



DIA 2019

GLOBAL ANNUAL MEETING
SAN DIEGO | JUNE 23-27



Marketing and Industry Support Opportunities

TAKE YOUR PARTICIPATION TO THE NEXT LEVEL!

+1.703.631.6200 | 800.564.4220
DIAexhibits@spargoinc.com | DIAglobal.org/DIA2019

DIA

Digital Package

\$7,000 (10 Available)

The San Diego Convention Center is now offering digital signage! The DIA 2019 digital package includes powerful exposure for your company throughout the Convention Center. Create a custom 15 second video to be displayed on rotation for 5 days during DIA 2019.

INCLUDES:

1 Quantum Video Wall

16' Wide x 9' High

Located at the top of the escalators.

4 Digital Posters

4' Wide x 6.5' High

Two located outside of the Sails Pavilion and two located in the downstairs lobby outside of the Exhibit Hall.

Digital Posters



Quantum Video Wall



**High-Definition
Digital Advertising
at the San Diego Convention Center!**

NEW AND EXCLUSIVE ITEMS IN SAN DIEGO



Exhibit Hall Lobby Circle Banner

Round 23.5' Diameter: \$12,500
(Exclusive Opportunity)

Generate maximum attention with this large round hanging banner positioned in a prominent location within the lobby outside of the Exhibit Hall. Hosting fee includes banner production and installation. **B**

DIA Media Studio

\$5,000 (5 Available)
KOLs will be interviewed in the MEDIA Studio by your company reps. Interviews will be posted to the DIA YouTube and DIA Podcast channels. Your logo will appear on the Studio wall and in the videos. Your participation will be mentioned in DIA email communications to attendees. *Limited to one interview.* **B**

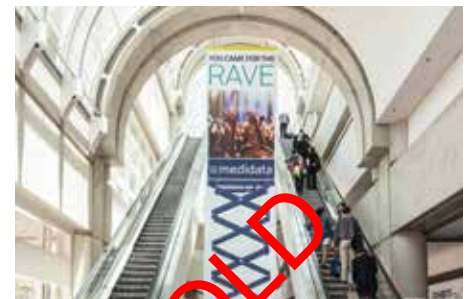


DIA Registration Bag

\$12,500 (3 Available)

All registered attendees will receive a tote bag featuring your organization's logo. Receive maximum exposure as attendees travel throughout the conference and beyond. As an added benefit, the host will provide one piece of literature to be inserted into the bag. This invaluable promotional opportunity is offered to a select group of supporters who are considered non-commercial interests* by the Accreditation Council for Pharmacy Education APCE. *Certain restrictions apply. Literature limited to 4 pages.* **B**

*<https://www.acpme.org/accreditation-rules/policies/definition-commercial-interest>



Escalator Banner

\$20,000
(Exclusive Opportunity)

Capture the attention of DIA 2019 attendees with your company branding as they travel to throughout the San Diego Convention Center. Hosting fee includes production, installation, and removal. **B**



Mini Charging Lounges

\$15,000 (8 Available)

Place your branding on one or more of these designated mini lounges within the Exhibit Hall. Attendees will appreciate this comfortable setting to relax and network. Each lounge includes branded column wraps, seating, and a charging table. **B**

Pedicab Advertising

\$15,000 (2 Available)

Looking to advertise beyond the Convention Center? Place your branding on five pedicabs and gain exposure as they drive attendees to and from the conference. Opportunity includes three days of advertising for 7 hours a day. **B**



Exterior Convention Center Medallion Signs

\$7,500 (4 Available)

Gain immediate recognition from attendees as they arrive to the Convention Center by branding one or more medallion signs along the overhang outside of the Convention Center entrance. **B**



Tin Fish Table Clings

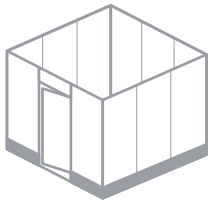
Call for Pricing

Located across from the Convention Center, this restaurant hot spot is sure to draw a crowd from attendees and the local community. Get exposure by placing your company branding on table clings in the outdoor seating area. **B**

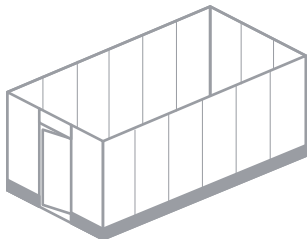
CONVENTION CENTER AND EXHIBIT HALL OPPORTUNITIES

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

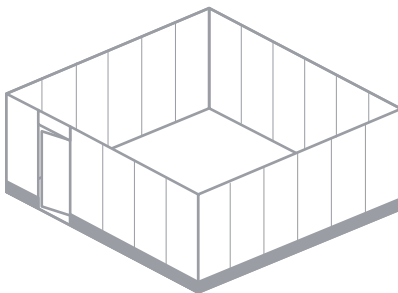
Business Suites



10' x 10'
\$3,750 (Unfurnished)
 2 Comp. Badges



10' x 20'
\$5,250 (Unfurnished)
 3 Comp. Badges



20' x 20'
\$7,750 (Unfurnished)
 4 Comp. 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. **B**



Convention Center Hanging Banners

Pricing Starts at \$5,500

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

UNAVAILABLE



Column Wraps

\$5,500 (5 Available)

Place your branding and messaging in the lobby areas at the San Diego Convention Center. The wraps are designed to capture the attention of the attendees from multiple lines of sight. **B**



Carpet Inlay with Company Logo

\$5,500 - 10' x 10'

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**

First right of refusal is provided to incumbent exhibitors through November 2, 2018.

EVENTS

Welcome Reception

\$17,500

Spotlight your company by co-hosting the Welcome Reception. Make a statement at the first function of the conference and gain recognition from all attendees as they network throughout the Exhibit Hall during the Welcome Reception. Opportunity includes a 10' x 10' carpet inlay at an exhibit hall entrance, your company's branding on seven aisle signs in the exhibit hall, your company's branding in the reception area, and recognition on the DIA 2019 website, in the final printed program, and attendee email communications from DIA. This opportunity is limited to three companies. **B**

**Your company logo will be represented alongside other DIA 2019 Contributors/Supporters.*



UNAVAILABLE

Innovation Theater Presentations

30 Minute: \$9,000

(Breaks and Reception)

30 Minute: \$10,000 (Lunch Break)

45 Minute: \$13,500 (Lunch Break)

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. Theater presentations will be held in a semi-enclosed area with seating for 85-100 attendees. This theater-style backdrop includes a stage, lectern, projector screen and sound, and internet service. Refreshments will be provided during your presentation. **B**



SOLD

CONVENTION CENTER AND EXHIBIT HALL OPPORTUNITIES

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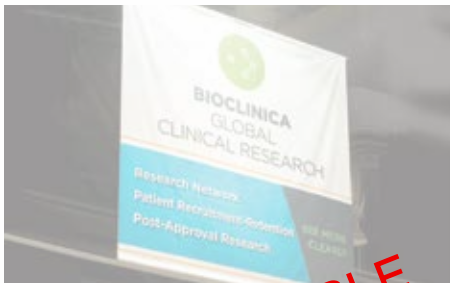


Exhibit Hall Hanging Banners

\$6,000 - 10' x 10' Double Sided
\$8,000 - 10' x 20' Double 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**



Meter Board Signs

\$1,800 each
\$5,000 for three **B**

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



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 exhibitor tweets will be displayed throughout the duration of the meeting within a high-traffic area. **B**

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 charging lounge.) **B**



Shuttle Bus Advertising

Call for Pricing

Put your company branding in front of meeting attendees during their daily commute to the San Diego Convention 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**

Table Clings

\$5,500 for 12 Tables (3 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 and labor charges. **B**

First right of refusal is provided to incumbent exhibitors through November 2, 2018.



HOTEL OPPORTUNITY

Key Cards

\$25,000 (Exclusive Opportunity)

How many times will you use your hotel key card and DIA 2019? Make a great first impression as attendees arrive in San Diego and get your organization great exposure. Your company logo or advertisement will be placed on one side of the hotel room keys and distributed to all DIA 2019 attendees. Host is responsible for production and shipping costs. **B**



ONLINE AND MOBILE APP OPPORTUNITIES

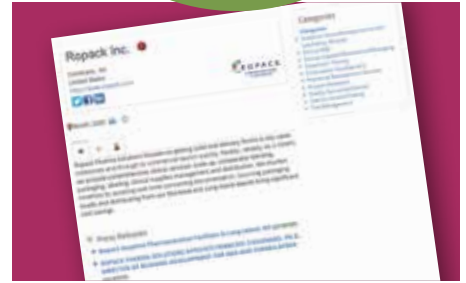
B Opportunity includes two complimentary Booth Personnel badges (in addition to current booth registration allotment).



Online Floor Plan Booth Logo

\$350 (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.



DIA Global App Scavenger Hunt

\$550

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

\$800

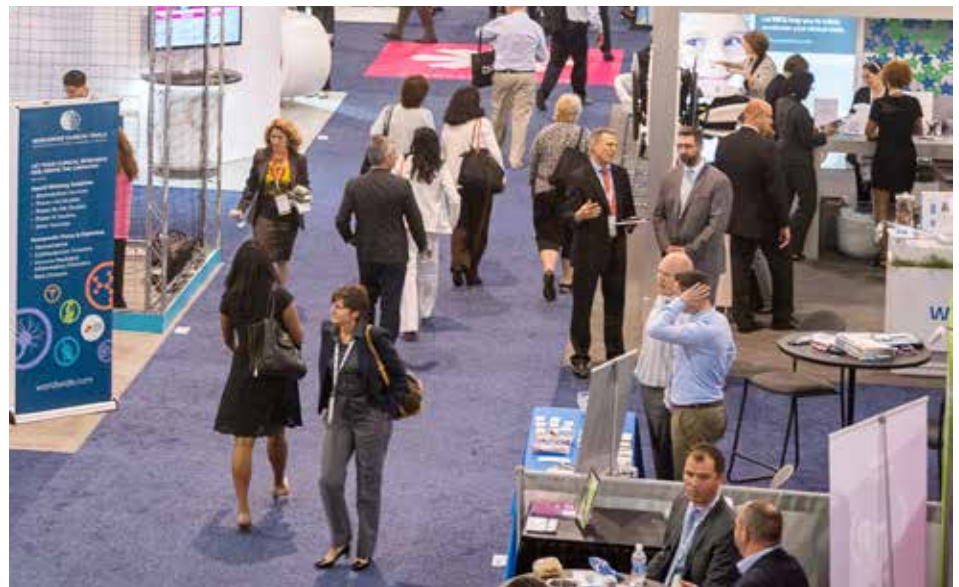
Complementing the standard exhibitor listing, upgraded listings receive a 1200 character company bio (online only), company logo online AND print, two press releases (online only), and three products (includes picture and description of product online).



Preregistration eBlasts

- | | |
|------------------|------------------|
| \$3,000 | \$4,500 B |
| 4 weeks out | 1 week out |
| \$3,500 | \$5,000 B |
| 3 weeks out | Week of meeting |
| \$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 20 business days prior to the meeting. Dates are sold on a first-come, first-served basis.



MAKE IT POSSIBLE FOR ATTENDEES TO STAY CONNECTED

Convention Center Wifi

\$35,000

In addition to a custom landing page, your company will receive recognition on signage, all registration and housing confirmation emails, and eblasts.



"We found the banners we purchased useful in driving booth traffic."
- MITCH COLLINS, Adaptive Clinical Systems

TERMS AND CONDITIONS

These are the official Marketing and Industry Support Opportunities for DIA 2019. 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 2019 website are based on the Supporter meeting and printer deadlines. Support commitments made after May 13, 2019 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 and Industry Support Opportunities are for confirmed exhibitors only and count towards the Assignment Order Point System if secured by May 14, 2019. All Marketing and Industry Support Opportunities must be approved by DIA. No exceptions.

PAYMENT TERMS

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

CANCELLATION POLICY

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

To secure your opportunity contact:

DIA Exposition Management
c/o SPARGO, Inc.

Kristin Hudson
+1-703-995-3868
DIAexhibits@spargoinc.com

