



Dear Exhibitor:

Thank you for participating in DSE 2025! This year's show is taking place October 19<sup>th</sup> through the 21st at the Hilton San Diego Bayfront in San Diego, California.

We are pleased to present you with your [exhibitor service kit](#) which contains all the information you will need to successfully transport, set-up/tear-down and equip your booth. All necessary forms from each "Official Show Vendor" are included. The exhibitor kit is under the exhibitor information heading and then under Exhibitor Resources. By reading and paying attention to order details and deadlines, you will save valuable time and money.

The official show decorator is Alliance Nationwide Exposition. Their order forms and a list of services can be found under the 'Vendor Forms' tab in your exhibitor kit.

***Important Policies and Guidelines to note:***

- All exhibitors must carry general liability and workers' compensation insurance and provide Show Management with the appropriate certificate of insurance. You can find a sample COI and order form in the [exhibitor service kit](#), under 'Vendor Forms'.
  - DSE has asked Show Insurance/Rain Protection Insurance to handle all insurance issues for the show including collecting and verifying certificates of insurance. For further questions please visit the Show Insurance/Rain Protection website at [www.showinsurance.com](http://www.showinsurance.com) [www.Rainprotection.net](http://www.Rainprotection.net)
- If you are using an outside contractor (Exhibitor Appointed Contractor or "EAC") to help set-up and dismantle your booth, you must notify Alliance Nationwide Exposition.
  - Please submit EAC information to [exhibitorassistance@alliance-exposition.com](mailto:exhibitorassistance@alliance-exposition.com)
- Refer to the Labor Jurisdiction and Exhibitor Guidelines sections for important planning information.
- Be sure to make your travel and hotel arrangements ASAP through the [DSE Hotel & Travel](#) page.
  - DSE 2025 has appointed Connection Housing as the official housing provider to help you make your discount hotel reservations. Reserve your room online at the DSE Hotel and Travel Page.
  - Should you receive a solicitation from anyone other than Connection Housing, please notify Sadie Sauter at [ssauter@questex.com](mailto:ssauter@questex.com).

If you have any questions regarding the show, please contact Sadie Sauter, [ssauter@questex.com](mailto:ssauter@questex.com).

Thank you for your participation in this year's show.

Sincerely,

*Sadie Sauter*

Sadie Sauter  
Operations Manager

# GENERAL SHOW SCHEDULE & INFORMATION

## EXHIBIT HALL LOCATION

Hilton San Diego Bayfront  
Indigo Ballroom B-H  
1 Park Blvd  
San Diego, CA  
92101

## EXHIBITOR REGISTRATION

Sunday, October 19	8:00 am - 7:00 pm
Monday, October 20	7:00 am - 4:30 pm
Tuesday, October 21	8:00 am - 2:20 pm

*Please note: Exhibitors already in the hall when registration closes will be allowed to continue working. Exhibitors will NOT be allowed to exit and re-enter the hall after posted hours. Any exhibitor arriving after posted hours will not be allowed into the hall and must return during posted hours the next day. Exhibitors who have not arrived or made plans to have their booth set by close on Sunday, October 19 are subject to having freight removed from the floor and their booth reassigned.*

## EXHIBIT HALL HOURS

Monday	October 20	7:30am to 4:30pm
Tuesday	October 21	8:00am to 2:00pm

## EXHIBITOR MOVE-IN

Saturday	October 18	12:00pm to 6:00pm
Sunday	October 19	8:00am to 3:00pm

## EXHIBITOR MOVE-OUT

Tuesday	October 21	2:00pm to 7:00pm
---------	------------	------------------

*Please note: Exhibitors must have outbound freight arrangements made for freight to be out of the exhibit hall by Tuesday, October 21 before 2:00pm or it will be necessary for Alliance to make other shipping arrangements at prevailing rates for your returned freight. Exhibitors are responsible for completing and returning the material handling agreement to the Alliance Service Desk even if the items are to be picked up by their own trucks or carried out. Any freight left in the hall past Tuesday, October 21 at 7:00pm without a completed material handling agreement will be assumed to be trash and is subject to being discarded.*

**ADVANCED SHIPPING TO WAREHOUSE** - Shipments **MUST** arrive on or between **Thursday, September 18, 2025 – Monday, October 13, 2025**

