



CALL FOR POSTER ABSTRACTS

DEADLINE: TUESDAY, JANUARY 16

Advertising and Promotion Regulatory Affairs Conference

MARCH 8-9, 2018 | BETHESDA NORTH MARRIOTT HOTEL AND CONFERENCE CENTER
NORTH BETHESDA, MD

CALL FOR POSTER ABSTRACTS

SUBMISSION DETAILS AND GUIDELINES | SUBMISSION DEADLINE EXTENDED: TUESDAY, JANUARY 16

Abstract Submission Overview

Are you a professional involved in the promotion of pharmaceuticals, biologics, medical devices, and/or veterinary products? If so, DIA wants to hear from YOU!

The Program Committee welcomes poster abstract submissions for DIA's Annual *Advertising and Promotion Regulatory Affairs Conference*, to be held March 8-9, in North Bethesda, MD. This Call for Abstracts is an opportunity for professionals to submit innovative and/or relevant ideas, methods, and best practices related to the advertising and promotion space.

Submission Topic Areas include, but are NOT limited to:

- Best Practices and Considerations for:
 - Ad Promo Review
 - Global Advertising and Promotion Review
 - Corporate Communications Review Standards and Process
 - Maintaining Compliance Amidst Dramatic Environmental and Technological Changes
 - Social and Digital Media
 - Cross-Functional Collaboration within an Organization or Across Partnerships
 - Patient Support Programs
- Innovative Approaches to Improve Promotional Communications
- Scientific Exchange
- Payer Interactions
- Regulatory Operations/Electronic Submission of Promotional Materials
- FDA/OPDP Research Program
- Models for Determining ROI and Assessing Value Propositions
- Cost Implications and Vendor Preparedness
- Strategic Staffing Models for Ad Promo
- Ad Promo Launch Readiness
- Other Topics Relevant to the Ad Promo Space

Did you know submitting an abstract to a DIA conference leads to a potential publication in *Therapeutic Innovation & Regulatory Science* (TIRS), DIA's peer-reviewed, scientific journal? All submitted abstracts will be considered for publication, as an invited communication.

TIRS advances health care product discovery, development, regulation, and use through the publication of peer-reviewed articles and commentaries which convert biomedical science into practical solutions to advance human health.

General POSTER Submission Requirements

(Please read the following instructions carefully, incorrect or incomplete posters will not be considered.)

***All abstracts must be submitted online**

- Title must reflect the poster content accurately and concisely.
- All poster presentations must be noncommercial and may not be used as a marketing opportunity. Any mention of specific products or and/or services must be limited to generic names, with no inclusion of brand names in any area of the poster, including poster titles and/or handouts. Logos and advertising may not appear anywhere on the poster.
- Posters must be original in research and include appropriate empirical evidence.
- Posters must include data, i.e., results and conclusion for consideration.
- Preliminary/pilot data is acceptable.
- Posters submitted for presentation should not have been presented or published previously.
- Managing the session, including the facilitation of audience questions and answers from the podium.

Submission Deadline: Tuesday, January 16

Notification: Week of January 29

Conference Dates: March 8-9, 2018

Location: Bethesda North Marriott Hotel and Conference Center

Please submit all abstracts online at:

DIAglobal.org/Abstracts

Questions: Contact Jess Warner at Jess.Warner@DIAglobal.org

Submit Your Abstract at **DIAglobal.org/Abstracts**

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Onsite Requirements

- If an abstract is accepted for a poster, the primary author is required to pay the applicable conference registration fee, related expenses, and must be onsite at the conference during the designated poster session time. Please note that an individual may only be primary author on one poster.
- Co-authors who would like to be present for your session must register as well. If none of the authors are able to attend the conference, your poster must be withdrawn from the program.
- Presenters must organize and pay for all shipping arrangements for their poster materials. DIA will not ship or store any materials.
- Presenters must prepare a poster to fit a 4'h x 8'w poster board.
- All submitters and authors must agree to the DIA Speaker Authorization for Use of Presentation Materials in order for the abstract to be a part of the Program. Proposed abstract title must reflect the abstract content accurately and concisely.

Required Documentation for All Abstracts

- **Participant Disclosure Information:** All abstract authors must disclose any relevant financial relationships with any commercial interest associated with this activity that exist or have existed within the past 12 months, as well as any discussion of unlabeled or unapproved drugs or devices. If you are proposing an abstract on behalf of the author, as the submitter you will not be asked to disclose. However, should the abstract be accepted, the author will be informed that he or she must complete and submit a Participant Disclosure in order to participate in the program.

SUBMISSION GUIDELINES

The following information will be requested at the time of submission.
DIAglobal.org/Abstracts

To streamline your submission process and avoid possible delays, DIA strongly encourages you to submit your abstract as early as possible. **Do not wait until the last day.**

Prepare your abstract in advance of accessing the DIA website. Abstract information should be copied and pasted from a prepared document as plain text. **All of the below fields are required.**

Submitter or Author Information

Prefix:	Country:
First Name:	Address Line:
Middle Name:	City:
Last Name:	State/Province:
Name Suffix:	Zip/Postal Code:
Degrees:	Phone:
Job Title:	Email:
Company:	

NOTE: If you are submitting on behalf of author, you are considered the SUBMITTER and will need to complete the required information for yourself and also for the AUTHOR. Submitters will be the contact for author regarding the status of the abstract.

If you are submitting your own abstract, you are considered the AUTHOR and will be the direct contact for this abstract.

Abstract Title (maximum 125 characters, including spaces)

Titles should briefly describe the focus of the abstract as well as accurately reflect the content of the poster.

Primary interest Area

Select the interest area that best relates to your abstract.

Keyword (Maximum 100 characters including spaces)

One or more keywords are to be provided to highlight your abstract. Examples of keywords: Personalized Medicine, Health Technology Assessment, Clinical Trial Agreements.

Objective (Maximum 300 characters including spaces)

Please provide a one sentence statement of the objective of the abstract.

Method (Maximum 300 characters including spaces)

When, where, and how was the study done? What materials were used or who was included in the study?

Results (Maximum 2000 characters including spaces)

What quantitative data was collected? What answer was found to the research question? What did the study find? Was the tested hypothesis true?

Conclusion (Maximum 2000 characters including spaces)

State what can be concluded from the study and its implications.

Abstracts will be reviewed, and authors will be notified of results the week of January 29

Submit Your Abstract at **DIAglobal.org/Abstracts**