

# DIA 2017

McCORMICK PLACE,  
CHICAGO, IL

JUNE 18-22, 2017

EXHIBITS: JUNE 19-21, 2017



## Exhibitor Prospectus

**DIA** DEVELOP  
INNOVATE  
ADVANCE

The Largest Global Interdisciplinary Gathering of Life Sciences Professionals

+1 703-631-6200 | 800-564-4220 | [DIAexhibits@spargoinc.com](mailto:DIAexhibits@spargoinc.com) | [DIAglobal.org/DIA2017](http://DIAglobal.org/DIA2017)

# DEVELOP – INNOVATE – ADVANCE

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.



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## 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.

FLOOR PLAN

RESERVE A BOOTH

WEBSITE

ABOUT DIA

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

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## 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



## 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

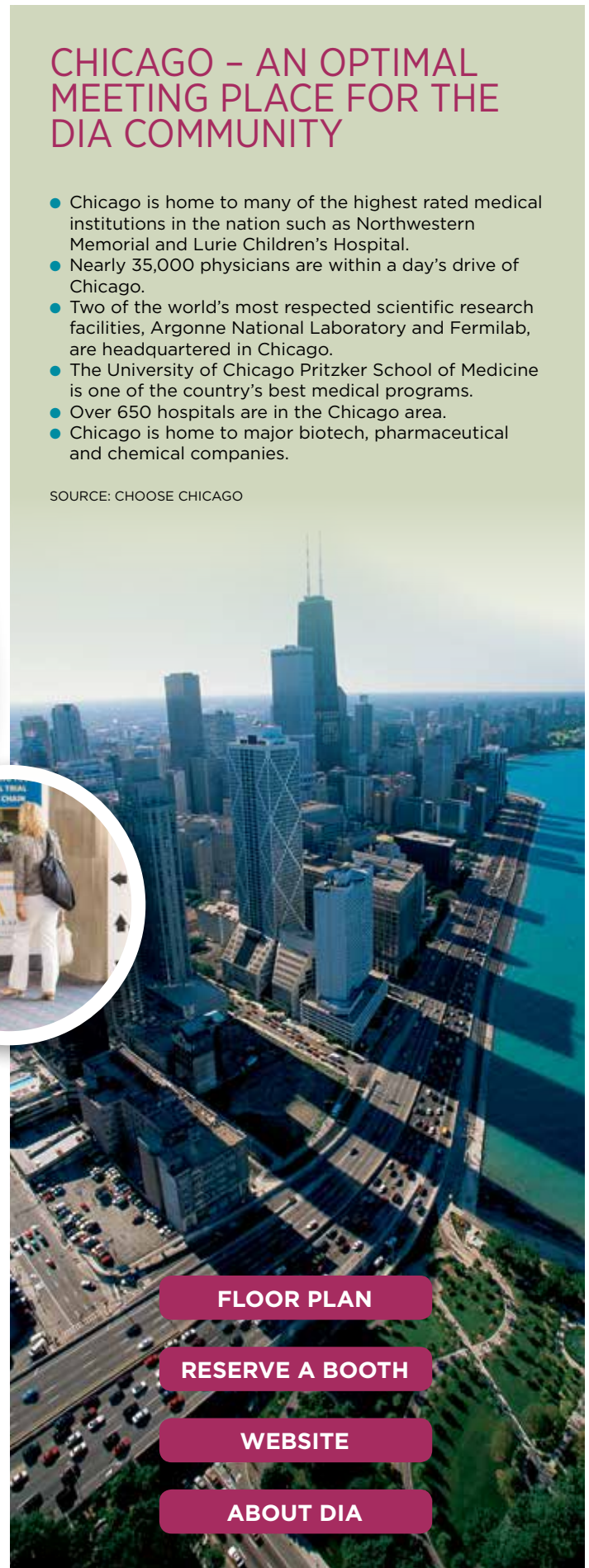
## WHY EXHIBIT?

- 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



[FLOOR PLAN](#)

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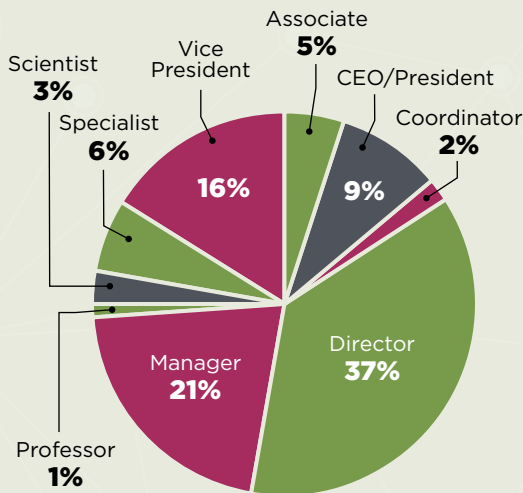
[WEBSITE](#)

[ABOUT DIA](#)

## WHO ATTENDS?

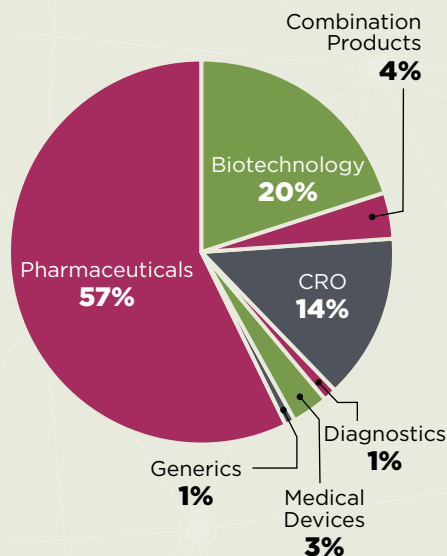
High Level Professionals Ready to Meet You

### Job Function

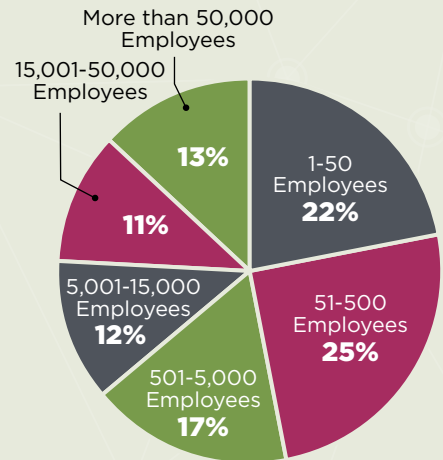


**More than 60% of DIA delegates are Director level and above with 25% VP/President/CEO**

### Product Responsibility



### Organization Size



## AN INTERNATIONAL AUDIENCE ATTENDS DIA



## 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:



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

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## DIA MEMBER COMMUNITIES

Over 6,000 members in 27 active 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

“This was our 11th year as an exhibitor and we were impressed by the attendance and quality of attendees on the exhibit floor. We were also happy with the layout of the conference which made it easier to navigate. We will definitely be back next year.”

– **ANKUR GOEL**, MaxisIT, INC.

## 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

## 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

Excellent Networking Opportunities

Great Experience and Well Organized Scavenger Hunt increased booth traffic

Many Important Potential Clients

Best Event for Lead Generation Good Diversity



Great Exposure



# 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

**Monday, June 19** 9:30AM – 5:30PM

**Tuesday, June 20** 9:00AM – 5:00PM

**Wednesday, June 21** 9:00AM – 4:00PM

*\*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

## 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.

**YEAR ROUND EXHIBITING  
OPPORTUNITIES**

## 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 **NEW**
- Shuttle Bus Advertising **NEW**
- Head Shot Photo Booth **NEW**
- 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**

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