailto:Americas.Exhibits@DIAglobal.org) with questions regarding specific giveaways or prizes.



# Marketing and Publicity

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# 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.



# Marketing and Advertising

- ▶ Increase your company's exposure with an assortment of marketing, advertising, and support opportunities!
- ▶ Earn 1 booth selection point for every \$1,000 spent in official marketing and advertising opportunities by May 3.
- ▶ If you missed the SPARGO webinar *DIA 2019 – Your Exhibit Strategy*, you may find the recording on the [Exhibitor Resource Center](#). New opportunities, free marketing strategies, and cost-effective ways to get your message in front of our attendees were discussed.

# Marketing and Advertising - continued

- ▶ Take a look at the [Exhibitor Marketing Kit](#) for some additional ways to promote your presence at DIA 2019. Here you will find:
  - DIA 2019 branded graphics for use in your print and/or digital marketing efforts.
  - Sample social media communications to help you get the word out. #DIA2019
  - How to invite your clients and/or prospect lists to come visit you at DIA 2019 at a discounted rate through VIP Guest Invites.

# VIP Guest Invites

- ▶ New for 2019, we are excited to offer you a complimentary, and fully customized, pre-show marketing and customer invite service.
  - Provides exclusive promo codes which allow your customers and prospects to register with an attendee discount or a one day exhibit hall access badge
  - Banner Graphics for your email signatures and website.
  - Ready-To-Send HTML Email Invite download which you can send via whichever email broadcast service you use.
  - Web Invite is a link that allows you to send customers to your online email invite with just one click.
  - Social Media Tools for sharing your codes on LinkedIn, Facebook, Twitter and more.
- ▶ May not be utilized to register staff from your own company.
- ▶ **Free Exhibit Hall Access Hours will NOT be available this year so we encourage you to utilize VIP Guest Invites for clients that just want access to the hall for a day.**

# Exhibitor Events and Meetings

- ▶ All events and meetings occurring in conjunction with DIA 2019 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 [Jessica.Culp@DIAglobal.org](mailto: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 12**

# Additional Items

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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](#).

# DIA Global App

- ▶ The DIA Global App is designed to enhance your meeting experience and provide valuable information in one place including:
  - Meeting Agenda
  - Exhibitor Directory and Hall Map
  - Attendee and Speaker Lists
  - Exhibitor Scavenger Hunt
  - Activity Feed
- ▶ The App is available in both Apple iTunes and Google Play app stores – the DIA 2019 event is already available on the app.

# Do you have talented staff members?

- ▶ We're working on creating an exhibitor talent show for Tuesday and Wednesday mornings before the first session.
- ▶ Additional free publicity for participating companies.
- ▶ Start checking with your employees regarding interest in participating.
- ▶ More information will be coming out shortly to exhibit contacts, the ERC, and registered exhibit staff.

# Deadline Checklist

April 12 – Friday	Company Summary to SPARGO
April 30 – Monday	Lead Retrieval incentive 1
May 10 – Monday	Personnel Registrations to DIA for Attendee List
May 15 – Tuesday	Lead Retrieval incentive 2
May 17 – Friday	Island booth floor plans due for approval
May 24 – Friday	EAC Notification to DIA
May 24 – Friday	Catering incentive
May 30 – Friday	Freeman incentive
May 30 – Friday	Show Package form to Freeman
June 5 – Wednesday	Booth Cleaning incentive
June 7 – Friday	Internet, Telephone, and Cable TV incentive
June 7 – Friday	Audio Visual and Computer Rental incentive
June 7 – Friday	Plant and Floral incentive
June 14 – Friday	Advance Warehouse Deadline
June 20 – Thursday	Personnel Registrations to DIA for Badge Pick-up Onsite
June 22 – Saturday	Direct Shipments to SDCC Permitted
June 24 – Monday	ALL EXHIBITS SET BY 8 AM
June 27 – Thursday	ALL EXHIBITS REMOVED BY 11 AM

# Booth Selection for DIA 2020

- ▶ Booth selection for DIA 2020 (*Walter E. Washington Convention Center – Washington, DC – June 14-18*) will take place during the Annual Meeting in San Diego.
- ▶ 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.
- ▶ 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](#).



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# Q&A – 1

- ▶ What color is the booth pipe-and-drape?
  - Blue, White, and Gray will be standard for inline booths. If you wish a different color back drape, you may order through Freeman at your own expense.
- ▶ Would two pre-cut 10x20 carpets be sufficient for a 20x20 booth, or will only a custom size work?
  - You can order two pre-cut 10x20 carpets but the color match is not guaranteed and there could be variation between the two 10x20s.
- ▶ Could you explain the process for outbound shipping at the end of the show?
  - Freeman will deliver a “material handling agreement” on the last day of the show giving them the instructions of what Freeman is to do with your materials at the close of the event – includes what you’re shipping (crates, boxes, etc.), shipping destination, and what carrier is picking the shipment up. Freeman will also have representatives onsite to assist if needed.

# Q&A - 2

- ▶ Is Union Labor already ESCA badged?
  - Yes, union labor ordered is already ESCA badged as well as the majority of EACs as the badging policy has been in place at the SDCC since January 2017.
- ▶ How strict is the “1 hour” set-up rule without the need of union labor.
  - There is generally not a clock onsite to time this, so there is some flexibility, but it depends on the complexity of the exhibit and ensuring that no tools are needed to be used.
- ▶ Does a direct shipment need to go to the Marshalling Yard first?
  - Yes, if being shipped by a van line or common carrier, they will need to go to the marshalling yard first.
- ▶ How do we know how much labor we need to order for electric, carpet, etc.
  - It’s best to reach out to Freeman directly as labor orders will vary greatly from company to company based on the complexity, etc. of the booth needs.