



# DIA 2014 EXHIBIT LOGISTICS WEBINAR

## Before we begin, please note the following:

- **Audio:** Dial-in is not being used for this webinar. Audio will be broadcast through your computer speakers. Please be sure that your speakers are turned on and the volume is turned up.
- We encourage you to submit questions during this presentation. To do so, please use the chat feature to the right of the page. Representatives from the San Diego Convention Center, Freeman, J. Spargo & Associates and your DIA Annual Meeting team are here to provide answers after the presentation.
- This webinar is being recorded and will be available on the [DIA 2014 Exhibitor Resource Center page](#). Information on accessing the archived webinar will be emailed by the end of the week.

# Who's Here?



- **DIA**
  - **Shannon Lewis & Jeff Korn**, Exhibits Associates
  - **Lori Risboskin**, Associate Director Event Planning & Exhibits
- **Freeman**
  - Christina Telles
- **J. Spargo & Associates**
  - Shirley Harris
  - Craig Baker
- **Experient, Lead Retrieval Services**
  - James Kelly
- **San Diego Convention Center**
  - Don Hertel, *Senior Event Manager*
  - Mary Forney, *Exhibitor Sales & Marketing Manager/Catering Dept*
  - Donna Kacmarcik, *SmartCity Networking Services*

- Moving into the SDCC
- Booth Set-up and Teardown
- Rules & Regulations
- Review of Policies & Procedures
- Review of Exhibitor Resource Center
- Reminders and updates
- Q&A

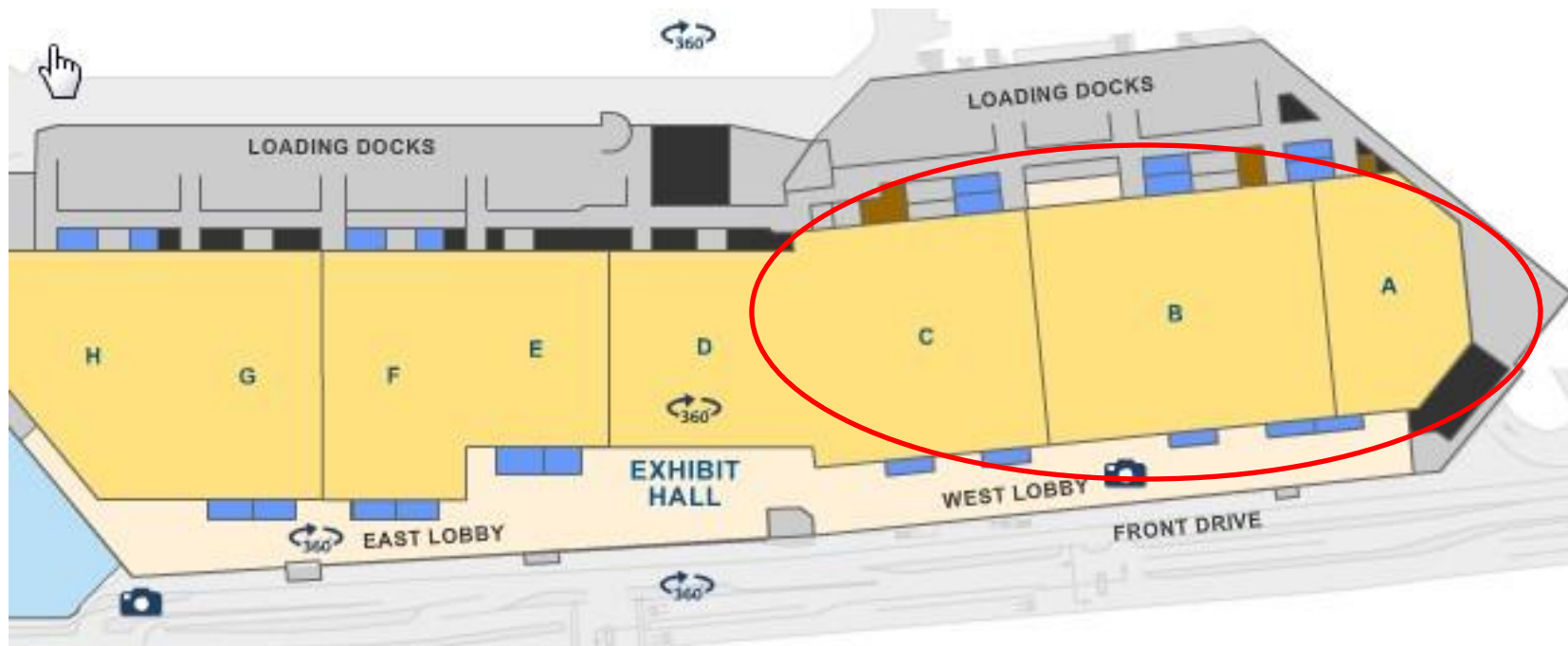
- Shipping booth display:
  - Freeman will be accepting advanced warehouse shipments on May 12, 2014 thru June 4, 2014. Shipments received at the warehouse after June 4<sup>th</sup> will be received with an additional 'after deadline' charge. Warehouse materials are accepted Monday-Friday between 8AM – 3:30PM.
  - Direct shipments to the SDCC will be accepted starting June 14, 2014. 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 can be found in the [Exhibitor Service Manual](#).

## EARLY MOVE-IN AVAILABLE:

- Freeman will accommodate early move-in beginning at NOON on Friday, June 13<sup>th</sup> at no additional charge.
- Early move-in is only available to exhibitors with booths 400 sq. ft. or larger.
- Shipping to the advanced warehouse is required to take advantage of this early move-in courtesy.
- Prior approval required – requests can be submitted to [exhibits@diahome.org](mailto:exhibits@diahome.org).

# Moving In to the SDCC

The exhibit hall is located on the ground level of the SDCC (Halls A, B & C)



Detailed [Exhibit Hall floor plan](#) with company names & booth numbers

- The local teamsters union is responsible for all material handling of equipment, all unloading and reloading, and handling of empty containers.
- All freight must enter and exit the facility through the back dock area.
- Anything that comes through to the loading dock will be unloaded and delivered to the booth by a teamster union member:
  - Material handling fees will apply, and will be billed directly to the exhibiting company.

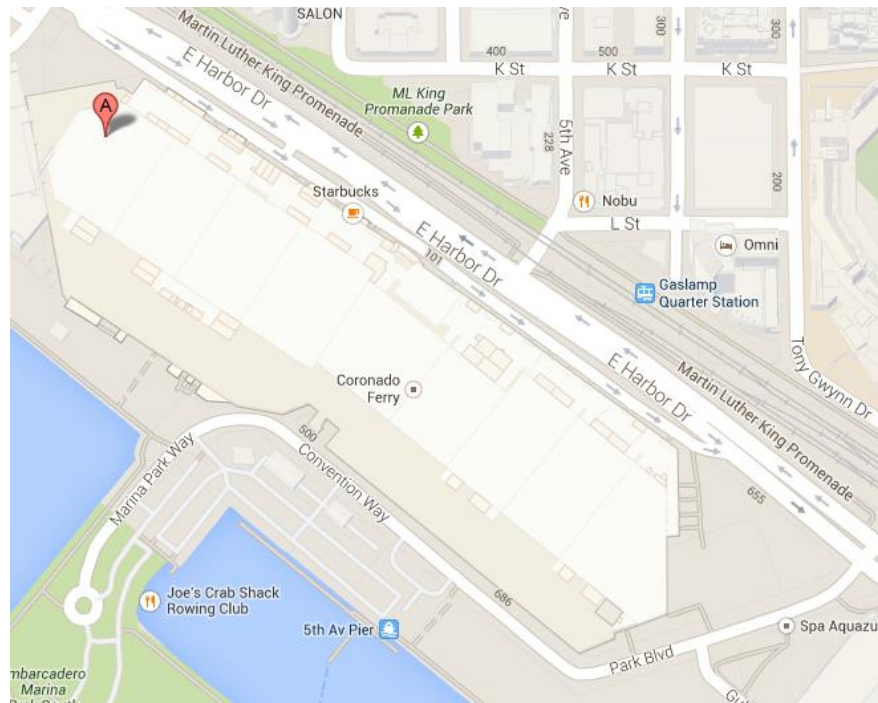


- There is one exception to the rules noted on the previous slide:
  - An exhibitor may move material that can be hand-carried by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment.
- In the instance where the above exception applies, the general entrances of the SDCC may be used; however, parking/idling in front of the SDCC is strictly prohibited:
  - Front entrance use is approved for someone walking in with their materials from a nearby hotel.
  - Or for someone being dropped off:
    - In the case of a drop-off: cars may not remain in the front drive any longer than is required for one person to get out of the vehicle and remove the materials which can be hand-carried into the facility.

- The use of POV's (Personally Owned Vehicles) to bring booth materials to the SDCC is permitted for an exhibitor who wishes to transport their own materials in their own vehicle (car, pick up truck, minivan, or SUV).
- This does NOT apply to step vans, box trucks, trailers over 15' or any commercial carriers.
- POV's are required to go to the back loading dock for unloading (aside from the one-time hand-carried exception noted previously).
- Unloading and transportation of materials to exhibit booth will be done by a teamster union member, and material handling fees will apply.
- The size of the load from a POV is restricted to materials that will fit on a 3'x5' flat cart and can be unloaded in 15min. Additional flat cart service will be available for an additional fee.
- Anyone arriving at the loading dock must identify themselves with a photo ID:
  - If ID is not provided, the individual will be directed to the Security Office to obtain a PHOTO ID.

# Loading Dock Location

- Where do I enter the loading dock area with my POV?
  - From Harbor Drive (the street directly in front of the Convention Center).
  - Make a right onto Park Blvd. This is the street before you get to the Hilton Bayfront hotel.
  - Proceed down Park Blvd.
  - POV's will be stopped by security and Freeman personnel to be registered and will be provided with credentials and directions to access the loading docks.



- All Common Carriers and Van Lines are required to check-in at the Marshalling Yard prior to being directed to the SDCC loading dock:
  - This is for any non-POV carrier.
- There is a detailed map with directions in the [Exhibitors Service Kit](#).
- Scale weight certifications will be required.

**Marshalling Yard  
2383 Faivre St.  
Chula Vista, CA 91911**

- **Check Your Booth!**
- Verify the correct booth location **BEFORE** setting up.
- Ensure all packages and freight are present.
- Make sure your electrical/internet is installed (if pre-ordered).
- Carpet, if ordered through Freeman, should already be installed.
- **If something is not correct or you have any questions, please go to the Service Desk or the Exhibit Information Desk (located at the hall entrance)...we are there to HELP!**

# Booth Package

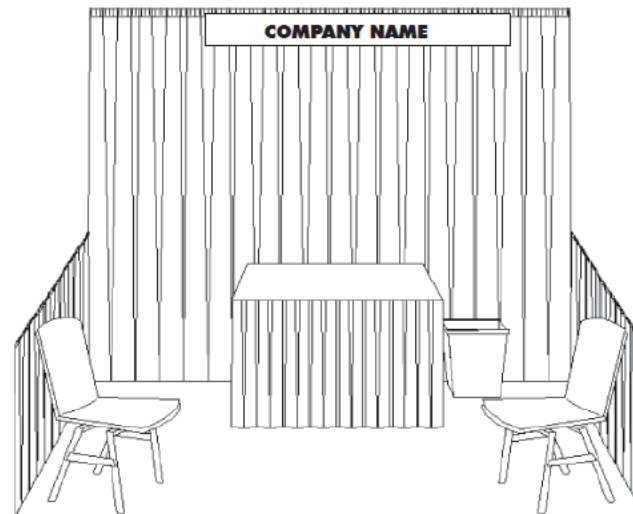


Drug Information Association is providing the following for each 10' x 10' exhibit space:

Each 10' x 10' package includes:

- 8' high back drape  
(set: blue, white, yellow, white, blue)
- 3' high blue side dividers
- (1) 6' white draped table
- (2) side chairs
- (1) wastebasket
- (1) 7" x 44" ID Sign

**NO SUBSTITUTIONS ARE ALLOWED**



It is required of all exhibitors to complete and submit this Booth Package form,  
found in the [Exhibitor Services Manual](#)

## WHAT'S PERMITTED?....

- Exhibitors may hire an EAC (Exhibitor Appointed Contractor)
  - The exhibiting company must submit an EAC form (found in the [Exhibitor Service Manual](#)).
  - The EAC must show proof of insurance.
  - EAC/Non-Official Contractor is a company other than the official contractors listed in the exhibitor service manual providing a service (installation and dismantling labor, floral, photography, audio visual, computer rental and other related services) and requiring access to your booth during move-in and move-out.
- Full-time employees of the exhibiting company may set-up and dismantle the full booth space if one person can accomplish the task in an hour or less and without the use of tools.

## WHAT'S NOT PERMITTED?...

- Employees of the exhibiting company are not permitted to complete the exhibit preparation, installation or dismantling if it requires more than 1 hour and/or the use of tools.
- Standing on chairs, tables or other rental furniture is prohibited.
- The use of ladders is prohibited.
- Individuals not employed by the exhibiting company or an EAC are prohibited from participating in the booth set-up or dismantling process.
- The use of any entrance to the facility other than the loading dock for the purpose of bringing in booth freight/materials (aside from the one-time hand-carried exception noted previously).
- Please reference the Union Regulations information found in the [Exhibitor Services Manual](#) for full details.



- EACs (Exhibitor Appointed Contractors) or staff who are present to oversee booth set-up do not need be registered using the Exhibitor allotted exhibit personnel badges.
  - “Installation Badges” will be available by request at the Exhibit Registration Desk.
  - Pre-registration is not required.
  - Installation badges will provide access to the Exhibit Hall on Saturday and Sunday only.

- Exhibitors with 10x10 booths may hang their own lights and plug them in, under the following conditions:
  - Doing so does not require the use of a labor (*reminder: standing on chairs or other furniture is also prohibited*).
  - The display is a “pop-up” (can be assembled within 30 minutes & without tools).
  - Typically, exhibitors can hang up to 7 lights as long as they require no more than 20 amps in total.
- Any booth larger than 10x10 must use electrical labor to install the lights.
- If a decorating company, including Freeman, has been contracted to install a display, electrical labor is required.
- Only Underwriters Laboratories (UL)-approved equipment is permitted.
- All display lights must be turned off at the end of the day.

- The SDCC maintains strict adherence to fire safety guidelines.
- All display materials must be flame retardant according to CA fire codes.
- It is suggested that exhibitors have a certificate of retardancy at the show to prevent the need for possible on-site testing or removal of the material.

Questions regarding Fire Safety can be directed to [don.hertel@visitsandiego.com](mailto:don.hertel@visitsandiego.com)

- DIA will be strictly enforcing the policies of the SDCC regarding the exclusivity of food & beverage service.
- Centerplate Catering holds the exclusive rights to all food & beverage within the SDCC.
  - All F&B arrangements should be made directly with the catering office (this includes any raffles or giveaways such as wine)
- Centerplate requires that a SDCCC Bartender dispense all alcoholic beverages.
- If approval is granted to bring food or beverage that is not supplied by CenterPlate, a fee will apply:
  - Individually wrapped chocolates/candies/mints are acceptable in small bowls, however, fees are applicable to large candy displays (several jars, etc).

- Raffling of wine bottles is permitted, under the following guidelines:
  - (1) One bottle of wine per booth.
  - Bottle must remain unopened throughout the show.
  - Exhibitor must complete a waiver form for approval.
  - Corkage fee will apply if the wine is not provided by CenterPlate.
- Offerings and order forms are available in the [Exhibitor Service Manual](#).
- There will be no exceptions made, and it will be the sole responsibility of the exhibitor to remove any unapproved food & beverage items, including aspects that effect booth structure.

Questions regarding Food & Beverage can be directed to [mary.forney@visitsandiego.com](mailto:mary.forney@visitsandiego.com)

- DIA will be strictly enforcing the rules and regulations within the [IAEE Guidelines for Display Rules & Regulations](#) and the DIA [Policies & Procedures for Exhibitors](#) booklet.
- All booth displays must adhere to the rules within these booklets...**no exceptions**.
- A thorough inspection of all booths (large and small) will occur throughout the set-up days and any company not adhering to the rules will be required to correct any violations.
- Common violations of special note include, but are not limited to:
  - Maximum back-wall height of linear booths is 8 ft.
  - The 8 ft. height allowance in linear booths is only permitted in the rear half of the booth.
  - A 4ft. height restriction is imposed on all other areas of a linear booth
  - For island booths, there is a maximum height of 20 ft. (including signage).

Questions regarding your booth display can be directed to [Shirley.Harris@jspargo.com](mailto:Shirley.Harris@jspargo.com)

- Is there Wi-Fi access in the SDCC?
  - Free Wi-Fi is only accessible from the ground level lobbies of Halls A-H.
  - There is specific “Exhibitor Internet” available for access in the Exhibit Hall.
  - A secure internet line is required for a secure connection at your booth.
- For information on pricing and service, reference the order form available in the [Exhibitor Service Manual](#) under the section for “**Facility/Other Contractors**”:
  - Or for online ordering, go directly to:  
<https://www.smartcitynetworks.com/order/center.aspx?center=025>
- note the advanced discount deadline date of May 29, 2014.

Questions about internet and phone service can be directed to:  
Donna Kacmarcik | 619.525.5510 | [dkacmarcik@smartcity.com](mailto:dkacmarcik@smartcity.com)

- Electrical is not included with your booth package.
- Electrical service should be pre-ordered, noting the advanced order discount deadline date of May 22, 2014.
- Order form available in the [Exhibitor Service Manual](#).
- How do I know how much power I need to order?
  - When determining how much power to order for a booth, it is helpful to know how much total power is required for the equipment in your booth space. Below, are some standard electrical requirements (requirements may vary):
    - Standard Laptop.....100-300 watts
    - Standard Desktop PC.....200-900 watts
    - 32”-50” Flat Screen.....1,000 watts

Questions regarding electrical service can be directed to [FreemanAnaheimES@freemanco.com](mailto:FreemanAnaheimES@freemanco.com)



- A/V rentals and services will be provided solely by **AV Concepts**.
- There is an order deadline date of June 6<sup>th</sup> – orders received after this date, including on-site orders, are subject to availability and may incur additional charges.
- Order form available in the [Exhibitor Services Manual](#); or order directly online at <https://avconcepts.boomerecommerce.com>.

Questions regarding electrical service can be directed to Keisha Frandsen, Exhibitor Services Representative: [kfrandsen@avconcepts.com](mailto:kfrandsen@avconcepts.com)

- Freeman, the official DIA 2014 Show Contractor, offers exhibitors a 10% discount for online ordering.
  - This discount is applied to any Freeman-specific service.
  - Take note of the Advanced Ordering Discount Deadline Dates (provided on the individual order forms).

- FREE shuttle service is provided to and from participating room-block hotels that are not within walking distance to the SDCC
- Shuttle service will begin on Monday, June 16th and will be available in the morning and at the conclusion of events each day:
  - Mid-day service is not available.
- Please remember that only those staying in room block hotels will have access to the free shuttle service provided by DIA. Shuttle passes will be provided at hotel check-in
- Exhibitor housing officially opened on October 8, 2013.
- All inquiries can be directed to [DIAHousing@tphousing.com](mailto:DIAHousing@tphousing.com) or by phone at 1-800-221-3531 or 1-212-532-1660.

- **The exhibit hall is not carpeted.**
  - As this is a requirement of exhibiting at DIA, it is the responsibility of each exhibiting company to ensure your booth is carpeted.
  - Exhibitors may order carpet through Freeman or place their own. Aisles will be carpeted in blue.
  - Note the advanced order discount deadline date of May 22<sup>nd</sup>.
  - Freeman will automatically lay carpet in booths that are not yet covered by **noon on Sunday**. The exhibitor will be invoiced by Freeman for this service.

- Vacuuming & trash removal service is not included with your booth package.
- These services can be purchased through Freeman. A one-time vacuuming option is available if you just want this service for post set-up (or realize it was a messy day!).
- The form is available in the [Exhibitor Services Manual](#). Exhibitors who do not pre-order this service can do so on-site by visiting the Freeman Service Desk (located toward the back of the hall).
- Higher prices do apply when ordering on-site.

# Navigating the website / Pre-show Preparations



[www.diahome.org](http://www.diahome.org)


## [DIA 2014 Exhibit Information web page](http://www.diahome.org/DIA2014Exhibits) [www.diahome.org/DIA2014Exhibits](http://www.diahome.org/DIA2014Exhibits)

[Meeting Program](#) [Exhibits](#) [Networking](#) [Speakers Corner](#) [Hotel & Travel](#) [Register](#)

- For Attendees
- Application & Contract
- Marketing & Advertising
- Exhibitor Resource Center
- Policies & Procedures
- Browse Exhibitors
- View Floor Plan

## Exhibits

Exhibiting at the DIA 2014 50<sup>th</sup> Annual Meeting



Join DIA and an anticipated 7,000+ attendees for the largest multidisciplinary event that brings together a global network of professionals to foster innovation that will lead to the development of safe and effective medical products and therapies to patients.

DIA 2014 50<sup>th</sup> Annual Meeting provides an invaluable forum for professionals involved in the discovery, development, and life-cycle management of pharmaceuticals, medical devices, and related products, including discussion of current and evolving areas such as comparative effectiveness research, health outcomes, and drug/device combination products.

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### Plan Your Exhibit

- Reserve Booth Space Online
- Application & Contract
- Floor Plan
- Marketing & Advertising
- Exhibitor Resource Center
- Authorized Vendor List
- Policies & Procedures

## [Exhibitor Resource Center page](http://www.diahome.org/DIA2014ERC) [www.diahome.org/DIA2014ERC](http://www.diahome.org/DIA2014ERC)

For Attendees

Application & Contract

Marketing & Advertising

**Exhibitor Resource Center**

Authorized Vendor List

Policies & Procedures

Browse Exhibitors

View Floor Plan

## Exhibitor Resource Center

Below you will find important links for planning your exhibit at the DIA 2014 50<sup>th</sup> Annual Meeting. Please check back often as the Exhibitor Resource Center will be updated as information and resources become available.

*Updated March 7, 2014*

### Exhibit Order Forms

- [Freeman Online Exhibitor Services Manual](#) (Includes: Show Package Form, Furnishings & Carpet, Shipping & Material Handling, Rental Exhibits & Graphics, Electrical, and Labor Services) *Opens March 13*
- [Internet & Telephone](#)
- [Lead Retrieval](#)
- [Catering](#)
- [Photography](#)

### Exhibit Personnel Registration

*Deadline of 5:00 PM on May 9, 2014 to be included in the Advance Registration Attendee List*

- [Online Personnel Registration](#)
- [Instructions for Online Personnel Registration](#)
- [Exhibit Personnel Registration Form \(PDF\)](#)

### Additional Exhibitor Forms



# Beware of Unauthorized Vendors!



- There has been a rash of unauthorized companies soliciting our exhibitors related to various services.
- Please reference the [Authorized Vendor List](#) that provides all official DIA 2014 50<sup>th</sup> Annual Meeting vendors.
- We strongly recommend using the vendor's on DIA's Authorized Vendor List.
- Unfortunately, DIA has no control over the these unauthorized vendors and is not able to assist in resolving issues that arise when our exhibitors enter into agreements with unauthorized companies.

# Exhibitor Services Manual



## [Freeman Online Exhibitor Services Manual](#)

(Includes: Show Package Form, Furnishings & Carpet, Shipping & Material Handling, Rental Exhibits & Graphics, Electrical, and Labor Services)  
Login is required for online ordering

**F R E E M A N** ONLINE

Drug Information Association 50th Annual  
Meeting  
SAN DIEGO, CA  
JUNE 16-18, 2014  
SAN DIEGO CONVENTION CENTER

Show Information

Online Ordering

Forms & Brochures

Drug Information Association 50th Annual Meeting

Products & Services

Search



Advanced  
Search

### Forms and Brochures

General Information

Payment Information

Shipping & Material Handling

Furnishings, Carpet & Cleaning

Rental Exhibits & Graphics

Drug Information Association 50th Annual Meeting » Forms & Brochures

General Information

Expand >

Payment Information

Expand >

Shipping & Material Handling

Expand >

Furnishings, Carpet & Cleaning

Expand >



*NEW in 2014, DIA has contracted with **Experient** for your lead retrieval services!*

- **New feature:** the placement of the QR code is now on the front of the badge to ease your attendee interaction and badge scanning.
- Experient offers the SWAP feature to improve your lead retrieval experience:
  - Download the app directly to your phone or device
  - Capture leads anywhere!
  - Custom lead qualifiers
  - All leads captured are consolidated in your SWAP Portal
- For information on pricing and service, refer to the order form available in the [Exhibitor Services Manual](#) under the section for “**Facility/Other Contractors**”. Or you can use the manual [PDF order form](#).

Questions regarding Lead Retrieval services can be directed to [gem.hill@experient-inc.com](mailto:gem.hill@experient-inc.com)

# Marketing & Support Opportunities



Increase your exposure with an assortment of old and new marketing, advertising and support opportunities!

The [Marketing & Industry Support brochure](#) provides detailed information on all of DIA's offerings.

Be sure to take advantage of the **Pre-registration Eblast** opportunity to reach the attendees prior to the show!



And don't forget the **Room Drop** to ensure the attendees receive your promotional piece on-site

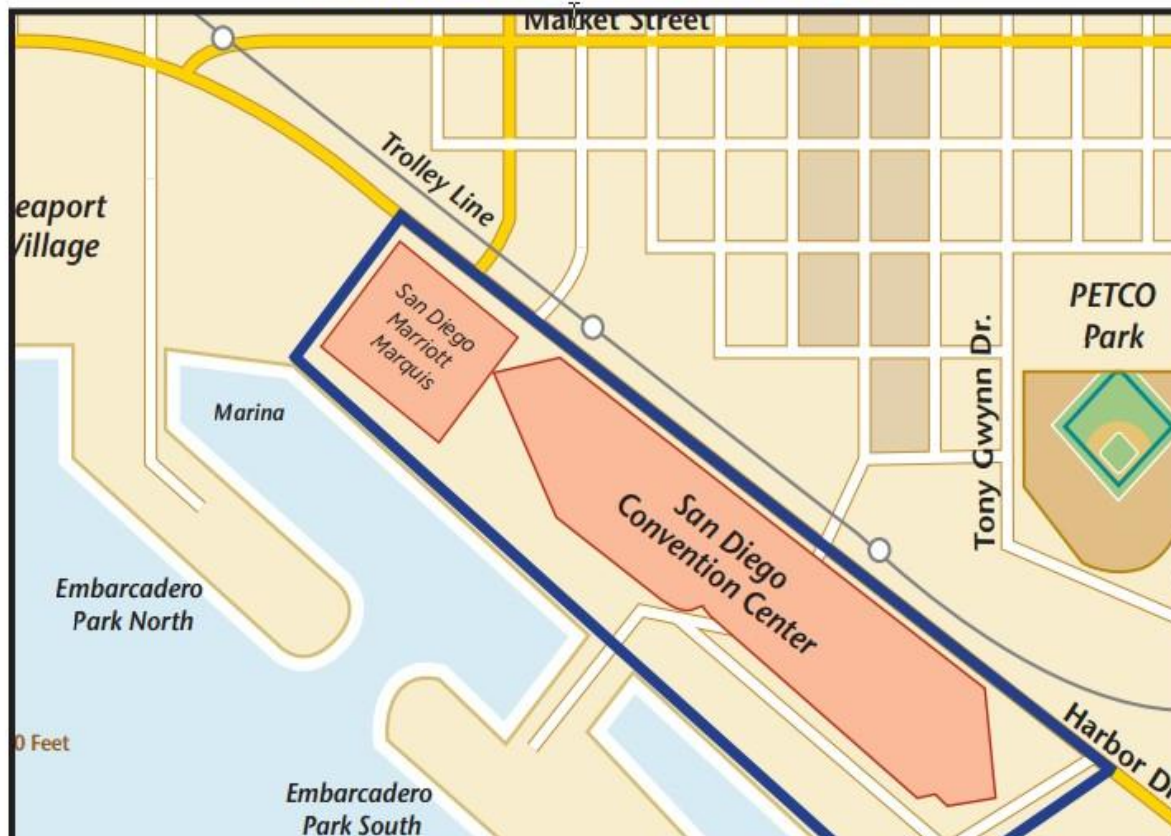


Business Wire offers exhibitors several communications and measurement tools to maximize public relations efforts at the DIA 2014 50th Annual Meeting.

- **Benefits include:**

- For \$295, the online press kit provides a free 100 word profile that is then issued in the Trade Show US National Circuit, web trades etc.
- Each release sent out receives a social media monitoring report to keep track of distribution.
- Tracking reports, measurements and analytics are available for each release.
- Visit the [Exhibitor Marketing Kit](#) page for more information.

# Marketing-free Zone



- **Remember:** While you're developing your marketing strategy, keep in mind that there is a [Marketing Free Zone](#) in place around the SDCC and the San Diego Marriott Marquis.
- **DIA reserves the right to halt any unapproved activity.**

- All events and meetings occurring in conjunction with the DIA 2014 Annual Meeting require formal DIA approval.
- The [Event & Meeting Space Application Form](#) must be completed and submitted prior to making arrangements with the venue. Form is available on the [Exhibitor Resource Center](#) page.
- Approved dates and times are provided on the form.
- Requests or questions should be directed to [Shannon.Lewis@diahome.org](mailto:Shannon.Lewis@diahome.org).

- DIA will once again be offering this free customized email campaign service.
- This service allows exhibiting companies to send emails to your customers and prospects, offering them valuable discounts and a friendly reminder to stop by your booth.
- Please visit <http://www.exhibitorinvites.com/dia/> for information.

Questions regarding Exhibitor Invites can be directed to Calli Sanell: +1.541.363.3174 |  
[callis@exhibitorinvitesteam.com](mailto:callis@exhibitorinvitesteam.com)



## Update Company Description

- From the [Exhibitor Resource Center page](#), select **Exhibitor Directory Entry**.
- You will be directed to a separate login page
  - Login information provided by *J. Spargo & Associates* team.
- The information provided will be viewable through the online Exhibitor Directory, the mobile app, and the printed final program.
- Company Descriptions are currently viewable on the [Browse Exhibitors page](#) of the DIA 2014 micro site.
- Deadline to be included in the printed Final Program is Friday, May 2<sup>nd</sup>.

## Register Exhibit Personnel

- From the [Exhibitor Resource Center page](#), click the link **Instructions for Online Personnel Registration** to review the options for registering.
- Deadline of 5:00 PM on May 9, 2014 to be included in the **Advance Registration Attendee List**.
- Online registration is available.
- DIA does not sell additional exhibit personnel registrations. Once a company uses their allotment of passes, anyone additional is required to register as a Full-Meeting Attendee, incurring the standard registration rates.
- Exhibit Personnel registrations are included in the packages of many [Marketing & Support Opportunities](#).

# SHOW TIME!



## **Exhibitor Move - In:**

Saturday, June 14 9:00 AM - 5:00 PM

Sunday, June 15 8:00 AM - 6:00 PM

## **Exhibit Hours:**

**Monday, June 16,** 9:30 AM – 6:00 PM

Lunch: 12:30 PM - 2:30 PM

Reception: 4:00 PM - 6:00 PM

**Tuesday, June 17,** 9:00 AM - 5:00 PM

Lunch: 11:30 AM - 1:30 PM

Guest Passes: 1:30 PM - 3:30 PM

**Wednesday, June 18,** 9:00 AM - 4:00 PM

Lunch: 11:30 AM - 1:30 PM

Guest Passes: 1:30 PM - 3:30 PM

**Move - Out: Wednesday, June 18**

4:00 PM - 10:00 PM

- **ALL EXHIBITORS MUST BE SET BY 8:00 AM ON MONDAY, JUNE 16<sup>th</sup>**
- **ALL EXHIBITS MUST BE STAFFED DURING EXHIBIT HOURS**
- **NO DISPLAYS MAY BE DISMANTLED OR PACKING STARTED BEFORE 4:00 PM ON WEDNESDAY, JUNE 18<sup>th</sup>**
- DIA 2014 [SCHEDULE AT-A-GLANCE](#) offers full details about exhibit hours and activities

- Opening Plenary is scheduled to begin at 2:30PM on Monday:
  - Lunch will be held in the exhibit hall from 12:30-2:30PM.
  - There will be activities beginning at 2:15PM to alert attendees that they should begin making their way to the Ballroom for the Plenary:
    - Lights will dim and a marching band will be moving through the Hall.
- Extended break times on Tuesday morning & afternoon, and Wednesday afternoon.
- Extended Monday Opening Reception by 30 minutes.

- The DIA Exhibit Team is actively working on developing guidelines for a more formal and active Exhibitor Advisory Committee.
- We will utilize the Exhibitor Wrap-Up Meeting on-site in San Diego as the launch of the group.
- If you or a colleague have any interest in serving on the Exhibitor Advisory Committee, or you have input or questions pertaining to the group's function, please contact [Shannon.Lewis@diahome.org](mailto:Shannon.Lewis@diahome.org).
- Participation at the Exhibitor Wrap-Up Meeting in San Diego will be required in order to be considered as a member of the Committee moving forward.

## General Exhibit Operations:

- Jeff Korn – +1-215-442-6184 / [jeff.korn@diahome.org](mailto:jeff.korn@diahome.org)
- Shannon Lewis – +1-215-442-6149 / [shannon.lewis@diahome.org](mailto:shannon.lewis@diahome.org)

## Exhibit Sales (Marketing Opportunities, Exhibit Hall Floor Plan):

- Craig Baker - +1-703-631-6200 Ext. 3942 [craig.baker@jspargo.com](mailto:craig.baker@jspargo.com)
- Michele LaFrance- +1-703-631-6200 Ext. 3951/  
[michele.lafrance@jspargo.com](mailto:michele.lafrance@jspargo.com)

## Exhibitor Marketing & Hosting Logistics and Booth Design Inquiries:

- Shirley Harris - +1.703.631.6200 / [shirley.harris@jspargo.com](mailto:shirley.harris@jspargo.com)

## Hotel Reservations:

- Travel Planners, Inc. - 800-221-3531 (US and Canada) +1-212-532-1660 (Outside US and Canada) [DIAhousing@tphousing.com](mailto:DIAhousing@tphousing.com)



Review of questions submitted  
during presentation

- **Where can we obtain login information?**
  - There are three different places where an exhibitor could potentially need to login:
    - To access the Freeman [Exhibitor Services Manual](#):
      - Select the Login link at the very top of the webpage
      - There are links for “Forgot your username or password”
      - If it is your first time logging into **Freeman Online**, you will have to register - to do so, select “Create Username”
    - To complete your Exhibitor Directory Entry:
      - Go to the [login page](#) of the *J. Spargo & Associates* DIA 2014 site,
      - Enter your email address and select “E-mail My Login Info” to have it sent to you
      - Please note: login information is tied to the email address of the person listed as the Primary Contact for your company
      - To verify who is listed as your Primary Contact, email [exhibits@diahome.org](mailto:exhibits@diahome.org) with the request
    - To register Exhibit Personnel online:
      - Go to <http://www.diahome.org/Exhibiting-and-Advertising/My-Exhibits.aspx> and Login to My DIA
      - There are links for “Forgot User ID” and “Forgot Password” – select these to have the login information emailed to you
      - Please note: login information is tied to the email address of the person listed as the Primary Contact for your company
      - To verify who is listed as your Primary Contact, email [exhibits@diahome.org](mailto:exhibits@diahome.org) with the request

- **Will there be reminders sent out regarding deadline dates?**
  - Yes, deadline reminders and other important updates will be noted in the monthly Exhibitor eNewsletters. The newsletters are emailed once a month and then posted to the [Exhibitor Resource Center](#). The individual service providers will also send their own reminders.
  - We also have a [Deadline Checklist](#) posted on the [Exhibitor Resource Center](#) for easy reference
- **Is it necessary to complete the Freeman show package form ?**
  - Yes. It is required that all exhibitors complete and submit the **Show Package Form**.
  - This is simply to confirm with Freeman whether or not your company will utilize the full package that comes with your booth (the 6 ft. table, 2 chairs, etc. that come with each 100 sq. ft. booth space).
  - The **Show Package Form** can be found within the [Exhibitor Services Manual](#):
    - Go to **Forms and Brochures**
    - Expand the section for **Furnishings, Carpet & Cleaning**



- **Do we need to schedule a specific move-in time?**
  - This is not required. Staff or an EAC may come to set-up at any time within the noted [Installation Hours](#).
  - However, if your company qualifies for Early Move-In on Friday, advanced notice and approval is required.
- **Does someone from our company need to be present during move-in?**
  - If you are using Freeman or an EAC to complete booth installation, it is at your discretion whether a company representative should be there to oversee the set-up.
- **Can we use our own labor / logistic company to set up?**
  - Yes. This would qualify as the use of an EAC (Exhibitor Appointed Contractor).
  - EAC's are required to provide proof of insurance.
  - Any exhibitor using an EAC is required to submit a notification form found in the [Exhibitor Services Manual](#):
    - Go to **Forms and Brochures**,
    - Expand the section for **General Information**.
- **Outside of an EAC, does the exhibitor need its own proof of insurance?**
  - Yes. Please refer to the [Proof of Insurance Information](#) provided on the [Exhibitor Resource Center](#).

- **Can a screwdriver, wrench, or other “hand tools” be used to complete set-up without contracting for labor?**
  - Screwdrivers, wrenches and other hand tools are classified as “tools” in this case and cannot be used by the employees of an exhibiting company to complete the booth set-up.
  - Full-time employees of the exhibiting company may set-up and dismantle the full booth space only if it can be accomplished by one person in an hour or less and without the use of any tools.
- **I am setting up my own booth, can I use a screwdriver...?**
  - As a full-time employee of the exhibiting company you are permitted to set up your own booth, however, the use of tools are not permitted. This includes power tools and hand tools.
  - If your booth set-up does require the use of tools, you must then contract with the labor group.
- **...Can I use my own power cord?**
  - “Exhibitors may supply their own 14 gauge 3 wire, extension cords and/or power strips, both of which must be grounded and UL approved”:
    - The electrical labor group must be contracted to provide the outlet and the exhibitor will be charged for the labor and power usage.

- **Will carpeting be down early for those who want to set up early on Friday?**
  - Yes, under the following conditions:
    - Your company qualifies and receives approval for advanced set-up (only booths 400 sq. ft. or larger qualify, and requests must be submitted to [exhibits@diahome.org](mailto:exhibits@diahome.org)).
    - Flooring was pre-ordered through Freeman (I recommend ordering by the May 22 discount price deadline date).
- **Is there a list of charges for material handling fees?**
  - The charges for material handling vary depending on the services you use. There is information on each option within the [Exhibitors Services Manual](#).
  - “Material handling includes unloading your exhibit material, storing up to 30 days in advance at the warehouse address, delivering to the booth, the handling of empty containers to and from storage, and removing of material from the booth for reloading onto outbound carriers.”
  - The Material Handling form can be found by logging into the [Exhibitor Services Manual](#), selecting “**Forms & Brochures**”, then expand the section for “**Shipping & Material**”
  - *Freeman OnLine®* can estimate your material handling charges for you. Log on to [www.freemanco.com/store](http://www.freemanco.com/store), select the DIA show and click on “Estimate My Material Handling Costs”.
- **What happens to my empty containers during the show?**
  - Pick up “Empty Labels” at the Service Center. Place a label on each container. Labeled containers will be picked up periodically and stored in non-accessible storage during the show. At the close of the show, the empty containers will be returned to the booth in random order. Depending on the size of the show, this process may take several hours.

- **Is the email blast with company logo and booth number included in exhibitor package or an extra fee?**
  - The customized email campaign service offered by **Exhibitor Invites** is a free service as part of your participation as a DIA 2014 Annual Meeting exhibitor. Please visit <http://www.exhibitorinvites.com/dia/> for information on participating.
- **Does the exhibitor have to order the badge reader/lead retrieval machine from Experient?**
  - Lead Retrieval is an optional service, and exhibitors are not required to order the lead retrieval device directly from Experient.
  - Experient provides a “Developer’s Kit” for any exhibitor who wishes to use their own lead retrieval system. The fee for this is \$650.
  - The Developer’s Kit will be required in this case to obtain the registrant’s data, as that information is only provided via a real-time lead report (only a bar code number will appear on your personal scanning device),
  - Information on the Developer’s Kit can be found on the [Experient Order Form](#), and questions can be directed to [gem.hill@experient-inc.com](mailto:gem.hill@experient-inc.com)
- **If we use the QR reader app, do we need to purchase anything else and what data do we get?**
  - If you purchase the Experient SWAP App you do not need anything additional.
  - The data obtained is based on the information provided to DIA by the registrant. In most cases, this includes Name, Company Name, job title, address, phone number and email address.

- **How many exhibit passes do I get with a 10x20 booth?**
  - Each 10x10 booth includes (1). Therefore, a 10x20 booth would include (2) two Full-Meeting registrations and (6) Exhibit Personnel registrations.
- **Our staff will be attending on a rotating basis, so when 2 people leave, the next 2 arrive. Can the Exhibitor passes be issued on a full time equivalence basis rather than one for each employee that is attending?**
  - DIA does permit badge sharing. So, in this case when the first two leave, we'll require them to hand their badges back in at the Exhibitor Registration Desk and notify the staff that new representatives will be checking in to replace them. New badges will be printed for the replacements.
- **Can I upgrade speaker passes to allow full access on all days, on-line?**
  - If someone from your company is speaking, and they would like to upgrade their registration so that they have full-access to all sessions on all days, then they would go to the [Registration page](#), select the option to sign-up online, login and go through the normal registration process, and when they get to the end they will see the option to upgrade.
  - Our system will recognize them as a Speaker once they are logged in.