

The 8th DIA China Annual Meeting

May 15-18, 2016

China National Convention Center | Beijing, China



Support Level Packages

Diamond Level Supporter

Exclusive Opportunity

- Includes 2 booths
- Company logo printed on lanyards
- Includes 2 full meeting registration
- Complementary full page insertion order in final program book
- 5 Invitations to VIP reception
- Acknowledgements on DIA “Thank You” signage in attendee registration area
- Company logo represented in DIA “Thank You” slides at the beginning of opening ceremony
- Company logo represented in Final Program Book, recognizing your company as a Diamond Level Supporter
- Company logo represented on onsite program board
- Company logo represented in pre-conference communications (meeting flyer, DIA promotional mailing and DIA event website)
- Company name and logo on the stamp rally card
- 8.5”x11” sign in your booth, acknowledging your company as a Diamond Level Supporter

RMB 180,000

SOLD

Platinum Level Supporter

2 Opportunities Available

- Includes 1 booth
- Includes 2 full meeting registrations
- Complementary full page insertion order in final program book
- 4 Invitations to VIP reception
- Acknowledgements on DIA “Thank You” signage in attendee registration area
- Company logo represented in DIA “Thank You” slides at the beginning of opening ceremony
- Company logo represented in Final Program book, recognizing your company as a Platinum Level Supporter
- Company logo represented on onsite program board
- Company logo represented in pre-conference communications (meeting flyer, DIA promotional mailing and DIA event website)
- Company name and logo on the stamp rally card
- 8.5”x11” sign in your booth, acknowledging your company as a Platinum Level Supporter

RMB 80,000

SOLD

Gold Level Supporter I

Welcome Reception Package

Exclusive Opportunity

- May 16 in the Exhibit area
- Includes 2 full meeting registrations
- Includes 2 additional booth personnel badges
- Complementary half page insertion order in final program book
- 3 invitations to VIP reception
- Opportunity to deliver remarks in the exhibit area (5 minutes)
- Acknowledgements on DIA “Thank You” signage in attendee registration area
- Company logo represented in DIA “Thank You” slides at the beginning of opening ceremony
- Company logo represented in Final Program book, recognizing your company as a Gold Level Supporter

RMB 60,000

SOLD

- Company logo represented on onsite program board
- Company logo represented in pre-conference communications (meeting flyer, DIA promotional mailing and DIA event website)
- Company name and logo on the stamp rally card
- 8.5”x11” sign in your booth, acknowledging your company as a Gold Level Supporter
- Banner in the reception area *

Gold Level Supporter II

VIP/Speaker Reception Package

RMB 50,000

Exclusive Opportunity

- May 17 – By invitation only
- Includes 2 full meeting registrations
- Includes 1 additional booth personnel badge
- Complementary half page insertion order in final program book
- 10 invitations to the host who can invite their own target audiences to the reception
- Opportunity to deliver remarks at the reception (3 minutes)
- Acknowledgements on DIA “Thank You” signage in attendee registration area
- Company logo represented in DIA “Thank You” slides at the beginning of opening ceremony
- Company logo represented in Final Program book, recognizing your company as a Gold Level Supporter
- Company logo represented on onsite program board
- Company logo represented in pre-conference communications (meeting flyer, DIA promotional mailing and DIA event website)
- Company name and logo on the stamp rally card
- 8.5”x11” sign in your booth, acknowledging your company as a Gold Level Supporter
- Banner at the entrance to the reception area *

Gold Level Supporter III

Conference Lunch Package

RMB 40,000

Exclusive Opportunity

- May 17 and May 18 lunch
- Includes 2 full meeting registrations
- Includes 1 additional booth personnel badge
- Complementary half page insertion order in final program book
- 2 invitations to VIP reception
- Acknowledgements on DIA “Thank You” signage in attendee registration area
- Company logo card placement on the lunch tables
- Company logo represented in DIA “Thank You” slides at the beginning of opening ceremony
- Company logo represented in Final Program book, recognizing your company as a Gold Level Supporter
- Company logo represented on onsite program board
- Company logo represented in pre-conference communications (meeting flyer, DIA promotional mailing and DIA event website)
- Company name and logo on the stamp rally card
- 8.5”x11” sign in your booth, acknowledging your company as a Gold Level Supporter
- Banner at the entrance to the lunch room *

Support Level Packages

Silver Level Supporter I

Welcome Coffee Package

Exclusive Opportunity

- May 16 afternoon in the Exhibit Hall
- Expected attendance of 1,200**
- Includes 1 full meeting registration
- Includes 2 additional booth personnel badge
- 1 invitation to VIP Reception
- Acknowledgements on DIA "Thank You" signage in attendee registration area
- Company logo represented in DIA "Thank You" slides at the beginning of opening ceremony
- Company logo represented in Final Program book, recognizing your company as a Silver Level Supporter
- Company logo represented on onsite program board
- Company logo represented in pre-conference communications (meeting flyer, DIA promotional mailing and DIA event website)
- Company name and logo on the stamp rally card
- 8.5"x11" sign in your booth, acknowledging your company as a Silver Level Supporter
- Banner in the welcome coffee area *

RMB 30,000

Silver Level Supporter II

Water Cooler Package

Exclusive Opportunity

- Includes 1 full meeting registration
- Includes 1 additional booth personnel badge
- company branding with logo and booth number next to the water cooler in the exhibit hall
- 1 invitation to VIP Reception
- Acknowledgements on DIA "Thank You" signage in attendee registration area
- Company logo represented in DIA "Thank You" slides at the beginning of opening ceremony
- Company logo represented in Final Program book, recognizing your company as a Silver Level Supporter
- Company logo represented on onsite program board
- Company logo represented in pre-conference communications (meeting flyer, DIA promotional mailing and DIA event website)
- Company name and logo on the stamp rally card
- 8.5"x11" sign in your booth, acknowledging your company as a Silver Level Supporter

RMB 25,000

Silver Level Supporter III

Simultaneous Translation Package

Exclusive Opportunity

- Includes 1 full meeting registration
- 1 invitation to VIP Reception
- Acknowledgements on DIA "Thank You" signage in attendee registration area
- Company logo represented in DIA "Thank You" slides at the beginning of opening ceremony
- Company logo represented in Final Program book, recognizing your company as a Silver Level Supporter
- Company logo represented on onsite program board
- Company logo represented in pre-conference communications (meeting flyer, DIA promotional mailing and DIA event website)
- Company name and logo on the stamp rally card
- 8.5"x11" sign in your booth, acknowledging your company as a Silver Level Supporter

RMB 20,000

Additional Opportunities

White Paper Showcase Session

6 Opportunities Available

Date and Time TBD

2 LEFT

RMB 40,000



- Session will be scheduled as part of the Annual Meeting Program and pre-event broadcast emails
- 90 minute showcase time to each participating company
- Held in a convention center meeting room with appropriate signage
- Acknowledgements with "thank you slides" at the beginning of opening ceremony

• Listing as event host (company logo + website) in meeting flyer, DIA promotional mailing, and DIA event website

Refreshment Break Support

RMB 20,000

2 Opportunities Available



May 17 and May 18 tea breaks

Expected attendance of 900 on May 17 and 750 on May 18 **

- Includes 1 full-meeting registration
- Company logo card placement on the tea break tables
- Banner in tea break area *

Internet Booth & Recharging Station

RMB 15,000

2 Opportunities Available

Exclusive hosting available for **RMB 20,000**



- Includes 1 full meeting registration (**only for exclusive host**)
- Includes 1 additional booth personnel badge
- 1 invitation to VIP Reception

Footstep Directionals

RMB 20,000

2 Opportunities Available



NEW!

- Company logo and booth number on footprint decals throughout the hall, leading to exhibitor's booth and function areas
- Cost includes production and labor

Column Wraps

RMB 25,000

4 Opportunities Available

(2 available at 5m x 4.5m, 2 available at 2.6m x 4.7m)



- Place your branding and messaging on the pillars around the exhibit area
- Cost includes production and labor

FOR MORE INFORMATION:

Call **+86-10-5923-1096** or Email **DIAChinaAM@kellencompany.com**

Additional Opportunities

Hanging Banners

6 Opportunities Available



Escalator Panel Clings



Escalator Runners



Table Tents in Attendee Hotel Rooms

Exclusive Opportunity

RMB 30,000

- 6 locations available (near elevators on each level)
- Banner sizes vary by location
- Company logo and message on banner (to be approved by DIA)
- Cost includes production and labor
- Includes 1 additional booth personnel registration

NEW!

RMB 20,000

- Company logo and message on the cling (to be approved by DIA)
- Cost per panel includes production and labor

NEW!

RMB 40,000

2 Opportunities Available

- Company logo and message on the runners (to be approved by DIA)
- Cost includes production and labor

Welcome Gifts at Registration Desk

2 Opportunities Available

RMB 20,000

- Proposed gifts must be submitted to DIA for approval
- Company logo can be added depending on type of gift
- Distributed to attendees onsite
- Shipping to designated point is the responsibility of the exhibitor

Flyer Insert in Attendee Bag

4 Opportunities Available

Expected attendance of 1,600 **

3 LEFT

RMB 15,000

- Company flyer included in attendee bag (to be approved by DIA)
- Shipping to designated point is the responsibility of the exhibitor

Attendee Bags

Available Jointly to 3 companies ***

- Company logo printed on attendee bag

RMB 25,000

Lanyards 1 LEFT

Available Jointly to 3 companies ***

- Company logo printed on badge lanyards

RMB 25,000

DIA China 2016 8th Annual Meeting Notebook

Exclusive Opportunity

RMB 15,000



- Notebook to be included in 1,600 delegate packages
- Size: 140mm x 210mm - 16 sheets
- Back cover and inside back cover designed by hosting company (to be approved by DIA)
- Front cover and inside front cover designed by DIA

Convention Center Entrance Logo

RMB 8,000

6 Opportunities Available



NEW!

NEW!

RMB 3,000

- Company name and logo will be listed on the doorway at the main entrance of the Convention Center

Stamp Rally Card

10 Opportunities Available



Bottled Mineral Water

2 Opportunities Available

NEW!

RMB 10,000

- Company logo and message on the bottle wrap (to be approved by DIA)

Logo on Session Information Board

RMB 8,000

Available Jointly to 3 companies ***

- Company name and logo on session information board located on the 3rd floor (meeting level)

Logo on Exhibition Board

RMB 3,000

Limited to 3 logos

- Company booth number and logo highlighted on the exhibition board at the main entrance to the exhibition area

Digital Signage

3 Opportunities Available

RMB 40,000



- Digital screen showing your company name, logo, and scrolling message OR silent video (3 minute maximum)
- Digital display located in the Convention Center lobby

* Banner size is limited to 200cm high by 100cm wide and must be provided by hosting company.

** Expected attendance is not a guaranteed number but a reasonable estimation by DIA based on the previous 7 DIA China Annual Meetings and current forecasts on attendance.

*** Opportunities available jointly to 3 companies require at least 2 participating companies in order to move forward with the opportunity.

DIA reserves all rights of the final interpretation of the hosting benefits in case of any questions.

Marketing & Industry Support Opportunities

The 8th DIA China Annual Meeting

May 15-18, 2016

China National Convention Center | Beijing, China



DIA DEVELOP
INNOVATE
ADVANCE

Host Contact Information

Send communications and invoices to this address

Company Name

Contact Name

Address Line 1

Address Line 2

City, State/Province, Postal Code, Country

Telephone Number

Email Address

Billing Information

Send communications and invoices to this address

Company Name

Contact Name

Address Line 1

Address Line 2

City, State/Province, Postal Code, Country

Telephone Number

Email Address

SOLD
SOLD

Diamond Level Supporter	RMB 180,000
Platinum Level Supporter	RMB 80,000
<input type="checkbox"/> Gold Level Supporter I	RMB 60,000
<input type="checkbox"/> Gold Level Supporter II	RMB 50,000
<input type="checkbox"/> Gold Level Supporter III	RMB 40,000
<input type="checkbox"/> Silver Level Supporter I	RMB 30,000
<input type="checkbox"/> Silver Level Supporter II	RMB 25,000
<input type="checkbox"/> Silver Level Supporter III	RMB 20,000
<input type="checkbox"/> White Paper Showcase Session	RMB 40,000
<input type="checkbox"/> Refreshment Break Support	RMB 20,000
<input type="checkbox"/> Internet Access & Recharging Station	RMB 15,000
<input type="checkbox"/> Exclusive Hosting	RMB 20,000
<input type="checkbox"/> NEW! Footstep Directionals	RMB 20,000
<input type="checkbox"/> Column Wraps	RMB 25,000
<input type="checkbox"/> NEW! Hanging Banners	RMB 30,000
<input type="checkbox"/> NEW! Escalator Panel Clings	RMB 20,000
<input type="checkbox"/> NEW! Escalator Runners	RMB 40,000
<input type="checkbox"/> Table Tents in Attendee Rooms	RMB 20,000
<input type="checkbox"/> Welcome Gifts	RMB 20,000
<input type="checkbox"/> Flyer Insert	RMB 15,000
<input type="checkbox"/> Attendee Bags	RMB 25,000
<input type="checkbox"/> Lanyards	RMB 25,000
<input type="checkbox"/> Meeting Notebook	RMB 15,000
<input type="checkbox"/> NEW! Convention Center Entrance Logo	RMB 8,000
<input type="checkbox"/> NEW! Stamp Rally Card	RMB 3,000
<input type="checkbox"/> NEW! Bottled Mineral Water	RMB 10,000
<input type="checkbox"/> Logo on Session Information Board	RMB 8,000
<input type="checkbox"/> Logo on Exhibition Board	RMB 3,000
<input type="checkbox"/> Digital Signage	RMB 40,000

Total Payment Due: RMB

Payment Information

Bank Transfer

Account Name: DIA (Beijing) Healthcare Information Consulting Limited
Account No.: 333757195112
Bank Name: Bank of China, Beijing Chaoyang Sub-branch Banking Dept.
Bank Address: 1st Floor, Tower A, Gateway, No. 18 Xianguangli, North Road, East Third Ring, Chaoyang District, Beijing, 100027, P.R. China
SWIFT Code: BKCH CN BJ 110
Bank commission fee should be paid by payer.

Company name, as well as the Meeting ID #16975, must be included on the transfer document to ensure payment to your account. Please fax this form to +86-10-5923-1090 prior to payment. Payments must be net of all charges and bank charges must be borne by the payer.

Cancellation Policy

Cancellations requests received on or before April 1, 2016 will receive a 50% refund. Cancellations requests received after April 1, 2016 will receive NO refund.

Sales Contacts

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**Fax completed form to +86-10-5923-1090 or
scan and email same to
DIACHinaAM@KellenCompany.com**