

DIA 2017

MCCORMICK PLACE,
CHICAGO, IL
JUNE 18-22, 2017



Marketing & Industry Support Opportunities

DIA DEVELOP
INNOVATE
ADVANCE

Secure your marketing and support opportunities today!

+1-703-631-6200 | 800-564-4220 | diaexhibits@spargoinc.com | DIAglobal.org/DIA2017

EVENTS



Welcome Reception

\$20,000 (Exclusive Opportunity)

Spotlight your company with this exclusive support 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, Show Daily, and eBlast to all registered attendees recognizing your company as the Welcome Reception Contributor, 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. **B**

**Your company logo will be represented alongside other DIA 2017 Contributors/Supporters.*

Innovation Theater Presentations

\$8,750 - 30 Minute Presentation

Showcase your products and services to attendees in the Innovation Theater 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 60-75 attendees with an innovative theater-style backdrop, partially surrounded by smoked plexi-glass walls, complete with stage, lectern, projector screen and sound, internet service and refreshments. **B**

**SECURE YOUR
MARKETING AND SUPPORT
OPPORTUNITIES TODAY!**

HOTEL OPPORTUNITIES

Key Cards — SOLD

\$25,000 (Exclusive Opportunity)

How many times will you use your hotel key card at DIA 2017? Make a great first impression as attendees arrive in Chicago 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 2017 attendees. 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 and Exhibit Hall. Door drops will deliver Monday, June 19. 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**



CONVENTION CENTER & EXHIBIT HALL OPPORTUNITIES



Carpet Inlay with Company Logo

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

Increase your visibility and make an impression with your company branding on a 10' x 10' carpet inlay as attendees enter the Exhibit Hall or walk the highly traveled main aisles. **B**



Column Wraps

\$3,000 / \$5,000 **B** (Nine Available)

Greet attendees with your company logo or brand on these large and prominent columns at the main shuttle bus drop off as they arrive at McCormick Place.



Convention Center Hanging Banners

Pricing Starts at \$5,000

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 2017 attendees with your company branding as they travel throughout McCormick Place. Hosting fee includes production of runner and clings, installation and removal. **B**

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 October 28, 2016.

CONVENTION CENTER & EXHIBIT HALL OPPORTUNITIES



Exhibit Hall Aisle Signs

\$12,500 (Exclusive Opportunity)

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

Exhibit Hall Hanging Banners

\$4,500 - 10' x 10' Double Sided
\$6,500 - 10' x 20' Double Sided
\$10,000 - 10' x 30' 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**

Headshot Photo Booth

\$15,000 (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**

Lunch Totes

\$25,000 (Exclusive Opportunity)

Lunch totes branded with your logo are provided to attendees as they pick up their lunch in the Exhibit Hall on opening day. Representatives from exhibiting company may hand out totes as attendees exit the distribution area. **B**

Massage Lounge

\$20,000 (Exclusive Opportunity)

Generate booth traffic by supporting a service that DIA 2017 meeting attendees will truly enjoy. Be a hero to attendees as they connect and recharge at the Massage Lounge located in the Exhibit Hall. Attendees will seek out your booth to request vouchers to redeem in the Massage Lounge. Five chairs equipped with video messaging and professional massage therapists will relax the classic tension areas. Shirts with your logo may be provided for the massage therapists to wear (to be provided by Host Company). **B**



Meter Board Signs

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

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

Recharge Lounge

\$10,500 (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

\$25,000 - Headrests
\$25,000 - Side Ribbon Banner
\$45,000 - Headrests and Side Ribbon Banner

Put your company branding in front of meeting attendees during their daily commute to McCormick Place. Choose from single-sided headrest covers personalized with your company logo on each bus, partial ribbon banner ads on both sides 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

\$17,500 / \$20,000
 (Two Available)

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

Table Clings on Cocktail Highboys

\$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

\$7,500 (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

\$7,500 - 20' x 20' Unfurnished Meeting Rooms
\$5,000 - 10' x 20' Unfurnished Meeting Rooms
\$3,500 - 10' x 10' Unfurnished Meeting Rooms

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. 20' x 20' will receive four complimentary Booth Personnel badges (in addition to current booth registration allotment). 10' x 20' will receive three complimentary Booth Personnel badges (in addition to current booth registration allotment). 10' x 10' will receive two complimentary Booth Personnel badges (in addition to current booth registration allotment). Exhibitor is responsible for all furniture, electrical, internet, etc.



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 October 28, 2016.

ADDITIONAL ADVERTISING OPPORTUNITIES

Attendee Registration Confirmation Email Ad

\$3,500 **\$3,000** **\$3,000**
Space 1 Space 2 Space 3

\$7,500 – Exclusive Opportunity **B**
(includes all 3 spaces)

Housing Confirmation Email Ad

\$3,500 (Exclusive Opportunity)

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.



Mini Map

\$20,000 (Exclusive Opportunity)

Help attendees explore Chicago. Highlighting dining and sightseeing options, attendees will receive a mini map in their attendee bag with your corporate logo on the front cover and ad inside on the back of the map. DIA graphics will be placed on the back cover. **B**



Publication Advertising

Contact Amy Barnett at Influence Media at abarnett@influencemedia.com or 267-419-8735 for additional information on Final Program Ads, Global Forum (digital only), and Show Daily.

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 **\$4,500** **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 clickthroughs. 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.



View Publication Advertising Offerings

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 course of three days. 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.



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 will appear on your company's booth on the online Annual Meeting floor plan.



Upgraded Online Listing

\$750

Complementing the standard exhibitor listing, upgraded listings receive a 1,200 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).



To secure your opportunity contact:

DIA Exposition Management
c/o SPARGO, Inc.

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(Companies A-L)
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TERMS & CONDITIONS

These are the official Marketing & Industry Support Opportunities for DIA 2017. 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 2017 website are based on the Supporter meeting and printer deadlines. Support commitments made after May 8, 2017 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 22, 2017. 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.