

# DIA 2015

51<sup>ST</sup> ANNUAL MEETING

June 14-18 | Washington, DC

**Develop. Innovate. Advance.**

Walter E. Washington Convention Center

801 Mt. Vernon Place NW | Washington, DC 20001



## EXHIBITOR PROSPECTUS

Meeting Dates: June 14-18, 2015

Exhibit Dates: June 15-17, 2015

**Reserve exhibit space at the largest  
multidisciplinary event bringing together a  
global network of life sciences professionals.**

+1-703-631-6200 | 800-564-4220

[diaexhibits@jspargo.com](mailto:diaexhibits@jspargo.com)

**DIA** DEVELOP  
INNOVATE  
ADVANCE

**[DIAHome.org/DIA2015](http://DIAHome.org/DIA2015)**

# GET YOUR SOLUTIONS AND SERVICES IN FRONT OF OVER 7,000 INFLUENTIAL LIFE SCIENCES LEADERS FROM 80 COUNTRIES.

The DIA 2015 51st Annual Meeting exhibit hall will be one of the busiest places at the meeting where attendees connect with exhibitors and take advantage of innovation theaters, poster presentations, lunch, refreshment breaks and more! Don't miss out on this opportunity to increase visibility, meet face-to-face with key decision makers, develop new sales leads, and strengthen customer relationships.

*"It's one of the most important organizations representing the pharmaceutical industry as well as the CRO industry."*

**Jeffrey McMullen,**  
Vice-Chairman,  
inVentiv Health

## DIA OVER THE DECADES

In 1964, 30 visionary pharmaceutical research professionals came together with a noble mission – to increase communication and collaboration in drug development in order to advance therapeutic successes and improve safety. In the era when communication between key stakeholders was rare, DIA's founders had a vision for therapeutic product development: to transfer knowledge from the minds of those who have it to the minds of those who need it.



Throughout the last 50 years, DIA has grown from that small group to a global organization with members from over 80 countries. During this time, as the options to treat disease have evolved, DIA's scope has expanded to keep pace with these therapeutic innovations.

In the health eco-system, with change, comes progress... which leads to improved health and well-being. And while change is inevitable, what has not changed in the past 50 years is our commitment to be the global, neutral forum for knowledge exchange that fosters innovation to raise the level of health and well-being worldwide.

**This year, DIA introduces an improved DIA experience, with new content, redefined communities, new delivery channels, and a new brand.**



### GLOBAL CHIEF EXECUTIVE'S MESSAGE

**| Develop**  
ideas,  
research,  
cures

**| Innovate**  
with other  
thought-  
leaders

**| Advance**  
world health  
for our  
generation  
and  
generations  
to come

FLOOR PLAN

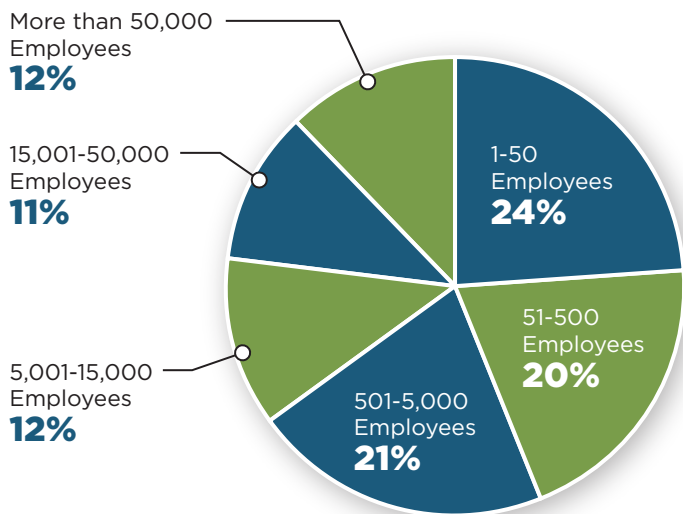
RESERVE  
A BOOTH

WEBSITE

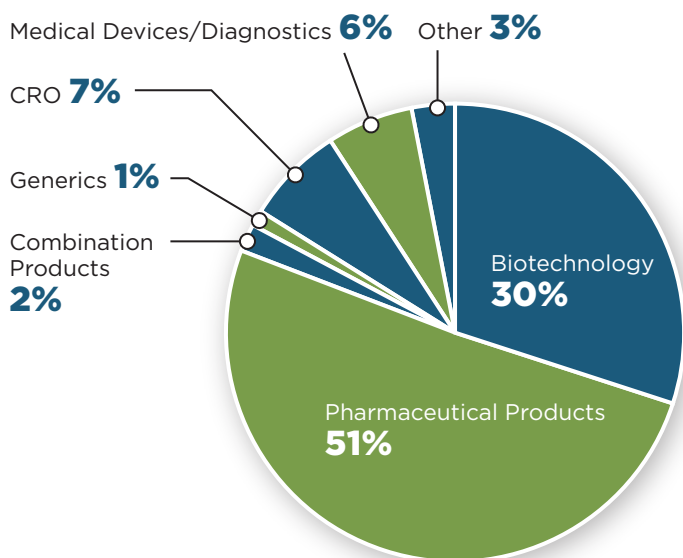
ABOUT DIA

# KEY PROFESSIONALS FROM COMPANIES YOU WANT TO MEET WILL BE IN WASHINGTON, DC

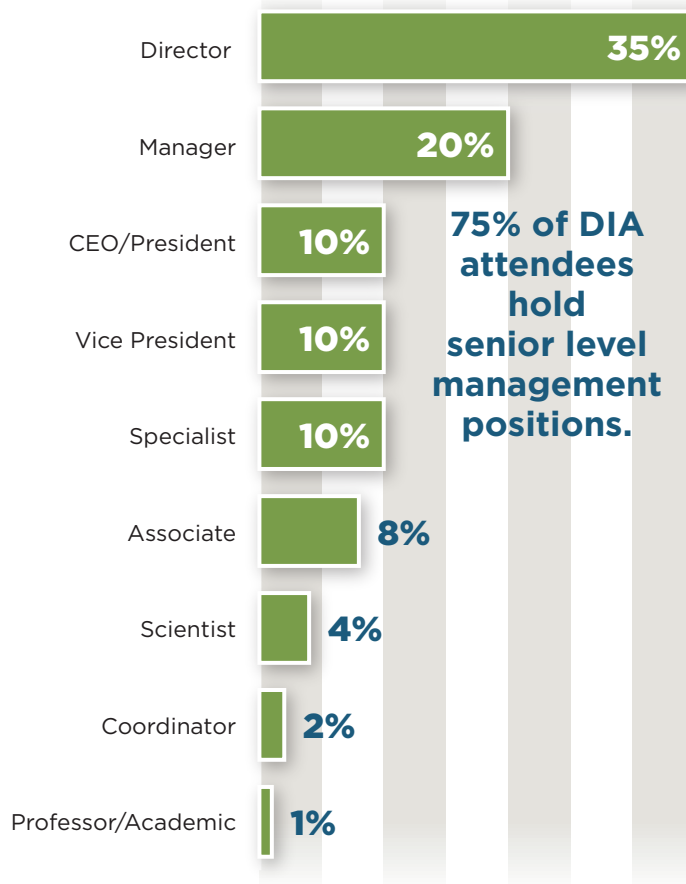
## Organizational Size



## Product Responsibility



## Job Function



*"We've had a wide variety of traffic in terms of the types of people, the kind of customers that come through and potential sponsors that we would be partners with. So it's just been a great experience so far."*

**Thomas Grundstrom**, Vice President, Quintiles

REQUEST  
ORGANIZATION/  
TITLE LIST

## Stay Connected with DIA



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**Connect With Pharmaceutical, Biotechnology, and Medical Device Professionals**  
Contact Us to Secure Your Booth | [diaexhibits@jspargo.com](mailto:diaexhibits@jspargo.com) | 800-564-4220





"We got several key leads last year and again at this year's show so I'm very pleased with the traffic in the DIA Exhibit Hall"

**Raj More**, CEO , RxLogix

## WHO EXHIBITS?

DIA attendees are looking to identify and partner with outsourcing partners specializing in:

- Clinical trial design
- Clinical R&D
- Cloud based platforms
- Consulting
- Data management
- Electronic data capture
- Electronic submissions
- GCP compliance
- Medical writing
- Monitoring and management
- Patient recruitment, enrollment, and management
- Pharmacovigilance
- Project management
- Quality assurance/control/manufacturing
- Regulatory affairs and strategy
- Regulatory document preparation
- Software development and evaluation
- Staffing Resourcing services
- Statistical services/meta-analysis
- Training and Communications

**Chances are your competitors have already reserved space!**

**REQUEST CURRENT EXHIBITOR LIST**

## EXHIBIT SPACE RATES AND INFORMATION

### Included per each 100 square feet of booth space:

- 1 complimentary full conference registration (a \$1500 value)
- 3 complimentary exhibit booth personnel registrations (includes refreshments and lunch Monday through Wednesday)
- 1 6' skirted table, 2 chairs, and a wastebasket (a \$600 value)
- Pipe and drape booth structure

### Also included with each booth:

- Generic ID sign
- Listing in Browse Exhibitors portion of the website and the DIA App, including company summary and website link
- Listing in Exhibitor Directory portion of the Onsite Program (deadline Friday, April 17, 2015)

**Standard Rate:** \$5,450 per 10' x 10' (100 sq. ft.)

**Premium Location Rate:** \$5,950 per 10' x 10' (100 sq. ft.)

### Exhibit Hall Schedule

Monday, June 15	9:30AM - 6:00PM
Tuesday, June 16	9:00AM - 5:00PM
Wednesday, June 17	9:00AM - 4:00PM

### Contact Us Today to Learn More About the Benefits of Exhibiting:

+1-703-631-6200 or 800-564-4220  
diaexhibits@jspargo.com

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# INCREASE YOUR EXPOSURE AND ROI!

## MARKETING & INDUSTRY SUPPORT HIGHLIGHTS

### Innovation Theater Presentations

Showcase your products and services to attendees in the Innovation Theater located in the Exhibit Hall.

- 60-minute Presentation
- 45-minute Presentation
- 30-minute Presentation



### Hotel Opportunities

- Door Hangers (Exclusive)
- Table Tents (Exclusive)
- Key Cards (Exclusive)
- Hotel TV Ad



### Convention Center & Exhibit Hall Opportunities

- Escalator Panel Clings
- Meter Board Signs
- Digital Signage
- Table Clings in Break Area



**According to The Center for Exhibition Industry Research (CEIR), booth efficiency increases by a whopping 104% when a marketing opportunity is included in the exhibit strategy!**

**VIEW ALL MARKETING & INDUSTRY SUPPORT OPPORTUNITIES**

### Additional Advertising Opportunities

- Mini Map
- Preregistration eBlast
- Shuttle Bus Advertising
- Publication Advertising



## YEAR ROUND EXHIBITING OPPORTUNITIES

Each year, DIA holds numerous meetings, workshops, and conferences around the world that bring together the most influential players in the life science industry. Attendance for these events range from 50 to 7,500 attendees, most venues offer exhibiting and advertising opportunities for nearly every budget. Showcase your products and services to DIA's highly influential global community of life science professionals.

**YEAR-ROUND EXHIBITING OPPORTUNITIES!**

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