DIA 2013
49th Annual Meeting

June 23-27 | Boston, MA
Boston Convention and Exhibition Center
diahome.org/DIA2013

Exhibitor Marketing Kit

You Booked Your Booth – Now What?
Get the Word Out About Your Attendance at DIA 2013 49th Annual Meeting!

Increase your booth traffic and raise your company's awareness in the media and the industry. The earlier you start, the more successful you'll be at driving your target audience to your booth.

Let Your Customers Know Where You Will Be in June! Meet Us in Boston...

Promote your attendance at the **DIA 2013 49th Annual Meeting** on your website, monthly newsletters, events pages, and/or email signatures.

Meet Us in Boston Banners

- Place a banner on your website and link to www.diahome.org/DIA2013
- Post DIA 2013 49th Annual Meeting details to your company's event page
- Add a banner to your email signature to promote your presence
- Upload a banner to your blog

Download Banners Here

No Tagline	Meet Us in Boston Tagline
120 x 240	120x240 Tagline
370 x 100	370x100 Tagline
300 x 250	300x250 Tagline
728 x 90	728x90 Tagline
120 x 600	120x600 Tagline
320 x 50	

Connect with Attendees Prior to Boston!

- Follow us @DrugInfoAssn on Twitter
- Join the DIA LinkedIn group to engage attendees and stay informed!
- Like us on Facebook @DrugInfoAssn
- Browse videos on DIA's YouTube channel

Follow **#DIA2013** for real-time updates prior, during, and after Boston.

Here are some tweets and/or posts to get you started:

- Visit our booth # XXX at #DIA2013 June 23-27 at @BCECNav in Boston! www.diahome.org/DIA2013
- Join 7,000+ Life Sciences Professionals at #DIA2013 June 23-27 in Boston! www.diahome.org/DIA2013
- Q:Where Do All the Thought Leaders in the Life Sciences Industry Come Together? A: #DIA2013 June 23-27 in Boston. www.diahome.org/DIA2013

Anyone from your Organization Speaking at this Year's DIA Annual Meeting?

Record a 30-60 second video of them and submit it to DIA. We will post it to our YouTube channel.
Make sure they mention:

Date and Time of Presentation | What Attendees Can Expect to Learn | Why the Topic is Important

Online Press Room

Business Wire, the official news release distribution and Online Press Kit service for the DIA 2013 49th Annual Meeting is hosting the Online Press Center and event news feed for instant access by journalists, analysts, attendees and anyone with an interest in this event worldwide. By utilizing Business Wire for your event news release distribution needs, you benefit from not only our years of experience in working with media and analysts but also products designed to ensure that your news is easily and readily available to your target audience.

Thanks for creating buzz... and making this year a huge success!

Questions about the Exhibitor Marketing Kit? Contact us at exhibits@diahome.org.