

29<sup>th</sup> Annual

# EUROMEETING

GLASGOW | 2017  
29-31 MARCH

TRANSLATIONAL HEALTHCARE  
**FROM BENCH TO BEDSIDE - AND BACK**



MARKETING & INDUSTRY  
**SUPPORT OPPORTUNITIES**

DIA



# MARKETING YOUR BOOTH

We want your EuroMeeting exhibit to be a success. We've developed marketing tips and promotional opportunities to help you capture the attention of attendees and drive traffic to your booth.

## | START YOUR CUSTOMER CONVERSATIONS **NOW!**

By promoting your attendance in advance of the event, you can establish your partnership with DIA early and differentiate your brand from competition.

## | **FREE EXHIBITOR MARKETING TOOLKIT**

Promote your attendance at the DIA 29th Annual EuroMeeting on your website, monthly newsletters, events pages, and/ or email signatures.

Included in the marketing toolkit:

1. Web Content and Tools
  - a. Event Listings
  - b. Event Descriptions
  - c. Web Banners (Available for download via WeTransfer link here)
  - d. Event Logo
  - e. Email Signatures
2. Social Media
  - a. Join DIA Social Networks
  - b. Social Media Exhibitor Tips
  - c. Sample Posts

**Download complete kit at <https://we.tl/qE93xPqUWF>**

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## | **INVITE ATTENDEES TO VISIT YOUR BOOTH**

You've invested your valuable time and money in your booth — but attendees won't see it if they don't know where you are. Create brand awareness in advance.

- Advertise in journals, in-house publications and the EuroMeeting Advance Programme.
- The free Exhibitor Marketing Toolkit includes print and web ads for download to include in your different correspondence.
- Set up appointments for attendees to visit the booth.

## CREATE VISIBILITY

Your booth is just the beginning. DIA offers a wide range of hosting and marketing opportunities to help you reach attendees as they travel between sessions or meet with colleagues. Increase your brand inside and beyond the exhibit hall.

- Refreshment breaks, lunch breaks, receptions
- Recharging station
- Conference bag inserts
- Mobile App

and much more! See our full list of hosting and advertising opportunities.

## ON-SITE TRAFFIC BUILDERS

Take advantage of DIA's traffic-building programmes to draw attendees to your booth.

- Host a Product or Service presentation in the Innovation Theater to expand your brand and reach to more Exhibit Hall visitors.
- Become visible to attendees when they review their conference bag materials and plan their itinerary by placing an advert in the final programme distributed to all participants as they arrive.

and much more! See our full list of hosting and advertising opportunities.

## EXHIBITOR CO-MARKETING REWARD PROGRAMME

It is our goal to ensure your company has the best possible experience at the show. Let your customers, prospects and colleagues know about your participation at the 29th Annual EuroMeeting while at the same time offering them a discount to attend!

To help you accomplish this, we have several resources available to help promote your presence and drive traffic to your booth. Offer your customers and prospects to attend the full conference and make them benefit from the special exhibitor fee of 1'890 EUR (exclusive to registered exhibiting companies).

### Rewards Programme

Not only does the EuroMeeting Co-Marketing Rewards Programme provide you with great resources to promote your presence, you'll also earn valuable rewards for your organisation!

Action Item	Deadline to Earn Reward	Reward	How to Redeem
Bring in 3 Conference Registrations Using Your Unique Code	14 Days Prior to Event	1 Free Conference Pass	This will be tracked by DIA's Exhibition Manager. Notifications will be sent to qualifying Exhibitors 14 Days Prior to Event
Place a Banner Ad on Your Website	60 Days Prior to Event	Banner ad rotating on EuroMeeting Website	Banner ad rotating on EuroMeeting Website Send URL to Event's Marketing Manager
Send a Dedicated Email to Your Database	7 Days Prior to Event	1 Free Conference Pass (maximum of 3)	Send copy of email to DIA Exhibition Manager

# ELEVATE YOUR BRAND VISIBILITY

Unlock your brand's potential with innovative marketing & advertising opportunities designed especially for your vision, values & voice.

## | YOUR CONNECTION TO SUCCESS

Don't miss your opportunity to target potential customers and spend face time with existing customers all under one roof. Maximize your exposure and get the attention of more than 2'500 leaders in pharmaceutical, biotechnology and medical devices product development.



Keep your brand in the **spotlight** by hosting  
**NETWORKING BREAKS**



Create a **lasting impression** with  
**MEDIA OPPORTUNITIES**



Attract the connections with enhanced and meaningful  
**ONSITE SIGNAGE AND ADVERTISING**



Get connected on  
**SOCIAL MEDIA AVENUE CHANNELS**

# EXHIBITOR HOSTING & ADVERTISING OPPORTUNITIES





# NETWORKING EVENTS

## LUNCH BREAK



### Exclusive Hosting

Catering areas are strategically located throughout the Exhibition Hall in order to attract a maximum level of exposure. Be a host of those breaks and make your branding invisible on the signage within the area and branded napkins.

Two available: Wednesday and Thursday

<b>Price:</b>	<b>€ 7,500</b> per lunch break
	<b>€ 14,000</b> exclusive hosting all breaks

## WELCOME COFFEE



### Exclusive Hosting

Guests will enjoy fresh coffee or tea upon arrival as they are welcomed into the conference centre. Be a host of those breaks with your branding visible on signage and coffee cups.

Three available: Wednesday morning, Thursday morning, Friday morning

<b>Price:</b>	<b>€ 2,000</b> per one-hour Welcome Coffee
	<b>€ 3,500</b> for two Welcome Coffees
	<b>€ 5,000</b> for three Welcome Coffees

## REFRESHMENT BREAKS WITH THE EXHIBITORS



### Exclusive hosting

Refreshment hosting is a new way to experience stress-free networking opportunities and make your brand more visible

Five available: Wednesday morning, Wednesday afternoon, Thursday morning, Thursday afternoon, Friday morning. All breaks will take place in the exhibition hall.

<b>Price:</b>	<b>€ 5,000</b> per break
	<b>€ 9,000</b> to host both breaks in one day

# NETWORKING EVENTS

WEDNESDAY

## “WELCOME TO GLASGOW” RECEPTION



### Exclusive Hosting

The opening Reception is the most well-attended networking event of the conference. Don't miss this once-in-a-career opportunity to gain additional exposure as host of this five-star evening.

The “Welcome to Glasgow” Reception takes place on Wednesday, 29 March 2017 from 18:00 to 19:30 at the SECC Glasgow in the Exhibition Hall.

Be the host of this reception and gain the exclusive visibility:

- Opportunity to hand out flyers, give-aways or invite attendees to your booth at the entrance of the Exhibition Hall during the afternoon of the ‘Welcome to Glasgow’ reception
- Exclusive branding within the area of the reception and table decoration
- Your company branding on meter board signage within designated reception areas
- Your company logo in the DIA “Thank you” advertisement on the DIA event website, eBlast to all registered attendees recognizing your company as the Welcome Reception contributor and the printed Exhibition Guide

Price: € 12,000

THURSDAY

## ‘EXHIBITOR MEET & GREET’ RECEPTION



### Exclusive Hosting

Enjoy exclusive recognition while networking with your target audience. The Thursday Reception takes place from 17:30 – 18:30 in the Exhibition Hall.

Be the host of this reception and gain the exclusive visibility:

- Opportunity to hand out flyers, give-aways or invite attendees to your booth at the entrance of the Exhibition Hall during the afternoon of the Thursday reception.
- Exclusive branding within the area of the reception and table decoration
- Your company branding on meter board signage within designated reception areas
- Your company logo in the DIA “Thank you” advertisement on the DIA event website, eBlast to all registered attendees recognizing your company as the Welcome Reception contributor and the printed Exhibition Guide

Price: € 8,000

# BUSINESS EVENTS

## CAPTIVATE YOUR AUDIENCE INNOVATION THEATRE PRESENTATION



**Highlight your products and services in our Innovation Theatre, strategically located in the Exhibition Hall to attract the right audience.**

Innovative theatre-style backdrop, complete with stage, podium, projector screen and sound, partially enclosed Book a 30 or 45 minute demonstration/presentation period with Q&A

- Share your message with an audience of 30 to 50 attendees
- Your special presentation, promoted in advance to all conference attendees
- Refreshment service
- Two complimentary Exhibition Hall-only passes
- Two complimentary Booth Personnel badges

### Three 45-minute long presentations available

Wednesday, 29 March 2017 | **13:00-13:45** and **15:15-16:00**  
Thursday, 30 March 2017 April 2016 | **13:00-13:45**

**Price:** € 9,000 45 minute Presentation

### Three 25-minute long presentations available

Thursday, 30 March 2017 | **10:35-11:00** and **15:35-16:00**  
Friday, 31 March 2017 | **10:35-11:00**

**Price:** € 7,000 30 minute Presentation

## GET DOWN TO BUSINESS MEETING ROOM INSIDE THE EXHIBITION HALL



**Fully equipped rooms in various sizes available for full-conference or daily rental.**

Private furnished meeting rooms provide the perfect setting for a staff briefing or business development meeting with current customers or new prospects.

Book just the right space to accommodate the duration of your meeting. The customised room is branded with your company name and logo

#### Standard:

Boardroom style meeting room - furnished

#### Premium:

Standard plus coffee/tea/minerals and sweet snacks

**Price:** on demand depending on size



# INNOVATIVE OPPORTUNITIES

## BOOST PRODUCTIVITY COMPLIMENTARY WIFI FOR ATTENDEES



### Exclusive Hosting

Time is of the essence, help participants stay connected during the conference

High visibility for your company  
Each time someone accesses the internet, your logo is seen  
Your company receives credit in the Exhibition Guide  
Opportunity includes two complimentary Booth Personnel badges

**Price:** | € 12,000 *Exclusive hosting*

## GO GLOBAL DIA GLOBAL APP HOST & MORE



Capture more visibility over the course of three days with the DIA Global App

### Promoted posts | € 800 each

- 5 available: Wednesday lunch, Thursday 10:30, Thursday lunch, Thursday 17:30, Friday 10:30
- 20 minutes each. Exhibitors to supply content for posts 2 weeks prior to the show.
- Your message is pinned to the top of the activity feed for 20 minutes, highly visible to everyone using the app – can include images (640x640px in PNG), an app internal link to your exhibitor profile, external URLs

### Push notifications | € 1,500 each

- 3 available: free choice of timing
- 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) – can include images (640x640px in PNG), an app internal link to your exhibitor profile, external URLs

### App Host | € 5,000

- Exclusive Opportunity
- “App Host EXHIBITOR” as app menu item
- Logo and html page / description freely designed by exhibitor
- 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.

# INNOVATIVE OPPORTUNITIES

## SCAVENGER HUNT

• DIA GLOBAL APP



Drive traffic to your booth by securing your spot in the Global App Scavenger Hunt. Attendees will be eager to visit participating exhibitors for their chance at the big prize.

Price: € 500

## TWITTER WALL



### Exclusive Hosting

Enjoy heightened visibility and brand awareness by placing your company's logo and messaging front and center on the Twitter wall where attendees and exhibitors tweets will be displayed throughout the duration of the meeting within a high-traffic area.

Price: € 8,000

# EXHIBIT HALL OPPORTUNITIES

## ENERGY BOOSTER MOBILE DEVICE/LAPTOP CHARGING LOUNGE



### Create the place where attendees want to connect

Located inside of the Exhibition Hall, this innovative lounge is equipped with a mix of seating and power strips, designed for attendees to plug in mobile devices or laptops.

- Your company logo is featured on signage
- Possibility to display promotional materials and giveaways

**Price:** € 6,500 For one station

€ 12,500 For two stations

## MASSAGE THERAPIST LIVE



Invite visitors to indulge in a mini spa escape. Onsite massage therapist is dedicated to your brand during the break.

- Therapist wearing branded t-shirt
- Therapist walking around the exhibit hall and inviting participants to visit your booth

**Price:** € 2,200 per day

## CUSTOM HOSTING AND ADVERTISING OPPORTUNITIES

Don't see anything here that is an exact fit for what you're looking for?

Let us work with you to customize a sponsorship tailored to meet your needs and marketing objectives.

Contact [EMEA.Exhibition@DIAGlobal.org](mailto:EMEA.Exhibition@DIAGlobal.org) to discuss and build your own opportunity.

# ONSITE SIGNAGE OPPORTUNITIES

## ATTACH YOUR LOGO TO YOUR COMPANY SUMMARY\* IN THE EXHIBITION GUIDE

- It makes sense to increase your visibility within the pages of our onsite Exhibition Guide. Provide us with your company profile, and products or services information, and they will appear in the exhibition section of the Exhibition Guide to be distributed onsite to all participants

*\*The summary is limited to 350 characters (including spaces and punctuation)*

**Price:** Free - included in booth package

## FORGE A PATH - FLOOR GRAPHIC SIGNAGE IN THE EXHIBITION HALL AISLES

- Your company's logo and message, cleverly positioned on floor stickers to guide participants to your booth
- Exhibitor responsible for creating artwork/messaging (DIA must approve)
- Banner production and labour charges included in the total fee
- Participating exhibitors will receive two complimentary exhibition hall-only passes (over and above their current booth registration allotment)

**Price:** € 5,000 Package of 10 stickers 100 x 100 cm  
€ 500 one sticker 100 x 100 cm

## SEE AND BE SEEN HANGING BANNERS

- Guarantee exposure while reaching out to attendees with your message. Secure one or more hanging banners, positioned in key locations throughout the Convention Centre. Hosting fee includes banner production and labour (hanging) charges. Please call for specific sizes and pricing

**Price:** € 5,500 - € 11,500

## SIGN OF THE TIMES METER BOARD SIGNS



- Display your company logo or product information on one or more of these double-sided, freestanding signs placed in high traffic areas. Participating companies that purchase three or more signs will receive two complimentary Booth Personnel badges (in addition to current booth registration allotment)

**Price:** € 1,500 each  
€ 4,000 for three - Twelve Total Boards Available

## EACH STEP LEADS TO SUCCESS HANGING SIGN

- Professionally designed promo banners create high-visibility for your company's logo or corporate message. Various sizes available to suit your advertising goals

**Price:** € TBC



# ONSITE SIGNAGE OPPORTUNITIES

## CENTRE OF ATTENTION COMPANY LOGO ON EXHIBITION FLOOR PLAN

Ensure that your company's booth location stands out on the Exhibition Floor Plan, with your company logo situated in a prominent location.

- Company name, booth number and logo is highlighted on the Exhibition Floor Plan
- Plan displayed at the entrance of the exhibition hall

Price: € 1,200

## LEAD THE WAY DIRECTIONAL FOOTPRINTS (10 PIECES)



- Your logo as a directional guide that leads attendees to your booth
- Participating exhibitors receive complimentary Exhibition Hall-only passes (over and above their current booth registrations)

Price: € 3,500

## BIGGER THE BETTER LARGE BRANDING BOARD

- Don't shy away from the professional attention your company deserves. Reserve a custom designed promo board, large enough to stand out while attendees make their way along to the exhibition zone
- Illuminated, measures 200x250

Price: € TBC



## FORGET ME NOT ATTENDEE BAG INSERT

- Ensure that your company is remembered long after the exhibition is over. Your company postcard/flyer included in every attendee bag
- Exhibitors have a better chance of reaching their target audience by including personalised inserts in every delegate bag. Provide a flyer or postcard, maximum size A4, promoting your company product or service. All inserts are subject to approval by DIA and must be forwarded in a timely manner to the designated location for preparation

Price: € 4,000 *Eight available*

## SPREAD THE NEWS PROMOTIONAL LITERATURE KIOSK

- Any exhibiting company wishing to distribute brochures and flyers outside the Exhibition Hall may purchase a compartment, which will be attached to the large printed exhibit hall floor map, located in the main lobby area outside the Exhibition Hall entrance

Price: € 400



# ADDITIONAL ADVERTISING OPPORTUNITIES

## PRE-REGISTRATION PARTICIPANT eBLAST

Send a customised email to the full list of pre-registered attendees on the day of your choosing leading up to the DIA EuroMeeting. After the eBlast, participants are provided with a campaign report, featuring the number of 'opens' and 'click-throughs'. Only one exhibitor eBlast will be sent each week, beginning twenty business days prior to the meeting. Dates are sold on a first-come, first-served basis. Participating companies, purchasing 'one-week out' or 'week of' the meeting slots, will receive two complimentary Booth Personnel badges (in addition to current booth registration allotment).

• 4 weeks in advance .....	€ 2,500
• 3 weeks in advance .....	€ 3,000
• 2 weeks in advance .....	€ 3,500
• 1 week in advance .....	€ 4,000
• During Week of Meeting .....	€ 4,500

## DISPLAY ADVERTISING ADVANCE PROGRAMME

To complement the onsite presence of your company, expand your campaign by advertising in the EuroMeeting Advance Programme, which is distributed to the full DIA network of close to 200,000 professionals worldwide, and read cover to cover by almost every meeting participant before signing up!

Advertising will increase your awareness. The online programme will be launched the week of 16 November 2016 and will be updated every second week until the conference.



## DISPLAY ADVERTISING

# ONSITE FINAL PROGRAMME

The Onsite Final Programme & Exhibition Guide offers special opportunities to increase your presence and drive traffic to your exhibition booth. Distributed to all EuroMeeting participants, the Exhibition Guide provides your company with widespread exposure to participants.

**Deadline for bookings and artwork for the Onsite Programme is 25 February 2016**

### SHOW PACKAGES:

If you take adverts in both, the EuroMeeting Advance Programme and the Onsite Programme, you will qualify for a 10% discount.



## DISCOUNTED ADVERTISING RATES FOR EXHIBITORS

• Inside front cover .....	€ 3,500
• Inside back cover .....	€ 3,500
• Back cover .....	€ 4,500
• 2 Page Middle Spread .....	€ 5,500
• Full-page .....	€ 2,500
• Half-page .....	€ 1,600
• Quarter-page .....	€ 1,000

## ADVERTISING RATES FOR NON-EXHIBITORS

• Inside front cover .....	€ 4,200
• Inside back cover .....	€ 4,200
• Back cover .....	€ 5,400
• 2 Page Middle Spread .....	€ 6,600
• Full-page .....	€ 3,000
• Half-page .....	€ 1,920
• Quarter-page .....	€ 1,200



## BOOKING AGREEMENT FOR DISPLAY ADVERTISING

29<sup>TH</sup> ANNUAL EUROMEETING | 29-31 MARCH 2017 | SECC, GLASGOW, UK



### EUROMEETING 2017 ADVANCE PROGRAMME ADVERT

☐ We want to advertise in the EuroMeeting Advance Programme

**Deadline for bookings in the Advance Programme and artwork submission is 4 November 2016**

<input type="checkbox"/> Inside cover, full page	€ 5,000	<input type="checkbox"/> Half-page	€ 2,000
<input type="checkbox"/> 2-Page Middle Spread	€ 6,500	<input type="checkbox"/> Quarter-page	€ 1,200
<input type="checkbox"/> Full-page	€ 3,500		

### EUROMEETING 2017 ONSITE FINAL PROGRAMME ADVERT

☐ We want to advertise in the Onsite Exhibition Guide

**Deadline for bookings in the Onsite Exhibition Guide and artwork submission is 25 February 2017**

<input type="checkbox"/> Inside front Cover	€ 3,500	<input type="checkbox"/> Full-page	€ 2,500
<input type="checkbox"/> Inside back cover	€ 3,500	<input type="checkbox"/> Half-page	€ 1,600
<input type="checkbox"/> Back cover	€ 4,500	<input type="checkbox"/> Quarter-page	€ 1,000
<input type="checkbox"/> 2-Page Middle Spread	€ 5,500		

### ADVERTISER INFORMATION

Company Name	
Booth N°	
Contact Person	
Billing Address	
Phone	
Fax	
Email	

### PAYMENT METHODS

☐ Please charge my credit card - credit card payments by VISA, Mastercard or AMEX can be made by completing the relevant details below. Please note that other types of credit card cannot be accepted.

☐ VISA   ☐ MC   ☐ AMEX   CARD # \_\_\_\_\_ EXP DATE \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Date: \_\_\_\_\_

☐ Bank transfers: When DIA completes your registration, an email will be sent to the address on the registration form with instructions on how to complete the bank transfer. Payments in EURO should be addressed to "Account Holder: DIA." including your name, company, Meeting ID# 17101-ADV as well as the invoice number to ensure correct allocation of your payment. Payments must be net of all charges and bank charges must be borne by the payer.

### TERMS AND CONDITIONS

Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations. All advertising is subject to DIA's approval prior to printing. The advertiser will not associate DIA with its company name, will not use the DIA logo, will not advertise sessions or speakers.

☐ I have read and understand the terms, of this agreement, and have the authority to execute same, and in so doing accept full responsibility for payment of advertising under the terms of this agreement and rate cards attached.

Signature \_\_\_\_\_ Please Print Name \_\_\_\_\_ Date \_\_\_\_\_

**Completed agreement should be sent to [EMEA.exhibition@DIAGlobal.org](mailto:EMEA.exhibition@DIAGlobal.org)**  
**For questions, please call +41 61 225 51 38 or +41 61 225 51 51**





## BOOKING AGREEMENT FOR MARKETING AND HOSTING

29<sup>TH</sup> ANNUAL EUROMEETING | 29-31 MARCH 2017 | SECC, GLASGOW, UK



### CONTACT INFORMATION

Company Name	
Booth N°	
Contact Person	
Billing Address	
Phone	
Fax	
Email	

### HOSTING OPPORTUNITY

Name of Hosting Opportunity	
Total Cost of Support Opportunity	
Special requests/Notes	

Promotional materials and giveaways for distribution at hosted events must be approved by DIA prior to production. Production and shipping costs are not included in opportunity fees. Support Opportunities are available on a first-come, first-served basis.

### PAYMENT METHODS

**100% payment must accompany Marketing & Hosting Agreement. Support Opportunities will not be held or confirmed without payment. Failure to make payment does not release the contracted or financial obligation of participating Host/Partner. 100% of total cost cancellation penalty applies**

- ☐ Please charge my credit card - credit card payments by VISA, Mastercard or AMEX can be made by completing the relevant details below.  
Please note that other types of credit card cannot be accepted.

☐ VISA   ☐ MC   ☐ AMEX   CARD # \_\_\_\_\_ EXP DATE \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Date: \_\_\_\_\_

- ☐ Bank transfers: When DIA completes your registration, an email will be sent to the address on the registration form with instructions on how to complete the bank transfer. Payments in EURO should be addressed to "Account Holder: DIA." including your name, company, Meeting ID# 17101-HSTG as well as the invoice number to ensure correct allocation of your payment. Payments must be net of all charges and bank charges must be borne by the payer.

### TERMS AND CONDITIONS

This agreement will become a contract upon acceptance with authorized signatures and is based upon the fees and rules governing the conference.

Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations. 100% payment must accompany Marketing & Supporter Agreement. Support Opportunity will not be held or confirmed without payment. Failure to make payment does not release the contracted or financial obligation of participating Host/Partner. 100% of total cost cancellation penalty applies.

**Please do not associate DIA with your company name • do not use the DIA logo • do not advertise sessions or speakers.**

- ☐ I have read and understand the terms, of this agreement, and have the authority to execute same, and in so doing accept full responsibility for payment of advertising under the terms of this agreement and rate cards attached.

Signature \_\_\_\_\_ Please Print Name \_\_\_\_\_ Date \_\_\_\_\_

**Completed agreement should be sent to [EMEA.exhibition@DIAGlobal.org](mailto:EMEA.exhibition@DIAGlobal.org)  
For questions, please call +41 61 225 51 38 or +41 61 225 51 51**