Exhibitor Prospectus

The Largest Global Interdisciplinary Gathering of Life Sciences Professionals

+1 703-631-6200 | 800-564-4220 | DIAexhibits@spargoinc.com | DIAglobal.org/DIA2017
DIA was founded in 1964 and is the only global organization dedicated to bringing health care product development professionals together in a neutral environment to improve health and well-being throughout the world. DIA addresses the trends of today and tomorrow by providing opportunities to extend debate and discussion to advance scientific and medical innovation.

MAKING INNOVATION WORK FOR EVERYONE

The last decade has indeed been a time of rapid changes in the global discovery and development of new health care products.

**Patient-Centric Initiatives**
Putting patients at the center of their health care decisions.

**Pre-Competitive Partnerships**
Bringing key stakeholders together to address global health concerns.

**Big Data**
Sharing results to better understand adverse events, recalls, labeling information, study design detail, datasets, and clinical trial results.

**Novel Clinical Trial Design**
Taking advantage of science and regulatory changes to conduct smaller, faster trials.

**Precision Medicine**
Understanding the factors that predispose patients to disease, leading to advancements in therapeutic treatments.

**Bayesian Statistics**
Improving study designs by allowing one or more adaptations based on information-to-date.
EXHIBIT AT DIA 2017

Position your company in the forefront of the life sciences industry. Take advantage of the opportunity to showcase your solutions and services to 7,000+ influential life sciences professionals all with a common goal to foster innovation that will lead to the development of safe and effective medical products and therapies for patients.

“DIA is a truly amazing conference bringing a myriad of faces to one location. A must-go-to event for anyone in the clinical research industry. As a young company you have to pick your marketing battles wisely and sponsoring this event proved to be a success and definitely worthwhile.”

- NICHOLAS FOCIL MBA, CCRP, GENERAL MANAGER, FOMAT MEDICAL RESEARCH

WHY EXHIBIT?

- Showcase your products and services
- Connect with key decision-makers from around the globe
- Reinforce your brand influence within the health care product development industry
- Gather high-quality leads to foster new business for your company

GAIN VISIBILITY

Don’t miss out this year in Chicago. The DIA exhibit hall is a central gathering point for meeting participants and one of the busiest places at the event. Attendees and exhibitors will benefit from key features including:

- Innovation Theater Presentations
- Poster Presentations
- Welcome Reception
- Lunch and Refreshment Breaks
- Engage and Exchange Sessions
- DIA Global App Scavenger Hunt

CHICAGO – AN OPTIMAL MEETING PLACE FOR THE DIA COMMUNITY

- Chicago is home to many of the highest rated medical institutions in the nation such as Northwestern Memorial and Lurie Children’s Hospital.
- Nearly 35,000 physicians are within a day’s drive of Chicago.
- Two of the world’s most respected scientific research facilities, Argonne National Laboratory and Fermilab, are headquartered in Chicago.
- The University of Chicago Pritzker School of Medicine is one of the country’s best medical programs.
- Over 650 hospitals are in the Chicago area.
- Chicago is home to major biotech, pharmaceutical and chemical companies.

SOURCE: CHOOSE CHICAGO
WHO ATTENDS?
High Level Professionals Ready to Meet You

Job Function

- Director: 37%
- Manager: 21%
- Specialist: 6%
- Scientist: 3%
- Professor: 1%
- Vice President: 5%
- Associate: 16%
- Coordinator: 2%

Product Responsibility

- Pharmaceuticals: 57%
- Biotechnology: 20%
- CRO: 14%
- Combination Products: 4%
- Generics: 1%
- Diagnostics: 1%
- Medical Devices: 3%

Organization Size

- 1-50 Employees: 22%
- 51-500 Employees: 25%
- 501-5,000 Employees: 17%
- 5,001-15,000 Employees: 12%
- 15,001-50,000 Employees: 11%
- More than 50,000 Employees: 13%

AN INTERNATIONAL AUDIENCE ATTENDS DIA

Argentina
Australia
Austria
Bangladesh
Belgium
Brazil
Bulgaria
Canada
Chile
China
Colombia
Costa Rica
Czech Republic
Denmark
Ecuador
Estonia
France
Germany
Guatemala
India
Ireland
Israel
Italy
Japan
Republic of Korea
Macao
Malaysia
Mexico
Netherlands
Netherlands Antilles
New Zealand
Nigeria
Panama
Poland
Portugal
Puerto Rico
Russian Federation
Saudi Arabia
Senegal
Singapore
Slovakia
Spain
Sweden
Switzerland
Taiwan
Turkey
Ukraine
United Kingdom
United States
Zimbabwe

ATTENDEES ARE DELIGHTED WITH DIA

"Awesome exhibit hall—so much opportunity to network and speak to various companies in the industry and learn about services they offer."

"This is by far the best conference I have attended."

"The exhibit hall is very large and was very well organized."

"Great exhibitors and plenty of time to speak with them."

KNOW BEFORE YOU GO - WHAT ATTENDEES WANT

Attendees rank the following reasons for attending an exhibition regularly:

- 85% See New Technology
- 91% Keep up-to-date with Industry/Trends
- 81% Professional Networking

SOURCE: CEIR

Meet Buyers from Leading Organizations

VIEW A SAMPLE ATTENDING ORGANIZATION LIST

Connect with the Leaders in Pharmaceutical, Biotechnology, and Medical Device Product Development

Reserve Your Space Today DIAexhibits@spargoinc.com | 800.564.4220
EXHIBITORS ARE RAVING ABOUT THE LARGEST GLOBAL INTERDISCIPLINARY GATHERING OF LIFE SCIENCES PROFESSIONALS

Demonstrate your commitment to the market and advances in health care product development. Chances are your competitors have already reserved their space!

Large Number of Attendees
Good Audience
We got a lot of value out of the meeting
DIA 2016 was excellent!

Love the DIA app

Great Marketing Opportunities
Good Layout
High Energy
Amazing Atmosphere
Best Conference

Great Experience
Great and Well Organized
Scavenger Hunt
increased booth traffic

Many Important Potential Clients
Best Event for Lead Generation
Good Diversity
YEAR ROUND EXHIBITING OPPORTUNITIES

At DIA conferences, medical product developers, regulators, academics, and patient advocates all come together in one place, eager to receive fresh insight and share new information. DIA conferences are the perfect place for you to communicate your key messages to an influential audience, efficiently and cost effectively.

BECOME AN EXHIBITOR
Exhibit Space Rates and Information

Pricing
- **Standard Rate**: $5,450 per 10’ x 10’ (100 sq. ft.)
- **Premium Location Rate**: $5,950 per 10’ x 10’ (100 sq. ft.)

A 10’ x 10’ booth space includes:
- One (1) complimentary full conference registration ($1,700 value)
- Three (3) exhibit booth personnel registrations (includes refreshment breaks and lunches)
- A 6’ skirted table, a wastebasket, and two (2) side-chairs ($600 value)
- Pipe and drape booth structure

Additional exposure included:
- Listing in Browse Exhibitors portion of DIA 2017 website and the DIA Global App, including company summary and website link
- Listing in Exhibitor Directory portion of the Onsite Final Program (deadline of Friday, April 14, 2017)

EXHIBIT HALL SCHEDULE

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
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<tbody>
<tr>
<td>Monday, June 19</td>
<td>9:30AM – 5:30PM</td>
</tr>
<tr>
<td>Tuesday, June 20</td>
<td>9:00AM – 5:00PM</td>
</tr>
<tr>
<td>Wednesday, June 21</td>
<td>9:00AM – 4:00PM</td>
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*hours are subject to change without notice

RESERVE YOUR EXHIBIT SPACE

Contact Us Today to Learn More About the Benefits of Exhibiting:
+1.703.631.6200 or 800.564.4220
diaexhibits@spargoinc.com

MARKETING & INDUSTRY SUPPORT OPPORTUNITIES

DIA 2016 exhibitors with Marketing & Industry Support Opportunities experienced an average of **55% more leads** generated than those who did not purchase an opportunity.

Events
- Innovation Theater Presentations
- Welcome Reception

Convention Center and Exhibit Hall Opportunities
- Recharge Lounge
- Meter Board Signs
- Twitter Wall
- Stair Decals
- Shuttle Bus Advertising
- Head Shot Photo Booth
- Carpet Inlay with Company Logo
- Column Wraps
- Convention Center Hanging Banners
- Escalator Runners and Panel Clings
- Exhibit Hall Aisle Signs
- Exhibit Hall Hanging Banners
- Lunch Totes
- Massage Lounge
- Table Clings
- Business Suites

Hotel Opportunities
- Hotel Room Door Drop
- Key Cards
- Table Tents

Advertising Opportunities
- Attendee Registration and Housing Confirmation Email Ads
- City Mini Map
- Pre and Post Meeting Customized eBlasts

Online and Mobile App Opportunities
- DIA Global App Promoted Post
- DIA Global App Scavenger Hunt
- Online Floor Plan Booth Logo
- Upgraded Online Listing

VIEW ALL MARKETING & INDUSTRY SUPPORT OPPORTUNITIES

RESERVE A BOOTH

FLOOR PLAN

WEBSITE

ABOUT DIA

Connect with the Leaders in Pharmaceutical, Biotechnology, and Medical Device Product Development

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