

10th Annual Medical Information and Communications Conference and Exhibition

29-30 November 2016
Estrel Hotel
Berlin, Germany

EXHIBITOR PROSPECTUS



*Celebrating
10 Years!*



EXHIBITION

There is no other conference that covers this scope of Medical Information topics. It has evolved into the largest European conference dedicated to this important function. It is the premier platform where professionals involved in this field of work come to share best practices, exchange learning with peers, and network.

| WHY EXHIBIT?

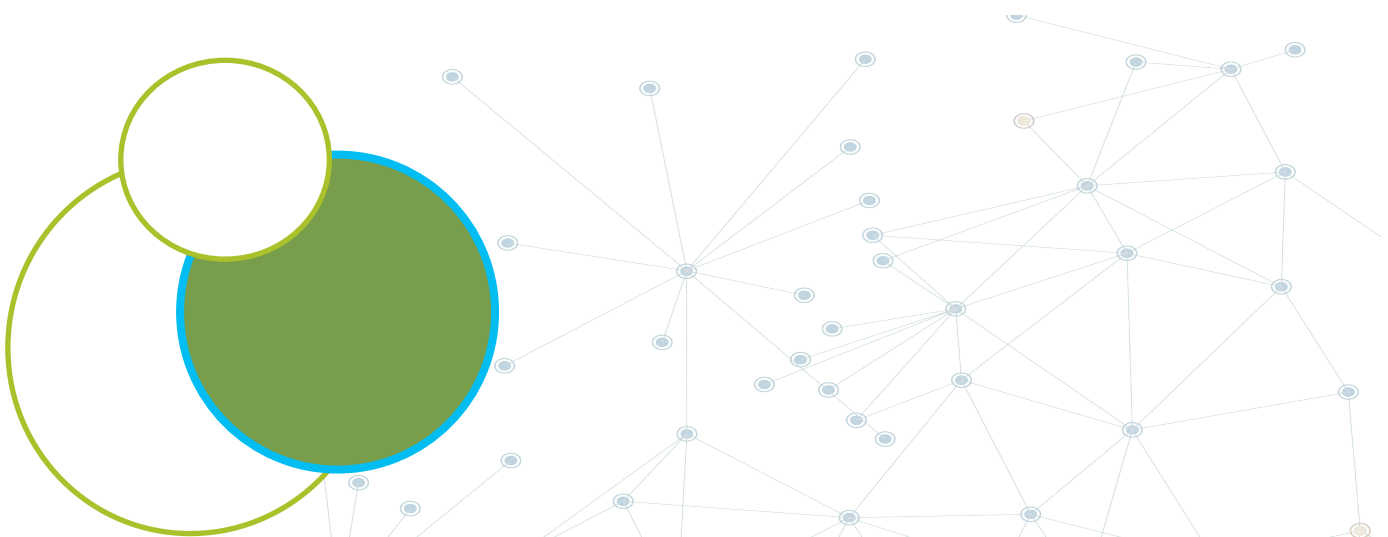
Exhibiting will allow you to showcase your solutions to a uniform audience of medical information professionals. For details review the sample job titles.

Participants will be seeking your solutions in the following areas:

- Novel concepts of outsourcing cost-effective pharmacovigilance, risk management and medical information solutions
- Cutting edge, IT systems, e-technology, e-solutions for medical information companies
- High-level strategic, peer-to-peer interaction
- Understanding the landscape of solutions that are available
- Adverse events and product complaint intake and reporting
- How to optimise collaboration between MSL and MedInfo roles
- Driving traffic to a customer service website

| WHO WILL YOU MEET?

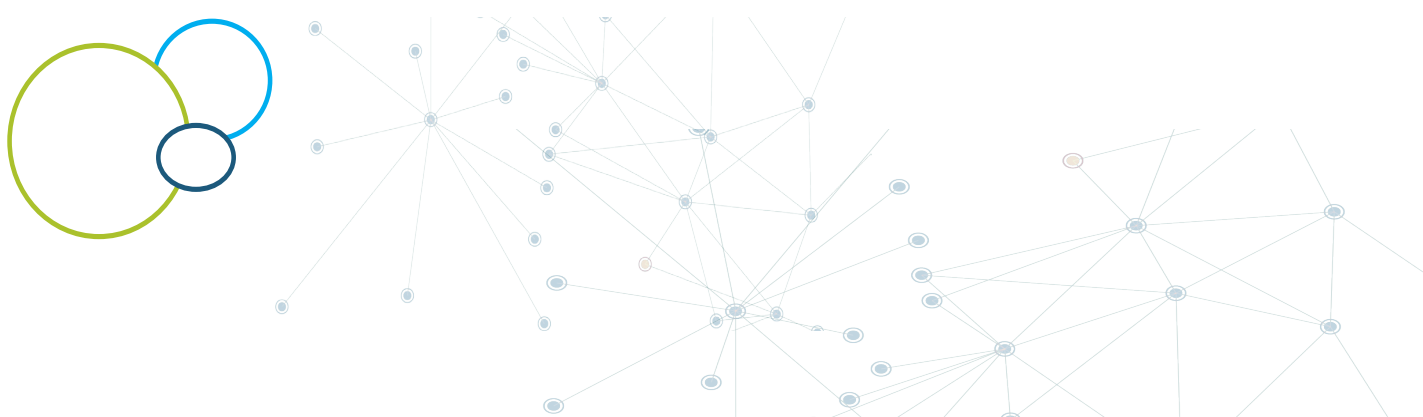
The conference is attended by a broad spectrum of professionals working in medical information and communications, ranging from operational staff to global leadership. A list of past participants' job titles and companies can be found on the next pages and also online at: www.DIAglobal.org/productfiles/5511845/Medcommjobtitles.pdf



Medical Information and Communication Attendee Sample Job Title List



Associate Director Medical Information
Associate Director Promotional Regulatory Affairs
Associate Director Worldwide Medical Information
Associate Director, Global Medical Information
Associate Director, Medical Affairs
Associate Director, Medical Information and Coordination Excellence
Associate Director, MI-EUCAN Lead
Associate Director, Regional Medical Information
Associate Director, Strategy & Business Operations
Business Development Director
CEO
Clinical Professor, Ernest Mario School of Pharmacy
Company Core Data Sheet Project Manager
Compliance & Process Standards Director
Digital Innovation Lead
Director - Client Partner
Director and Principal Practitioner
Director Global Scientific Information, Global Clinical Development
Director MCCI
Director Medical Information & Commercial Germany, Switzerland and Austria
Director of Business Planning & Communication, MI EMEA
Director of Operations
Director Worldwide Medical Content
Director, Business Planning & Comms, Med Info EMEA
Director, Client Management, EU
Director, Global Medical Information
Director, Global Medical Communications Systems and Governance
Director, Global Medical Information
Director, Medical Affairs Operations, EMEA
Director, Medical Customer Interface - Europe/Middle East/Africa
Director, Medical Information EMEA
Director, Medical Information Strategy and Capabilities, GMI
EMEA Business Development Director
EU Markets MI Lead
Europe Medical Information & Patient Safety Director
Executive Director
Executive Director, Business Development
Executive Director, Medical Affairs
General Manager
Global Head Medical Information, Biosimilars
Global Medical Information Director
Global Medical Information Governance & Operations Leader
Global Medical Information Lead
Global Medical Information Tech Lead, ACE Region
Global Medical Information Wuhan Lead
Global Scientific Information Project Manager
Head of EMAC (European Markets, Australia/NZ and Canada)
Head of Global Medical Information and MSL Practices
Head of Medical and Health Information Communication Department
Head of Medical Product Information, EURMEA
Head of Policy, Governance & Regulatory Affairs
Head of Product Management
Head of Scientific Knowledge Management EMEA
Head, Patient Information Quality
Information Centre Manager
International Advertising & Promotion Lead, Global Regulatory Affairs
Managing Director / Regulatory Affairs & Readability Test Consultant
Market Access Brand Manager - Analgesics
Marketing Manager
MCI Manager
Med Info Scientist
Medical Advisor, Medical Information Subcommittee
Medical Affairs Manager
Medical Communications Project Lead
Medical Contact Associate Director - UK Hub
Medical Director
Medical Information & Communication Specialist
Medical Information and Scientific Communication Manager
Medical Information and training manager
Medical Information Assistant
Medical Information Associate
Medical Information Consultant
Medical Information Global Lead
Medical Information Lead - Region Europe
Medical Information Officer
Medical Information Scientist
Medical Information Subject Matter Expert
Medical Information System Manager
Medical Information Team Manager
Medical IT Consultant
Medical Manager
Medical Scientist, Global Medical Affairs
Medical Toxicology
MI Area Lead AfME
MI Area Lead Europe
Nordic Medical Information Manager
Operations Manager
Partner, Head of the Regulatory Legal Group
President - Managing Partner
Product Information Scientist
Professor of Pharmacy Practice
Project Leader
PV Manager
Regional Therapeutic Area Lead GEP
Regional Therapy Area Lead, EMEA Medical Information
Research Professor
Scientific Affairs Advisor - UK and Ireland
Scientific Documentation manager
Scientific Services
Senior Account Manager, Pharma
Senior Director
Senior Director Global Medical Information
Senior Director Global Medical Services
Senior Director, Medical Information
Senior Manager Operations, Medical Information
Senior Medical Affairs Associate
Senior Medical Information Officer
Senior Medical Information Scientist
Senior Medical Information Scientist - EMEA
Senior Vice President and Managing Director
Senior Vice President, Medical Communications
Sr. Account Director
Sr. Director, Operations
Sr. Drug Safety Manager
Sr. Medical Information and Communication Manager
Team Lead Medical Affairs D-A-CH
Vice President - Managing Partner
Vice President, Medical and Clinical Affairs
Vice President, Operations - Medical Communications
VP Operations EMEA, LATAM and APC
VP, Head of Medical Writing & Medical Information



Medical Information and Communication Sample Company List



3vue, LLC
Abbott Laboratories
AbbVie
Actelion Pharmaceuticals Ltd
ALCON A Novartis Company
Alliance Pharmaceuticals
Almirall Limited
Amgen Ltd
ArisGlobal
Ashfield Healthcare
Aspen
Astellas
AstraZeneca Pharmaceuticals LP
Axpharma
Bausch+Lomb
Baxalta Innovations GmbH
Baxter
Bayer
Biogen
Biogen Biosimilars
BMS
Boehringer Ingelheim
Bristol Myers Squibb
Bristows LLC
BTG International
Celgene Corporation
Dohmen Life Science Services
Eisai Europe Ltd.
Eli Lilly and Company
elytra GmbH and Basel University
Emergency Scientific and Medical Services (ESMS)
Envision Pharma Group
ESMS Global
European Medicines Agency
Ewopharma International, S.r.O.
Exploria
F. Hoffman-La Roche
Ferrer International
Ferring International Center SA.
Genzyme Corporation
GILEAD
GlaxoSmithKline
Glenmark
Gruenenthal Pharma S.A.
GSK
HRG GREECE
Janssen-Cilag

Kedrion Spa
Kinapse Ltd
KOIAA
LAB. LILLY
LEO Pharma
Lilly Deutschland GmbH
Lundbeck A/S
Makrocare
McKenzie Mills Partnership Ltd
Med Communications, Inc
Medical Informatiastellas Pharma
Medicines Evaluation Board
Merck
Merck Serono GmbH
MHRA
Munidpharma GmbH
Napp Pharmaceutical Group Ltd
Norgine Pharmaceuticals Ltd
Novartis
Online Business Applications Inc.
Paint-Consult
Pfizer
Pharma Mar S.r.l
PharmaMar
PharmaReview Ltd
PI ARM
PPD
Primevigilance Ltd
ProPharma Group
PTC Therapeutics
Reckitt Benckiser
Roche
Rutgers Institute For Pharmaceutical Industry Fellowship
Rutgers Pharmaceutical Industry Fellowship
Rutgers, The State University of New Jersey
Sanofi
Sharon Leighton Consultancy
Shire
Sobi (Swedish Orphan Biovitrum)
Takeda
Techsol Corporation
Truven Health Analytics
UCB Pharma
Universal Medica Group
University of Leeds
Vifor Pharma Ltd





| SELECT YOUR EXHIBITION PACKAGE

Basic Exhibition Package **EUR 3,700**

Premium Exhibition Package (10 available) **EUR 4,100**

	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
Exhibitors' Offers Entry on the mobile app	X	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

| MOBILE APP ADVERTISING OPPORTUNITIES

This conference 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

Exhibitors' 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.



10th Anniversary Dinner Contributor | Exclusive | EUR 5,500

This decennial Anniversary will be celebrated with a special sit down dinner for all attendees and participants of the Conference. The dinner will take place Tuesday, 29 November 2016, directly following the Exhibition networking reception. Transportation between the hotel and restaurant will be arranged for.

Be a contributor to this special event and gain exclusive visibility.

Includes:

- Company name and logo on prominent signage
- Company recognition listed in the exhibitors' section of the final programme
- 1 Mobile App push notification
- Company recognition listed on the Mobile App
- Signage designating your company as an official contributor of the 10th Anniversary Dinner
- Opportunity to have an A5 flyer handed out with the final programme

Networking Reception Host | Exclusive | EUR 2,000

Perhaps you prefer something a little more personal? This hosting opportunity offers you the option of providing food and additional beverages right in front of your own booth. Special cocktail tables will be provided by DIA for this purpose. You can choose the food and beverages you wish to offer according to your preferences and budget. From champagne to finger food or snacks, the choice is yours.

Includes:

- 3 special cocktail tables in front of your booth
- Signage designating your company as an official host of the Tuesday Networking Reception
- Recognition in the exhibitors' section of the final programme

Welcome Coffee Contributor | One available | EUR 500

One available Wednesday morning, set-up within the exhibition area

Includes:

- Company name and logo on prominent signage
- Company recognition listed in the exhibitors' section of the final programme
- Coffee / tea service



Refreshment Break Contributor | 3 available | EUR 1,500 each or EUR 4,000 as exclusive opportunity for all three

Set-up within the exhibition area Tuesday & Wednesday for the refreshment breaks

Includes:

- Company name and logo on prominent signage
- Company recognition listed in the exhibitors' section of the final programme
- Coffee / tea and pastries (2 days)

Lunch Break Contributor | Exclusive Opportunity for Each Lunch Break | EUR 2,500 or 4,500 for both lunch breaks

One available Tuesday, one available Wednesday

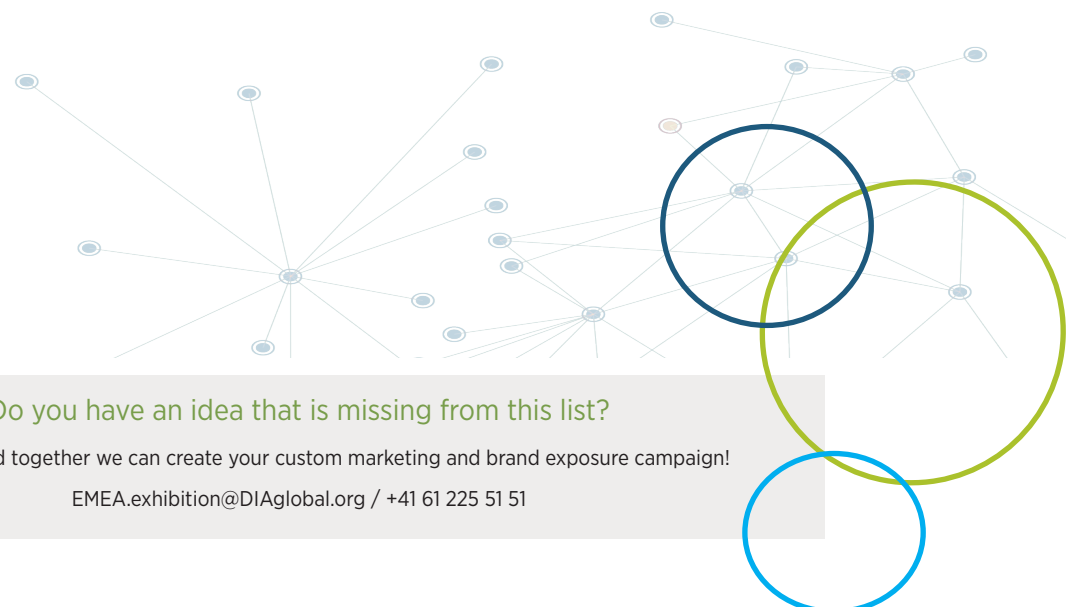
Set-up within the exhibition area

Includes:

- Company name and logo on prominent signage
- Company recognition listed in the exhibitors' section of the final programme
- 1 Mobile App push notification
- Lunch

Company Logo and Summary in Final Programme | Not limited | EUR 150

Make your company stand out and increase your exposure by having your company logo and company summary in the final programme.



Do you have an idea that is missing from this list?

Contact us and together we can create your custom marketing and brand exposure campaign!

EMEA.exhibition@DIAGlobal.org / +41 61 225 51 51

10th European Medical Communications Conference and Exhibition Booking Agreement for Advertising and



Deadlines

28 October 2016 Booking/Advertising materials deadline

Email booking form to emea.exhibition@diaglobal.org or send it by fax to +41 61 225 51 52.

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

Hosting Offers

- | | |
|---|--|
| <input type="checkbox"/> Mobile App Advertising | <input type="checkbox"/> 10th Anniversary Dinner Contributor |
| <input type="checkbox"/> Promoted Posts | <input type="checkbox"/> Company Logo in Final Programme |
| <input type="checkbox"/> Push Notifications | <input type="checkbox"/> Networking Reception Host |
| <input type="checkbox"/> App Host | <input type="checkbox"/> Refreshment Break |
| | <input type="checkbox"/> Welcome Coffee |

Total amount due: € _____

Company Name: _____

Primary Contact Person: _____

Tel.: _____

Email: _____

Booth Number: _____

Payment must accompany your booking and be received by 28 October 2016. If arranging a bank transfer, a copy of the bank transfer must be sent by email or fax together with the booking form.

Benefits & Terms

Marketing and Hosting Opportunities are exclusive to confirmed exhibitors. All benefits related to printed materials and inclusions on the DIA website are based on the meeting printing and production deadlines.

Payment Terms

Upon receipt of the signed Booking Agreement and payment, the primary contact will receive an email confirmation. 100% payment must accompany the Marketing & Hosting Booking Agreement.

Cancellation Policy

Cancellation of the Marketing and Hosting Booking Agreement must be provided in writing. Cancellation of exhibition space will automatically void Marketing and Hosting Booking Agreement. 100% of total cost cancellation penalty applies.

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 Number: _____

Exp. Date: _____

Cardholder's Name: _____

Date: _____

Cardholder's Signature: _____

- Cheques should be made payable to DIA and mailed together with a copy of the registration form to facilitate identification to:
DIA Europe, Kuechengasse 16, Postfach, 4002 Basel, Switzerland
- 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#16107 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.

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

Host Signature: _____

Print Name: _____

Date: _____

APPLICATION & CONTRACT FOR EXHIBIT SPACE

10th Annual Medical Information and Communication Conference & Exhibition
29-30 November 2016 | Estrel Hotel, Berlin, Germany | ID# 16107



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.

3m x 2m Booth Space Rental Fees € 3'700.00

3m x 2m Premium Booth Package € 4'100.00

Number of booth spaces requested: _____

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:

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.

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

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 Estrel Hotel, Berlin, Germany.

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

Payment in FULL

50% Deposit due with application. Balance due by 15 August 2016

Full payment is required if submitting an application after 15 August 2016

In the event that full payment has not been received by 15 August, the Organiser reserves the right to re-allocate booth space.

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

Visa MC AMEX

Expiration date:

Credit Card Number

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:
DIA Europe, 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. #16107 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.

Contract Signature

The undersigned hereby authorises DIA Europe to reserve exhibit space in the Estrel Hotel Berlin for use by the above company or organisation during DIA's 10th Annual Medical Information and Communication Conference & 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 10th Annual Medical Information and Communication Conference & Exhibition or is in direct competition with DIA Europe. This contract shall be deemed accepted by DIA Europe when received, together with the required payment. However, no contract shall be deemed accepted if the contracting exhibitor has outstanding financial obligations to DIA Europe, of which DIA Europe is aware, for booth space, advertising, or any service(s) provided by DIA Europe.

Authorised Signature

Date

DIA DEVELOP
INNOVATE
ADVANCE

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 10th Annual Medical Information and Communication Conference & Exhibition to be held at the Estrel Hotel, Berlin, Germany is managed by DIA Europe.

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 Berlin 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 its 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 Estrel Hotel, Berlin, 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



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