

# DIA 2018

**BOSTON CONVENTION  
AND EXHIBITION CENTER  
BOSTON, MA**

MEETING DATES: JUNE 24-28  
EXHIBIT DATES: JUNE 25-27



## Exhibitor Prospectus

The Largest Global Event for Life Sciences Professionals

+1.703.631.6200 | 800.564.4220 | [DIAexhibits@spargoinc.com](mailto:DIAexhibits@spargoinc.com) | [DIAglobal.org/DIA2018](http://DIAglobal.org/DIA2018)

**DIA**

# JOIN US

The DIA Global Annual Meeting is the largest, longest-running event in the life sciences industry designed to foster the international exchange of actionable insights to improve health globally through the advancement of lifesaving medicines and technologies.



## A DESTINATION THAT DELIVERS



### Massachusetts - the Number One Hub for Life Sciences in the World

17 of  
20

TOP Biopharmaceutical Firms

10

World's Leading Medical Device Companies

500+

Biopharma Companies

400+

Medical Device Makers

SOURCE: MASSACHUSETTS LIFE SCIENCES CENTER

## ABOUT DIA

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 innovations.



#DIA2018 | @DrugInfoAssn



# REACH YOUR TARGET AUDIENCE AT DIA 2018

Position your company at the forefront of the life sciences industry. Take advantage of the opportunity to showcase your solutions and services to 6,000+ 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.



● **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



“DIA is truly an 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 yielded to be a success and definitely worthwhile.”

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

## INDUSTRY SECTORS REPRESENTED

- 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

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

**Reserve Your Space Today**

DIAexhibits@spargoinc.com | 800.564.4220

# DIA QUICK FACTS

**6,000+**

Attendees from  
50 Countries

**400+**

Exhibiting Companies

**TOP 30**

Biopharmaceutical  
Companies Participate

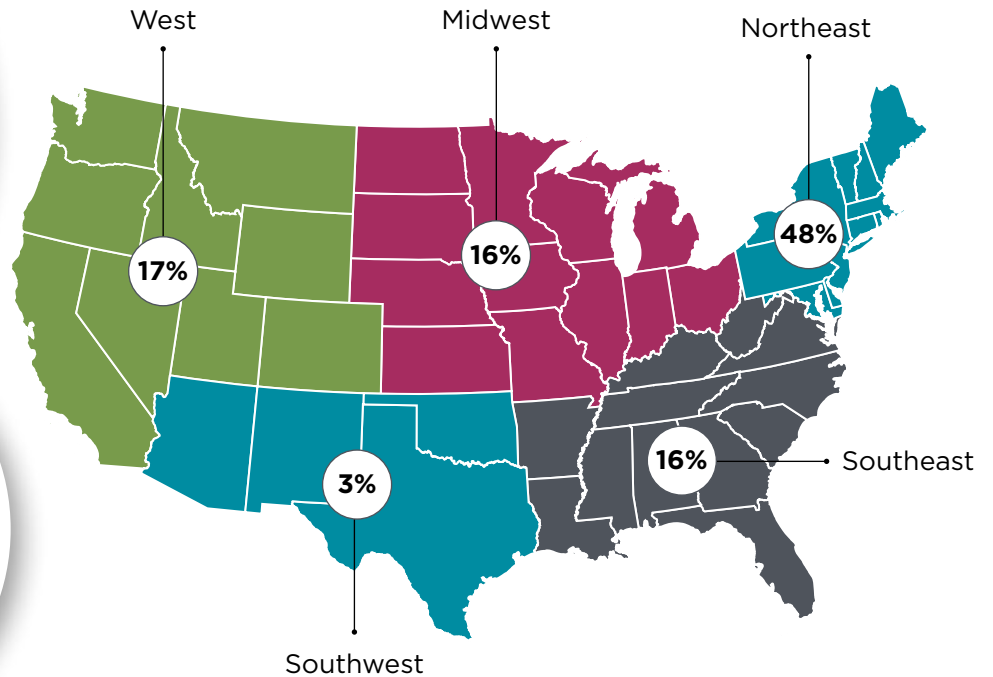
**160+**

Sessions

## 2017 ATTENDING ORGANIZATIONS



## ATTENDANCE BY REGION



## AN INTERNATIONAL AUDIENCE ATTENDS DIA

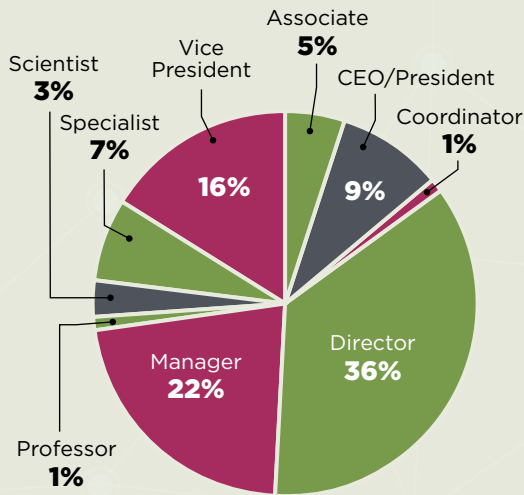
- |                |             |                    |
|----------------|-------------|--------------------|
| Argentina      | Greece      | Puerto Rico        |
| Australia      | Hong Kong   | Republic of Korea  |
| Austria        | India       | Romania            |
| Belgium        | Indonesia   | Russian Federation |
| Brazil         | Ireland     | Singapore          |
| Bulgaria       | Israel      | Slovakia           |
| Canada         | Italy       | Spain              |
| China          | Japan       | Sweden             |
| Colombia       | Latvia      | Switzerland        |
| Costa Rica     | Lithuania   | Taiwan             |
| Czech Republic | Macao       | Turkey             |
| Denmark        | Malaysia    | Ukraine            |
| Finland        | Netherlands | United Kingdom     |
| France         | Poland      | United States      |
| Germany        | Portugal    | Vietnam            |

“DIA is the best event to increase brand awareness across the US market.”

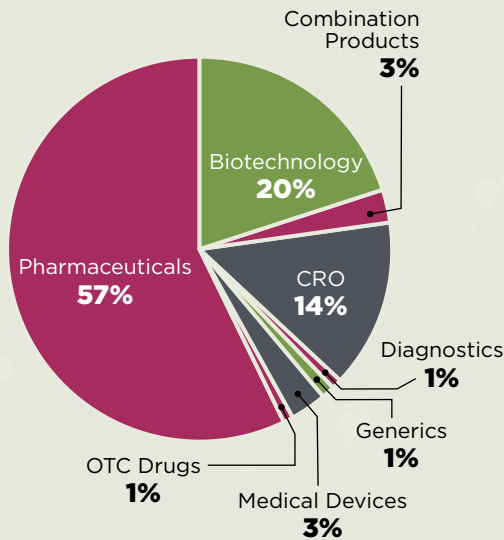
## DIA ATTENDEES AT A GLANCE

Meet with Leaders in Health Care Development

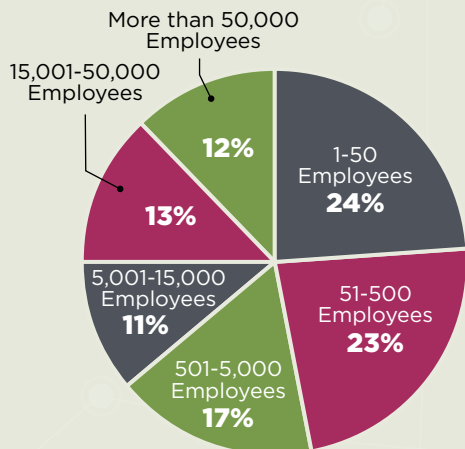
### JOB FUNCTION



### PRODUCT RESPONSIBILITY



### ORGANIZATION SIZE



2017 ATTENDING ORGANIZATIONS

## DIA MEMBER COMMUNITIES

DIA members hold a wide array of roles and responsibilities within their organization 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

Over 6,000 members in 27 active communities

“DIA is a great event for networking and meeting new potential clients, employees, partners, and vendors.”

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

**Reserve Your Space Today**

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# BECOME AN EXHIBITOR

## Exhibit Space Rates and Information

### Exhibit Space Rates

#### Standard Rate:

\$5,450 per 10' x 10' (100 sq. ft.)

#### Premium Location Rate:

\$5,950 per 10' x 10' (100 sq. ft.)

### What's Included?

- 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 Benefits

- Listing in Browse Exhibitors portion of the DIA 2018 website and the DIA Global App, including company summary and website link
- Listing in Exhibitor Directory portion of the Onsite Final Program (deadline Friday, April 13, 2018)

### Exhibit Hall Schedule

Monday, June 25 10:00 AM – 6:00 PM

Tuesday, June 26 9:30 AM – 5:00 PM

Wednesday, June 27 9:30 AM – 4:00 PM

\*hours are subject to change without notice

# INNOVATORS HUB

## Showcase of Start-Ups and Small Companies

Are you a start-up with an innovative solution for the life sciences industry? Are you a young company that would like to network with representatives from the top global biopharmaceutical corporations? If so, DIA invites you to participate as an Innovators Hub exhibitor. Innovators Hub is a turnkey solution for the first-time exhibitor.

### MORE INFORMATION

## EXHIBIT HALL HIGHLIGHTS

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



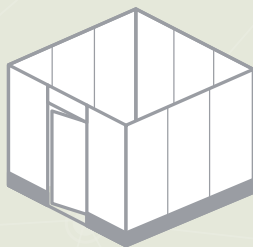
FLOOR PLAN

RESERVE A BOOTH

WEBSITE

ABOUT DIA

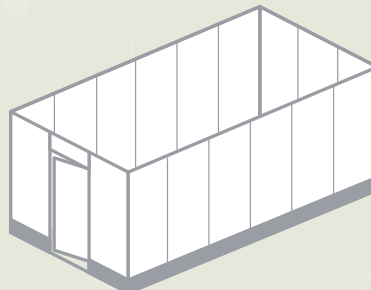
## EXHIBITOR BUSINESS SUITES



### 10' x 10'

\$3,500

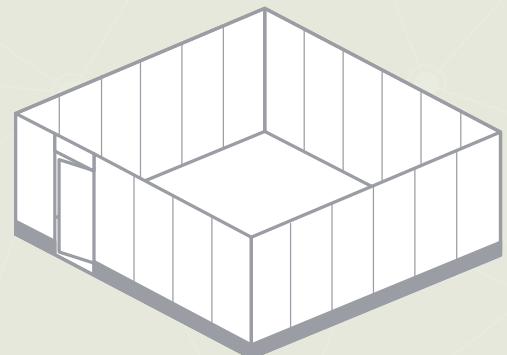
2 Comp. Booth Personnel Badges



### 10' x 20'

\$5,000

3 Comp. Booth Personnel Badges



### 20' x 20'

\$7,500

4 Comp. Booth Personnel Badges



# INCREASE YOUR VISIBILITY AND DRIVE TRAFFIC TO YOUR BOOTH!

## MARKETING & INDUSTRY SUPPORT OPPORTUNITIES

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



### NEW! Digital Advertising Opportunities

- Complete Digital Package
  - Marquee Advertising
  - Video Wall Advertising
  - Digital Signage Network Advertising

### 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
- Convention Center Hanging Banners
- Sky Bridge Window Clings

- Escalator Runners and Panel Clings
- Exhibit Hall Hanging Banners
- Table Clings
- Business Suites

### Hotel Opportunities

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

### Advertising Opportunities

- Attendee Registration and Housing Confirmation Email Ads
- 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

## 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