

30 YEARS OF EUROMEETING

DIA **EUROPE** 2018

17-19 April | Basel, Switzerland

Join us at the Crossroads of Healthcare



EXHIBITOR & HOSTING OPPORTUNITIES

DIAGlobal.org/Europe2018 | [#DIAEurope](https://twitter.com/DIAEurope) 2018



DIA Europe 2018

BASEL, SWITZERLAND | 17-19 APRIL

JOIN THE GLOBAL EXHIBITOR ARENA

We invite you to take your brand, product or message to the next level by joining an elite group of professionals who have one goal in mind: to help you reach your full potential. 1,500+ individuals in the same place, each one leaving with a career-changing experience.

Position your organisation in the forefront. Take advantage of the opportunity to showcase your products and services to drug development professionals at the DIA Europe 2018. You can also expand your visibility beyond the exhibition floor with exciting marketing and hosting opportunities !

The DIA Europe Exhibition Hall is the central gathering point for participants, and one of the busiest places at the event. The Exhibition Hall is where attendees connect with exhibitors and take advantage of innovation theaters, poster presentations, networking reception, lunches, refreshment breaks, and much more.

Exhibit at the DIA Europe in Basel! Choose your booth package and secure your space today to take advantage of the ideal opportunities for your business.

This is your
OPPORTUNITY TO EXCEL

Booth space is sold on a first come first served basis. For more information on exhibition space, hosting opportunities, prices and facilities, please contact:
diaeurope2018@kit-group.org or call +49 30 24603 382

YOUR PATH TO SUCCESS: **BENEFITS OF EXHIBITING**

1

MAXIMISE YOUR BRAND EXPOSURE

Designed just for you, next year's all new programme showcases A-list networking opportunities both within and extending beyond the Exhibition Hall.

2

NURTURE QUALITY LEADS

Surround yourself with a built-in network of the industry's most successful leaders, allowing you to identify potential new customers to build long-lasting partnerships.

3

GROW YOUR NETWORK

Our integrated international platform invites you to meet new clients, reunite with existing customers and create multiple opportunities for meaningful face-to-face meetings.

4

SHOWCASE YOUR PRODUCTS & SERVICES

The DIA Europe Exhibition is where talent and experience meet. Launch your latest product innovations or scout for the industry's top employees.

5

EXCLUSIVE EXHIBITION HALL TIME

With over 12 hours of dedicated exhibition hall time, there is no need to worry about competing with educational sessions or other special events.

6

COMPANY PROFILE IN CONFERENCE MATERIAL

With your company profile listed in the exhibit guide, online and on our conference app, attendees will know right where to find you.



***WE MAXIMIZE YOUR EXHIBIT EXPERIENCE
BY ENSURING STRONG CONNECTIONS
BETWEEN CONTENT, ATTENDEES AND
YOUR SERVICES AND SOLUTIONS***

ABOUT DIA EUROPE

TARGET DECISION MAKERS AND CREATE CONNECTIONS

Ignite your brand's visibility, create meaningful international connections & network your way to success.

WHO ARE DIA EUROPE ATTENDEES?

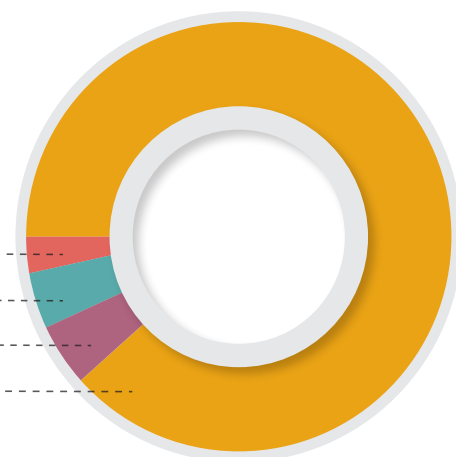


WHO WILL BE THERE

- 13% - Consultant, Other
- 16% - Manager
- 11% - Senior Level Executive
- 38% - Director
- 7% - Vice President
- 15% - CEO, President

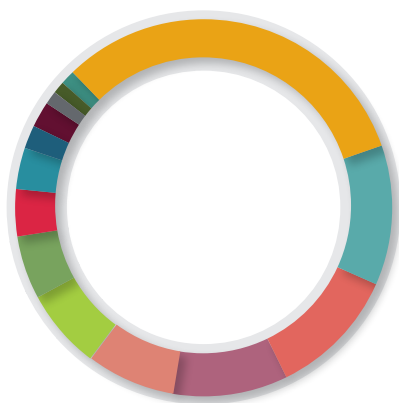
SECTOR

- Students - 2%
- Academia - 9%
- Government - 9%
- Industry - 80%



NATIONALITY

- | | |
|----------------------|---------------------|
| United Kingdom - 18% | Denmark - 4% |
| Germany - 11% | Netherlands - 3% |
| United States - 10% | Sweden - 2% |
| Switzerland - 9% | Japan - 2% |
| Austria - 7% | Italy - 1% |
| France - 6% | Czech Republic - 1% |
| Belgium - 5% | Other - 3% |



100+

EXHIBITING COMPANIES

10+

HOURS OF PURE NETWORKING
IN THE EXHIBIT HALL

1,500+

TOTAL ATTENDANCE



WHO EXHIBITS

DIA attendees are seeking products and services from European and international business partners with expertise in:

- Adverse Event Management/Software
- Biobanking
- Biomarker Analysis (Histopathology/Imaging/Wet Lab)
- Clinical R&D
- Clinical Study Reports
- Clinical Trial Design
- Clinical Trial Monitoring
- Consulting
- Data Management
- Data Validation
- Document Management
- Electronic Data Capture
- Electronic Submissions
- GCP Compliance
- Gene sequencing
- Human Biomarker Sampling
- Investigational Site/Network
- Medical Devices/Combination Products
- Medical Writing
- Patient Recruitment
- Pharmacovigilance
- Programming (Database/SAS/etc)
- Project Management
- Quality Assurance/Control
- Recruitment/Staffing Services
- Regulatory Affairs/Regulatory Strategy
- Regulatory Document Preparation
- Site Performance Metrics
- Software Development & Evaluation
- Statistical Services/Meta Analysis
- Strategic Planning and Implementation
- Study Startup/Site Activation
- Training
- Trial Management



***DON'T LET THE INDUSTRY'S TOP
CONNECTIONS SLIP THROUGH YOUR
FINGERS, NETWORK YOUR WAY TO SUCCESS***

2015-2017 EXHIBITING COMPANIES

AMPLEXOR	Cardio Analytics	Ethical GmbH
4C Pharma Solutions	Carrot Pharma Recruitment	Eudrac Group
AB-Cube	CBS Executive	EUDRAC Ltd
Acadustri (Medical Writing) Ltd	CCRA	European Medicines Agency
ACCENTURE Accelerated R&D Services	Chiltern	European Pharmed Services
Accenture Life Services	CK Clinical	Europital
Accovion GmbH	Clarivate Analytics	EXTEDO
ACDIMA (Arab Company for Drug Industry & Medical Appliances)	Clinical Contract Research Association (CCRA)	Falcon Consulting
Aclairo Pharmaceutical Development Group, Inc.	Clinical Practice Research Data-link (CPRD)	FDA Quality and Regulatory Consultants, LLC
acromion GmbH	Clinical Professionals	FLEX DATABASES
Acurian	Clinical Research Malaysia	fme AG
ADAMAS Consulting Group Ltd	ClinTec International Ltd	Foresight Group International AG
Adis, Springer Nature	CLIOSS S.r.l.	Genpact / Pharmedlink
Aerotek	CMIC Holdings Co., Ltd	GenPro International
Agile PV	Commonwealth Informatics	Global Clinical Trials, LLC
Alpharmaxim Healthcare Communications	CONVERSIS MEDICAL	Global Vision
Amplexor	Corporate Translations INC	Greens Limited
Ancillare	CoSign by ARX	Hays Life Sciences
APCER Life Sciences	CRF Health	Hobson Prior
Appian	CSC	HTAi
Applied Clinical Trials	Cunesoft GmbH	HUREKA Resources
ArisGlobal LLC	DADA Consultancy	Hydrogen Group
Arivis AG	Dassault Systèmes, Biovia	i4i
Arriello Group (Bill to DextReg EURL)	DATATRAK	Ideagen
Arriello Ireland Ltd	DDi (MakroCare)	IFERENTIAL
ASPHALION	Denys Research Consultants	INC Research
AXPHARMA	Diamond Pharma Services	INFOTEHNA Group LLC
Barrington James	DITA Exchange	Insight Medical Writing
BASECON A/S	DLRC Ltd	Integrated Clinical Systems, Inc.
Biocair International Ltd	Donnelley Language Solutions	Intralinks
Bioclinica	Dora Wirth Languages	IntraScience
Biomapas	Drug Safety Research Unit	Iperion Life Sciences Consultancy
bioskin GmbH	DSG, Inc.	IPHARMA LLC
BIOVIA	eClinicalHealth Ltd	KCR
Blue Reg Pharma Consulting	eClinicalOS	Keyrus Biopharma SA
BVMA e.V. – Bundesverband Medizinischer Auftragsinstitute e.V.	EidosMedia	Kiecana SP z o.o.
C3i Healthcare Connections	Elsevier	Kinapse Ltd
CAC Croit Corporation	EMA - European Medicines Agency	Kinetiq (Quorum Review IRB)
Canary Limited	Emtrain	LFK - Laboratorium für Klinische Forschung GmbH
	ENNOV	Life Science Academy
	Entimo AG	LifeTrain/EMTRAIN, Medical University of Vienna
	ERT, Inc.	Lindeq AS
	Estonian State Agency of Medicines	LINICAL

2015-2017 EXHIBITING COMPANIES

Lionbridge
 LORENZ Life Sciences Group
 LucidLab (H & H Communication Lab GmbH)
 Luto Research Ltd
 MakroCare
 MAPI
 MasterControl, Inc.
 Max Application Srl - Safety Drugs
 Mayo Validation Support Services
 Meddiquet
 MedDRA MSSO
 MEDICADEMY
 Medicines Evaluation Unit
 Medicines Evaluation Unit Ltd
 Medpace
 MEDSHARING
 MENE Research
 MESM Global
 Metronomia Clinical Research
 MNX Global Logistics
 Moravia Life Sciences
 mt-g medical translation GmbH & Co KG
 MyMeds&Me
 NDA Group
 NextDocs
 NHS Research Scotland
 NNIT
 Nodal Clinical
 NonStop Recruitment Ltd
 Nordtext
 OmniComm Systems
 Onix Life Sciences Ltd
 Online Business Applications
 ORACLE Health Sciences
 PaediaCRO GmbH
 PAREXEL
 Patients Direct (CPS Research Ltd)
 Paul-Ehrlich- Institut
 Pharma.Direct UK & Europe Ltd
 Pharmaceuticals and Medical Devices Agency (PMDA)
 PharmaForms GmbH / Amedon

GmbH
 Pharmalog Institut für klinisch Forschung GmbH
 Pharmathen S.A.
 PHT Corp
 Pilgrim Quality Solutions
 PleaseTech Ltd
 Pope Woodhead
 PQE
 PrimeVigilance
 ProClinical Ltd
 proDerm Institute
 ProductLife Group
 Promedim
 Prudentia Group
 Quadratek Data Solutions
 Quanticate
 RBW Consulting
 Real
 Real Life Sciences
 Real Regulatory Ltd
 Red Cortex SPRL
 Regulatory Pharma Net
 Rephine
 RRG Consultancy
 RWS Group Ltd
 RWS Translations
 RxLogix
 Samarind Limited
 Schlafender Hase GmbH
 Sciformix
 Scinopsis Medical Writing
 SCOPE Joint Action
 S-cubed Ltd
 SDL plc
 SEC Recruitment
 SG Research International
 SGS Belgium NV - Life Sciences Services
 SGS Life Science Services
 Sharp Clinical Services
 Simbec - Orion Group
 Sofus Regulatory Affairs
 SOUSEIKAI Global Clinical Research Center
 SQN
 SRG

Stefanini
 SYMOGEN
 Symogen
 Symphony EDC
 Synchrogenix Information Strategies Inc.
 Synevo Central Labs
 Syngene International Ltd
 TARIUS
 The Clinical Trial Company (The Regulatory Affairs Co)
 The Regulatory Affairs Company
 THERAMetrics
 Thomson Reuters
 ThreeWire, Inc.
 Tissue Solutions Ltd
 TRAC - The Regulatory Affairs Consultancy
 TransPerfect
 Trilogy Writing & Consulting GmbH
 UBC
 Universal Medica
 Uppsala Monitoring Centre
 VCLS (Voisin Consulting Life Sciences)
 Veeva
 Veeva Systems
 Veristat
 Woodley Equipment Company Limited
 Worldwide Clinical Trials
 XClinical GmbH
 Xendo
 Zifo

BOOTH PACKAGES

3m x 3m MAXI | Standard Rate € 4'900.00

Each of the above booth space includes:

- one (1) full meeting registration (value € 2'090)
- up to three (3) exhibit booth personnel registrations (includes refreshment breaks, lunches and receptions)
- one (1) counter, two (2) stools, one (1) wastebasket and carpet (value €600)
- Electrical package: 2 spotlights on rail, 1 spotlight on arm, 1 main connection and Consumption
- Company logo in the exhibition guide

3m x 2m MIDI | Standard Rate ~~€ 4'000.00~~ **SOLD OUT**

Each 3m x 2m space includes:

- one (1) complimentary full meeting registration (value € 2'060)
- one (1) exhibit booth personnel registration (includes refreshment breaks, lunches and receptions)
- one (1) counter, two (2) stools, one (1) wastebasket and carpet (value €600)
- one (1) Main connection and Consumption
- Company logo in the exhibition guide

Please note that there will be NO pre-fitted shell scheme provided for the MIDI spaces.

2m x 2m MINI | Standard Rate € 3'000.00

Each space for tabletop display includes:

- one (1) exhibit booth personnel badge (includes refreshment breaks, lunches and receptions)
- one (1) 160 x 80cm table, one (1) chair, one (1) wastebasket, carpet
- Company logo in the exhibition guide





MARKETING YOUR BOOTH

We want your DIA Europe 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 Europe Meeting on your website, monthly newsletters, events pages, and/ or email signatures.

Included in the marketing toolkit:

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

Available starting December 2017

| 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 DIA Europe Preliminary 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.

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 visible on the signage within the area and branded napkins.

Three available: Tuesday, Wednesday, Thursday

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

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: Tuesday, Wednesday, Thursday

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

REFRESHMENT BREAKS



Exclusive hosting

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

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

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

NETWORKING EVENTS

“WELCOME TO BASEL” 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 Basel” Reception takes place on Tuesday, 17 April 2018 from 18:00 to 19:30 in the foyer on Level 2.

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 Welcoming 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

“EXHIBITOR MEET & GREET” RECEPTION



Exclusive Hosting

Enjoy exclusive recognition while networking with your target audience. The Wednesday 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 Wednesday 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

INNOVATION THEATRE



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

Four 45-minute long presentations available

Wednesday, 18 April 2018 | **12:00-12:45, 13:00-13:45, 15:15-16:00**

Thursday, 19:April 2018 **12:15 - 13:00**

Price: € 9,000 45 minute Presentation

Five 30-minute long presentations available

Tuesday, 17 April 2018 | **10:30-11:00, 12:45-13:15, 13:30-14:00 and 15:30-16:00**

Thursday, 18 April 2018 | **10:00-10:30**

Price: € 7,000 30 minute Presentation

MEETING ROOM



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.

Accommodate 10-12 persons and includes projecting screen and beamer.

Standard:

Boardroom style meeting room - furnished

Premium:

Standard plus coffee/tea/minerals and sweet snacks

Price: From € 5,000 limited availability

INNOVATIVE OPPORTUNITIES

COMPLIMENTARY WIFI



Exclusive Hosting

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

€ 12,000 *Exclusive hosting*

DIA GLOBAL APP



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

Promoted posts | € 800 each

- 5 available: Tuesday 10:30, Tuesday lunch, Wednesday 10:30, Wednesday lunch, Thursday 17:30,
- 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

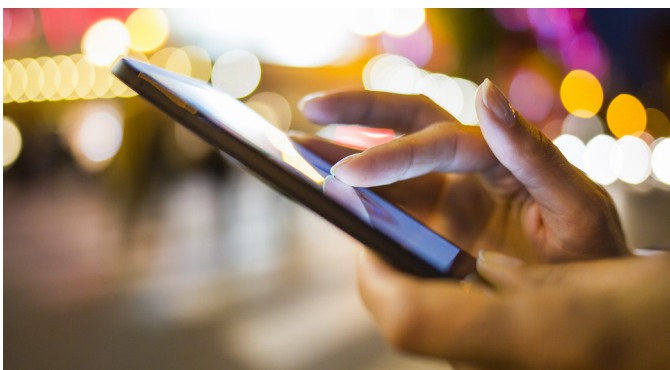
- 3 available: free choice of timing
- 140 character limit, no images or links
- Your message is sent to all attendees, with a notification on the home screen (like receiving a text message) – can include images (640x640px in PNG), an app internal link to your exhibitor profile, external URLs

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

DIA GLOBAL APP SCAVENGER HUNT



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

MASSAGE THERAPIST



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 for a free massage

Price: € 2,200 per day

EXHIBIT HALL OPPORTUNITIES

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

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:

diaeuropa2018@kit-group.org or call
+49 30 24603 382 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

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

€ 500 one sticker cm

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

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

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

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

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

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 300x250

Price: € 3500



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 Europe. 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	\$010
• 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 PRELIMINARY PROGRAMME

To complement the onsite presence of your company, expand your campaign by advertising in the DIA Europe Preliminary 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 was launched October 2017 and will be updated every second week until the conference.



ADDITIONAL ADVERTISING OPPORTUNITIES

DISPLAY ADVERTISING

PRELIMINARY & 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 DIA Europe 2018 participants, the Exhibition Guide provides your company with widespread exposure to participants.

If you purchase an advertisement in the Onsite Final Programme, you will receive the same advertisement in the next updated edition of the Preliminary Programme free of charge.

Deadline for bookings and artwork for the Onsite Programme is 15 March 2018



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



PRELIMINARY EXHIBIT HALL HOURS

| VENUE

Congress Center Basel
Messeplatz 21, 4058 Basel, Switzerland

| EXHIBITOR SCHEDULE*:

Monday, 16 April 2018	Exhibitor set-up	15:00 - 20:00
Tuesday, 17 April 2018	Exhibitor set-up	07:00 - 09:30
Thursday, 19 April 2018	Exhibitor dismantle	14:30 - 20:00

* Shell scheme exhibitors should clear their spaces by 16:00 to allow for dismantling

| EXHIBIT HALL SCHEDULE*:

Tuesday, 17 April 2018	10:00 - 19:30	
	10:30 - 11:00	Refreshment Break in the Exhibit Hall
	12:30 - 14:00	Lunch Break in the Exhibit Hall
	15:30 - 16:00	Extended Refreshment Break in the Exhibit Hall
	18:00 - 19:30	Welcome to Basel Opening Reception
Wednesday, 18 April 2018	08:00 - 18:30	
	10:00 - 10:30	Refreshment Break in the Exhibit Hall
	12:00 - 14:00	Lunch Break in the Exhibit Hall
	15:15 - 16:00	Refreshment Break in the Exhibit Hall
	17:30 - 18:30	Networking Reception in the Exhibit Hall
Thursday, 19 April 2018	08:00 - 13:30	
	10:00 - 10:30	Refreshment Break in the Exhibit Hall
	12:00 - 13:00	Lunch Break in the Exhibit Hall
	14:00 - 14:30	Refreshment Break in the Exhibit Hall
	14:30 - 21:30	Exhibitor Tear-Down*

*There will be no early tear-down permitted

All materials must be removed from the exhibition area on Thursday and clearly marked for pick up by a transport company. Shell scheme Exhibitors must remove all personal materials by 16:00.

All Innovation Theatre Presentations will take place in the Exhibit Hall



BOOKING AGREEMENT FOR HOSTING OPPORTUNITIES

DIA Europe 2018 | 17-19 April 2018
Congress Center Basel, Switzerland | ID #18101

DIA EUROPE 2018 FINAL PROGRAMME ADVERT

☐ We want to advertise in the Final Programme

Deadline for bookings in the Final Programme and artwork submission is 15th March 2018

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

HOSTING OPPORTUNITY

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

CONTACT 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# 18101-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 & 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 _____



APPLICATION & CONTRACT FOR EXHIBIT SPACE

DIA Europe 2018 | 17-19 April 2018
Congress Center Basel, Switzerland | ID #18101

COMPANY CONTACT/BILLING INFORMATION

Exhibiting Company Name

(For signage and directory listing. Only use capital letters if in the company name)

Contact Name (to which all correspondence will be sent)

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

VAT will be charged if applicable

EXHIBIT SPACE RATES AND INFORMATION

☐ 3m x 3m MAXI | Standard Rate € 4'900.00

Each of the above booth space includes:

- one (1) full meeting registration (value € 2'060)
- up to three (3) exhibit booth personnel registrations (includes refreshment breaks, lunches and receptions)
- one (1) logo branded panel
- one (1) counter, two (2) stools, one (1) wastebasket and carpet (value €600)
- Spotlights on rail
- one (1) Main connection
- Company logo in the exhibition guide

☐ 3m x 2m MIDI | Standard Rate € 4'000.00

Each 3m x 2m space includes:

- one (1) complimentary full meeting registration (value € 2'060)
- one (1) exhibit booth personnel registration (includes refreshment breaks, lunches and receptions)
- one (1) counter, two (2) stools, one (1) wastebasket and carpet (value €600)
- one (1) Main connection
- Company logo in the exhibition guide

Please note that there will be NO pre-fitted shell scheme provided for the MIDI spaces.

☐ 2m x 2m MINI | Standard Rate € 3'000.00

Each space for tabletop display includes:

- one (1) exhibit booth personnel badge (includes refreshment breaks, lunches and receptions)
- one (1) 160 x 80cm table, one (1) chair, one (1) wastebasket, carpet
- Company logo in the exhibition guide

All display materials must be placed on surface of the table, pop-up tabletop displays may be used. No additional equipment may be placed in surrounding area, with the exception of floor banners (maximum size of 200 x 80 cm) behind your tabletop if space allows. Exhibitors may not sublet or share any part of the space allocated to another company.

NB: Any staff required above those allotted per space must register as additional booth personnel or a normal attendee incurring subsequent fees. Additional expenses associated with the exhibit, including special booths, carpet, electrical connection, lights, phone, etc., will be the responsibility of the Exhibitor.

Number of Booths/Tabletop Displays requested: _____

Total Amount Due: _____

€

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 Basel Congress Center, Switzerland.

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 18 December 2017

Full payment is required if submitting an application after 18 December 2017

In the event that full payment has not been received by 18 December 2017, 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 with a copy of the application form to facilitate identification to:

DIA Europe, Middle East & Africa, 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 EMEA Account Number: 233-635384.60C
SWIFT Code: UBSWCHZH80A

The company name, as well as the Meeting ID#18101-XBT, must be included on the transfer document to ensure payment to your account.

Please email or fax this form 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

Cancellations/Downsizing fees are based on the total amount and will be deducted from any payment made.

Cancellations/Downsizing fees are non-transferable.

All Cancellations/Downsizing requests MUST be made in writing by email to: diaeurope2018@kit-group.org

Cancellations/Downsizing fees will be withheld as follows:

- Cancellations/Downsizing requests received on or before 18 December 2017 will receive a 50% refund of the contracted fee
- Cancellations/Downsizing requests received after 18 December 2017 will receive NO refund. Booth rental fees are non-transferable.

Please note that no-shows will be charged for the full fee.

CONTRACT SIGNATURE

The undersigned hereby authorises Drug Information Association, inc., Fort Washington, Zweigniederlassung Basel, hereinafter referred to as DIA, to reserve exhibit space in the Basel Congress Center for use by the above company or organisation during DIA Europe 2018. 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 reserves the right in its sole and absolute discretion to reject any application that in its judgment does not enhance the purpose of the DIA Europe 2018 & Exhibition 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.

Authorised Signature _____

Date _____

Completed applications should be emailed to
diaeurope2018@kit-group.org
For assistance, call +49 30 24603 382



2018 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, inc., Fort Washington, Zweigniederlassung Basel, hereinafter referred to as DIA. The DIA Europe 2018 to be held at the Congress Center Basel, Switzerland is managed by DIA.

1. Eligible Exhibits: DIA reserves the right to determine eligibility of any company or product to participate in the show. DIA can refuse rental of exhibit space or terminate this contract if already executed, to any company who is in direct competition with DIA or whose display of goods and/or services is not in DIA sole judgment, compatible with and complementary to the show and the industry, which DIA serves. In the event of such termination, DIA 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, if it becomes necessary to change the original allocation of space, the DIA may do so by notification to the Exhibitor's authorised representative.

3. Exhibit Space Rental Fee: The DIA 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 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. 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 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 retains the right to have removed from the exhibition any company that has not duly contracted with DIA 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 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 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 in any manner, without refund, unless arrangements for delayed occupancy have been previously approved by DIA. All booths must be set-up and ready for the show by the walk through inspection.

8. Character of Exhibits: DIA 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 for approval prior to set-up. DIA 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, no part of the Congress Center Basel, its grounds or surrounding grounds, may be used by any organisation other than DIA for display purposes of any kind or nature without the express written permission of DIA. 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 Basel 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, 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, 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 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, 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 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. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than €1,000,000. The Exhibitor shall upon request provide DIA 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 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.

13. Security: Exhibitors are responsible for security of their exhibit and its content. Security personnel contracted directly by DIA are intended primarily for crowd control and credentials verification. Exhibitors are encouraged to budget and make security arrangements for sensitive or valuable items. DIA 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 or the Congress Center Basel, make it impossible or impractical to hold the show at the scheduled time, DIA 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 is not responsible for any airfare, hotel or other costs incurred by registrants. In no event shall DIA be liable for indirect or consequential damages.

15. Amendment of Rules: DIA 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 in writing. Any matters not specifically covered herein are subject to decision by DIA.

☐ I have read and agree do the terms and conditions

Authorised Signature

Date