DIA

CALL FOR PROFESSIONAL SHOWCASE ABSTRACTS

DEADLINE: FRIDAY, DECEMBER 14

Advertising and Promotion Regulatory Affairs Conference

FEBRUARY 28-MARCH 1, 2019 | BETHESDA NORTH MARRIOTT HOTEL AND CONFERENCE CENTER | NORTH BETHESDA, MD

CALL FOR PROFESSIONAL SHOWCASE ABSTRACTS

CALL FOR ABSTRACTS SUBMISSION DETAILS AND GUIDELINES
SUBMISSION DEADLINE: FRIDAY, DECEMBER 14

The Program Committee welcomes abstract submissions for the Professional Showcase at DIA's *Advertising and Promotion Regulatory Affairs Conference*, to be held February 28-March 1, in North Bethesda, MD. This Call 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:

- 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

- Ad Promo Launch Readiness

- Interactions with Patient Advocacy Groups

- Current Policy Efforts

- Perspectives on Manufacturer Communications

- Promotional Review of Medical Communications

Abstract Submission Deadline: December 14

Notification: Week of December 24

Conference Dates: February 28-March 1

Please submit all abstracts online at: DIAglobal.org/Abstracts

Questions: Contact Jess Warner, Project Manager, at Jess.Warner@DIAglobal.org

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

GENERAL SUBMISSION REQUIREMENTS

- All submissions must be submitted online to DIAglobal.org/Abstract

- For complete submission requirements and to submit your abstract go to DIAglobal.org/Abstract

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 use of 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.

- 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. Accepted abstracts will be available on DIA's website for attendee download.

SUBMISSION GUIDELINES

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

- 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.

SUBMISSION GUIDELINES

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

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.

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.