

GLOBAL ANNUAL MEETING | BOSTON | JUNE 24-28



DIA 2018
driving insights to action

Exhibit Logistics Webinar

April 4, 2018

DIA

Webinar Participants

- ▶ **DIA**
 - Jeff Korn
 - Jessica Culp
 - Lori Risboskin
- ▶ **Freeman**
 - Christina Telles
 - Shane Harrold
- ▶ **SPARGO**
 - Shirley Harris
 - Kristin Hudson
 - Laura Roler
- ▶ **Boston Convention and Exhibition Center/Signature Boston**
 - Carol Gagnon
 - Christine O’Neil
- ▶ **Levy Restaurants**
 - Courtney Dial

Exhibitor Resource Center

- ▶ The **Exhibitor Resource Center (ERC)**, included on the DIA Global Annual Meeting website, is the single source for all your exhibitor needs.
- ▶ Bookmark DIAGlobal.org/DIA2018ERC for quick and easy access.
- ▶ The ERC is updated as new information is received.

Exhibitor Resource Center - continued

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

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 Hall Hours

Exhibitor Installation:

Saturday, June 23 8:00 AM – 5:00 PM
Sunday, June 24 8:00 AM – 6:00 PM

Exhibit Hours:

Monday, June 25 10:00 AM – 6:00 PM
Lunch 12:00 PM – 2:45 PM
Reception 4:30 PM – 6:00 PM

Tuesday, June 26 9:30 AM – 5:00 PM
Lunch 11:30 AM – 2:00 PM

Wednesday, June 27 9:30 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 EXHIBITORS MUST BE SET BY 8:00AM ON MONDAY, JUNE 25**
- ▶ **ALL EXHIBITS MUST BE STAFFED DURING EXHIBIT HOURS**
- ▶ **NO DISPLAYS MAY BE DISMANTLED BEFORE 4:00PM ON WEDNESDAY, JUNE 27**

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 22 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.

Shipping

- ▶ Freeman will be accepting advanced warehouse shipments **Monday, May 21** through **Wednesday, June 13**. Shipments received at the warehouse after **Wednesday, June 13** will be received with an additional 'after deadline' charge. Warehouse materials are accepted Monday-Friday between 8:00 AM and 4:00 PM.
- ▶ Direct shipments to the Boston Convention and Exhibition Center will be accepted starting **Saturday, June 23**. 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.
- ▶ 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.

Unloading Exhibitor Materials

- ▶ Full-time, bona fide employees of the exhibiting company may unload materials from a company-owned truck or rental vehicle, or from a car, van, or truck owned by the personnel of the company. Vehicles must be less than 24 feet long.
- ▶ Exhibitors may bring and use their own hand-operated equipment including two-wheeled hand trucks and four-wheeled flat trucks.

Unloading Exhibitor Materials - continued

- ▶ Exhibitors driving freight to the BCEC must first go to the Marshalling Yard in the South Parking Lot and check in at the marshalling yard trailer.
- ▶ You will be provided a loading dock parking pass to be displayed on the vehicle dashboard and given instructions to the loading dock.
- ▶ Once at the loading dock, exhibitors will have 20 minutes to unload.

Hand-Carry Policy

- ▶ Exhibitors are permitted to hand-carry one item, one time (easily carried without the use of dollies or other mechanized equipment) in or out of the facility without having to access the loading dock.
- ▶ No parking is permitted at the entrance of the facility.
- ▶ Passenger elevators are not to be used for transporting freight.
- ▶ Hand-carry policy also applies to bringing materials from the Westin Boston Waterfront skybridge.



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 (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 **June 1**

Booth Flooring

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

- ▶ Full-time, bona fide employees of the exhibiting company may unpack, assemble, dismantle, and pack displays and equipment.
- ▶ Exhibitors are allowed to set-up and/or dismantle their own booths, provided it is done by full-time, bona fide employees of the exhibiting company.
- ▶ Power tools may be used for set-up and/or dismantle.

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 EAC must provide proof of insurance.

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 Registration Desk.
 - 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 18.
- ▶ 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

Fire and Safety Guidelines

- ▶ The BCEC maintains strict adherence to fire and safety guidelines as laid out in the *Exhibitor Guidelines, Information and Regulations* portion of the [BCEC Exhibitor Ordering Guide](#).
- ▶ 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).

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 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 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

Service	Provider	Service	Provider
Audio Visual	Expert'ease	Hotel Reservations	onPeak
Booth Cleaning	Freeman	Internet	BCEC/Signature Boston
Carpeting	Freeman	Labor	Freeman
Custom Booth	Freeman	Lead Retrieval	Experient
Custom Graphics	Freeman	Material Handling	Freeman
Electrical	BCEC/Signature Boston	Plumbing	BECE/Signature Boston
Floral	Urban Jungle	Rigging	BCEC/Signature Boston
Food & Beverage	Levy Restaurants	Telephone	BCEC/Signature Boston
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: **June 1**



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.

Booth Cleaning - Freeman

- ▶ Vacuuming and trash removal service is not included with your booth package.
- ▶ Freeman is the exclusive cleaning contractor. No other cleaning services, including exhibitor appointed contractors are allowed to perform these services.
 - 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.

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 8**

Internet & Telephone – BCEC/Signature Boston

- ▶ Internet and telephone may be ordered directly from the BCEC/Signature Boston.
- ▶ 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 the BCEC/Signature Boston.
- ▶ Information on pricing and available service may be found in the [Exhibitor Resource Center](#).
- ▶ Save time by ordering online.
- ▶ Advanced Discount Deadline: **June 4**

Electric & Plumbing– BCEC/Signature Boston

- ▶ Electric is not included with your booth package.
- ▶ Electric and plumbing services may be ordered from the BCEC/Signature Boston.
- ▶ 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 – BCEC/Signature Boston

- ▶ Exhibitors are responsible for distributing their own 120V electrical cords and plugging in their equipment. Freeman offers this service and can provide install labor and rented electrical cords.
- ▶ For 208V and 480V connections, make sure to submit a scaled floor plan in order for service to be provided to a convenient location.
- ▶ For more information, refer to the [BCEC Exhibitor Ordering Guide](#) in the [Exhibitor Resource Center](#).
- ▶ Advanced Discount Deadline: **June 4**

Food and Beverage – Levy Restaurants

- ▶ Levy Restaurants holds the exclusive rights to all food and beverage within the BCEC.
 - 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 Levy Restaurants, buyout and permit fees will apply.
- ▶ Levy Restaurants requires that a BCEC 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 Levy Restaurants.

Food and Beverage – Levy Restaurants

- ▶ Bottles of wine or other alcoholic beverages may **NOT** be provided as gifts or booth prizes. No alcoholic beverages are permitted to leave the BCEC even if they are unopened.
- ▶ 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 Levy Restaurants directly.
- ▶ Levy Restaurants 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, fax, 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.**

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 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 with questions regarding specific giveaways or prizes.

Housing - onPeak

- ▶ onPeak is the **ONLY** official hotel partner for DIA 2018. 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 4 in order to receive 10 additional points towards your DIA 2019 booth selection ranking.

Housing – onPeak – continued

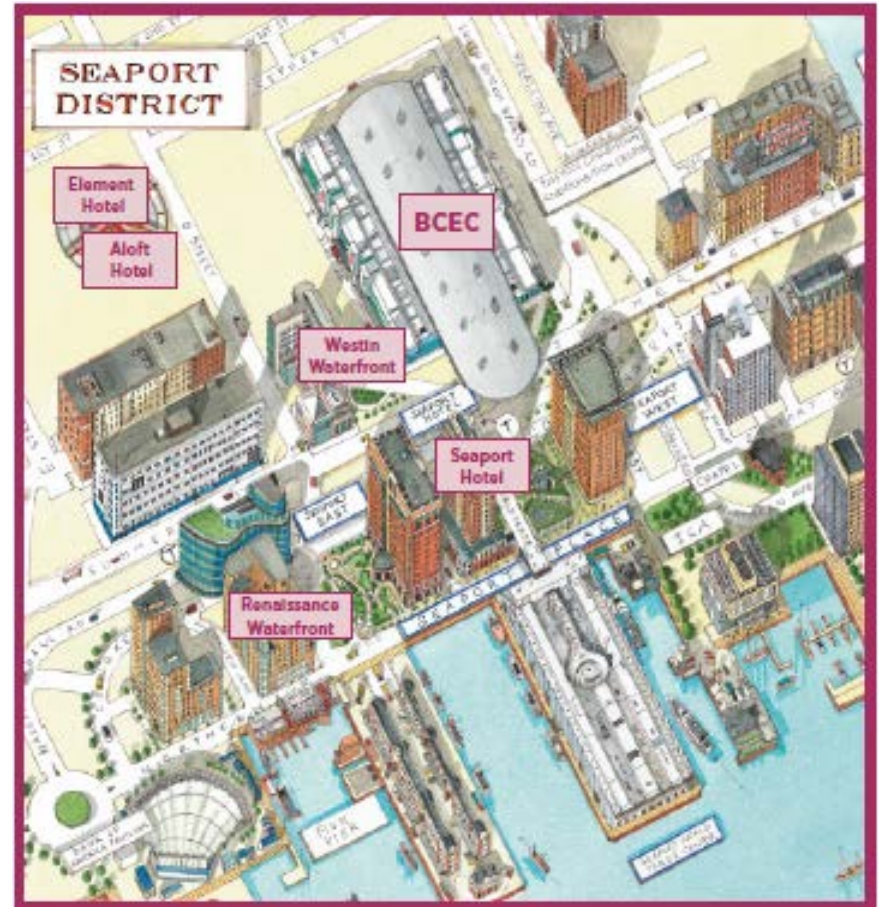
- ▶ Make sure to provide your name assignments for your rooms blocks as soon as possible. onPeak's deadline was Friday, March 30.
- ▶ Review your room block and release any rooms you will not be utilizing.
- ▶ Our current housing policy does not require a room deposit. We will only be able to continue 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 BCEC.
- ▶ 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 25 and will be available in the morning and at the conclusion of events each day. Mid-day service is not available.

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 4.
- ▶ If you missed the SPARGO webinar *Exhibit Success Beyond the Booth*, 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 2018. Here you will find:
 - DIA 2018 branded graphics for use in your print and/or digital marketing efforts.
 - Sample social media communications to help you get the word out.
 - How to invite your clients and/or prospect lists to come visit you at DIA 2018 at a discounted rate through Exhibitor Invites.

Exhibitor Invites

- ▶ Exhibitor Invites is a free email marketing tool that allows you to create your own customized email campaign to send your customers and prospects, offering valuable information about your company, and a chance to register at discounted rates.
- ▶ Exhibitors who made use of this program in 2017 had 80% more booth visitors than exhibitors who didn't.
- ▶ **Free Exhibit Hall Access Hours will NOT be available this year so we encourage you to utilize Exhibitor Invites for clients that just want access to the hall for a day.**

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 2018 event is scheduled to launch in early May.

Exhibitor Events and Meetings

- ▶ All events and meetings occurring in conjunction with DIA 2018 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. 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.

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 13**

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 either the [Online Personnel Registration System](#) (Contact person's DIA login required) or the [PDF form](#).
- ▶ Deadline for names to appear in the Attendee List: **5:00 PM EDT, May 11**
- ▶ Deadline for all registrations and personnel changes: **11:59 PM EDT, Thursday, June 21**
- ▶ Any new registrations or changes received after June 21 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
30x40 or 1200 sq ft	12	36	48
40x40 or 1600 sq ft	16	48	64

Deadline Checklist

April 13 – Friday	Company Summary to SPARGO
April 30 – Monday	Lead Retrieval incentive 1
May 11 – Monday	Personnel Registrations to DIA for Attendee List
May 15 – Tuesday	Lead Retrieval incentive 2
May 18 – Friday	Island booth floor plans due for approval
May 25 – Friday	EAC Notification to DIA
June 1 – Friday	Freeman incentive
June 1 – Friday	Show Package form to Freeman
June 1 – Friday	Catering incentive
June 4 – Friday	Electrical, Internet, Plumbing, Rigging (BCEC) incentive
June 8 – Friday	Audio Visual and Computer Rental incentive
June 13 – Friday	Advance Warehouse Deadline
June 21 – Thursday	Personnel Registrations to DIA for Badge Pick-up Onsite
June 23 – Saturday	Direct Shipments to BCEC Permitted
June 25 – Monday	ALL EXHIBITS SET BY 8 AM
June 28 – Thursday	ALL EXHIBITS REMOVED BY 11 AM

Booth Selection for DIA 2019

- ▶ Booth selection for DIA 2019 (*San Diego Convention Center – San Diego, CA – June 23-27*) will take place during the Annual Meeting in Boston.
- ▶ 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.
- ▶ If you will not have authorized staff onsite to register and select booth space for DIA 2019 contact Laura Roler or Kristin Hudson at SPARGO to make alternative arrangements. Applications will be accepted from non-DIA 2018 exhibitors beginning on Thursday, June 28.
- ▶ Additional information on the points system may be found in the [Exhibitor Resource Center](#).

Red Sox Tickets and Fenway Park



- ▶ The Boston Red Sox will be in town for two evening games during DIA 2018. Fenway has blocked a dedicated seating area for DIA Attendees for both games! Ticket availability is limited!
- ▶ Fenway also has pre-game event space located throughout the ballpark for entertaining your clients. Contact Travis Pollio at tpollio@redsox.com or +1.617.226.6790 for more information.

Ticket Sales:

<https://groupmatics.events/group/Dia2018>

Fenway Park Events:

<http://boston.redsox.mlb.com/bos/ballpark/fenway-park-events/>

Questions and Answers

- ▶ What is the size of the table that is included with the booth package?
 - This is a standard sized 6 foot table. 2.5 feet high with a surface area of 6 feet by 2.5 feet.
- ▶ Will an outlet be provided with the booth?
 - Electricity will need to be ordered through the BCEC. They will drop the outlet in the most convenient area of the booth and if electrical needs to be run to other areas of the booth, the exhibitor may take care of this themselves, or hire Freeman labor.

Questions and Answers - continued

- ▶ Where do we pick up our shipments?
 - Freeman handles all incoming and outgoing shipments. Once received by Freeman, they will deliver to your booth. There is no need to pick them up, however, handling charges will apply.

- ▶ Are we able to provide bottled water with our logo on the bottles?
 - This would need to go through Levy Restaurants, the exclusive provider of food and beverage at the BCEC.

Questions and Answers - continued

- ▶ How to unauthorized vendors get our contact information?
 - DIA only provides contact information to our authorized vendors (Freeman, the BCEC, onPeak, etc.). We do not provide this to any other organization. Unauthorized companies that contact you have most likely researched who is exhibiting to find out contact information.