



DIA 2018
GLOBAL ANNUAL MEETING
driving insights to action!

BOSTON | JUNE 24-28
DIAglobal.org/DIA2018

Exhibit Booth Assignment Order Points

How Exhibit Booth Assignment Order Points Are Calculated For DIA 2019 Global Annual Meeting Booth Selection

DIA 2018 exhibiting companies will have an opportunity to register and reserve booth space for the DIA 2019 Global Annual Meeting while onsite in Boston, MA. Booth selection appointment times will be coordinated by SPARGO, Inc. and are based on a priority point system.

DIA 2018 Global Annual Meeting Exhibitors earn Assignment Order Points based on the following criteria:

Exhibit History Points

- FOUR (4) Assignment Order Points are earned for each year a company purchases exhibit space. *Points will be credited for the past 10 years plus the current year.*
- History points are reduced by 50% after missing one year.
- **Companies not exhibiting for two consecutive years will forfeit all earned history points.**

Exhibit Space Points

- THREE (3) Assignment Order Points are earned for each 100 square feet of booth space purchased for *DIA 2018 only*.

Marketing, Industry Support, and Advertising Points

- ONE (1) Assignment Order Point is earned for each \$1,000 spent in Marketing, Industry Support, and Advertising for *DIA 2018 only* if secured by May 4, 2018.

Housing/Hotel Booking Points

- TEN (10) Assignment Order Points are earned for reserving hotel rooms in the Exhibitor Room Block through DIA's official housing bureau, onPeak, for *DIA 2018 only* if booked by May 4, 2018.

Payment Points

- TEN (10) Assignment Order Points are earned when booth rental payment is received in full by January 12, 2018. If registering after January 12, 2018, payment in full must accompany the application in order to qualify for the Assignment Order Points.

The DIA Assignment Order is calculated by totaling all points earned by each company. Companies are ranked by their total points and are scheduled for space selection appointments. Priority points will be calculated for the company name stated on the exhibitor contract. If companies have since merged or been acquired, the resulting company may choose to use the highest points of any of the previous companies. Points will not be combined.

Exhibitors found to be in violation of DIA's rules and regulations during DIA 2017 will be subject to a 50% reduction in total Assignment Order Points for DIA 2019 booth selection. Violations include, but are not limited to, distributing materials outside of your rented booth space, scanning attendee badges in session rooms, holding client functions outside of the exhibit hall during show hours, and dismantling your booth prior to the hall closing on the final day. **Violations that occur during DIA 2018 will affect Assignment Order Points for DIA 2020 booth selection during the DIA 2019 Global Annual Meeting.**

*All exhibiting companies will be notified via email approximately one month prior to the meeting of their priority point total. If you believe your company's point total is incorrect, email the DIA Exhibits Team at DIAAO@spargo.com. **Priority point challenges must be received by May 25, 2018.** Challenges to your priority points will not be addressed at the time of your appointment.*

For questions, or to notify of company name changes, mergers, or acquisitions, please contact:

DIA Exhibits Team

DIAAO@spargo.com