DRUG INFORMATION ASSOCIATION

19th Annual Conference on

Marketing Pharmaceuticals in a Time of Change

February 20-22, 2007 | New York Marriott Marquis Times Square, NY, USA

PROGRAM COMMITTEE

WAYNE L. PINES
President, Regulatory Services and Healthcare, APCO Worldwide Inc.

THOMAS W. ABRAMS, MBA, RPh
Director, Division of Drug Advertising, Marketing and Communications (DDMAC), CDER, FDA

MARYANN GALLAGHER
Consumer Safety Officer, Advertising and Promotional Labeling Branch (APLB), CBER, FDA

GLENN N. BYRD, MBA, RAC
Director, Regulatory Affairs, PDL BioPharma, Inc.

NORMAN A. DREZIN, RPh, JD
President, Drezin Consultants, LLC

JOHN F. KAMP, JD, PhD
Executive Director, Coalition for Healthcare Communication

LUCY ROSE, MBA
President, Lucy Rose & Associates

MINNIE BAYLOR-HENRY, JD, RPh
Vice President, Medical and Regulatory Affairs, McNeil Consumer & Specialty Pharmaceuticals Johnson & Johnson

PAUL SAVIDGE, JD
Vice President, Labeling and Promotion, Bristol-Myers Squibb

TARGET AUDIENCE

This program is designed for individuals involved in marketing, legal, regulatory, public affairs, and advertising executives in the pharmaceutical and biologics industries, plus their consultants and agencies.

CONTACT INFORMATION

Ellen Diegel, Program Manager
Phone +1-215-442-6158 / Fax +1-215-442-6199
email Ellen.Diegel@diahome.org

OVERVIEW

This program is designed both for people who are new to advertising and promotion issues, as well as those who have been involved in this area for some time. It is designed to provide practical, day-to-day guidance on what can be learned from the latest FDA enforcement actions, and how companies and their legal, regulatory, marketing, advertising and PR consultants can do their jobs better.

This year's program focuses on the key issues facing advertising and promotion today, such as enforcement, off-label promotion, training, the new physician labeling rules, state regulations, and the increasingly important role of the Office of Inspector General.

TUTORIAL

Tuesday, February 20, 1:00-4:00 pm

DDMAC and Compliance 101: A Primer

LUCY ROSE, MBA, Lucy Rose & Associates
PAUL SAVIDGE, JD, Bristol-Myers Squibb
KELLY FREEMAN, PhD, Eli Lilly and Company

CONCURRENT BREAKOUT SESSIONS

Wednesday, February 21, 1:45-3:15 pm and 3:45-5:15 pm

Four breakout sessions will be offered in each time period enabling registrants to attend two of the following sessions.

- Sales and Marketing Compliance
- Working with FDA – Parts 1 and 2
- Just What Quality Data *IS* Required to Support a Claim?

LUNCHEON PRESENTATIONS

Wednesday, February 21, 12:15-1:30 pm

An Entrepreneur's View of Pharma Innovation

DAVID SCHEER, Scheer and Company, Inc.

Thursday, February 22, 12:45-2:00 pm

FDA's Budget Problem and What it Means

STEVE GROSSMAN, Executive Director, FDA Alliance
WILLIAM HUBBARD, Former FDA Associate Commissioner for Policy

KEYNOTE PRESENTATION

Thursday, February 22, 9:00-9:15 am

LINDA F. GOLODNER, National Consumer League

VISIT WWW.DIAHOME.ORG FOR A COMPLETE SCHEDULE OF EVENTS!

The Drug Information Association is accredited by the Accreditation Council for Pharmacy Education as a Provider of continuing pharmacy education. Participants may earn up to 11 contact hours or 1.1 continuing education units (CEU's) for completing this program.

The Drug Information Association (DIA) has been reviewed and approved as an Authorized Provider by the International Association for Continuing Education and Training (IACET), 1620 I Street, NW, Suite 615, Washington, DC 20006. The DIA has awarded up to 1.4 continuing education units (CEUs) to participants who successfully complete this program and tutorial.

To receive a statement of credit, please visit www.diahome.org. Detailed instructions on how to complete your credit request and download your certificate will be provided onsite.

Disclosure Policy: It is Drug Information Association policy that all faculty participating in continuing education activities must disclose to the program audience (1) any real or apparent conflict(s) of interest related to the content of their presentation and (2) discussions of unlabeled or unapproved uses of drugs or medical devices. Faculty disclosure will be included in the course materials.

Conference Learning Objectives At the conclusion of this conference, participants should be able to:

- Discuss the latest enforcement actions and policies by the FDA
- Summarize best practices by other companies in implementing regulatory policies
- Describe how companies can best navigate the regulatory review process at FDA
- Outline the policies and actions being taken by others, such as OIG, DOJ and trade and professional associations

Continuing Education Credit Allocation

Tutorial: .3 IACET CEUs **Conference:** 11 pharmacy contact hours (1.1 CEUs), 286-000-07-002-L04; 1.1 IACET CEUs

Statements made by speakers are their own opinion and not necessarily that of the organization they represent, or that of the Drug Information Association. Speakers and agenda are subject to change without notice. Recording of information, in any type of media, is prohibited at all DIA events without prior written consent from DIA.

TUESDAY • FEBRUARY 20

12:00-1:00 PM TUTORIAL REGISTRATION

1:00-4:00 PM **TUTORIAL**

DDMAC AND COMPLIANCE 101: A PRIMER

INSTRUCTORS

Lucy Rose, MBA
President, Lucy Rose & Associates

Paul Savidge, JD
Vice President, Labeling and Promotion, Bristol-Myers Squibb

Kelly Freeman, PhD
Director, US Affiliate, Compliance and Ethics, Eli Lilly and Company

If you are new, or relatively new, to DDMAC and/or advertising/promotional compliance, this tutorial is for you!! The leaders will provide a strong introductory foundation for anyone working in our new regulatory environment. Whether you are a regulatory, legal, medical, or marketing professional, the information will be interesting, practical and vital!

Tutorial Learning Objectives
At the conclusion of this tutorial, participants should be able to:

- Discuss the latest regulations, enforcement actions, guidelines, and trends affecting the advertising and promotion of medical devices, drugs, and biologics
- Describe how companies can best navigate the FDA regulatory review process
- Provide an overview of the current direct-to-consumer advertising/promotion environment
- Outline the latest policies and actions being taken by the Office of Inspector General (OIG) and Department of Justice (DOJ)
- Summarize the FDA's claim support and fair balance regulatory requirements
- Facilitate proper promotional practices at medical meetings
- Comply with interactive communications regulations on the Internet
- Present best practices in sales force and speakers' bureau monitoring
- Recognize regulatory/compliance challenges associated with public relations and disease state programs

Tutorial Target Audience
This program is designed for individuals involved in marketing, legal, regulatory, public affairs, and advertising executives in the pharmaceutical and biologics industries, plus their consultants and agencies.

If you are relatively new to this area, please join our experienced experts to gain the important information you need to maximize your conference learning!

5:00-7:00 PM CONFERENCE REGISTRATION

WEDNESDAY • FEBRUARY 21

8:00-9:00 AM REGISTRATION AND CONTINENTAL BREAKFAST

9:00-9:15 AM WELCOME AND OPENING REMARKS
Wayne L. Pines
President, Regulatory Services and Healthcare
APCO Worldwide Inc.

9:15-10:15 AM **SESSION 1**

FDA Update and Recent Enforcement Actions

CHAIRPERSON

Wayne L. Pines
President, Regulatory Services and Healthcare, APCO Worldwide Inc.

This address provides an overview on current issues, laws and regulations to the promotion of prescription drugs. Learn the latest on policy development, enforcement and FDA's future initiatives.

PRESENTERS

Thomas W. Abrams, MBA, RPh
Director, Division of Drug Advertising, Marketing and Communications (DDMAC), CDER, FDA

Elenita Ibarra Pratt, RN, MPH
Branch Chief, Advertising and Promotional Labeling Branch, Division of Case Management, Office of Compliance and Biologics Quality, CBER, FDA

Martine Hartogensis, DVM
Promotion and Advertising Liaison, Center for Veterinary Medicine, FDA

10:15-10:45 AM **QUESTION & ANSWER PERIOD**

10:45-11:15 AM **REFRESHMENT BREAK**

11:15 AM-12:00 PM **SESSION 2**

New Trends in State and Federal Enforcement and Industry Response

CHAIRPERSON

John F. Kamp, JD, PhD
Executive Director, Coalition of Healthcare Communication

This session will focus on trends in state and federal enforcement and the changes inside the industry in response to them. Several states have developed new laws regulating drug company marketing, including use of prescriber data, limits on interactions with doctors and formulary groups, and new reporting requirements. Meanwhile, both state and private actions have increased. Meanwhile, federal enforcement by the HHS-IG and Department of Justice has created a new focus on the need for internal controls and investigations.

PRESENTERS

Randolph Frankel
Vice President, Public Affairs and Government Relations

Marjorie Powell
Senior Assistant, General Counsel, PhRMA

I. Scott Bass, JD
Partner, Sidley Austin LLP

12:15-1:30 PM **LUNCHEON PRESENTATION**

An Entepreneur's View of Pharma Innovation

David Scheer
President, Scheer and Company, Inc.

BREAKOUT SESSIONS

This will be an opportunity for the participants to discuss case studies, issues, challenges and their possible resolution. Attendees are encouraged to provide sanitized cases for discussion. There will be three breakout sessions. Each session will be repeated, giving participants the opportunity to attend two sessions of their choice.

1:45-3:15 PM **Concurrent Breakout Sessions – Part A**

1:45-3:15 PM **BREAKOUT SESSION 1-A**

Sales and Marketing Compliance

The pharmaceutical industry is a highly regulated environment covered by laws, regulations, guidances, and codes from the FDA, OIG, PhRMA and state specific legislation. Many companies have negotiated Corporate Integrity Agreements (CIAs) or Consent Decrees with the government. The current environment requires development of an effective compliance program for sales and marketing practices covering all seven elements. However, there are considerations for monitoring and auditing of sales and marketing practices that are unique from traditional financial auditing. Effective monitoring and auditing programs are important for assuring there is compliant conduct in the organization. But they also serve as a feedback loop to the policy, training, and communication elements.

Kelly Freeman, PhD
Director, US Affiliate, Compliance and Ethics, Eli Lilly and Company

Michael Dusseau
Senior Director, Global Compliance, Schering-Plough

1:45-3:15 PM **BREAKOUT SESSION 2-A**

Working with FDA – Part 1

What do you need to know to effectively work with CDER-DDMAC and CBER-ABLB on a daily basis? Join us in an interactive exploration of a variety of topics and your questions covering the following and more.

- Launch • Advisory comments • DTC • FDA Form 2253

Jean-Ah Kang, PharmD
Senior Regulatory Affairs Scientist, Science Applications International Corporation, BioPharma Regulatory Science and Technology

Glenn N. Byrd, MBA, RAC
Director, Regulatory Affairs, PDL BioPharma, Inc.

1:45-3:15 PM **BREAKOUT SESSION 3-A**

Just What Quality Data *IS* Required to Support a Claim?

This workshop will probe the data quality required to support promotional claims. Following a regulatory-grounding presentation by DDMAC, panelists will discuss such challenges as post-hoc subgroup analyses, open label extension trials, secondary and tertiary endpoints, and patient-reported outcomes. Understanding the challenging promotional pressures in today's world, this interactive session will provide important information to inform your responses to marketing claims requests.

Lucy Rose, MBA
President, Lucy Rose & Associates

Heidi Jolson, MD
Consultant

Elaine Hu, PharmD
Regulatory Review Officer, Division of Drug Advertising, Marketing and Communications (DDMAC), CDER, FDA

Mark S. Hirsch, MD
Acting Deputy Director, Division of Reproductive and Urologic Products, CDER, FDA

3:15-3:45 PM **REFRESHMENT BREAK**

3:45-5:15 PM **CONCURRENT BREAKOUT SESSIONS: PART B**

3:45-5:15 PM **BREAKOUT SESSION 1-B**

SALES AND MARKETING COMPLIANCE

The pharmaceutical industry is a highly regulated environment covered by laws, regulations, guidances, and codes from the FDA, OIG, PhRMA and state specific legislation. Many companies have negotiated Corporate Integrity Agreements (CIAs) or Consent Decrees with the government. The current environment requires development of an effective compliance program for sales and marketing practices covering all seven elements. However, there are considerations for monitoring and auditing of sales and marketing practices that are unique from traditional financial auditing. Effective monitoring and auditing programs are important for assuring there is compliant conduct in the organization. But they also serve as a feedback loop to the policy, training, and communication elements.

Kelly Freeman, PhD
Director, US Affiliate, Compliance and Ethics, Eli Lilly and Company

Michael Dusseau
Senior Director, Global Compliance, Schering-Plough

3:45-5:15 PM **BREAKOUT SESSION 2-B**

WORKING WITH FDA – PART 2

What do you need to know to effectively work with CDER-DDMAC and CBER-ABLB on a daily basis? Join us in an interactive exploration of a variety of topics and your questions covering the following and more:

- Accelerated approval • Enforcement responses
- Labeling updates

Jean-Ah Kang, PharmD
Senior Regulatory Affairs Scientist, Science Applications International Corporation, BioPharma Regulatory Science and Technology

Glenn N. Byrd, MBA, RAC
Director, Regulatory Affairs, PDL BioPharma, Inc.

3:45-5:15 PM **BREAKOUT SESSION 3-B**

JUST WHAT QUALITY DATA *IS* REQUIRED TO SUPPORT A CLAIM?

This workshop will probe the data quality required to support promotional claims. Following a regulatory-grounding presentation by DDMAC, panelists will discuss such challenges as post-hoc subgroup analyses, open label extension trials, secondary and tertiary endpoints, and patient-reported outcomes. Understanding the challenging promotional pressures in today's world, this interactive session will provide important information to inform your responses to marketing claims requests.

Lucy Rose, MBA
President, Lucy Rose & Associates

Heidi Jolson, MD
Consultant

Elaine Hu, PharmD
Regulatory Review Officer, Division of Drug Advertising, Marketing and Communications (DDMAC), CDER, FDA

Mark S. Hirsch, MD
Acting Deputy Director, Division of Reproductive and Urologic Products, CDER, FDA

5:30-6:30 PM **NETWORKING RECEPTION**

THURSDAY • FEBRUARY 22

8:00-9:00 AM REGISTRATION AND CONTINENTAL BREAKFAST

9:00-9:15 AM **WELCOME AND KEYNOTE ADDRESS**

Linda F. Golodner
President, National Consumer League

9:15-10:15 AM **SESSION 4**

DIRECT-TO-CONSUMER: AN FDA AND INDUSTRY UPDATE

CHAIRPERSON

Kristin I. Davis, JD
Deputy Director, Division of Drug Marketing, Advertising, and Communications, Office of Medical Policy, CDER, FDA

DTC promotion remains one of the most politically challenging issues for the pharmaceutical industry. This panel will examine PhRMA guidelines, FDA policies and research, provide practical advice on how to interact with the FDA, and how these changes are impacting marketing and what the future may hold.

PRESENTERS

Kathryn Aikin, PhD
Social Science Analyst, DTC Review Group Research Team, Division of Drug Marketing, Advertising and Communications, CDER, FDA

Christine Smith
Leader, DTC Review Group, Division of Drug Marketing, Advertising and Communications, CDER, FDA

Maryann Gallagher
Consumer Safety Officer, Advertising and Promotional Labeling Branch, Division of Case Management, Office of Compliance and Biologics Quality, CBER, FDA

Marci Kiester
Leader, DTC Review Group, Division of Drug Marketing, Advertising and Communications, CDER, FDA

10:15-11:00 AM **SESSION 5**

INNOVATIVE SOLUTIONS FOR MANAGING MSL'S AND CME

CHAIRPERSON

Marty Cearnal
Jobson

Pharmaceutical company management of MSL's and the support of independent education in the face of continuing scrutiny from the FDA, the HHS-IG, inquiries from the press and Capitol Hill, and the new Standards and Criteria of the ACCME require a steady hand, careful supervision and innovative solutions. An experienced group of senior professionals will offer their insights, ideas and program examples

on how to insure company success, quality programs and regulatory compliance while others run for cover.

PRESENTERS

Robin L. Winter-Sperry, MD
President and CEO, Scientific Advantage, LLC

Anthony Iacono
President, Access Medical Network

Michael R. Lemon, MBA
President, Postgraduate Institute for Medicine

11:00-11:30 AM **REFRESHMENT BREAK**

11:30 AM-12:30 PM **SESSION 6**

International Promotional Issues

CHAIRPERSON

Minnie Baylor-Henry, JD, RPh
Vice President, Medical and Regulatory Affairs, McNeil Consumer & Specialty Pharmaceutical, Johnson & Johnson

Today, the promotional environment is global. Activities in the US are influencing the considerations in other parts of the world and vice versa. Promoting through the Internet has dramatically changed how we define borders. In addition, DTC continues to be an issue not just in the US, but also in Europe and Asia. This highly interactive session will examine some of the global policy issues that continue to shape how advertising is regulated today and what the influencing factors will be in the future.

PRESENTERS

Scott Ratzan, MD
Vice President, Government Affairs, Europe, Johnson & Johnson

Gord Desveaux
Executive Vice President and Director of Strategic Planning, Anderson DDB

12:45-2:00 PM **LUNCHEON PRESENTATION**

FDA's Budget Problem and What it Means

Steve Grossman, Executive Director, FDA Alliance
William Hubbard, Former FDA Associate Commissioner of Policy

2:15-3:00 PM **SESSION 7**

New Promotional Approaches

CHAIRPERSON

Robert Muratore
President, HealthSTAR Agency Group

The pharmaceutical industry is always seeking new ways to educate health care professionals and promote their products, within regulatory boundaries. This session will discuss some of the latest innovations in pharmaceutical education and promotion.

PRESENTERS

Fabio Gratton
Co-founder and Chief Innovation Officer, Ignite Health
CEO and President, Incendia Health Studios

David Schemelia
Vice President Media Relations, HealthSTAR Public Relations

3:00-3:30 PM **REFRESHMENT BREAK**

3:30-4:15 PM **SESSION 8**

Prospects for FDA Legislation on Capitol Hill

CHAIRPERSON

Marc J. Scheineson, LLM, JD
Partner, Alston & Bird, LLP

Given new leadership by Democrats in the Senate HELP and House Energy and Commerce Committees in the 110th Congress, this session will focus on legislation likely to be proposed and passed in 2007. Hear those with direct experience discuss the passage of the PDUFA Reauthorization bill and possible amendments, including changes in DTC advertising, drug importation, drug safety, biogenerics, written pedigree modifications, etc.

PRESENTERS

Jim Davidson
President, Davidson & Company
Executive Director, The Advertising Coalition

Kay Holcombe
Senior Policy Advisor, Government Relations, Genzyme Corporation

4:15-4:45 PM **QUESTION & ANSWER PERIOD**

4:45 PM CONFERENCE ADJOURNED

TRAVEL AND HOTEL La Guardia, Kennedy, and Newark Airports are conveniently located and airline reservations should be made as early as possible to ensure availability. Amtrak's Penn Station is located several blocks from the New York Marriott Marquis Times Square. For Amtrak reservations, call 1-800-USA-RAIL. The New York Marriott Marquis Times Square is holding a block of rooms at the reduced rate below until January 29, 2007, for DIA conference attendees. Room availability at this rate is guaranteed only until this date or until the block is filled.

Room Rates: Single $249 / Double $249

Please contact the New York Marriott Marquis Times Square by telephone at +1-800-843-4898 or +1-212-704-8700, or by fax at 1-212-704-8930 and mention the DIA event. The hotel is located at 1535 Broadway, New York, NY 10036, USA.

UNITED AIRLINES & US AIRWAYS ***Save through Area Pricing and Discount Fees***

To obtain schedule information and the best fares, call United Airlines's Specialized Meeting Reservations Center at **1-800-521-4041**. ***Make sure you refer to Meeting ID Number 571AK***. Dedicated reservationists are on duty 7 days a week from 8:00 AM to 10:00 PM EST. This special offer applies to travel on domestic segments of all United Airlines, United Express, PED, and United code share flights (UA, operated by US Airways, US Airways Express and Air Canada).

GROUP DISCOUNTS* Register 3 individuals from the same company and receive complimentary registration for a 4th! ***All 4 individuals must register and prepay at the same time – no exceptions.*** DIA will apply the value of the lowest applicable fee to this complimentary registration; it does NOT include fees for optional events or DIA membership. You may substitute group participants of the same membership status at any time; however, administrative fees may be incurred. **Group registration is not available online and does not apply to the already-discounted fees for government or charitable nonprofit/academia.**

- **To take advantage of this offer, please make a copy of this registration form for EACH of the four registrants from your company. Include the names of all four group registrants on each of the forms and return them together to DIA.**

Participants with Disabilities: *DIA event facilities and overnight accommodations are accessible to persons with disabilities. Services will be made available to sensory-impaired persons attending the event if requested at least 15 days prior to event. Contact the DIA office to indicate your needs.*

19th Annual Conference for

MARKETING OF PHARMACEUTICALS IN A TIME OF CHANGE

New York Marriott Marquis Times Square
New York, NY, USA

February 20-22, 2007 | Event ID #07007

TUTORIAL **DDMAC and Compliance 101: A Primer**

CONCURRENT BREAKOUT SESSIONS

- Sales and Marketing Compliance
- Working with FDA
- Just What Quality Data *IS* Required to Support a Claim?

FDA PARTICIPANTS

Thomas W. Abrams
Kathryn Aikin
Kristin I. Davis
Maryann Gallagher
Martine Hartogensis
Marci Kiester
Elenita Ibarra Pratt
Christine Smith

Register online or fax this page to +1-215-442-6199

DRUG INFORMATION ASSOCIATION
800 Enterprise Road, Suite 200
Horsham, PA 19044-3595 USA

CONTACT INFORMATION

Contact Ellen Diegel at the DIA office by telephone +1-215-442-6158, fax +1-215-442-6199 or email Ellen.Diegel@diahome.org.

GROUP DISCOUNTS (not available online or on already discounted fees)

Register 3 individuals from the same company and receive complimentary registration for a 4th! All 4 individuals must register and prepay at the same time – no exceptions. *See page 6 for complete details.*

Registration Fees

If DIA cannot verify your membership upon receipt of registration form, you will be charged the nonmember fee. Registration fee includes refreshment breaks, luncheons, and reception (if applicable), and will be accepted by mail, fax, or online.

MEMBER EARLY-BIRD OPPORTUNITY *Available on nondiscount member fee only*	On or before JAN. 31, 2007	After JAN. 31, 2007
Member Fee	US $1210 ❑	US $1390 ❑

Join DIA now to qualify for the early-bird member fee! **www.diahome.org/en/Membership/AboutMembership/AboutMembership**

MEMBERSHIP
US $ 130 ❑

To qualify for the early-bird discount, registration form and accompanying payment must be received by the date above. Does not apply to government/academia/nonprofit members.

Nonmember Fee US $1520 ❑

A one-year membership to DIA is available to those paying a NONMEMBER registration fee. If paying a nonmember fee, please indicate if you do, or do not, want membership.

I want to be a DIA member ❑ I do NOT want to be a DIA member ❑

Discount Fees	MEMBER	NONMEMBER*
Government (Full-time)	US $ 300 ❑	US $ 430 ❑
Charitable Nonprofit/Academia (Full-time)	US $ 700 ❑	US $ 830 ❑

**If paying a nonmember fee, please check one box above, indicating whether you want membership.*

TUTORIAL

Tuesday, February 20 1:00-4:00 pm US $ 375 ❑

CANCELLATION POLICY: On or before FEBRUARY 14, 2007

Administrative fee that will be withheld from refund amount:
Member or Nonmember = $200
Government or Academia or Nonprofit (Member or Nonmember) = $100
Tutorial = $50

Cancellations must be in writing and be received by the cancellation date above. Registrants who do not cancel by that date and do not attend will be responsible for the full registration fee paid. Registrants are responsible for cancelling their own hotel and airline reservations. You may transfer your registration to a colleague at any time but membership is not transferable. Please notify DIA of any such substitutions as soon as possible. Substitute registrants will be responsible for nonmember fee, if applicable.

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.

❑ **I cannot attend but please keep me informed of DIA's future events.**
(requires completion of name, postal address and email address on this form)

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Do not remove mailing label. Please return this entire page. **07007**
PLEASE CONSIDER THIS FORM AN INVOICE

Please check the applicable category:
❑ Academia ❑ Government ❑ Industry ❑ CSO ❑ Student *(Call for registration information)*

Last Name Check if part of group registration ❑ First Name M.I.

Degrees ❑ Dr. ❑ Mr. ❑ Ms.

Job Title

Company

Address As required for postal delivery to your location Mail Stop

City State Zip/Postal Country

email Required for confirmation

Phone Number Fax Number Required for confirmation

Group Registrant #2 Last Name First Name Completed form required for each group registrant

Group Registrant #3 Last Name First Name Completed form required for each group registrant

Group Registrant #4 Last Name First Name Completed form required for each group registrant

PAYMENT OPTIONS

Register online at www.diahome.org or check payment method

❑ **CREDIT CARD** number may be faxed to: +1-215-442-6199. You may prefer to pay by check or bank transfer since non-U.S. credit card payment will be subject to the currency conversion rate at the time of the charge.

☐ Visa ☐ MC ☐ AMEX *Exp Date* _____

Card # _____

Name (printed) _____

Signature _____

❑ **CHECK** drawn on a US bank payable to and mailed along with this form to: Drug Information Association Inc, P.O. Box 95000-1240, Philadelphia, PA 19195-1240, USA. Please include a copy of this registration form to facilitate identification of attendee.

❑ **BANK TRANSFER** 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. Payment should be made in US dollars. Your name and company, as well as the Event I.D. # must be included on the transfer document to ensure payment to your account.