

DIA 2018

**BOSTON CONVENTION
AND EXHIBITION CENTER
BOSTON, MA**

MEETING DATES: JUNE 24-28

EXHIBIT DATES: JUNE 25-27



Marketing & Industry Support Opportunities

Secure your marketing and support opportunities today!

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DIA

THINK OUTSIDE THE BOOTH!



EVENTS



Welcome Reception

\$20,000 (Exclusive Opportunity)

Spotlight your company with this exclusive package. This opportunity includes your company name and logo on meter board signage within the designated reception areas, company logo on "Thank You" signage in attendee registration area*, "Thank You" acknowledgement on the DIA Annual Meeting website*, Final Program, and eBlast to all registered attendees recognizing your company as supporting the Welcome Reception, and 75 complimentary drink tickets. In addition, cups and napkins may be customized with your company branding. Host is responsible for production and shipping costs of cups and napkins. **B**

**Your company logo will be represented alongside other DIA 2018 Contributors/Supporters.*

Innovation Theater Presentations

\$8,925 | \$12,750

Showcase your products and services to attendees in one of two Innovation Theaters located in the Exhibit Hall. DIA will promote presentations through the Final Program, DIA Global App, social media, attendees' bags and emails. Each theater presentation includes seating for 85-100 attendees with an innovative theater-style backdrop, complete with stage, lectern, projector screen and sound, in a semi-enclosed area, refreshments, and internet service. **B**

HOTEL OPPORTUNITIES

Key Cards

\$25,000 (Exclusive Opportunity)

How many times will you use your hotel key card at DIA 2018? Make a great first impression as attendees arrive in Boston. Your company logo or advertisement will be placed on one side of the hotel room keys and distributed to all DIA 2018 attendees in the DIA room block. Host is responsible for production and shipping costs. **B**



Hotel Room Door Drop

\$6,500 (Six Available)

A door drop places your promotion in front of each attendee as they head out the door to the Annual Meeting. Door drops will deliver Monday, June 25. Host is responsible for production and shipping costs. Minimum number of participants required. **B**



Table Tents

\$15,000 (Exclusive Opportunity)

Communicate your message with a company customized table tent to be delivered and placed in the rooms of Annual Meeting attendees in the DIA room block. Host is responsible for production and shipping costs. **B**



Headquarter Hotel Opportunities

Lobby Opportunities

Located in the main lobby of the Westin Boston Waterfront, each of these opportunities prominently showcase your branding as attendees travel to and from their hotel. **B**

Lobby Wall
\$7,500

Lobby Columns
\$4,000 each
\$10,000 for 3

Lobby Living Wall
\$4,000



Lobby Level Elevator Runner
\$5,000

Lobby Check-In Column
\$9,500

Mezzanine Level to Convention Center Opportunities

Hotel attendees will access the Westin mezzanine level to enter the Convention Center. This high traffic area is a prime location to put your branding at the forefront of attendees' minds as they enter the Convention Center.

Sky Bridge Window Set **B**
\$10,000

Glass Wall **B**
\$6,000



Sky Bridge Entrance Overhead Windows
\$2,500

Escalator Runner **B**
\$10,000

B Opportunity includes two complimentary Booth Personnel badges (in addition to current booth registration allotment).

First right of refusal is provided to incumbent exhibitors through November 3, 2017.

DIGITAL ADVERTISING OPPORTUNITIES

Complete Digital Package

\$12,500

The Boston Convention & Exhibition Center digital package offers powerful exposure for your company both inside and outside of the Convention Center. This opportunity includes 5 minutes of exposure each hour on the outdoor marquee, lobby video wall, and digital signage network throughout the Convention Center. The marquee alone reaches a daily audience of more than 100,000. In addition, the video wall offers 2,000 sq. ft. of attention-grabbing video as attendees make their way into the Exhibit Hall. The digital signage network of 31 screens will provide additional reinforcement of your branding throughout the Convention Center. **B**

Video Wall Advertising



Digital Signage Network Advertising



Marquee Advertising



CONVENTION CENTER & EXHIBIT HALL OPPORTUNITIES



Carpet Inlay with Company Logo

\$5,000 - 10' x 10' (Eight Available)

Lead attendees to the Exhibit Hall, classroom sessions or registration with your company brand! Make an impression with your company branding and messaging on a 10' x 10' carpet inlay as attendees enter the Exhibit Hall or walk the main aisles. **B**

Convention Center Hanging Banners

Pricing Starts at \$5,500

Guarantee exposure and reach attendees with your message by securing one or more hanging banners in key locations within the Convention Center. Hosting fee includes banner production and labor (hanging) charges. Please call for specific sizes and pricing. **B**

Escalator Runners and Panel Clings

\$15,000 (Two Available)

Capture the attention of DIA 2018 attendees with your company branding as they travel throughout the Boston Convention and Exhibition Center. Hosting fee includes production of runner and clings, installation and removal. **B**

Exhibit Hall Hanging Banners

\$6,000 - 10' x 10' Single Sided
\$9,000 - 10' x 20' Single Sided

Reach attendees with your message by securing one or more hanging banners in key locations. Hosting fee includes banner production and labor (hanging) charges. **B**

Headshot Photo Booth

\$20,000 (Exclusive Opportunity)

The Exhibit Hall photo booth will be open each day for attendees to have their professional headshots taken. Your support includes a customized email template with logo for attendees to email their photo. **B**

Meter Board Signs

Three for \$5,000 **B or \$1,800 each**
(Fifteen Boards Available)

Display your company or product information on one or more of these double-sided, freestanding signs placed in high traffic areas.

B Opportunity includes two complimentary Booth Personnel badges (in addition to current booth registration allotment).



Recharge Lounge

\$10,000 (Exclusive Opportunity)

Located outside of the Exhibit Hall, this lounge is equipped with a mix of seating and power strips for attendees to plug in mobile devices or laptops. Your promotional graphics will be placed on the central recharging units and you have the option to display promotional materials and giveaways. (Promotional materials and giveaways must be approved by DIA, and placement is confined to the recharge lounge.) **B**

Shuttle Bus Advertising

Call for Pricing

Put your company branding in front of meeting attendees during their daily commute to and from the Boston Convention and Exhibition Center. Choose from single-sided headrest covers personalized with your company logo on each bus, side ribbon banner ads on both side of each bus or both! Your company logo will be on all shuttle route signage. Hosting fee includes all production and installation costs. **B**



Stair Decals

\$20,000 (Two Available)

Make a huge statement with your company branding on the stairs that attendees will use as they travel in and out of the Exhibit Hall. **B**

Sky Bridge Aisle Signs

\$15,000 (Even & Odd Aisles Available)

Your company logo will be displayed on the hanging Exhibit Hall aisle signs providing added visibility as the attendees navigate the aisles. **B**

Table Clings

\$5,500 for 12 Tables (Three Available)

Attendees will take note of your messaging while they stop to take a break, have some refreshments, and network with their colleagues in one of the refreshment break areas located within the Exhibit Hall. Hosting fee includes production labor charges. **B**

Twitter Wall

\$10,000 (Exclusive Opportunity)

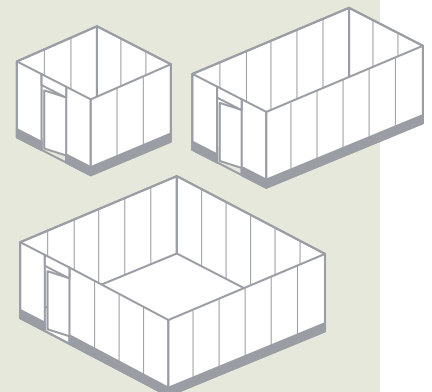
Enjoy heightened visibility and brand awareness by placing your company's logo and messaging front and center on the Twitter wall where attendees and exhibitors tweets will be displayed throughout the duration of the meeting within a high-traffic area. **B**



Business Suites

20' x 20' \$7,750 (Unfurnished),
4 Comp. Booth Personnel Badges
10' x 20' \$5,250 (Unfurnished),
3 Comp. Booth Personnel Badges
10' x 10' \$3,750 (Unfurnished),
2 Comp. Booth Personnel Badges

Need a place to meet? Conveniently located inside the Exhibit Hall, these private meeting rooms are the perfect setting for a company staff briefing or a business development meeting with a current or prospective customer. These hard-walled rooms are available throughout the duration of the show and come complete with your company's name and logo. Exhibitor is responsible for all furniture, electrical, internet, etc.



ADDITIONAL ADVERTISING OPPORTUNITIES

Postmeeting eBlast

\$3,500 (Five Available)

Customize an email that will be sent within the week immediately after the conclusion of the meeting. Reinforce your message to those who stopped by your booth, connect with those who did not, and reach the full attendee database, including onsite registrants.



Preregistration eBlasts

\$3,000

4 weeks out

\$3,500

3 weeks out

\$4,500 **B**

1 week out

\$4,000 **B**

2 Weeks out

Send a customizable email to the full list of preregistered attendees on the day of your choosing leading up to the DIA Annual Meeting.

Participants will be provided a campaign report on opens and clicks. Only one exhibitor email will be sent each day beginning twenty business days prior to the meeting. Dates are sold on a first-come, first-served basis.



Housing Confirmation

Email Ad

\$3,500 (Exclusive Opportunity)

Attendee Registration Confirmation Email Ad

(Two Spaces Available)

\$3,500

Space 1

\$3,500

Space 2

Reach attendees directly as they register or reserve housing. Place your company's ad on the Attendee Registration or Housing Confirmation Email sent to all attendees as they complete their registration and housing reservations.



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ONLINE & MOBILE APP OPPORTUNITIES

DIA Global App Promoted Post

\$1,000 (Four Available)

Capture more visibility as your company's message is pinned to the top of the Activity Feed for twenty minutes, two times per day over the three day exhibit. The Activity Feed is the most accessed section of the app, allowing premium exposure to DIA attendees.



DIA Global App Scavenger Hunt

\$500

Drive traffic to your booth by securing your spot in the Global App Scavenger Hunt. Attendees will be eager to visit participating exhibitors for their chance at the big prize.



Upgraded Online Listing

\$750

Complementing the standard exhibitor listing, upgraded listings receive a 1200 character company bio (online only), company logo online AND print), two press releases (online only), and three products (includes picture and description of product online).



Online Floor Plan Booth Logo

\$300 (Available for booths 20' x 20' or larger)

Draw the attention of attendees when they scan the floor plan to plan their visits to the Exhibit Hall. Your logo image will appear on your company's booth on the online Annual Meeting floor plan.



To secure your opportunity contact:

DIA Exposition Management
c/o SPARGO, Inc.

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TERMS & CONDITIONS

These are the official Marketing & Industry Support Opportunities for DIA 2018. Any and all marketing plans outside of this official list need DIA approval. DIA reserves the right to halt any unapproved marketing activity. All benefits related to printed materials and inclusions on the DIA 2018 website are based on the Supporter meeting and print deadlines. Support commitments made after May 14, 2018 may incur additional fees to cover the cost of late production charges.

The Supporter primary contact person will receive all forms pertinent to your partnership and will be responsible for completing and returning them by the stated deadline. Marketing & Industry Support Opportunities are for confirmed exhibitors only and count towards the Assignment Order Point System if secured by May 4, 2018. All Marketing & Industry Support Opportunities must be approved by DIA. No exceptions.

PAYMENT TERMS

Upon receipt of the signed Marketing & Industry Supporter Agreement and payment, the primary contact will receive an email confirmation. 100% payment must accompany Marketing & Support Industry Supporter Agreement.

CANCELLATION POLICY

Supporter agrees and understands that notification of intent to cancel Marketing & Industry Supporter Agreement must be provided in writing. Cancellation of exhibit space will automatically void Marketing & Industry Supporter Agreement. 100% of total cost cancellation penalty applies.

