



MEETING OUTLINE

Title: 13th Annual Meeting DIA Japan 2016
Dates: November 13 (Sun) – 15 (Tue), 2016
Venue: Tokyo Big Sight – Conference Tower
3-11-1 Ariake, Koto-ku, Tokyo 135-0063
Tel. +83-3-5530-1111
Program will be announced later

What's new in 2016

Welcome Lunch Reception

- On Sunday November 13th, before all attendees join the program session, you can invite them to your welcome reception to serve the buffet style lunch in the reception hall.
You can make speech in the reception hall and provide your promotional materials to attendees.
Please see at page 2 for more detailed information.

DIA Signboard

- Show your company logo with the "Thank you to" message on the signboard at the ground level.
Please see at page 4 for more detailed information.

SUPPORT PACKAGES CATEGORIES

Page 2

- Platinum Supporter
- Gold Supporter
- Silver Supporter
- Welcome Lunch Reception
- Premium Drink Service

New

Page 3

- Stamp Rally
- Program Advertisement Insertion
- Cyber Lounge
- Congress Bag Insertion

Page 4

- DIA Signboard at the entrance of Big-Sight with company name & Logo
- Booth exhibit (Industry & Academia)

New

Deadline for Applications : Oct. 21 2016 (Fri)

Application

How to Apply

Please read and take note of the contract details stated on the exhibit application form (English) before you submit your application. Please note that we may deny applications at our discretion if the proposed exhibit is not in line with the purpose of the meeting.

Exhibit and Support Payment

DIA will invoice you once we accept your application.
All bank transfer charges are the responsibility of the payer.
Credit card is available for your payment (Visa & Master).

Contract Changes or Cancellations by the Exhibitor

There is a prescribed cancellation free for changes or cancellations. Please see the application form for details.

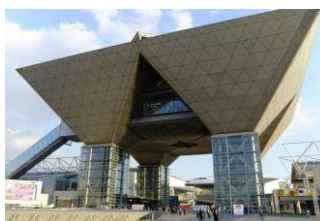
Schedule leading up to the event

- Booth Exhibit (Industry Booth Exhibit and Academia Tabletop Space Exhibit)
Once the booth location has been selected, we will send a manual (on or after October 1).
- Other Programs, DIA Japan will send you the manual once application is approved.

All marketing fee is not included
exhibit booth space

To secure your opportunity contact:

DIA Exhibition Consultant
Hideo Suga
+81-80-5697-6836
hideo.suga@diaglobal.org



SUPPORT PACKAGES CATEGORIES - 1

Platinum Supporter

880,000 yen (excluded tax)

Two available

- This opportunity includes your company name and logo on “Thank you” signage within the designated reception areas.
- Luncheon presentation and coffee break presentation, each 10 minutes in the Exhibit Hall.
- Your company advertisement (A4 size) will be included in the Meeting program.
- Your company name and logo on “Thank you” signage on the Stamp Rally card.
- Congress Bag insert plan A4 1 page
- Additional 3 session free pass.
- Available to upgrade lunch box.



Luncheon seminar in 2015

Gold Supporter

680,000 yen (excluded tax)

Four available

- This opportunity includes your company name and logo on “Thank you” signage within the designated reception areas.
- Luncheon presentation and coffee break presentation, each 10 minutes in the Exhibit Hall.
- Your company advertisement (A4 size) will be included in the Meeting program.
- Your company name and logo on “Thank you” signage on the Stamp Rally card.
- Congress Bag insert plan A4 1 page
- Additional 2 session free pass.
- Available to upgrade lunch box.



Company Name and logo at the Reception area

Silver Supporter

250,000 yen (excluded tax)

Ten available

- This opportunity includes your company name and logo on “Thank you” signage within the designated reception areas.
- Lunch time presentation and coffee break presentation, each 10 minutes in the Exhibit Hall.
- Your company advertisement (A5 size) will be included in the Meeting program.
- Your company name and logo on “Thank you” signage on the Stamp Rally card.
- Congress Bag insert plan A4 1 page
- Additional 1 session free pass.



Lunch time presentation in 2015

Welcome Lunch Reception

500,000 yen (excluded tax)

One available



- Guests will enjoy the lunch upon arrival at the event. Be a host and bring a business card to the event.
- You can exchange business cards with guests.
- You can provide guests promotional items there.



Premium drink service

100,000 yen (excluded tax)

Available for every exhibitors

- You can serve special coffee like café late, English tea, fruits juice and small cakes at your booth.
- One cup coffee costs 150 yen
- Coffee cups with your company logo costs 50,000 yen minimum.



SUPPORT PACKAGES CATEGORIES - 2

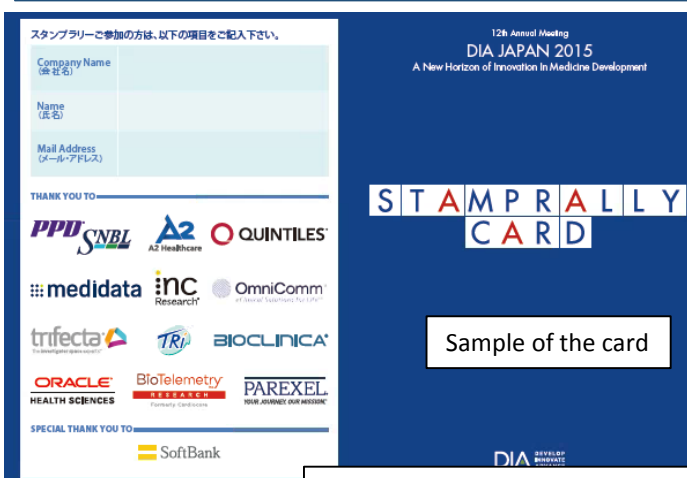
Stamp Rally

20,000 yen (excluded tax)

for the advertisement on the back side of the card.

➡ **Ten available**

- Every attendees will be provided the cards.
- Get the stamp at the exhibitor's booth.
- Wonderful giveaway is available like Mobile PC or DIA Free membership fee in 2016. DIA will deliver it to you after drawing lots.
- Company name and log on the card.
- A prize for participation is available.



Sample of giveaway in 2015



Cyber Lounge

200,000 yen (excluded tax)

- Your company logo will be shown following "Thank you to" at the Wi-Fi stand.
- Your promotion materials can be placed on the stand.
 - * Content of the materials is subject to prior approval of DIA Japan.
- Your company name and log with link to your company Home page is available on the Wi-Fi top page



※Picture is the image of CL



※Congress Bag 2015

To secure your opportunity contact:

DIA Exhibition Consultant

Hideo Suga

+81-80-5697-6836

hideo.suga@diaglobal.org

Program Advertisement Insertion

- Number of copies
1,000 copies
- How to send advertisement file
Format : illustrator file
DIA Japan will contact you regarding submission of the advertisement file.
If you cannot submit the data with the designated format, we may charge you an additional data processing fee.

Advertising Fees (Rate for exhibit company)

| Location | Size | Color | Available | Cost |
|-----------------|-----------|-------|-----------|-------------|
| Cover 2 | A4 | 4C | 1 | 100,000 yen |
| Cover 3 | A4 | 4C | 1 | 100,000 yen |
| Cover 4 | A4 | 4C | 1 | 150,000 yen |
| Island position | A5 | 4C | No limit | 30,000 yen |
| Island position | A4 1 page | 4C | No limit | 50,000 yen |

Advertising Fees (Rate for non-exhibit company)

| Location | Size | Color | Available | Cost |
|-----------------|-----------|-------|-----------|-------------|
| Island position | A5 | 4C | No limit | 50,000 yen |
| Island position | A4 1 page | 4C | No limit | 100,000 yen |

(Excluded tax)

A5 size is half size of A4

1/2 Page = H 128mm×W 185mm



A5



※Company advertisement in Program brochure in 2014

Congress Bag Insert

30,000 yen (excluded tax)

Available for every exhibitors

- You may place one of the following in the congress bags to be distributed to all attendees: *advertisement, booth guide, coupon for novelty goods.*
- Approximately 1,000 attendees
- Distribute on the opening day, at the registration counter
- Platinum, Gold and Silver supporters may participate in this promotion free of charge
- DIA Japan will prepare and fill the bags.
DIA Japan will contact you at a later date regarding the delivery of materials for distribution.

DIA Japan Annual Meeting Signboard

- Show your company logo with the “Thank you to” message on the signboard at the ground level.
Please see at page 4 for more detailed information.
- 50,000 yen**
6 available



Booth Exhibit for Industry and Academia

Industry Booth

- 1 Exhibit Space: **400,000 yen** 6.125m²
- 2 Exhibit Spaces: **700,000 yen** 12.25m²
- 3 Exhibit Spaces: **1,000,000 yen** 18.375m²
- 4 Exhibit Spaces: **1,250,000 yen** 24.25m²
50 available

Booth Specifications

Exhibit Space: 6.125m²
(W 2475 mm x D 2475 mm) *Space provision only.

Discount

You will get **10% discount** if you exhibit to other DIA Japan event in 2016.

Academia Booth

- 1 Exhibit Space: **100,000 yen** 6.125m²
7 Available

Booth Specifications

Tabletop Exhibit

Exhibit Tabletop Space: 3.22 m²
(W 2300 mm x D 1400 mm)

Table (W 1800 mm x H 700 mm x D 450 mm) x 1
Chairs x 2

[Option Plan]

Rental equipment and other additional materials can be requested.

* Detail information for consultation and application of booth option will be provided to exhibitors later by DIA Japan.

Exhibit Times

Nov. 15 Sun. 12:00 - 19:00
Nov. 16 Mon. 9:00 - 19:00
Nov. 17 Tue. 9:00 - 16:00

- * DIA will inform you of the booth set-up and dismantling schedule in the guidelines for exhibitors to be distributed after we accept your application.
Please note that the above exhibit times are subject to change according to a change of program.

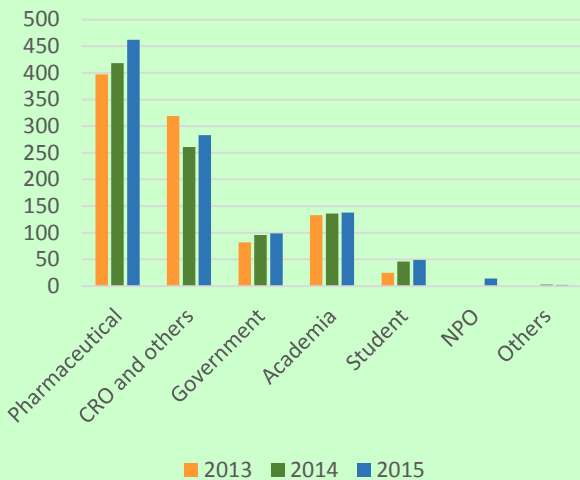
Floor Plan

In principle, booth selection will be handled on a first-come, first-served order based on the order applications received. However, please note that Platinum, Gold and Silver Supporters will be given top priority. The Floor plan will be posted on the DIA Website. You may inform us of your preferred booth numbers up to your third choice. We will try to meet your requests, however, please leave the final decision to the discretion of DIA Japan. We will inform you your booth location together with the guidelines for exhibitors on or after Oct. 1.



2015 Exhibit booth

Attendee Analysis 2013-2015

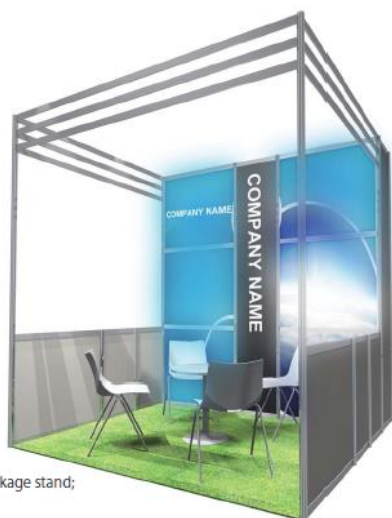


Exhibitors Web Site

- DIA will provide web site to show your company name , logo and marketing information on the exhibitors web site.
- DIA will announce this web site information to all attendees in advance.

To secure your opportunity contact:

DIA Exhibition Consultant
Hideo Suga
+81-80-5697-6836
hideo.suga@diaglobal.org



Items Included In this package stand;
 •Floor carpet
 •Side panels & parapet
 •Company name sign board
 •Light box (graphic space)
 •Meeting table

Octanorm System Booth w2475 x d2475 x h2700

JPY 200.000-



Items Included In this package stand;
 •Floor carpet
 •Side panels
 •Fascia panel & Company name sign board
 •Transparency colored plexi glass with company name
 •Counter table
 •Meeting table

Octanorm System Booth w2475 x d2475 x h2700

JPY 120.000-



Items Included In this package stand;
 •Side panels
 •Fascia panel & Company name sign board
 •Color plexi glass with company name
 •Counter table

Octanorm System Booth w2475 x d2475 x h2700

JPY 80.000-



Items Included In this package stand;
 •Side panels
 •Fascia panel & Company name sign board
 •Counter table

Octanorm System Booth w2475 x d2475 x h2700

JPY 60.000-



Items Included In this package stand;
 •Side panels
 •Light box & Company name sign
 •Counter table

Octanorm System Booth w2475 x d2475 x h2700

JPY 80.000-



Items Included In this package stand;
 •Side panels
 •Light box & Company name sign

Octanorm System Booth w2475 x d1200 x h2700

JPY 30.000-



Items Included In this package stand;
 •Side panels
 •Fascia panel & Company name sign board

Octanorm System Booth w2475 x d1200 x h2700

JPY 10.000-

ブース構築の申込受付

Please order your booth construction to;

e-mail: diajapan2016@branco.jp

株式会社ブランコ

13th DIA Japan 2016 Official Service Provider

Branco Inc. Tokyo Head Office

www.branco.jp

DIA
 DEVELOP
 INNOVATE
 ADVANCE



Branco

Application and Contract for Exhibit Space

13th Annual Meeting

DIA JAPAN 2016

November 13-15, 2016 | Tokyo Big Sight | Ariake, Tokyo



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Company Contact Information

Exhibiting Company Name (for signage and directory listing)

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

Address Line 1

Address Line 2

City, State/Province, Postal Code, Country

Telephone Number

Email Address (required for confirmation)

Exhibiting and Support Rates

Please refer to the Exhibiting and Support Opportunities brochure for additional information for the products listed below.

- ☐ **Platinum Supporter** (2 opportunities available)
(¥880,000 + 8% Consumption Tax) = **¥950,400**
- ☐ **Gold Supporter** (4 opportunities available)
(¥680,000 + 8% Consumption Tax) = **¥734,400**
- ☐ **Silver Supporter** (10 opportunities available)
(¥250,000 + 8% Consumption Tax) = **¥270,000**
- ☐ **Industry Exhibit Booth Space** (2475 x 2475mm per booth space)
 - ☐ 1 Booth Space - (¥400,000 + 8% Consumption Tax) = **¥432,000**
 - ☐ 2 Booth Spaces - (¥700,000 + 8% Consumption Tax) = **¥756,000**
 - ☐ 3 Booth Spaces - (¥1,000,000 + 8% Consumption Tax) = **¥1,080,000**
 - ☐ 4 Booth Spaces - (¥1,250,000 + 8% Consumption Tax) = **¥1,350,000**
- ☐ **Academia Tabletop Space** (2300 x 1400mm)
 - ☐ 1 Tabletop Space - (¥100,000 + 8% Consumption Tax) = **¥108,000**
- ☐ **Exhibiting Company Program Advertisement Insertion**
 - ☐ Cover 2 (A4) - (¥100,000 + 8% Consumption Tax) = **¥108,000**
 - ☐ Cover 3 (A4) - (¥100,000 + 8% Consumption Tax) = **¥108,000**
 - ☐ Cover 4 (A4) - (¥150,000 + 8% Consumption Tax) = **¥162,000**
 - ☐ Island Position (A5) - (¥30,000 + 8% Consumption Tax) = **¥32,400**
 - ☐ Island Position (A4) - (¥50,000 + 8% Consumption Tax) = **¥54,000**
- ☐ **Non-exhibiting Company Program Advertisement Insertion**
 - ☐ Island Position (A5) - (¥50,000 + 8% Consumption Tax) = **¥54,000**
 - ☐ Island Position (A4) - (¥100,000 + 8% Consumption Tax) = **¥108,000**
- ☐ **Welcome Lunch Reception** (exclusive opportunity)
(¥500,000 + 8% Consumption Tax) = **¥540,000**
- ☐ **DIA Japan Annual Meeting Signboard**
(¥50,000 + 8% Consumption Tax) = **¥54,000**
- ☐ **Congress Bag Insert**
(¥30,000 + 8% Consumption Tax) = **¥32,400**
- ☐ **Stamp Rally** (Company Logo on the back side of the card)
(¥20,000 + 8% Consumption Tax) = **¥21,600**
- ☐ **Premium Drink Service**
(¥100,000 + 8% Consumption Tax) = **¥108,000**
- ☐ **WiFi Stand**
(¥200,000 + 8% Consumption Tax) = **¥216,000**

Total Amount Due: ¥

Payment Options and Information

Payment may be made by 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 Tokyo Big Sight.

☐ **Credit Card** payments by **Visa** or **MasterCard ONLY**:

☐ **VISA** ☐ **MC**

Cardholder's Name:

Card Number:

Expiration Date:

Signature:

☐ **Bank Transfers** should be made to:

MIZUHO BANK LTD., Kamiyacho branch, Toranomon 45 MT Bldg,
5-1-5 Toranomon Minato-ku, Tokyo 105-0001 Japan
DIA Japan Ordinary Account Number: 1273382
SWIFT Code: MHCBJPJT

Company name, as well as the Meeting ID 16303 must be included on the transfer document to ensure payment to your account. Payment does not denote approval of your application to exhibit. If application is denied a full refund will be processed. All local and overseas charges incurred for the bank transfer must be borne by payer.

Cancellation and Downsizing Policy

Cancellations/Downsizing requests **MUST** be in writing and may be emailed to hideo.susa@diajapan.org.

Cancellations/Downsizing requests received **on or before**:
September 13, 2016 will receive a 75% refund.

Cancellations/Downsizing requests received **on or before**:
October 13, 2016 will receive a 50% refund.

Cancellations/Downsizing requests received **after**:
October 13, 2016 will receive **NO** refund.

Booth rental fees are non-transferable.

Contract Signature

The undersigned hereby authorizes DIA to reserve exhibit space in the Tokyo Big Sight for use by the above company or organization during the 13th Annual Meeting DIA Japan 2016. DIA reserves the right in its sole and absolute discretion to reject any application that in its judgment does not enhance the purpose of the 13th Annual Meeting DIA Japan 2016 and its associated Exposition or is in direct competition with DIA. This contract shall be deemed accepted by DIA when received, together with the required payment. However, no contract shall be deemed accepted if the contracting exhibitor has outstanding financial obligations to DIA, of which DIA is aware, for booth space, advertising, or any service(s) provided by DIA.

Authorized signature

Date

Exhibit & Support Contact:

Hideo Susa
Phone: +81 80 5697 6836
Fax: +81.3.3278.1313
email: Hideo.Susa@DIAGlobal.org
DIAGlobal.org

DIA Japan

Nihonbashi Life Science Building 6F
2-3-11 Nihonbashihoncho
Chuo-ku
Tokyo
103-0023 Japan

Email completed form to Hideo.Susa@DIAGlobal.org or fax same to +81.3.3278.1313

Exhibit Booth Personnel Registration Form

13th Annual Meeting

DIA JAPAN 2016

November 13-15, 2016 | Tokyo Big Sight | Ariake, Tokyo



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Each booth space purchased includes one (1) Full Meeting Registration and two (2) Exhibit Booth Personnel Registrations. *Additional Exhibit Booth Personnel may be purchased (up to 3 per booth space) for ¥12,960 using the Additional Exhibit Booth Personnel Registration Form.*

One (1) Full Meeting Registration (access to conference sessions)

| | | | |
|--|-----------|-----------------------------------|---------|
| <input type="checkbox"/> Dr. | Last Name | First Name | M.I. |
| <input type="checkbox"/> Mr. | | | |
| <input type="checkbox"/> Ms. | | | |
| Job Title | | | |
| | | | |
| Company | | | |
| | | | |
| Address (as required for postal delivery to your location) | | | |
| | | | |
| Address Line 2 | | | |
| | | | |
| City | State | Zip/Postal | Country |
| | | | |
| Phone Number | | Email (required for confirmation) | |
| | | | |

Two (2) Exhibit Booth Personnel Registrations (no access to conference sessions)

| | | | |
|--|-----------|-----------------------------------|---------|
| <input type="checkbox"/> Dr. | Last Name | First Name | M.I. |
| <input type="checkbox"/> Mr. | | | |
| <input type="checkbox"/> Ms. | | | |
| Job Title | | | |
| | | | |
| Company | | | |
| | | | |
| Address (as required for postal delivery to your location) | | | |
| | | | |
| Address Line 2 | | | |
| | | | |
| City | State | Zip/Postal | Country |
| | | | |
| Phone Number | | Email (required for confirmation) | |
| | | | |

| | | | |
|--|-----------|-----------------------------------|---------|
| <input type="checkbox"/> Dr. | Last Name | First Name | M.I. |
| <input type="checkbox"/> Mr. | | | |
| <input type="checkbox"/> Ms. | | | |
| Job Title | | | |
| | | | |
| Company | | | |
| | | | |
| Address (as required for postal delivery to your location) | | | |
| | | | |
| Address Line 2 | | | |
| | | | |
| City | State | Zip/Postal | Country |
| | | | |
| Phone Number | | Email (required for confirmation) | |
| | | | |

Email completed form to Hideo.Susa@DIAGlobal.org or fax same to +81.3.3278.1313

Additional EBP Registration form

13th Annual Meeting

DIA JAPAN 2016

November 13-15, 2016 | Tokyo Big Sight | Ariake, Tokyo



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ADVANCE

Each booth space purchased is entitled to purchase up to 3 additional Exhibit Booth Personnel registrations once their complimentary registrations have been used. **Exhibit Booth Personnel registrations grant access to the Exhibition Hall ONLY.**

| | | | |
|--|-----------|-----------------------------------|---------|
| <input type="checkbox"/> Dr. | Last Name | First Name | M.I. |
| <input type="checkbox"/> Mr. | | | |
| <input type="checkbox"/> Ms. | | | |
| Job Title | | Company | |
| | | | |
| Address (as required for postal delivery to your location) | | | |
| | | | |
| City | State | Zip/Postal | Country |
| | | | |
| Phone Number | | Email (required for confirmation) | |
| | | | |

| | | | |
|--|-----------|-----------------------------------|---------|
| <input type="checkbox"/> Dr. | Last Name | First Name | M.I. |
| <input type="checkbox"/> Mr. | | | |
| <input type="checkbox"/> Ms. | | | |
| Job Title | | Company | |
| | | | |
| Address (as required for postal delivery to your location) | | | |
| | | | |
| City | State | Zip/Postal | Country |
| | | | |
| Phone Number | | Email (required for confirmation) | |
| | | | |

| | | | |
|--|-----------|-----------------------------------|---------|
| <input type="checkbox"/> Dr. | Last Name | First Name | M.I. |
| <input type="checkbox"/> Mr. | | | |
| <input type="checkbox"/> Ms. | | | |
| Job Title | | Company | |
| | | | |
| Address (as required for postal delivery to your location) | | | |
| | | | |
| City | State | Zip/Postal | Country |
| | | | |
| Phone Number | | Email (required for confirmation) | |
| | | | |

Payment Methods - ¥12,000 per additional Exhibit Booth Personnel

ONLINE Ordering is NOT available for Additional Exhibit Booth Personnel Registrations.

Cost per additional Exhibit Booth Personnel registration is ¥12,600 (including 5% Consumption Tax). **Please select the appropriate total fee below.**

☐ ¥12,960—One (1) Additional EBP Registration ☐ ¥25,920—Two (2) Additional EBP Registrations ☐ ¥38,880—Three (3) Additional EBP Registrations

Please check payment method.

☐ **Credit Card** payments by **Visa** or **MasterCard** only.

| | | |
|--------|-----------|-----------|
| Card # | Exp. Date | Signature |
| | | |

☐ **Bank Transfers** should be made to:

MIZUHO BANK LTD., Kamiyacho branch, Toranomom 45 MT Bldg, 5-1-5 Toranomom Minato-ku, Tokyo 105-0001 Japan

DIA Japan Ordinary Account Number: 1273382

SWIFT Code: MHCBJPJT

Company name, as well as the Meeting ID 16303 must be included on the transfer document to ensure payment to your account. All local and overseas charges incurred for the bank transfer must be borne by payer.

EBP CANCELLATION POLICY: No refund will be issued for cancellation of Additional Exhibit Booth Personnel Registrations.

Cancellations must be in writing. Registrants are responsible for cancelling their own hotel and airline reservations. You may transfer your registration to a colleague at any time. Please notify DIA of any such substitutions as soon as possible. DIA reserves the right to alter the venue, if necessary. If an event is cancelled, DIA is not responsible for any airfare, hotel or other costs incurred by registrants.

Email completed form to Hideo.Susa@DIAGlobal.org or fax same to +81.3.3278.1313