



DIA 2016

52ND Annual Meeting

MEETING DATES: JUNE 26-30, 2016
EXHIBIT DATES: JUNE 27-29, 2016

Pennsylvania Convention Center
Philadelphia, PA

Exhibitor Prospectus

Join the who's who in the life sciences industry at the world's largest global interdisciplinary event for health care product development and life cycle management.

+1-703-631-6200 | 800-564-4220 | DIAexhibits@spargoinc.com

DIAglobal.org/DIA2016

DIA DEVELOP
INNOVATE
ADVANCE



DEVELOP

INNOVATE

ADVANCE

DIA was founded in 1964 as a neutral global membership association dedicated to improving communication and collaboration in drug development. That goal remains the same today. An essential resource that provides opportunities to extend debate and discussion to advance scientific and medical innovation, DIA addresses the trends of today...and tomorrow.

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.

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

Contact Us to Secure Your Booth diaexhibits@spargoinc.com | 800-564-4220

• EXHIBIT AT THE DIA 2016 • 52ND ANNUAL MEETING

Position your organization in the forefront. 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 to patients.

Exhibit at DIA 2016 to:

- Connect face-to-face with key prospects not easily accessible to your sales team
- Demonstrate new products and services and enhancements to existing ones
- Interact with your clients and customers and strengthen key relationships
- Reinforce your brand and influence within the health care product development space
- Gather leads to foster new business for your company

The DIA Exhibit Hall is a central gathering point for participants, and one of the busiest places at the event where attendees connect with exhibitors and take advantage of innovation theaters, poster presentations, a welcome reception, lunches, refreshment breaks, and more.



• PHILADELPHIA—AN IDEAL GATHERING PLACE • FOR THE DIA COMMUNITY

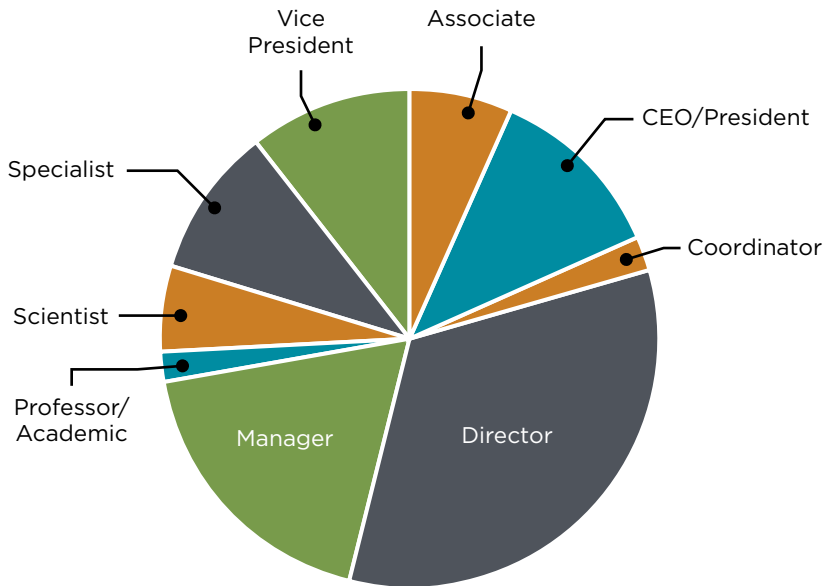
- Philadelphia is within two hours of 80% of the world's major pharmaceutical firms, including GlaxoSmithKline, Bristol-Meyers Squibb, Johnson & Johnson, AstraZeneca and DuPont.
- Philadelphia is ranked #2 in the United States as a premier life sciences cluster.
- 60% of all pharmacology dollars spent in the US are spent within 100 miles of Philadelphia.
- Philadelphia's extensive life sciences community includes 5 medical schools, 22 nursing schools, 2 dental schools, 2 colleges of pharmacy, a veterinary school, a school of optometry, a podiatry school, almost 100 hospitals, and an equal number of "hi-tech," biomedical, and pharmaceutical companies.
- 90% of the conventions in Philadelphia experience higher attendance than they do in other convention destination cities.
- The area's large concentration of medical schools and hospitals ranked 2nd in the country, producing 1 of every 5 physicians in the United States.
- The University of the Sciences founded in 1821, as the Philadelphia College of Pharmacy, was the first college of pharmacy in the United States.

SOURCE: PHILADELPHIA
CONVENTION & VISITORS BUREAU

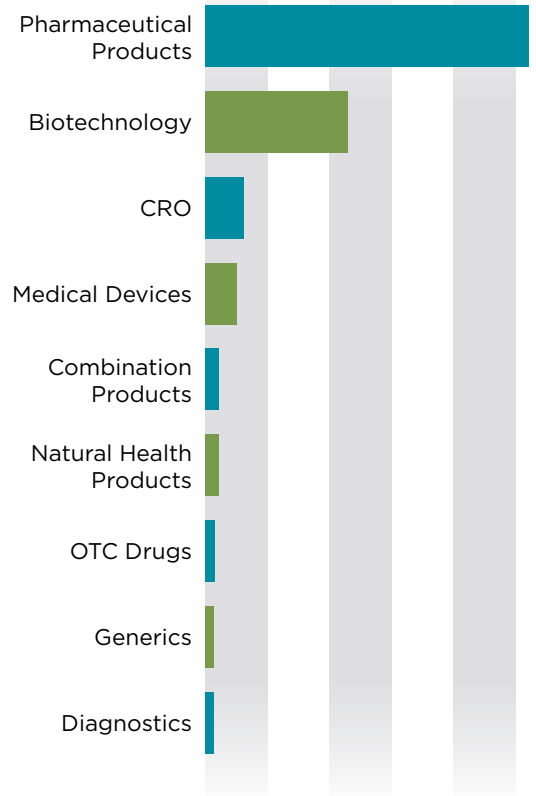


• HIGH LEVEL PROFESSIONALS • WHO CAN IMPACT YOUR BUSINESS ATTEND DIA

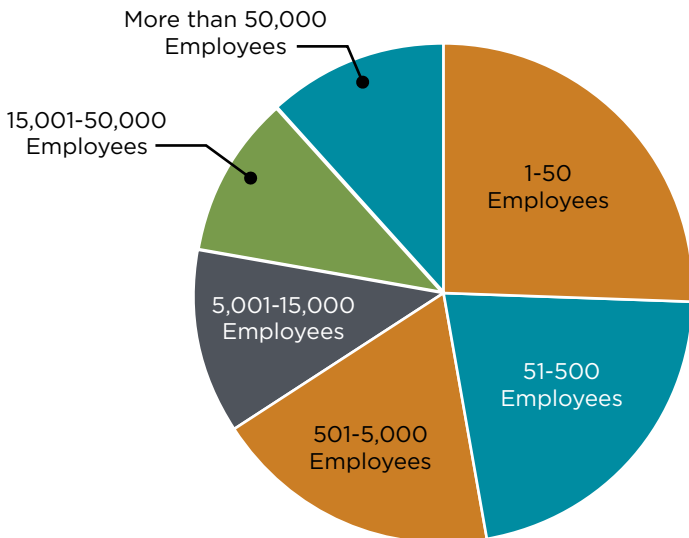
Job Function



Product Responsibility



Organizational Size



DIA Attendees Come From Across the Globe



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and Medical Device Product Development**

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• DIA MEMBER COMMUNITIES •

DIA Members hold a wide array of roles and responsibilities within their organizations as evidenced by the DIA Communities to which they belong.

Clinical Data Management
Clinical Pharmacology
Clinical Research
Clinical Safety & Pharmacovigilance
Clinical Trial Disclosure
Devices & Diagnostics
Document & Records Management
Electronic Regulatory Submissions
Emerging Professionals
Ethics & the Medicines Life Cycle
Evidence-Based Medicine
Global Sourcing
Good Clinical Practices & Quality Assurance
Legal Affairs

Marketing & Sales
Medical Communications
Medical Science Liaison
Medical Writing
Patient Engagement
Pediatric
Preclinical Sciences & OSWG
Professional Education, Training & Development
Project Management
Regulatory Affairs
Statistics
Study Endpoints
Validation/Electronic Information Integrity

“We got several key leads last year and this year as well, so I’m very pleased in terms of DIA as a conference.”

RAJ MORE, CEO, RxLOGIX

• WHO EXHIBITS? •

DIA attendees are seeking products and services from US and international business partners with expertise in:

- Adverse Event Management/Software
- Clinical R&D
- Clinical Study Reports
- Clinical Trial Design
- Clinical Trial Monitoring
- Consulting
- Data Management
- Data Validation
- Document Management
- Electronic Data Capture
- Electronic Submissions
- GCP Compliance
- Investigational Site/Network
- Medical Devices/Combination Products
- Medical Writing
- Patient Recruitment
- Pharmacovigilance
- Programming (Database/SAS/etc)
- Project Management
- Quality Assurance/Control
- Recruitment/Staffing Services
- Regulatory Affairs/Regulatory Strategy
- Regulatory Document Preparation
- Site Performance Metrics
- Software Development & Evaluation
- Statistical Services/Meta Analysis
- Strategic Planning and Implementation
- Study Startup/Site Activation
- Training
- Trial Management

“We’ve had a wide variety in terms 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



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

“It’s one of the most important organizations representing the pharmaceutical industry as well as the CRO industry.”

JEFFREY McMULLEN,
VICE-CHAIRMAN,
inVENTIV HEALTH

• EXHIBIT SPACE RATES • AND INFORMATION

Standard Rate: \$5,450 per 10' x 10' (100 sq. ft.)
Premium Location Rate: \$5,950 per 10' x 10' (100 sq. ft.)

Included per each 100 square feet of booth space:

- 1 complimentary full conference registration (a \$1,700 value)
- 3 complimentary exhibit booth personnel registrations (includes refreshments and lunch Monday through Wednesday)
- A 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 DIA 2016 52nd Annual Meeting website and the DIA Global App, including company summary and website link
- Listing in Exhibitor Directory portion of the Onsite Final Program (deadline of Monday, April 18, 2016)

Exhibit Hall Schedule

Monday, June 27	9:30AM - 6:00PM
Tuesday, June 28	9:00AM - 5:00PM
Wednesday, June 29	9:00AM - 4:00PM

**Contact Us Today to Learn More
About the Benefits of Exhibiting:**
1-703-631-6200 or 800-564-4220
diaexhibits@spargoinc.com

• 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.

MARKETING & INDUSTRY SUPPORT OPPORTUNITIES

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.

INNOVATION THEATER PRESENTATIONS

CONVENTION CENTER AND EXHIBIT HALL OPPORTUNITIES

- Escalator Runner and Panel Clings
- Exhibit Hall Aisle Signs
- Mobile Device/Laptop Charging Lounge
- Carpet Logo/Inlays

HOTEL OPPORTUNITIES

- Key Cards
- Hotel Room Door Drops
- Table Tents
- Hotel TV Ads

ADVERTISING OPPORTUNITIES

- Pre and Post Meeting Customized Email Blasts
- City Mini Maps
- Attendee Registration and Hotel Confirmations

ONLINE AND MOBILE APP OPPORTUNITIES

- Upgraded Online Listing
- DIA Global App Promoted Post
- DIA Global App Scavenger Hunt

WELCOME RECEPTION

**Heighten Your Exposure - Maximize Your
Visibility - Draw Attendees to Your Booth**

