



## 「A New Horizon of Innovation in Medicine Development」

We are excited that you will be joining us as an exhibitor at the DIA 2015 12<sup>th</sup> Annual Meeting in Tokyo. We offer a spacious reception hall for exhibits and we are happy to offer a wide range of options including “Platinum Supporter”, “Gold Supporter” and “Silver Supporter” packages.

In addition, this year, we offer new opportunity which is “Stamp Rally” to have more opportunities to meet each other and exchange your information. And DIA Japan will provide web site with your company name and logo for all exhibitors to provide your marketing and strategic information to all attendees in advance.

Please consider exhibiting with us at the 12<sup>th</sup> Annual Meeting DIA Japan 2015 in Ariake, Tokyo on November 15 - 17. It will be a great opportunity for your future growth.

## MEETING OUTLINE

Title: 12th Annual Meeting DIA Japan 2015

Dates: November 15 (Sun) – 17 (Tue), 2015

Venue: Tokyo Big Sight – Conference Tower  
3-11-1 Ariake, Koto-ku, Tokyo 135-0063  
Tel. +83-3-5530-1111

Program Chair: Akihisa Harada, Pfizer Inc.

Program Vice-Chair: Satoshi Saeki, Astellas Pharma Inc.

Expected number of participants: Approximately 1,000

Program will be announced later

## SUPPORT PACKAGES CATEGORIES

### Page 2

- **Platinum Supporter**
- **Gold Supporter**
- **Silver Supporter**
- **Premium Drink Service**

New

### Page 3

- **Stamp Rally**
- **Congress Bag Insertion**
- **Cyber Lounge**
- **Program Advertisement Insertion**

New

### Page 4

- **Booth Exhibit**  
(Industry & Academia)

**Deadline for Applications : Oct. 23 2015 (Fri)**

## Application

### How to Apply

Please read and take note of the contract details stated on the exhibit application form (English) before you submit your application. Please note that we may deny applications at our discretion if the proposed exhibit is not in line with the purpose of the meeting.

### Exhibit and Support Payment

DIA will invoice you once we accept your application.

All bank transfer charges are the responsibility of the payer.

### Contract Changes or Cancellations by the Exhibitor

There is a prescribed cancellation free for changes or cancellations. Please see the application form for details.

### Schedule leading up to the event

- (1) Booth Exhibit (Industry Booth Exhibit and Academia Tabletop Space Exhibit)

Once the booth location has been selected, we will send a manual (on or after October 1).

- (2) Other Programs, DIA Japan will send you the manual once application is approved.

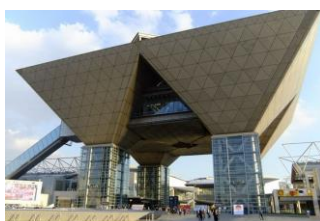
### To secure your opportunity contact:

DIA Exhibition Consultant

**Hideo Suga**

+81-80-5697-6836

hideo.suga@diajapan.org



# SUPPORT PACKAGES CATEGORIES - 1

## Platinum Supporter

**880,000 yen (excluded tax)**

New

➡ *Two available*

- This opportunity includes your company name and logo on "Thank you" signage within the designated reception areas.
- Luncheon seminar in big conference room at 6F, 200 people maximum. It will be requested to apply through DIA in advance. DIA will also see to it that we directly inform registered attendees about the luncheon Seminar.
- Your company advertisement (A4 size) will be included in the Meeting program.
- Your company name and logo on "Thank you" signage on the Stamp Rally card.
- Congress Bag insert plan A4 1 page
- Additional 3 session free pass.
- Available to upgrade lunch box.

**Sold Out**



Luncheon seminar in 2014

## Gold Supporter

**680,000 yen (excluded tax)**

➡ *Four available*

- This opportunity includes your company name and logo on "Thank you" signage within the designated reception areas.
- Luncheon seminar in the conference room at 1F, 100 people maximum. It will be requested to apply through DIA in advance. DIA will also see to it that we directly inform registered attendees about the luncheon Seminar.
- Your company advertisement (A4 size) will be included in the Meeting program.
- Your company name and logo on "Thank you" signage on the Stamp Rally card.
- Congress Bag insert plan A4 1 page
- Additional 2 session free pass.
- Available to upgrade lunch box.

**Sold Out**



Company Name and logo at the Reception area

## Silver Supporter

**250,000 yen (excluded tax)**

➡ *Ten available*

- This opportunity includes your company name and logo on "Thank you" signage within the designated reception areas.
- Lunch time presentation and coffee break presentation, each 10 minutes in the Exhibit Hall.
- Your company advertisement (A5 size) will be included in the Meeting program.
- Your company name and logo on "Thank you" signage on the Stamp Rally card.
- Congress Bag insert plan A4 1 page
- Additional 1 session free pass.



Lunch time presentation in 2014

## Premium drink service

**100,000 yen (excluded tax)**

*Available for every exhibitors*

- You can serve special coffee like café late, English tea, fruits juice and small cakes at your booth.
- One cup coffee costs 150 yen
- Coffee cups with your company logo costs 50,000 yen minimum.



✂Coffee stand in 2014 Annual Meeting

All marketing fee is not included  
exhibit booth space

**To secure your opportunity contact:**

DIA Exhibition Consultant

**Hideo Suga**

+81-80-5697-6836

hideo.suga@diajapan.org





## Booth Exhibit for Industry and Academia

## Industry Booth

- 1 Exhibit Space: **400,000** yen 6.125m<sup>2</sup>
  - 2 Exhibit Spaces: **700,000** yen 12.25m<sup>2</sup>
  - 3 Exhibit Spaces: **1,000,000** yen 18.375m<sup>2</sup>
- 50 available*

## Booth Specifications

Exhibit Space: 6.125m<sup>2</sup>  
(W 2475 mm x D 2475 mm) \*Space provision only.

## Discount

You will get **10% discount** if you exhibit to other DIA Japan event in 2015.

## Academia Booth

- 1 Exhibit Space: **100,000 yen** 6.125m<sup>2</sup>  
*7 Available*

## Booth Specifications

## Tabletop Exhibit

Exhibit Tabletop Space: 3.22 m<sup>2</sup>  
(W 2300 mm x D 1400 mm)

Table (W 1800 mm x H 700 mm x D 450 mm) x 1  
Chairs x 2

[Option Plan]

Rental equipment and other additional materials can be requested.

\* Detail information for consultation and application of booth option will be provided to exhibitors later by DIA Japan.

## Exhibit Times

Nov. 15 Sun. 12:30 - 19:00

Nov. 16 Mon. 9:00 - 19:00

Nov. 17 Tue. 9:00 - 16:00

\* DIA will inform you of the booth set-up and dismantling schedule in the guidelines for exhibitors to be distributed after we accept your application.

Please note that the above exhibit times are subject to change according to a change of program.

## Floor Plan

In principle, booth selection will be handled on a first-come, first-served order based on the order applications received. However, please note that Platinum, Gold and Silver Supporters will be given top priority. The Floor plan will be posted on the DIA Website. You may inform us of your preferred booth numbers up to your third choice. We will try to meet your requests, however, please leave the final decision to the discretion of DIA Japan. We will inform you your booth location together with the guidelines for exhibitors on or after Oct. 1.



✕ Industry booth in 2014

✱Academia booth in 2014

*Available for every exhibitors with free*

## Business Lounge

- Conveniently located inside the Exhibit Hall, these private meeting rooms are the perfect setting for a exchange your information with a current or prospective customer.
- You or seminar attendees can book the “Business Lounge” through web site after making appointment each other.
- One meeting room is 45 minutes cycle each, and maximum use is 3 times in 3 days in principle.

## Exhibitors Web Site

- DIA will provide web site to show your company name , logo and marketing information on the exhibitors web site.
- DIA will announce this web site information to all attendees in advance.



✖ Image

**12<sup>th</sup> Annual Meeting 2015**  
**DIA JAPAN 2015**  
*A New Horizon of Innovation in Medicine Development*

**DEVELOP INNOVATE ADVANCE**

**Exhibitors**

**Platinum Supporter**

**Gold Supporter**

**Silver Supporter**

**Business Lounge**  
**Booking**

**Floor Plan**

**Business Lounge Supporter**

# Application and Contract for Exhibit Space

12<sup>th</sup> Annual Meeting

# DIA JAPAN 2015

November 15-17, 2015 | Tokyo Big Sight | Ariake, Tokyo



**DIA** DEVELOP  
INNOVATE  
ADVANCE

## Company Contact Information

**Exhibiting Company Name** (for signage and directory listing)

**Contact Name** (all correspondence will be sent to the contact information provided below)

**Address Line 1**

**Address Line 2**

**City, State/Province, Postal Code, Country**

**Telephone Number**

**Email Address** (required for confirmation)

## Exhibiting and Support Rates

Please refer to the Exhibiting and Support Opportunities brochure for additional information for the products listed below.

- ☐ **Platinum Supporter** (2 opportunities available)  
(¥880,000 + 8% Consumption Tax) = **¥950,400**
- ☐ **Gold Supporter** (4 opportunities available)  
(¥680,000 + 8% Consumption Tax) = **¥734,400**
- ☐ **Silver Supporter** (10 opportunities available)  
(¥250,000 + 8% Consumption Tax) = **¥270,000**
- ☐ **Industry Exhibit Booth Space** (2475 x 2475mm per booth space)
  - ☐ 1 Booth Space - (¥400,000 + 8% Consumption Tax) = **¥432,000**
  - ☐ 2 Booth Spaces - (¥700,000 + 8% Consumption Tax) = **¥756,000**
  - ☐ 3 Booth Spaces - (¥1,000,000 + 8% Consumption Tax) = **¥1,080,000**
- ☐ **Academia Tabletop Space** (2300 x 1400mm)
  - ☐ 1 Tabletop Space - (¥100,000 + 8% Consumption Tax) = **¥108,000**
- ☐ **Exhibiting Company Program Advertisement Insertion**
  - ☐ Cover 2 (A4) - (¥100,000 + 8% Consumption Tax) = **¥108,000**
  - ☐ Cover 3 (A4) - (¥100,000 + 8% Consumption Tax) = **¥108,000**
  - ☐ Cover 4 (A4) - (¥150,000 + 8% Consumption Tax) = **¥162,000**
  - ☐ Island Position (A5) - (¥30,000 + 8% Consumption Tax) = **¥32,400**
  - ☐ Island Position (A4) - (¥50,000 + 8% Consumption Tax) = **¥54,000**
- ☐ **Non-exhibiting Company Program Advertisement Insertion**
  - ☐ Island Position (A5) - (¥50,000 + 8% Consumption Tax) = **¥54,000**
  - ☐ Island Position (A4) - (¥100,000 + 8% Consumption Tax) = **¥108,000**
- ☐ **Congress Bag Insert**  
(¥30,000 + 8% Consumption Tax) = **¥32,400**
- ☐ **Stamp Rally**  
(¥20,000 + 8% Consumption Tax) = **¥21,600**
- ☐ **Premium Drink Service**  
(¥100,000 + 8% Consumption Tax) = **¥108,000**
- ☐ **WiFi Stand**  
(¥200,000 + 8% Consumption Tax) = **¥216,000**

**Total Amount Due: ¥**

## Payment Options and Information

Payment may be made by 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 Tokyo Big Sight.

☐ **Credit Card** payments by **Visa** or **MasterCard ONLY**:

☐ VISA ☐ MC

Cardholder's Name:

Card Number:

Expiration Date:

Signature:

☐ **Bank Transfers** should be made to:

MIZUHO BANK LTD., Kamiyacho branch, Toranomon 45 MT Bldg,  
5-1-5 Toranomon Minato-ku, Tokyo 105-0001 Japan  
DIA Japan Ordinary Account Number: 1273382  
SWIFT Code: MHCBJPJT

Company name, as well as the Meeting ID 15303 must be included on the transfer document to ensure payment to your account. Payment does not denote approval of your application to exhibit. If application is denied a full refund will be processed. All local and overseas charges incurred for the bank transfer must be borne by payer.

## Cancellation and Downsizing Policy

Cancellations/Downsizing requests **MUST** be in writing and may be emailed to [hideo.susa@diajapan.org](mailto:hideo.susa@diajapan.org).

Cancellations/Downsizing requests received **on or before** September 15, 2015 will receive a 75% refund.

Cancellations/Downsizing requests received **on or before** October 15, 2015 will receive a 50% refund.

Cancellations/Downsizing requests received **after** October 15, 2015 will receive **NO** refund.

**Booth rental fees are non-transferable.**

## Contract Signature

The undersigned hereby authorizes DIA to reserve exhibit space in the Tokyo Big Sight for use by the above company or organization during the 12<sup>th</sup> Annual Meeting DIA Japan 2015. 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 12<sup>th</sup> Annual Meeting DIA Japan 2015 and its associated Exposition 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.

**Authorized signature**

**Date**

## Exhibit & Support Contact:

Hideo Susa  
Phone: +81 80 5697 6836  
Fax: +81 3 3583 1200  
email: [Hideo.Susa@diajapan.org](mailto:Hideo.Susa@diajapan.org)  
[www.diahome.org](http://www.diahome.org)

## DIA Japan

Nisso 22 Building 7F  
1-11-10 Azabudai  
Minato-ku  
Tokyo  
106-0041 Japan

Email completed form to [Hideo.Susa@diajapan.org](mailto:Hideo.Susa@diajapan.org) or fax same to +81 3 3583 1200

# Exhibit Booth Personnel Registration Form

12<sup>th</sup> Annual Meeting

# DIA JAPAN 2015

November 15-17, 2015 | Tokyo Big Sight | Ariake, Tokyo



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Each booth space purchased includes one (1) Full Meeting Registration and two (2) Exhibit Booth Personnel Registrations. *Additional Exhibit Booth Personnel may be purchased (up to 3 per booth space) for ¥12,960 using the Additional Exhibit Booth Personnel Registration Form.*

## One (1) Full Meeting Registration (access to conference sessions)

<input type="checkbox"/> Dr.	Last Name	First Name	M.I.
<input type="checkbox"/> Mr.			
<input type="checkbox"/> Ms.			
Job Title			
Company			
Address (as required for postal delivery to your location)			
Address Line 2			
City	State	Zip/Postal	Country
Phone Number		Email (required for confirmation)	

## Two (2) Exhibit Booth Personnel Registrations (no access to conference sessions)

<input type="checkbox"/> Dr.	Last Name	First Name	M.I.
<input type="checkbox"/> Mr.			
<input type="checkbox"/> Ms.			
Job Title			
Company			
Address (as required for postal delivery to your location)			
Address Line 2			
City	State	Zip/Postal	Country
Phone Number		Email (required for confirmation)	

<input type="checkbox"/> Dr.	Last Name	First Name	M.I.
<input type="checkbox"/> Mr.			
<input type="checkbox"/> Ms.			
Job Title			
Company			
Address (as required for postal delivery to your location)			
Address Line 2			
City	State	Zip/Postal	Country
Phone Number		Email (required for confirmation)	

Email completed form to [Hideo.Susa@diajapan.org](mailto:Hideo.Susa@diajapan.org) or fax same to +81 3 3583 1200

# Additional EBP Registration Form

12<sup>th</sup> Annual Meeting

# DIA JAPAN 2015

November 15-17, 2015 | Tokyo Big Sight | Ariake, Tokyo



**DIA** DEVELOP  
INNOVATE  
ADVANCE

Each booth space purchased is entitled to purchase up to 3 additional Exhibit Booth Personnel registrations once their complimentary registrations have been used. **Exhibit Booth Personnel registrations grant access to the Exhibition Hall ONLY.**

<input type="checkbox"/> Dr.	Last Name	First Name	M.I.
<input type="checkbox"/> Mr.			
<input type="checkbox"/> Ms.			
Job Title		Company	
Address (as required for postal delivery to your location)			
City	State	Zip/Postal	Country
Phone Number		Email (required for confirmation)	

<input type="checkbox"/> Dr.	Last Name	First Name	M.I.
<input type="checkbox"/> Mr.			
<input type="checkbox"/> Ms.			
Job Title		Company	
Address (as required for postal delivery to your location)			
City	State	Zip/Postal	Country
Phone Number		Email (required for confirmation)	

<input type="checkbox"/> Dr.	Last Name	First Name	M.I.
<input type="checkbox"/> Mr.			
<input type="checkbox"/> Ms.			
Job Title		Company	
Address (as required for postal delivery to your location)			
City	State	Zip/Postal	Country
Phone Number		Email (required for confirmation)	

## Payment Methods - ¥12,000 per additional Exhibit Booth Personnel

ONLINE Ordering is NOT available for Additional Exhibit Booth Personnel Registrations.

Cost per additional Exhibit Booth Personnel registration is ¥12,600 (including 5% Consumption Tax). **Please select the appropriate total fee below.**

☐ ¥12,960—One (1) Additional EBP Registration    ☐ ¥25,920—Two (2) Additional EBP Registrations    ☐ ¥38,880—Three (3) Additional EBP Registrations

**Please check payment method.**

☐ **Credit Card** payments by **Visa** or **MasterCard** only.

Card #	Exp. Date	Signature

☐ **Bank Transfers** should be made to:

MIZUHO BANK LTD., Kamiyacho branch, Toranomom 45 MT Bldg, 5-1-5 Toranomom Minato-ku, Tokyo 105-0001 Japan

DIA Japan Ordinary Account Number: 1273382

SWIFT Code: MHCBJPJT

Company name, as well as the Meeting ID 15303 must be included on the transfer document to ensure payment to your account. All local and overseas charges incurred for the bank transfer must be borne by payer.

**EBP CANCELLATION POLICY: No refund will be issued for cancellation of Additional Exhibit Booth Personnel Registrations.**

Cancellations must be in writing. Registrants are responsible for cancelling their own hotel and airline reservations. You may transfer your registration to a colleague at any time. Please notify DIA of any such substitutions as soon as possible. DIA reserves the right to alter the venue, if necessary. If an event is cancelled, DIA is not responsible for any airfare, hotel or other costs incurred by registrants.

**Email completed form to [Hideo.Susa@diajapan.org](mailto:Hideo.Susa@diajapan.org) or fax same to +81 3 3583 1200**