

Clinical Forum for Operational Excellence Exhibition

27-28 October 2016
Hilton Düsseldorf
Hotel
Düsseldorf,
Germany

**EXHIBITOR
PROSPECTUS**



EXHIBITION

In order to support Health Care professionals in their day to day challenges, the Clinical Forum has evolved into a problem-solving meeting for Clinical Operations, R&D and Data Management professionals. The focus is on real-life solutions to real-life scenarios provided by speakers, attendees, and selected solution providers that all are committed to engage in active exchange in the pursuit of best practices.

| WHY EXHIBIT?

Exhibiting at the Clinical Forum for Operational Excellence will allow you to have face time with operational staff – the people who are using your solutions and products in their daily work.

The Forum is attended by professionals wanting to hear about:

- Novel concepts of outsourcing in the clinical research space, best practices to avoid service fragmentation in a complex world
- IT systems, e-technology, e-solutions for companies, but also offerings & solutions for the individual patient
- Data management and evolving practices in data sharing and anonymization
- Inspection readiness, case studies on how to handle regional differences
- Progress in risk-based quality management 10 years after the initial ICH proposal

| SOLUTION PROVIDER SHOWCASE – PRESENT YOUR SOLUTIONS

New at this year's Forum, DIA is providing exhibitors with the opportunity to present your solution to the assembled participants during lunch and refreshment breaks. While attendees will share their business pains and case studies during the sessions, you will have a dedicated platform to present your solutions to their issues.

The stage is integrated into the refreshment area / exhibition floor: a presentation area surrounded by high-tables, where attendees will spend their break time. Get your message across to the full audience and demonstrate how your company can provide solutions to the burning issues companies face in today's environment.

The Solution Provider Showcase is included in the premium exhibition package. You can also purchase it as an add-on option.





| SELECT YOUR EXHIBITION PACKAGE

Basic Exhibition Package	EUR 3,500
Premium Exhibition Package (10 available)	EUR 3,950
Solution Showcase add-on	EUR 500

	Basic	Premium
Booth (3x2 m), 1 table, 2 chairs, 1 electrical connection	X	X
1 full meeting registration	X	X
1 exhibit booth personnel registration	X	X
Access to mobile conference app	X	X
Exhibitor listing on DIA website, mobile app, conference programme	X	X
Exhibitor's Offers Entry on the mobile app	X	X
Presentation slot: present your case study/solution on the exhibition floor	-	X
1 Promoted Post: your message pinned to the top of the mobile app activity feed for 20 mins	-	X
1 Push Notification: your message sent directly to all attendees on the mobile app	-	X
Your solution showcase gets published in the final programme	-	X
Your solution showcase gets published on the DIA website	-	X

| MOBILE APP ADVERTISING OPPORTUNITIES

The Clinical Forum will be supported by a mobile conference app, allowing easy and searchable access to the programme, speakers, exhibitors, attendees and other useful information at your fingertips. It provides excellent opportunities for you to promote your presence:

Promoted posts | EUR 150

- Available on request
- Your message is pinned to the top of the activity feed for 20 minutes, highly visible to all app users – you can include images (640x640px in PNG), an app internal link to your exhibitor profile, link to your website
- Please provide content for your promoted posts in advance of the conference

Push notifications | EUR 300

- Available on request
- 140 character limit, no images or links
- Your message is sent to all attendees, with a notification on the home screen (like receiving a text message) – you can include images (640x640px in PNG), an app internal link to your exhibitor profile, and external URLs, e.g. to your homepage

Exhibitor's Offers | FREE OF CHARGE

- Unlimited availability
- Showcase what you are offering at your booth to attract attendees – promote your activities, product demonstrations, your competitions, or your give-aways. You can include your logo, images, URLs and up to 15,000 characters of text.
- Provide copy and images in advance.
- Listed alphabetically by company name.

App Host | EUR 1,800

- 1 available
- "App Host EXHIBITOR" as app menu item
- Logo and html page / description freely designed by exhibitor
- Roll-up banner at the conference "Thanks to the mobile app host" with your company name and logo / design
- Provide us with copy of your choice (including hyperlinks and images) in html to present your company in this premium and exclusive position. The character limit is 15,000 - sufficient space to place your promotional message and point attendees to your booth. DIA can also design this for you in accordance with your requirements.

APPLICATION & CONTRACT FOR EXHIBIT SPACE

Clinical Forum for Operational Excellence Exhibition

27-28 October 2016 | Hilton Düsseldorf Hotel, Düsseldorf Germany | ID# 16103



Company Contact Information

Exhibiting Company Name (for signage and directory listing)

Contact Name (all correspondence will be sent to the contact information provided above)

Address Line 1

Address Line 2

Postal Code, City (State), Country

Telephone Number

Fax Number

Email Address (required for confirmation)

Please provide your European VAT number

Exhibit Space Rates and Information

Each 3m x 2m space includes one (1) complimentary full meeting registration and one (1) exhibit booth personnel registration. Any staff required above those allotted per 3m x 2m must register as a full attendee incurring full registration fees.

Each booth space includes one (1) table, two (2) chairs and one (1) electrical connection. Please note that there will be **NO pre-fitted shell scheme provided**. Any additional expenses associated with the exhibit, including pop up stand, lights, phone or carpeting, additional electrical connections, etc., will be the responsibility of the exhibitor.

☐ **Basic Exhibition Package** € 3'500.00

Number of booth spaces requested: _____

☐ **Premium Exhibition Package** € 3'950.00

Number of booth spaces requested: _____

☐ **Solution Showcase add-on** € 500.00

Number of Solution Showcase requested: _____

Mobile App advertising:

☐ **Promoted posts** € 150.00

Number of posts requested: _____

☐ **Push notifications** € 300.00

Number of notifications requested: _____

☐ **App Host** € 1,800.00

Total Amount Due: € _____

The Booth Selection Schedule is based on the date and time your paid application is received at DIA Europe. Booth number requests will not be considered until DIA Europe has notified you of your turn to select. Your selection "rank" will be included in your confirmation email.

Services/Products to be exhibited:

If you do not receive confirmation within two weeks please call
+41 61 225 51 51 or email: emea.exhibition@diaglobal.org

Payment Options and Information

Full payment is required when submitting an application. Payment may be made by cheque, credit card, or bank transfer. Please note that exhibit space will not be assigned without payment in full. Companies with an outstanding balance will be prohibited from moving in at the Hilton Düsseldorf, Germany.

Credit card payment is preferred. Credit card details must be given as a guarantee with your application submission.

☐ **Credit card** payments by Visa, MasterCard, or American Express can be made by completing the relevant information below.

☐ Visa ☐ MC ☐ AMEX

Credit Card Number:

Exp. date:

Name as it appears on credit card

Signature

☐ **Cheques** should be made payable to: DIA and mailed together with a copy of the application form to facilitate identification to:
DIA EMEA, Kuechengasse 16, 4051 Basel, Switzerland

☐ **Bank transfers** in EURO should be made to:

Account Holder: DIA
Bank: UBS, Postfach, CH-4002 Basel, Switzerland
IBAN: CH96 0023 3233 6353 8460C
DIA Account Number: 233-635384.60C
SWIFT Code: UBSWCHZH80A

Company name, as well as the Meeting I.D. #16103 must be included on the transfer document to ensure payment to your account. Please fax this form to +41 61 225 51 52 prior to payment. Payment does not denote approval of your application to exhibit. If application is denied a full refund will be processed. Payments must be net of all charges and bank charges must be borne by the payer.

Cancellation and Downsizing Policy

All Cancellations/Downsizing requests MUST be in writing.

- Cancellations/Downsizing requests received on or before 15 June 2016 will receive a 50% refund;
- Cancellations/Downsizing requests received after 15 June 2016 will receive NO refund. Booth rental fees are non-transferable.

Contract Signature

The undersigned hereby authorises DIA EMEA to reserve exhibit space in the Hilton Düsseldorf Hotel for use by the above company or organisation during DIA's Clinical Forum for Operational Excellence Exhibition. The undersigned hereby acknowledges receipt of and agrees to abide by the terms and conditions of the contract and Rules and Regulations contained on the reverse side of this application. DIA Europe reserves the right in its sole and absolute discretion to reject any application that in its judgment does not enhance the purpose of the Clinical Forum for Operational Excellence Exhibition or is in direct competition with DIA EMEA. This contract shall be deemed accepted by DIA EMEA when received, together with the required payment. However, no contract shall be deemed accepted if the contracting exhibitor has outstanding financial obligations to DIA EMEA, of which DIA EMEA is aware, for booth space, advertising, or any service(s) provided by DIA Europe.

Authorised Signature

Date

Completed applications should be emailed to emea.exhibition@diaglobal.org or faxed to +41 61 225 51 52

2016 Application & Contract for Exhibit Space

Terms and Regulations

This contract along with the Exhibitor Policies and Procedures for Exhibitors booklet, which is furnished to each exhibiting company in advance of the show, contains the entire agreement between the exhibiting company (“Exhibitor”) and the Drug Information Association. DIA’s Clinical Forum for Operational Excellence & Exhibition to be held at the Hilton Düsseldorf Hotel, Düsseldorf, Germany is managed by DIA EMEA.

1. Eligible Exhibits: DIA Europe reserves the right to determine eligibility of any company or product to participate in the show. DIA Europe can refuse rental of exhibit space or terminate this contract if already executed, to any company who is in direct competition with DIA Europe or whose display of goods and/or services is not in DIA Europe’s sole judgment, compatible with and complementary to the show and the industry, which DIA Europe serves. In the event of such termination, DIA Europe shall refund, in full, all payments, including deposits, which it may have received from the Exhibitor.

2. Booth Assignments: Will be made based upon the date the Application & Contract for Exhibit Space is received, as well as the booth selection, booth size, location specifications and proximity to other companies as indicated by the Exhibitor. Furthermore, in the judgment of DIA Europe, if it becomes necessary to change the original allocation of space, the DIA Europe may do so by notification to the Exhibitor’s authorised representative.

3. Exhibit Space Rental Fee: The DIA Europe exhibit space rental fees are outlined on the front of this Application & Contract for Exhibit Space.

4. Payment: The payment schedule is outlined on the front of this Application & Contract. The entire exhibit space rental fee will accompany this Application & Contract. No Exhibitor will be allowed to participate in the show unless payment in full is received prior to the start of the exposition. DIA Europe complies fully with the VAT regulations of the country where the exhibition is held.

5. Cancellations: Exhibitors have the right to cancel their space reservations at any time by written notice to DIA Europe. Refunds will be issued based on the total amount paid and the date the notice of cancellation is received. A non-refundable fee will be withheld from the amount refunded to cover administrative costs. Registrants are responsible for cancelling their own hotel and airline reservations. Under all circumstances, DIA Europe retains the right to resell any booth space cancelled by the Exhibitor. Refunds will be based on when the notice of cancellation is received. The use of any complimentary Exhibitor registration badges is forfeited upon cancellation of space.

6. Use of Space: No subletting or sharing of space is permitted. DIA Europe retains the right to have removed from the exhibition any company that has not duly contracted with DIA Europe for space. All Exhibitor activities must be confined to the limits of rented space and must not impede traffic or interfere with the activity of other Exhibitors. Every exhibit must be fully staffed and operational during the entire show. DIA Europe may evict Exhibitors, who, because of noise, conduct of personnel, methods of operation or any other reason, detract from the general educational character of the show. In the event of eviction, DIA Europe will not issue a refund.

7. Failure to Occupy Space: Any space not at least partially occupied at least 30 minutes prior to opening, will be forfeited by the Exhibitor and can be used by DIA Europe in any manner, without refund, unless arrangements for delayed occupancy have been previously approved by DIA Europe. All booths must be set-up and ready for the show by the walk through inspection.

8. Character of Exhibits: DIA Europe provides aisle carpeting in main and cross aisles and general security in the exposition beginning with Exhibitor set-up and concluding after all show freight has been removed from the floor. All stand structures must adhere to the guidelines laid out in the Exhibitor Services Kit for this exhibition. No exhibit is permitted to obstruct the view of adjacent booths. All signs must be one sided only and must be set back within the Exhibitor’s space so as not to detract from the overall impact of the exhibit that is directly adjacent. Requests to deviate from these guidelines must be submitted in writing to DIA Europe for approval prior to set-up. DIA Europe reserves the right to direct revisions, at Exhibitor expense, of any exhibit that does not comply with these guidelines. Apart from the specific display space for which an exhibiting company has contracted with DIA Europe, no part of the Holiday Inn Hotel, its grounds or surrounding grounds, may be used by any organisation other than DIA Europe for display purposes of any kind or nature without the express written permission of DIA Europe. Exhibit brand or company logos, signs and/or trademark displays will be limited to the exposition only.

9. Fire Regulations: Each Exhibitor is responsible for knowledge of and adherence to all Düsseldorf fire and safety codes which will be published in the Exhibitor Service Kit. All electrical signs and equipment must be wired to meet the specification of Underwriters Laboratories (UL) and must conform to appropriate federal, state, and municipal codes. Compliance with such laws is mandatory for all Exhibitors and is the sole responsibility of the Exhibitor.

10. Indemnity: The Exhibitor agrees to indemnify and hold harmless the DIA Europe, its officers, directors, employees and members from any and all liability to any person or persons for or by reason of any condition, defect or operation of any apparatus, equipment, or fixtures furnished by the Exhibitor in connection with his/her exhibit. Exhibitor further agrees to hold harmless the DIA Europe, its officers, directors, employees and members from any and all liability to any person or persons for or by reason of any act or omission of said Exhibitor, or any of his/her agents, servants or employees. This Indemnity includes, but is not limited to, claims of injury, death, or property damage, or of copyright, trademark or patent infringement, unfair competition, and product liability. The Exhibitor, on signing the contract, expressly releases the DIA Europe and it’s individuals from any and all claims for such loss, damage or injury. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold the DIA Europe, its officers, directors, employees and members, and the meeting facility and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges, taxes or fines, and attorneys’ fees arising out of or caused by Exhibitor’s installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof, excluding only such liability caused by the sole negligence of the meeting facility, its employees and agents. In addition, Exhibitor acknowledges that the DIA Europe and the meeting facility do not maintain insurance covering such losses by Exhibitor.

11. Exhibitor Insurance: The Exhibitor shall, at its sole cost and expense, procure and maintain through the term of each contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased by DIA Europe. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than €1,000,000. Such insurance shall name DIA Europe as an additional insured and Exhibitor shall upon request provide DIA Europe with certificate so indicating. Workers Compensation and any other insurance or required licenses shall be in full compliance with all federal and state laws, covering all of Exhibitor’s employees engaged in the performance of any work for the Exhibitor. All property of the Exhibitor is understood to remain under its custody and control in transit to and from the confines of the exhibit hall.

12. Show Attendees and Exhibit Staff: Admission to the exhibition will be available only to registered attendees and Exhibitor staff of at least 18 years of age. Proof of age may be required to obtain entrance into the exposition. DIA Europe makes reasonable attempts to attract high quality attendees to its exposition, but does not guarantee specific volumes of traffic or levels of qualification. Traffic at any given booth is a function of the particular exhibit and not the responsibility of DIA Europe.

13. Security: Exhibitors are responsible for security of their exhibit and its content. Security personnel contracted directly by DIA Europe are intended primarily for crowd control and credentials verification. Exhibitors are encouraged to budget and make security arrangements for sensitive or valuable items. DIA Europe is not responsible for the security of Exhibitors’ property. Protection, both security and insurance coverage, of Exhibitors’ property is the sole responsibility of the Exhibitor.

14. Failure to Hold Show: Should fire, hurricane, earthquake, flood, strikes, civil disturbance, Acts of God, political or social boycott, or any other circumstances beyond the control of the DIA Europe or the Hilton Düsseldorf Hotel, Düsseldorf, Germany, make it impossible or impractical to hold the show at the scheduled time, DIA Europe may retain only such part of the Exhibitor’s rental fees as shall be required to compensate it for reasonable expenses incurred up to the time of such cancellation. All remaining rental fees shall be refunded. If an event is cancelled, DIA Europe is not responsible for any airfare, hotel or other costs incurred by registrants. In no event shall DIA Europe be liable for indirect or consequential damages.

15. Amendment of Rules: DIA Europe reserves the right to make changes, amendments and additions to these terms and conditions at any time, and all changes, amendments and additions so made shall be binding on the Exhibitor with the provision that all Exhibitors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by DIA Europe.

☐ I have read and agree do the terms and conditions

Authorised Signature

Date