

# DIA 2024: Sponsorship Opportunities

THOUGHT LEADERSHIP	
Innovation Theater Presentation - Prime Time	\$25,000
Innovation Theater Presentation - Concurrent Time	\$20,000
Monday Reception Co-Host (Exclusive)	\$20,000
Game Zone	\$15,000
Meeting Room - Weekly Rental (6/15-6/20)	\$15,000
Meeting Room - One Day Rental	\$5,000
Coffee Break (1 Available Tuesday, 1 Available Wednesday)	\$10,000
<b>NEW!</b> Tuesday DIA Social Sip Hour	\$9,500
Business Suites	Starting at \$4,500
ONSITE BRANDING	
Wi-Fi (Exclusive)	\$25,000
Tote Bags (Exclusive)	\$25,000
Hotel Key Cards (Exclusive)	\$20,000
Headshot Lounge (Exclusive)	\$20,000
Exhibit Hall Entrance Carpet Inlays (4 Available)	\$15,000
Aisle Signs (Exclusive)	\$15,000
Pens (Exclusive)	\$12,500
<b>NEW!</b> Case Study Competition	\$10,000
DIA Media Studio (2 Available)	\$7,500
Meter Boards	\$5,000
CONVENTION CENTER BRANDING	
Digital Signage (4 Available)	\$25,000
Tall Banner, Lobby B2 (Exclusive)	\$20,000
Circular Banner (Hall C Lobby) 240"	\$20,000
Escalator Clings (2 Available, 1 in B and 1 in C)	\$15,000
Exterior Circle Sign (Convention Medallion Sign) 91" (Exclusive)	\$12,500
Double Column Wrap (4 Available)	\$6,000
ADVERTISING	
Registration Sponsor (Exclusive)	\$20,000
Social Media Bundle (5 Available)	\$5,000
DIA Attendee E-newsletter - Top (Limited Availability)	\$5,000
DIA Attendee E-newsletter - Middle (Limited Availability)	\$4,000
DIA Attendee E-newsletter - Bottom (Limited Availability)	\$3,000
Pre-Event eBlasts	Starting at \$4,000
Exhibitor Spotlight Directory	\$1,500

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**DIA 2024**  
GLOBAL ANNUAL MEETING  
SAN DIEGO, CA | JUNE 16-20

**60<sup>TH</sup> ANNIVERSARY**