Terms and Conditions for Exhibit Space/Sponsorship for the 2027 DIA Global Annual Meeting

These Terms and Conditions, in addition to the information provided in the Exhibitor Portal, ("Terms and Conditions," and collectively the "Contract"), cover participation as a live exhibitor/sponsor in the DIA 2027 Global Annual Meeting ("Event") at the San Diego Convention Center, CA ("Facility"), June 28 – July 1, 2027 ("Event Dates"). This Contract shall become effective when it has been submitted by the exhibiting company ("Exhibitor") and accepted by Drug Information Association, Inc. ("DIA"). The individual signing this Contract represents and warrants that he/she is duly authorized to execute this binding Contract on behalf of the Exhibitor. By signing below, the Exhibitor agrees to be bound by these Terms and Conditions, including but not limited to, the DIA Code of Conduct, DIA Restricted Marketing Zone, Exhibitor Services Manual, Americans with Disabilities Act, and Meeting/Function Space Application, which are incorporated by reference as if fully rewritten herein. The Exhibitor agrees that upon acceptance of this Contract by DIA, with or without payment of the appropriate exhibition fee and further action by the Exhibitor, this Contract shall become a legally binding agreement between DIA and the Exhibitor.

1. SHOW MANAGEMENT

SB Expos & Events will orchestrate management of the DIA 2027 Global Annual Meeting Exhibits. SB Expos & Events is responsible for sale, assignment of booth space, logistics, and collection of exhibitor payment. SB Expos & Events acts as a liaison between exhibitors, DIA and all official show contractors. If you have any questions about your booth or sponsorship, contact SB Expos & Events directly.

DIA 2027 Exhibits & Sponsorship Sales
SB Expos & Events
Email: **DIAsales@discoversb.com**

2. BOOTH COST

- Booth Rate: $6,000 per 10'x10' (100 sq. ft.).
- Corner Fee: $250 per open corner

3. ASSIGNMENT OF SPACE

DIA will calculate priority point balances for companies that are contracted to participate in DIA 2027 Global Annual Meeting in the last week of May 2027 for 2028 Booth Selection. For all Contracts received on or before Monday, May 10, 2027, space is assigned via a space selection based on priority points during the DIA 2027 Global Annual Meeting. SB Expos & Events will distribute appointment dates and times along with detailed instructions. For all Contracts received after the space selection is complete on Wednesday, June 23, 2027, space can be selected using the purchase link on a first come, first-served basis starting in July 2027.

If an Exhibitor is acquired by or merges with another Exhibitor prior to the initial space selection, the Exhibitors may select booth space using the priority point status of the highest Exhibitor, if exhibiting together. Priority points are not combined. If an Exhibitor is acquired by or merges with another Exhibitor after their initial space selection, the acquired or non-surviving Exhibitor can retain its originally contracted space, move to the acquiring or surviving Exhibitor's booth or alternately combine booth square footage and move to a new location. Exhibitors are obligated financially for the total square footage contracted by each Exhibitor. DIA reserves the right to require Exhibitor to provide documentation of acquisition. All Exhibitors should frequently review the DIA 2027 live floor plan for updates. It is the Exhibitor's responsibility to monitor changes to their assigned area. DIA reserves the right, in its sole discretion, to revise the floor plan and/or relocate any Exhibitor and is not responsible for changes that may affect a participating Exhibitor's selection of space. SB Expos & Events will maintain a waitlist for any Exhibitor who wishes to be placed in a different booth location after their initial selection. To be added to the waitlist, the Exhibitor shall submit a written request, including the requested size of space to **DIAsales@discoversb.com**. Exhibitors are added to the waitlist on a first-come, first-served basis based on date and time of email receipt by SB Expos & Events.
DIA reserves the right to change Event hours or dates, to rearrange the floor plan, and/or to relocate any Exhibitor as it deems necessary at any time.

Companies will earn Priority Points toward 2028 Booth Selection as follows:

- 5 points per 10'x10' booth space contracted for the 2027 Global Annual Meeting
- 1 point per $1,000 spent on sponsorships for the 2027 Global Annual Meeting
- 5 points for booking within the official hotel room block for the 2027 Global Annual Meeting

May 10, 2027, is the deadline to qualify for inclusion in the Priority Points calculations for 2028 Booth Selection.

4. PAYMENTS

Booth Payment Terms:

Exhibitors who participate in the initial space selection during the 2026 Global Annual Meeting or sign this Contract prior to July 30, 2026:

- Must remit 50% of their total space rental charge as a deposit by August 30, 2026
- Exhibitors who do not remit their 50% deposit by Saturday, August 29, 2026, will incur a late payment fee of $500 per 100sqft of booth space contracted.
- The remaining 50%, and any late payment fees, are due by Saturday, January 30, 2027.

If Contract signed between July 30 – December 31, 2026:

- Exhibitors must remit 50% of their total space rental charge as a deposit within 30 days of receipt of their invoice.
- Exhibitors who do not remit their 50% deposit within 30 days of receiving the invoice will incur a late payment fee of $500/100sqft of booth space contracted.
- The remaining 50%, and any late fees, are due by Saturday, January 30, 2027, regardless of invoice date.

If Contract signed after December 31, 2026:

- Exhibitors must remit 100% of their total space rental charge within 30 days of receipt of their invoice. Outstanding balances will be subject to review, and contracted space may be cancelled by DIA. Any applicable cancellation fees will apply.

Sponsorship Payment Terms:
- Sponsorship payments are due in full at the time of purchase.
- Wire transfer payments must be received within 30 days. If payment is not received, the sponsorship will be released.

ACH/wire or credit card payments are highly recommended in order to confirm payments are received by the deadline. Invoices will include a secure link to remit credit card payments.

No Exhibitor or Sponsor will be allowed to participate in the Event unless payment in full is received prior to 8:00 AM on Saturday, June 26, 2027 (move-in). DIA reserves the right to hold or revoke Exhibitor badges for any Exhibitor with an unpaid balance and to instruct all official show contractors to deny goods and services.

After 30 days of overdue payment, if the late payment has not been acknowledged by the exhibitor/sponsor, nor has any upcoming payment plan been provided to DIA, DIA has the right to remove your booth from the Exhibit Hall and cancel your participation in the meeting without refund of prior payments.

5. CANCELLATION OF FULL OR PARTIAL SPACE BY EXHIBITOR/SPONSOR AND REFUNDS

Booth Cancellation Policy:
- Cancellation/Downsizing Notifications received on or before July 30, 2026: Exhibitor shall receive a full refund within 60 days of cancellation.
- Cancellation/Downsizing Notifications received August 1, 2026 - January 31, 2027: DIA shall retain 50% of the total space rental charge (inclusive of any late fees), and Exhibitor shall be refunded the other 50%, if it has already been paid.
- Cancellation/Downsizing Notifications received after January 31, 2027: DIA will retain 100% of the total space rental charge (inclusive of any late fees) and will offer no refund.

Sponsorship Cancellation Policy:
- Sponsorships are non-refundable.

Any cancellation of booth space, meeting space, sponsorship, and or advertising must be made in writing to SB Expos & Events via email to DIAsales@discoversb.com.

Full payment is required, and no refunds whatsoever will be made on cancellations or reductions of contracted items after January 31, 2027. Should an Exhibitor cancel booth space, meeting space, sponsorship, and/or advertising, or even partial contracted items, after January 31, 2027, the Exhibitor is responsible for the full charge for the originally contracted items regardless of payment status.
Notwithstanding the foregoing, Exhibitor or Sponsor will have no right to cancel subsequent to DIA cancellation pursuant to Section 6.

6. CANCELLATION OR CHANGES TO GLOBAL ANNUAL MEETING BY DIA

If for any reason beyond DIA's control DIA determines, in its sole discretion, that the Event must be cancelled, shortened, delayed, dates changed, or otherwise altered or changed (collectively "Event Adjustment"), Exhibitor understands and agrees that DIA shall refund the rental fees paid to it by Exhibitor less reasonable expenses, if any, incurred by DIA for fulfillment of this Contract prior to a determination of the Event Adjustment. Exhibitor understands that all losses and damages that it may suffer as a consequence of an Event Adjustment or cancellation are its responsibility and not that of DIA or its directors, officers, employees, agents, or subcontractors. Except for the foregoing refund, Exhibitor understands that it may lose all monies it has otherwise incurred for the Event, including travel, setup, lodging, decorator freight, employee wages, etc.
The above phrase "any reason beyond DIA's control" includes, but is not limited to: fire, casualty, flood, epidemic or pandemic, earthquake, explosion, accident, blockage, embargo, inclement weather, act or threat of terrorism, riot or civil disturbance; strike, lockout, boycott or other labor disturbance, inability to secure necessary labor, technical or personnel failure, lack of or impaired transportation facilities, inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment or services, orders or restraints imposed by civil defense, military or other types of governmental authorities, or acts of God, or such circumstances making DIA's performance impossible, illegal, or commercially impracticable in its sole discretion.
As a condition of acceptance as an Exhibitor by DIA, Exhibitor agrees to waive any claims it may have against DIA, its directors, officers, employees, members, agents and subcontractors as a result of Event cancellation, duration, delay or other alterations or changes caused in whole, or in part, by any reason outside DIA's control. The terms of this provision shall survive the termination or expiration of this Contract.

7. ELIGIBILITY TO EXHIBIT

Exhibitors must be a producer or supplier of equipment, products, or services and its booth must be directly related to the pharmaceutical, biotechnology, medical device, or related health care industries. Booths must contribute to the education of Event registrants within those industries and/or their academic counterparts may apply for booth space. DIA reserves the right to determine the eligibility of any Exhibitor for inclusion in the Event and to prohibit an Exhibitor from conducting and maintaining a booth if, in the sole judgment of DIA, the Exhibitor or booth or proposed booth shall in any respect be deemed unsuitable. An Exhibitor's eligibility to exhibit in the Event must remain in effect from the time of submission of the Contract to the time of the Event and should DIA determine that an Exhibitor which it had previously determined was eligible to exhibit at the Event is no longer eligible to do so, DIA may notify the Exhibitor and may terminate the Contract without liability upon written notice to Exhibitor.

8. SUBLETTING OF EXHIBIT SPACE AND EXHIBIT OF CERTAIN PRODUCTS PROHIBITED

Exhibitors may not assign, share, or sublet a booth or any part of the space allotted to them, nor may they exhibit or permit to be exhibited in their space any products or advertising materials which are not a part of their own regular products, or which are not compatible with the purpose and/or character of the Event as determined by DIA in its sole discretion.

9. RETAIL SALES

No retail sales, where payment is received and products delivered, are permitted in the area in which the booths are ("Exhibit Hall") at any time. Payment and/or orders may be taken for future delivery.

10. INTELLECTUAL PROPERTY MATTERS

The Exhibitor represents and warrants to DIA that no materials used in or in connection with their booth infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by Exhibitor) or other intellectual property rights of any third party. The Exhibitor agrees to immediately notify DIA of any information of which the Exhibitor becomes aware regarding actual or alleged infringement of any third

party's trademarks, copyrights, or other intellectual property rights. The Exhibitor agrees to indemnify, defend and hold DIA, its officers, directors, employees, agents, members, successors and assigns harmless from and against all losses, damages and costs (including attorney's fees) arising out of or related to claims of infringement by Exhibitor, its employees, agents, or contractors of the trademarks, copyrights and other intellectual property rights of any third party.
DIA, its officers, directors, employees, members, agents, and each of them, shall not be liable for and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights, or other intellectual property of any third party arising out of the actions of any Exhibitors. The terms of this provision shall survive the termination or expiration of this Contract.

11. USE OF DIA NAME

DIA, Global Annual Meeting, DIA logo and DIA Event logo are registered trademarks owned by DIA. Participation by an Exhibitor in the Event grants no rights, title, or interest in or to use such names or logos, except that the Exhibitor may reference their participation in the Event. Exhibitors shall use the term DIA 2027 or the DIA 2027 Global Annual Meeting.

Usable graphics will be made available to all contracted Exhibitors. Graphics should be hyperlinked to DIAglobal.org/DIA2027. Participation in the Event does not imply endorsement or approval by DIA of any product, service, or participant and none shall be claimed by any participant.

12. SET-UP TIME

Move-in and set-up of booths begins in the Facility at 8:00 AM on Saturday, June 26, 2027. If an exhibit is not set-up by 5:00 PM on Sunday, June 27, 2027, DIA reserves the right to cancel such space, to re-assign such space to another Exhibitor, or to make such other use of the space as deemed necessary or appropriate. DIA reserves the right to remove the freight from the booth at the Exhibitor's expense. No refund will be made to the original contracting Exhibitor. DIA reserves the right to modify move-in/Show Hours/moveout, in which case all Exhibitors will be notified prior to the effective date of such changes.

13. SHOW HOURS & BOOTH TRAFFIC

Exhibitor must staff their booth during Show Hours:

Monday, June 28, 2027 10:00 AM – 6:00 PM
Tuesday, June 29, 2027 9:00 AM – 4:00 PM
Wednesday, June 30, 2027 9:00 AM – 2:00 PM

DIA makes reasonable attempts to attract high quality attendees to its Event but does not guarantee specific volumes of traffic or levels of qualification during Show Hours. Traffic at any given booth is a function of the Exhibitor and particular booth, and not the responsibility of DIA. DIA offers advertisement, promotional and sponsorship opportunities to all Exhibitors. DIA reserves the right to change the Show Hours. DIA shall inform all Exhibitors of any changes to the Show Hours.

14. DISMANTLING OF EXHIBITS

Exhibits are to be kept intact until the closing of the Exhibit Hall at 2:00 PM on Wednesday, June 30, 2027. No part of a booth shall be removed during the Show Hours without obtaining written approval from DIA prior to Friday, May 14, 2027. Any Exhibitor who begins dismantling of its booth before the close of the Exhibit Hall may lose part or all their priority points and may entirely lose the privilege of exhibiting at future DIA events. All freight must be removed from the Facility by 11:00 AM on Thursday, July 1, 2027. If booths are not removed by this time, DIA reserves the right to remove booths and charge the expense to the Exhibitor. DIA shall have no liability for any loss or damage to Exhibitor's booth property caused by such removal.

15. BADGES

Exhibitors are provided (3) complimentary Full Conference badges per (100) sq. ft. of exhibit space purchased which include access to refreshment breaks and lunches, networking, and all sessions and CE credits. Exhibitor badges are for Exhibitor's full and part time employees or contractors. Individuals with an Exhibitor badge may not enter a booth of another Exhibitor without permission from the other Exhibitor nor enter an unstaffed booth. Booth Personnel badges and Exhibitor Full Conference badges allow access to the Exhibit Hall during the following move-in, Show Hours and move-out:

Saturday, June 26, 2027, 8:00 AM - 5:00 PM (move-in)
Sunday, June 27, 2027, 8:00 AM - 5:00 PM (move-in)
Monday, June 28, 2027, 8:00 AM - 6:00 PM (Show Day 1)
Tuesday, June 29, 2027, 8:00 AM - 4:00 PM (Show Day 2)
Wednesday, June 30, 2027, 8:00 AM - 10:00 PM (Show Day 3 & move-out)
Thursday, July 1, 2027, 8:00 AM - 11:00 AM (move-out)

Event attendees can only access the hall during show hours. Exhibitors who give their badges to an Event attendee in order for the attendee to gain access to the Exhibit Hall prior to this time may, at the sole discretion of DIA, lose part or all of its company's priority points. DIA reserves the right to allow access to any person to the Exhibit Hall at any time at its sole discretion. DIA reserves the right to modify these hours and will communicate updates in Exhibitor Newsletters.

Exhibitors may order lead retrieval services from DIA's contracted Lead Retrieval provider. Exhibitor must obtain permission from any Event attendee prior to scanning their badge. Lead retrieval devices and apps are permitted to be used outside the Exhibit Hall, but not within DIA sessions or meeting room corridors. Equipment that scans attendee badges without DIA prior approval is strictly prohibited.

16. DIA CODE OF CONDUCT

All Event participants, including DIA members, non-DIA members, speakers, attendees, Exhibitors, and any/all agents thereof, must adhere to and promote the highest standards of professional conduct by:

- Demonstrating commitment to DIA's core values, mission, and member community
- Exhibiting professional and ethical behavior at all times
- Communicating openly, and being transparent about intent of actions, to establish accountability and trust
- Demonstrating compassion in all interactions with colleagues
- Respecting the diversity of DIA by providing a consistent global standard of protection from threats, harassment, and discrimination based on race, national origin, gender, religion, age, sexual orientation, disability, or other personal characteristics

Failing to uphold this **DIA Code of Conduct** will result in punitive consequences up to and including termination of DIA membership and expulsion from the Event.

17. MINIMUM AGE FOR ADMISSION

Children under the age of 18 are not permitted in the Exhibit Hall at any time. Any attendees arriving with children under the age of 18 will be denied access to the Exhibit Hall with such children without any exceptions or refunds.

18. EXHIBITOR LIABILITY

An Exhibitor remains solely responsible for the safety of their property at all times during transit to and from the Facility and in the Exhibit Hall. Security personnel contracted directly by DIA are for crowd control and badge credential verification. Exhibitors are encouraged to budget for and make security arrangements for sensitive, valuable, or irreplaceable items. DIA is not responsible for the security of Exhibitor's property. Security and insurance covering Exhibitor's property is the sole responsibility of the Exhibitor. Neither DIA, its directors, officers, employees, agents, members, subcontractors, nor Show Management listed in Section 1, are responsible for Exhibitor's property or any loss thereto from any cause.
EXHIBITOR HEREBY WAIVES AND RELEASES ANY CLAIM OR DEMAND IT MAY HAVE
AGAINST ANY OF DIA, ITS DIRECTORS, OFFICERS, EMPLOYEES, AGENTS, MEMBERS, SUBCONTRACTORS, OR SHOW MANAGEMENT BY REASON OF ANY DAMAGE TO OR LOSS OF ANY OF ITS PROPERTY.

19. INDEMNIFICATION

In addition to the indemnification in Sections 10 and 21.j. , Exhibitor agrees that it will indemnify, defend and hold Show Management, DIA, their respective officers, directors, employees, agents, members, harmless from and against a) the performance or breach of this Contract by Exhibitor, its employees, agents or contractors; b) the failure by Exhibitor, its employees, agents or contractors to comply with applicable laws, rules, regulations and ordinances; and c) the act, omission, negligence, gross negligence, or willful misconduct of Exhibitor, its employees, agents, contractors, licensees, guests, or invitees. Exhibitor agrees that if DIA, its directors, officers, employees, agents, members, subcontractors, or Show Management is made a party to any litigation or other form of dispute resolution is commenced by a third party against Exhibitor, or relating to this Contract, then EXHIBITOR WILL PAY ALL COSTS AND EXPENSES, INCLUDING ATTORNEYS' FEES, INCURRED BY OR IMPOSED UPON DIA, ITS DIRECTORS, OFFICERS, EMPLOYEES, AGENTS, MEMBERS, SUBCONTRACTORS, OR SHOW MANAGEMENT BY REASON OF SUCH LITIGATION OR OTHER FORM OF DISPUTE RESOLUTION. THE TERMS OF THIS PROVISION SHALL SURVIVE THE TERMINATION OR EXPIRATION OF THIS CONTRACT.

20. INSURANCE

Exhibitors are required to maintain and to provide a certificate of insurance to Show Management on or before May 15, 2027, evidencing the following:

a. General liability with limits not less than $1,000,000 per occurrence, $2,000,000 in the aggregate
b. Owned (if applicable), hired and non-owned auto liability with limits not less than $1,000,000 per occurrence
c. DIA, SB Expos & Events, DIA's General Service Contractor, and the San Diego Convention Center are to be listed as additional insureds on a primary and non-contributory basis with respect to general/auto/umbrella liability.
d. Workers' compensation with state statutory limits
e. Employer's liability with limits not less than $500,000
f. Commercial umbrella liability with limits not less than $2,000,000
g. Personal property and equipment on a special form replacement cost basis
h. A waiver of subrogation must apply to all policies. All carriers are to maintain an A.M. Best rating of not less than A- VII.

Exhibitors will not be permitted to set up their booth without submitting the proper certificates. Exhibitors will be provided with instructions for submitting their certificate of insurance via their Exhibitor Portal.

In the event, Exhibitors from outside the US and Canada are unable to produce an acceptable Certificate of Insurance from this insurance provider(s), Exhibitor may provide a written statement of their insurance coverage from their insurance broker. Companies that are self-insured or government agencies may provide a written statement of their self-insured status.

21. USE OF SPACE — GENERAL

a. Exhibitors, or their agents, may not solicit anyone outside the Exhibitor's booth in the Facility. Distribution or display by Exhibitors, or their agents, of any literature, printed materials, souvenirs, or other handouts (collectively "Promotional Material") shall be restricted to the Exhibitor's booth in the Exhibit Hall. No noisemakers, helium balloons, lighter-than-air objects, popcorn, gummed stickers, or labels will be permitted as Promotional Material. Distribution or display of Promotional Material in public areas of the Facility or meeting rooms, or in the DIA Restricted Marketing Zone, is strictly prohibited. Distribution or display of Promotional Material of Exhibitor meetings or trainings or course material that compete with DIA, or any of its events, within the Facility, including within the Exhibitor's booth and the DIA Restricted Marketing Zone, is strictly prohibited. DIA also reserves the right to remove, at Exhibitor's cost, any Promotional Material or product deemed by Show Management as not suitable for display at the Event. DIA will remove such items and the Exhibitor's priority points will be reduced by 50% for 2027 booth selection. If booth selection for 2027 was completed prior to violation the selected booth for 2027 will be released and Exhibitor's booth selection will be moved to the close of the current Event.
b. Exhibitors are prohibited from possessing, displaying, or depicting any products or components or company names in their booth that could be interpreted as being a promotion or comparison (features, benefits, price etc.) of another company.
c. No booth will be permitted that interferes with the use of other booths or impedes access to them or impedes the free use of the aisles.
d. Any special promotions, music or booth-based stunts planned by Exhibitors at any time during the Event must be approved by DIA. Details should be submitted to Show Management via the Exhibitor Portal by Friday, May 14, 2027. DIA reserves the right to designate specific days and hours during which special promotions and stunts may be conducted if they are permitted at all.
e. DIA allows drawings, games of chance and raffles in the Exhibit Hall. Exhibitors must comply with all current San Diego Convention Center and California regulations regarding drawings, games of chance and raffles including, without limitation, any required registrations. DIA may withhold or withdraw permission to distribute gifts, souvenirs, advertising, or other materials, which at its sole discretion, are considered objectionable or inappropriate or are in violation of any applicable rule or law.
f. No animals are permitted in the Facility other than service animals. Owners are liable for any damage or injury caused by their service animal.
g. Exhibitors may not apply paint, lacquer, adhesive, or other coatings to Facility columns, floors or walls, or to standard booth equipment provided by DIA's general Service Contractor.
h. Exhibitors must abide by all of the Exhibitor Participation Regulations of the Facility, a copy of which is included in the Exhibitor Services Manual, made available to Exhibitors in March. The Facility has reserved the right to update, change or amend its rules and regulations after publication in the Exhibitor Services Manual. To obtain a copy of the Exhibitor Participation Regulations of the Facility prior to publication in the Exhibitor Services Manual, the Exhibitor may email **DIAops@discoversb.com**.
i. DIA shall publish health and safety guidelines in the Exhibitor Services Manual. Exhibitors agree to abide by the guidelines. DIA reserves the right to update, change or amend the guidelines after publication in the Exhibitor Services Manual.

j. All Exhibitors shall be responsible for compliance with the Americans with Disabilities Act. The Exhibitor shall indemnify, defend, and DIA, its directors, officers, employees, agents, members, subcontractors, or Show Management harmless from any and all claims, costs, expenses, or other damages arising out of Exhibitor's breach of this Section 21.j. as a consequence of Exhibitor's failure in this regard. The terms of this provision shall survive the termination or expiration of this Contract. For more information on the Americans with Disabilities Act and how to make your booth accessible to persons with disabilities, please contact:

U.S. Department of Justice ADA, Civil
Rights Division Disability Rights Section – NYAV
950 Pennsylvania Avenue, NW
Washington, D.C. 20530 USA
Phone: +1.800.514.0301 (voice)
+1.800.514.0383 (TTY)
Website: **www.ada.gov**

k. Helium or other lighter-than-air objects are prohibited throughout the facility. DIA reserves the right to assess a fee for retrieving any escaped lighter-than-air objects.
l. DIA will designate one official Housing Vendor for the Event. Other companies are not authorized and may not offer the same pricing, service, or reliability as the official Housing Vendor. A list of authorized vendors will be maintained in the Exhibitor Portal. If you are contacted by any company other than the official Housing Vendor regarding hotel reservations for the DIA 2027 Global Annual Meeting, please notify Show Management at **DIAops@discoversb.com**. To obtain the official Housing Vendor's contact information, contact **DIAops@discoversb.com**. DIA is not responsible for any damages or costs incurred by Exhibitors as a result of using an unauthorized housing provider.
m. All booth personnel must be properly and modestly clothed.
n. Exhibitors are permitted to serve food and non-alcoholic beverages in their booth during Event Hours. Non-alcoholic beverages do not need to be served by a bartender, but all beverages and food must be ordered through the Facility's caterer. Food and beverage items cannot be brought in from outside the building.
o. Exhibitors are permitted to provide alcoholic beverages in their booth as long as the alcoholic beverages are served by licensed bartenders from the Facility's caterer and must be ordered through the Facility's caterer.
p. The Facility has an exclusive agreement to provide all catering and concessions within the Facility with Caterer, the official in-house caterer at the Facility. All food (including pre-packaged food) and beverage items must be ordered through Caterer. Food and beverage product Exhibitors who are germane to events and are lawful manufacturers or distributors of food and/or beverage products may distribute samples. Samples must be distributed from those specific Exhibitor booth locations only. Samples may not exceed two ounces by weight of a solid product, and three ounces by volume of a non-alcoholic beverage product. All alcoholic beverage sampling must be serviced by the official Facility Caterer. Approval for distribution of samples must be obtained prior to the Event. Contact DIA Show Management via email at **DIAops@discoversb.com** for additional instructions on the approval process.
q. All booth floors must be finished. Exposed concrete is not acceptable. Booth carpet order forms are included in the Exhibitor Services Manual. DIA will instruct DIA's General Service Contractor to lay carpet in any booth with an unfinished floor at 12:00 PM on Sunday, June 27, 2027, unless prior notification has been received by DIA, SB Expos & Events and/ or DIA's General Service Contractor that the Exhibitor intends to provide their own flooring. The exhibitor acknowledges that it shall be invoiced by DIA's General Service Contractor for booth carpet at the onsite rates. Exceptions will not be made.
r. Exhibitors, at DIA's sole discretion, are prohibited from taking videos and/or photographs of any booths in the Exhibit Hall, other than their own. Exhibitors who choose to hire a professional photographer/ videographer other than the official DIA photographer/videographer must adhere to Section 27. Aerial photography, videography and/or stunts of any kind by an Exhibitor, i.e., drones or any activity above booth height, are strictly prohibited. Exhibitor acknowledges and agrees that DIA, its employees, and contractors may take photographs/videos which could include images of the Exhibitor, its name and logo, its representatives and its booths while attending the Exhibition. Exhibitor hereby consents to and grants to DIA and its affiliates, the unrestricted, perpetual, worldwide, royalty-free, and transferable right and license to use (and grant others the right to use) the images worldwide without any compensation. Exhibitor acknowledges that DIA is the sole and exclusive owner of all rights in the images and hereby waives (a) any and all rights in and to such images, and (b) any and all claims Exhibitor and its representatives may have relating to or arising from the images or their use.
s. Hanging signs are NOT permitted in any booth due to no rigging points available San Diego, CA Convention Center.
t. All booth fixtures and booth structures are permitted to a maximum height of (8') (2.44 m) in inline booths. All exhibit fixtures and booth structures are permitted to a maximum height of (20') (6.10m) in all island booths. Exhibitor agrees to abide by these maximum height limits. Exhibitor agrees to drape off any portion of its booth with an unfinished side(s) or back that is visible at its expense. Exhibitor agrees to abide by all other Booth Construction/Display Rules & Regulations. Any Exhibitor who fails to comply with the Booth Construction/ Display Rules & Regulations may lose part or all their priority points and may entirely lose the privilege of exhibiting at future DIA events. DIA, DIA's General Service Contractor, and the Facility reserve the right to amend the Booth Construction/Display Rules & Regulations based on CDC recommendations.
u. Any Exhibitor occupying an Island space is required to submit a detailed floor plan, including dimensions, to Show Management for review and approval by Friday, May 14, 2027. All Exhibitors who received a written booth violation notice at the DIA 2026 Global Annual Meeting in Philadelphia, PA are required to submit a detailed floor plan, including dimensions, to Show Management for review and approval by Friday, May 14, 2027. Floor plans should be uploaded to your Exhibitor Portal or submitted via email to **DIAops@discoversb.com**.
v. Any Exhibitor with a multi-level exhibit and/or a covered area larger than 300 square feet must submit their plans to DIA Show Management by Friday, March 14, 2027. Contact Show Management by email at **DIAops@discoversb.com** for a complete list of requirements prior to submitting.
w. Umbrellas and canopies are considered part of the overall booth components and may not protrude into the aisle.

EXHIBIT CONSTRUCTION REGULATIONS - NO RIGGING IS ALLOWED.

- Island Booths – No Rigging Allowed
    - Island booths are booths exposed to aisles on all four sides, with a minimum size of 20x20 feet. The maximum height of an island booth is 20 feet from the floor. No rigging is permitted at the San Diego Convention Center. No signage, lighting fixtures, or light/signs are allowed outside the boundaries of the exhibit space. Unfinished sides/backs must be draped.

22. USE OF SPACE — AUDIO/ ELECTRICAL/ LIGHTS/ VEHICLES ETC.

a. Electrical cords, rear sides of audio/visual equipment and other exhibit aspects must be concealed and positioned so not to be irritating or distracting to neighboring Exhibitors or guests.
b. No spotlight may be directed toward the aisles or so directed that it proves to be irritating or distracting to neighboring Exhibitors or guests.
c. Droplights or special lighting devices must be hung at a level or positioned so as not to prove to be an irritant or distraction to neighboring Exhibitors or guests.

d. No strobe light effects are permitted.
e. Projectors, computer screens or TV screens must not cause people to block the aisle. Computer screens and TV screens are considered part of the overall booth components and may not protrude into the aisle.
f. Loudspeakers or operation of equipment which is of excessive sound volume to be annoying to neighboring Exhibitors or guests is not permitted based on the 80/80 Rule: Any sound that consistently exceeds 80 decibels measured at the edge of an Exhibitor's booth or is clearly identifiable more than 80 feet from that booth is considered objectionable.
g. Music in the booth or at any of Exhibitor's function held in conjunction with the Event is subject to applicable copyright and licensing fees. It is the sole responsibility of the Exhibitor to pay applicable fees. Exhibitors are strictly prohibited from playing any music at their booths or within the Facility unless they possess a valid and current ASCAP (American Society of Composers, Authors, and Publishers) license, which must be provided to DIA or SB Expos & Events upon request.
h. No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the booth. All lighting should be directed to the inner confines of the booth space. Lighting should not project onto other booths or aisles. Exhibitors intending to use hanging light systems are required to submit a detailed floor plan with light locations and dimensions, including height, of all items in the booth, to Show Management for review and approval by Friday, May 14, 2027.
i. Vehicles may not be displayed without prior written approval from DIA and the Public Safety Department of the Facility.

23. MEETINGS, DISPLAYS OUTSIDE EXHIBIT HALL & PROMOTIONS

In order to ensure the success of the Event and avoid dilution of benefits extended to all partners, Exhibitor may not extend invitations, call meetings or otherwise encourage absence of other exhibitors/sponsors and/or attendees from any program or other component of the Event during Show Hours or conduct any function sponsored in connection with the Event without prior notice to and approval by DIA.
DIA reserves the right to declare a Marketing Restricted Zone around the Facility. Exhibitors are restricted from marketing and promotional activities in the Marketing Zone including, but not limited to, the display or distribution of literature, street teams, street decals, billboards, branded motor vehicles including Segways and hoverboards, etc. DIA reserves the right to halt any unapproved activity within the Marketing Zone. To obtain a map of the Marketing Zone prior to publication in the Exhibitor Services Manual email **DIAops@discoversb.com**.
Any booths outside the Facility, displays in hotel rooms, hotel public areas or other facilities or areas contracted or used by DIA must be approved and managed through DIA. DIA reserves the right to halt any unapproved activity of this nature. Further, Exhibitors shall not engage in any promotional activities that DIA determines to be outside the purpose and/or character of the Event, as determined by DIA in its sole discretion.

24. HOTEL ROOMS, SUITES, MEETING ROOMS AND OTHER VENUES

DIA reserves the right to control all suites and meeting rooms in the Facility and in those hotels participating in the DIA housing block. A Meeting/Function Space Application is available on the DIA website, and must be completed for all events held Saturday, June 26, 2027, through Thursday, July 1, 2027 (inclusive), regardless of location. Exhibitors must submit a Meeting/Function Space Application to DIA for all exhibitor hosted events and obtain written approval from DIA. Activities that conflict with the nature of the Event or of the **DIA Code of Conduct** are not permitted. Meeting rooms and suites are only available to confirmed exhibitors. Exhibitor agrees to only hold meetings/functions during the following times:

Saturday, June 26, 2027	All times acceptable
Sunday, June 27, 2027	All times are acceptable
Monday, June 28, 2027	Before 8:00AM and after 6:30PM
Tuesday, June 29, 2027	Before 8:00AM and after 5:30PM
Wednesday, June 30, 2027	Before 8:00AM and after 5:30PM
Thursday, July 1, 2027	Before 9:00AM and after 12:15PM

DIA reserves the right to halt any unapproved activity and is not responsible for any financial loss incurred by the offending Exhibitor.

25. ATTENDEE LISTS

Limited data attendee lists from the Event are distributed only upon request to exhibiting companies. Exhibitors are granted a limited, revocable, nonexclusive license to use the attendee lists provided by DIA solely for the purpose of promoting their participation in the Event. Please note that no individual or organization is authorized to market or to sell DIA attendee lists. DIA shall maintain an **authorized vendor list** on its website. If you are contacted by company claiming to sell the DIA attendee list, please inform Show Management at **DIAops@discoversb.com**.

26. FIRE REGULATIONS

a. The use of welding equipment, open flames, decorative candles, or smoke emitting devices or material is prohibited. All display materials must be flaming retardant according to San Diego fire codes. A complete list of all fire safety regulations is included in the Exhibitor Services Manual as part of the San Diego Convention Center Regulations. Exhibitor agrees to abide by these fire safety regulations and all other regulations outlined in the San Diego Convention Center Regulations.
b. The Facility and San Diego Fire Department has reserved the right to update, change or amend its regulations after publication in the Exhibitor Services Manual. To obtain a copy of the San Diego Convention Center Regulations prior to publication in the Exhibitor Services Manual, Exhibitors may email **DIAops@discoversb.com** or view them online.
c. Prior to the start of the Event or at any time during the Event, the Facility Public Safety Department or other agency may inspect booths and other assembly areas to ensure these requirements are met. If they are not, adjustments must be made. If a display is determined to be a hazard it may be ordered to be removed from the Facility at the Exhibitor's expense.

27. LABOR RELATIONS

a. Exhibitors may set-up and /or tear-down a booth if they own all materials within the booth and are full-time employees of the company. Exhibitors may perform work on their own display equipment after the initial set-up and/or for maintenance.
b. Exhibitors are required to observe all union contracts in effect among show management, official contractors, facilities, and various labor organizations represented. Any labor required for installation and/or dismantle, decoration, or use of equipment must be ordered through the official general services contractor. Full-time employees of exhibiting companies have self-service rights that allow them to set up and tear down their booths without size limitations, provided no Exhibitor Appointed Contractor (EAC) is contracted.
c. Exhibitor Full-time employees may unload personally owned, non-commercial vehicles—such as sedans, SUVs, pickups, and vans—using their own dollies, luggage carriers, non-hydraulic carts, or hand trucks.
d. The use of use power tools and ladders up to 6 feet in height is permitted, install signage, floor coverings, and non-rented audiovisual equipment, open boxes, stock shelves, distribute products or literature, maintain displays after initial setup, and set up non-rented computers and tablets for non-public use.
e. Proof of full-time employment status may be requested by the Union Steward of any personnel working in your booth.

f. Specific tasks must be performed by show labor. These include the installation of all rented equipment, setup of registration systems, setup of public-use computers and data collection systems, and unloading of commercial vehicles such as rental trucks, trailers, bobtails, and stakebed trucks. All labor services will be contracted through the General Service Contractor for the event.
g. Tipping is strictly forbidden for any personnel providing services to Exhibitors. Union labor work rules prohibit the solicitation of tips by any employee. Any Exhibitor who is solicited for a tip should report the incident to the General Service Contractor or Show Management as soon as possible.
h. If Exhibitors intend to use an Exhibitor Appointed Contractor (EAC) to install and/or dismantle their booth and/or photographer/videographer, the Exhibitor must register their EAC using the EAC registration form provided in the Exhibitor Services Manual by the designated deadline. An original Certificate of Insurance must be filed with DIA in order for any EACs to gain access to the Exhibit Hall. EACs are required to always wear a DIA wristband in addition to access credentials required by the Facility Public Safety Department while in the Exhibit Hall.
i. No one under the age of 18 is permitted in the loading dock, truck bays or loading dock yard.
j. DIA, DIA's General Service Contractor, and the Facility has reserved the right to update, change or amend these Labor Relations rules and regulations and/or after publication of any additional labor regulations in the Exhibitor Services Manual, and Exhibitor agrees to comply with any such changes or amendments.

28. PRIORITY POINTS LOSS

Priority points may be subtracted from the Exhibitor's accounts for violations of this Contract. All decisions about the removal of points are at the sole discretion of DIA and will be explained in writing to the Exhibitor by DIA.

29. EXHIBITOR SERVICES MANUAL

In March, DIA's General Service Contractor distributes the Exhibitor Services Manual to each Exhibitor that provides Exhibitors with complete shipping instructions, production information, and other forms for all services needed during move-in, Show Hours and move-out. The discount deadline for services will be shared and posted in the Exhibitor Services Manual.

30. WARRANTIES

DIA makes no warranties, either express or implied, as to the availability or suitability of the contractors, services and/or equipment of the Facility, DIA, or their respective employees, agents, or contractors.

31. AMENDMENTS/ INTERPRETATION

DIA reserves the right to amend and enforce this Contract. Written notice of any amendments shall be given to each affected Exhibitor. Each Exhibitor, for itself, its agents, and employees, agrees to abide by this Contract, or by any subsequent amendments. DIA reserves the sole right to interpret this Contract. All interpretations are final and are not subject to review or to appeal. Exhibitors which, in the sole interpretation of DIA shall be subject to disciplinary action up to and including ejection from the Event and refusal to participate in any future events of DIA.

32. ENFORCEMENT/MISCELLANEOUS

This Contract is governed by California law and the Exhibitor consents to the exclusive jurisdiction of the District of Columbia courts with respect to any action arising out of this Contract or DIA. The parties explicitly acknowledge and agree that the provisions of this Contract are both reasonable and enforceable. However, the provisions of this Contract are severable and, as such, the invalidity of any one or more provisions shall not affect or limit the enforceability of the remaining provisions. Should any provision be held unenforceable for any reason, then such provision shall be enforced to the maximum extent permitted by law.

Any Exhibitor who fails to comply with the terms and conditions of this Contract may lose part or all of their priority points and may entirely lose the privilege of exhibiting at future DIA events.

This Contract will be binding on the Exhibitor's heirs, successors, and assigns.

Exhibitor shall comply with all applicable laws, rules, and regulations in the performance of its obligations under this Contract.

33. LIMITATION OF LIABILITY

IN NO EVENT SHALL THE FACILITY, SB EXPOS & EVENTS, DIA, OR THEIR OWNERS, MEMBERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY "DIA PARTIES") BE LIABLE TO THE EXHIBITOR OR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE EXHIBITOR FOR ANY LOST PROFITS OR ANY OTHER INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEY'S FEES AND COSTS, ARISING OUT OF THIS CONTRACT OR CONNECTED IN ANY WAY WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS CONTRACT OR FOR ANY CLAIM BY EXHIBITOR, EVEN IF ANY OF THE DIA PARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. EXHIBITOR AGREES THAT DIA PARTIES' SOLE AND MAXIMUM LIABILITY TO EXHIBITOR, REGARDLESS OF THE CIRCUMSTANCES, SHALL BE THE REFUND OF THE EXHIBIT BOOTH FEE. THE TERMS OF THIS PROVISION SHALL SURVIVE THE TERMINATION OR EXPIRATION OF THIS CONTRACT.

Inline Booth
Inline booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. Individual booths may be combined to form a larger inline booth space.

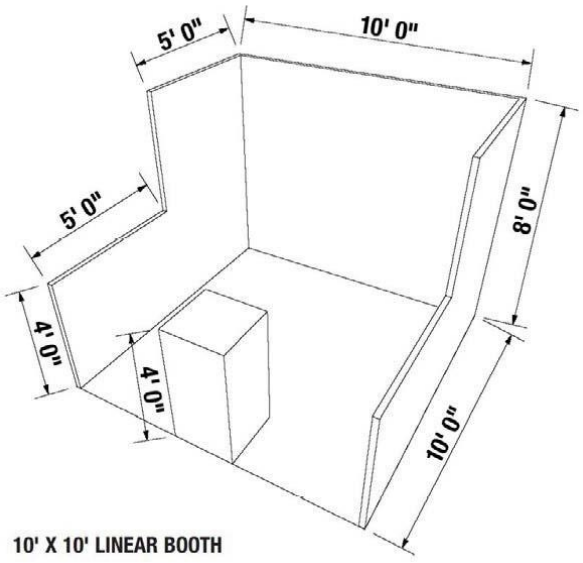
Dimensions
For purposes of consistency and ease of layout, all inline booths are 10’ (3.05m) across the front and 10’ (3.05m) deep.

Use of Space
Regardless of the number of inline booths utilized, e.g. 10’ by 20’ (3.05m by 6.10m), 10’ by 30’ (3.05m by 9.14m), 10’ by 40’ (3.05m by 12.19m) etc., display materials should be arranged in such a manner as not to obstruct sight lines of neighboring Exhibitors. The maximum height of 8’ (2.44m) is allowed in the rear of the booth space, with a 4’ (1.22m) height restriction imposed on all materials within 5’ (1.52m) of an aisle. When two (2) or more inline booths are used in combination as a single exhibit space, the 4’ (1.22m) height limitation is applied only to that portion of exhibit space which is within 10’ (3.05m) of an adjoining booth.

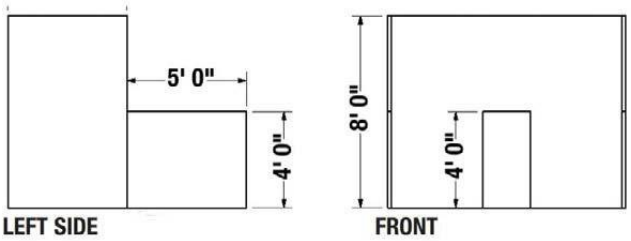
Corner Booth
A corner booth is an inline booth exposed to aisles on two (2) sides. All other guidelines for inline booths apply.

Island Booth
An island booth is any size booth exposed to aisles on all four (4) sides. The entire cubic content of this booth may be used up the maximum content of 20’ (6.10m), including signage. Exhibitors may delete booths from the floor plan to form an island only, and only, if the total number of booths on both sides of the aisle totals 400 square feet or more.

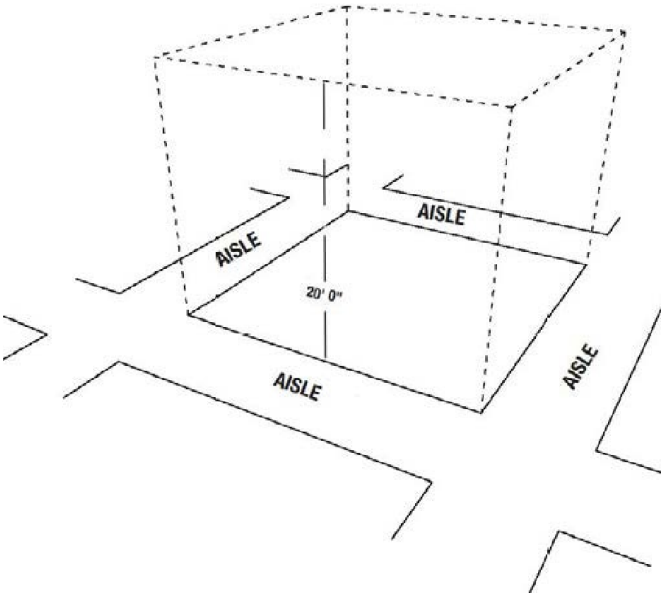
Hanging Signs & Graphics
Hanging signs and graphics are **not** permitted in island booths. No rigging is permitted at the San Diego Convention Center. No signage, lighting fixtures, or light/signs are allowed outside the boundaries of the exhibit space. Unfinished sides/backs must be draped.



10' X 10' LINEAR BOOTH

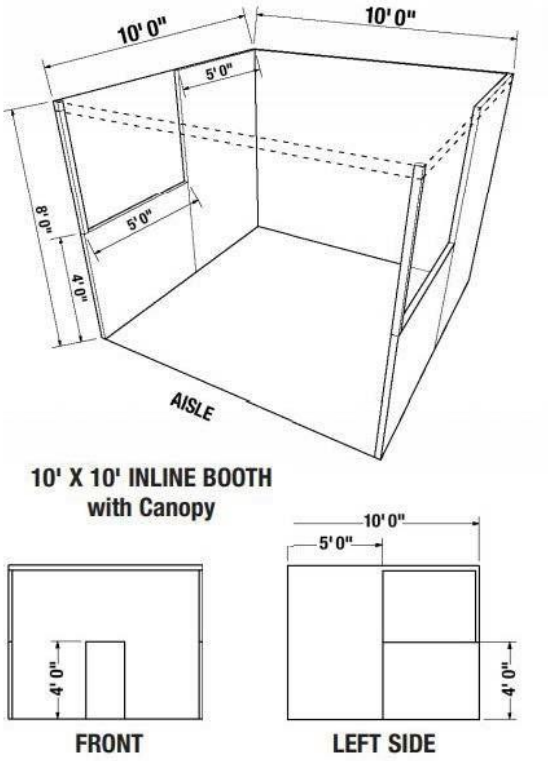


LEFT SIDE FRONT



Canopies & Ceilings
Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for inline booths should comply with line-of-sight requirements and may not protrude into the aisle. The base of the canopy should not be lower than 7' (2.13m) from the floor within 5' (1.52m) of any aisle. Canopy supports should be no wider than 3" (7.62cm). This applies to any booth configuration that has a sightline restriction, such as an inline booth. Fire and safety regulations for the convention center may apply to canopies and ceilings and will be included in the Exhibitor Services Manual made available to Exhibitors 90 days prior to show opening. The convention center has reserved the right to update, change or amend its rules and regulations after publication in the Exhibitor Services Manual.

Multi-story Exhibits
A multi-story exhibit is permitted only in island booths to a maximum height of 20' (6.10m). Multi-story exhibits require approval and building permits from Show Management, the Facility and the fire marshal. Exhibitors should obtain permits early on to ensure that all time constraints are met. Additional information will be included in the Exhibitor Services Manual made available to Exhibitors 90 days prior to show opening.



Important Booth Construction Display Considerations

Structural Integrity
All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring Exhibitors, hall labors or installation/ dismantling equipment such as forklifts. Displays should be able to withstand moderate wind effects that may occur in the Exhibit Hall when freight doors are open. Exhibitor should ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed upon them.

Flammable and Toxic Materials
All materials used in display construction and decorating should be made of fire-retardant materials and be certified as flame retardant. Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency (EPA) and the facility.

Storage
Fire regulations prohibit storing product, literature, empty packing containers or packing materials behind drapes. In most cases, however, Exhibitors may store a limited supply of literature or product appropriately within the booth area, as long as these items do not impede access to utility services, create a problem or look unsightly.