

# The 8<sup>th</sup> DIA China Annual Meeting

May 15-18, 2016

China National Convention Center | Beijing, China



**DIA** DEVELOP  
INNOVATE  
ADVANCE

## Support Level Packages

### Diamond Level Supporter

**RMB 180,000**

#### Exclusive Opportunity

- Includes 2 booths
- Company logo printed on lanyards
- Includes 2 full meeting registration
- Complementary full page insert order in final program book
- 5 Invitations to VIP reception
- Acknowledgements on DIA "Thank You" signage in attendee registration area
- Company logo represented in DIA "Thank You" slides at the beginning of opening ceremony
- Company logo represented in Final Program Book, recognizing your company as a Diamond Level Supporter
- Company logo represented on onsite program board
- Company logo represented in pre-conference communications (meeting flyer, DIA promotional mailing and DIA event website)
- Company name and logo on the stamp rally card
- 8.5"x11" sign in your booth, acknowledging your company as a Diamond Level Supporter

- Company logo represented on onsite program board
- Company logo represented in pre-conference communications (meeting flyer, DIA promotional mailing and DIA event website)
- Company name and logo on the stamp rally card
- 8.5"x11" sign in your booth, acknowledging your company as a Gold Level Supporter
- Banner in the reception area \*

### Platinum Level Supporter

**RMB 80,000**

#### 2 Opportunities Available

- Includes 1 booth
- Includes 2 full meeting registrations
- Complementary full page insertion order in final program book
- 4 Invitations to VIP reception
- Acknowledgements on DIA "Thank You" signage in attendee registration area
- Company logo represented in DIA "Thank You" slides at the beginning of opening ceremony
- Company logo represented in Final Program book, recognizing your company as a Platinum Level Supporter
- Company logo represented on onsite program board
- Company logo represented in pre-conference communications (meeting flyer, DIA promotional mailing and DIA event website)
- Company name and logo on the stamp rally card
- 8.5"x11" sign in your booth, acknowledging your company as a Platinum Level Supporter

### Gold Level Supporter II VIP/Speaker Reception Package

**RMB 50,000**

#### Exclusive Opportunity

- May 17 – By invitation only
- Includes 2 full meeting registrations
- Includes 1 additional booth personnel badge
- Complementary half page insertion order in final program book
- 10 invitations to the host who can invite their own target audiences to the reception
- Opportunity to deliver remarks at the reception (3 minutes)
- Acknowledgements on DIA "Thank You" signage in attendee registration area
- Company logo represented in DIA "Thank You" slides at the beginning of opening ceremony
- Company logo represented in Final Program book, recognizing your company as a Gold Level Supporter
- Company logo represented on onsite program board
- Company logo represented in pre-conference communications (meeting flyer, DIA promotional mailing and DIA event website)
- Company name and logo on the stamp rally card
- 8.5"x11" sign in your booth, acknowledging your company as a Gold Level Supporter
- Banner at the entrance to the reception area \*

### Gold Level Supporter I

**RMB 60,000**

#### Welcome Reception Package

#### Exclusive Opportunity

- May 16 in the Exhibit area
- Includes 2 full meeting registrations
- Includes 2 additional booth personnel badges
- Complementary half page insertion order in final program book
- 3 invitations to VIP reception
- Opportunity to deliver remarks in the exhibit area (5 minutes)
- Acknowledgements on DIA "Thank You" signage in attendee registration area
- Company logo represented in DIA "Thank You" slides at the beginning of opening ceremony
- Company logo represented in Final Program book, recognizing your company as a Gold Level Supporter

### Gold Level Supporter III Conference Lunch Package

**RMB 40,000**

#### Exclusive Opportunity

- May 17 and May 18 lunch
- Includes 2 full meeting registrations
- Includes 1 additional booth personnel badge
- Complementary half page insertion order in final program book
- 2 invitations to VIP reception
- Acknowledgements on DIA "Thank You" signage in attendee registration area
- Company logo card placement on the lunch tables
- Company logo represented in DIA "Thank You" slides at the beginning of opening ceremony
- Company logo represented in Final Program book, recognizing your company as a Gold Level Supporter
- Company logo represented on onsite program board
- Company logo represented in pre-conference communications (meeting flyer, DIA promotional mailing and DIA event website)
- Company name and logo on the stamp rally card
- 8.5"x11" sign in your booth, acknowledging your company as a Gold Level Supporter
- Banner at the entrance to the lunch room \*

## Support Level Packages

### Silver Level Supporter I

RMB 30,000

#### Welcome Coffee Package

##### Exclusive Opportunity

- May 16 afternoon in the Exhibit Hall
- Expected attendance of 1,200\*\*
- Includes 1 full meeting registration
- Includes 2 additional booth personnel badge
- 1 invitation to VIP Reception
- Acknowledgements on DIA "Thank You" signage in attendee registration area
- Company logo represented in DIA "Thank You" slides at the beginning of opening ceremony
- Company logo represented in Final Program book, recognizing your company as a Silver Level Supporter
- Company logo represented on onsite program board
- Company logo represented in pre-conference communications (meeting flyer, DIA promotional mailing and DIA event website)
- Company name and logo on the stamp rally card
- 8.5"x11" sign in your booth, acknowledging your company as a Silver Level Supporter
- Banner in the welcome coffee area \*

### Silver Level Supporter II

RMB 25,000

#### Water Cooler Package

##### Exclusive Opportunity

- Includes 1 full meeting registration
- Includes 1 additional booth personnel badge
- company branding with logo and booth number next to the water cooler in the exhibit hall
- 1 invitation to VIP Reception
- Acknowledgements on DIA "Thank You" signage in attendee registration area
- Company logo represented in DIA "Thank You" slides at the beginning of opening ceremony
- Company logo represented in Final Program book, recognizing your company as a Silver Level Supporter
- Company logo represented on onsite program board
- Company logo represented in pre-conference communications (meeting flyer, DIA promotional mailing and DIA event website)
- Company name and logo on the stamp rally card
- 8.5"x11" sign in your booth, acknowledging your company as a Silver Level Supporter

### Silver Level Supporter III

RMB 20,000

#### Simultaneous Translation Package

##### Exclusive Opportunity

- Includes 1 full meeting registration
- 1 invitation to VIP Reception
- Acknowledgements on DIA "Thank You" signage in attendee registration area
- Company logo represented in DIA "Thank You" slides at the beginning of opening ceremony
- Company logo represented in Final Program book, recognizing your company as a Silver Level Supporter
- Company logo represented on onsite program board
- Company logo represented in pre-conference communications (meeting flyer, DIA promotional mailing and DIA event website)
- Company name and logo on the stamp rally card
- 8.5"x11" sign in your booth, acknowledging your company as a Silver Level Supporter

## Additional Opportunities

### White Paper Showcase Session

6 Opportunities Available

Date and Time TBD

**2 LEFT**

RMB 40,000



- Session will be scheduled as part of the Annual Meeting Program and pre-event broadcast emails
- 90 minute showcase time to each participating company
- Held in a convention center meeting room with appropriate signage
- Acknowledgements with "thank you slides" at the beginning of opening ceremony
- Listing as event host (company logo + website) in meeting flyer, DIA promotional mailing, and DIA event website

### Refreshment Break Support

RMB 20,000

2 Opportunities Available

May 17 and May 18 tea breaks

Expected attendance of 900 on May 17 and 750 on May 18 \*\*



- Includes 1 full-meeting registration
- Company logo card placement on the tea break tables
- Banner in tea break area \*

### Internet Booth & Recharging Station

RMB 15,000

2 Opportunities Available

Exclusive hosting available for RMB 20,000



- Includes 1 full meeting registration (**only for exclusive host**)
- Includes 1 additional booth personnel badge
- 1 invitation to VIP Reception

### Footstep Directionals

RMB 20,000

2 Opportunities Available



- Company logo and booth number on footstep decals throughout the hall, leading to exhibitor's booth and function areas
- Cost includes production and labor

### Column Wraps

RMB 25,000

4 Opportunities Available

(2 available at 5m x 4.5m, 2 available at 2.6m x 4.7m)



- Place your branding and messaging on the pillars around the exhibit area
- Cost includes production and labor

## FOR MORE INFORMATION:

Call +86-10-5923-1096 or Email [DIACHINAAM@kellencompany.com](mailto:DIACHINAAM@kellencompany.com)

# Additional Opportunities

## Hanging Banners

6 Opportunities Available



**NEW!**

**RMB 30,000**

- 6 locations available (near elevators on each level)
- Banner sizes vary by location
- Company logo and message on banner (to be approved by DIA)
- Cost includes production and labor
- Includes 1 additional booth personnel registration

## Escalator Panel Clings



**NEW!**

**RMB 20,000**

- Company logo and message on the cling (to be approved by DIA)
- Cost per panel includes production and labor

## Escalator Runners



**NEW!**

**RMB 40,000**

2 Opportunities Available

- Company logo and message on the runners (to be approved by DIA)
- Cost includes production and labor

## Table Tents in Attendee Hotel Rooms

Exclusive Opportunity

**RMB 20,000**

- Company customized table tent to be delivered and placed in the conference attendee rooms at all DIA room block hotels (must be approved by DIA)
- Shipping to designated point is the responsibility of the exhibitor

## Welcome Gifts at Registration Desk

2 Opportunities Available

**RMB 20,000**

- Proposed gifts must be submitted to DIA for approval
- Company logo can be added depending on type of gift
- Distributed to attendees onsite
- Shipping to designated point is the responsibility of the exhibitor

## Flyer Insert in Attendee Bag

4 Opportunities Available

Expected attendance of 1,600 \*\*

**3 LEFT**

**RMB 15,000**

- Company flyer included in attendee bag (to be approved by DIA)
- Shipping to designated point is the responsibility of the exhibitor

## Attendee Bags

Available Jointly to 3 companies \*\*\*

**RMB 25,000**

- Company logo printed on attendee bag

## Lanyards

Available Jointly to 3 companies \*\*\*

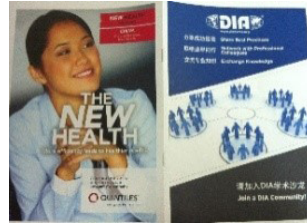
**RMB 25,000**

- Company logo printed on badge lanyards

## DIA China 2016 8<sup>th</sup> Annual Meeting Notebook

Exclusive Opportunity

**RMB 15,000**



- Notebook to be included in 1,600 delegate packages
- Size: 140mm x 210mm - 16 sheets
- Back cover and inside back cover designed by hosting company (to be approved by DIA)
- Front cover and inside front cover designed by DIA

## Convention Center Entrance Logo

**RMB 8,000**

6 Opportunities Available



**NEW!**

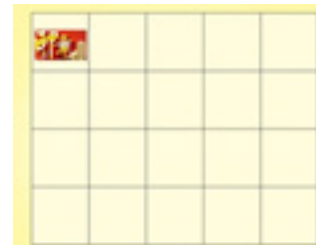
- Company name and logo will be listed on the doorway at the main entrance of the Convention Center

## Stamp Rally Card

10 Opportunities Available

**NEW!**

**RMB 3,000**



- Company name and logo printed on rally card
- Attendees will receive rally cards to get stamped at exhibitor booths
- Completed cards (40 stamps) will be entered into a drawing
- Prizes to be provided by DIA (iWatch, iPod Mini, etc.)

## Bottled Mineral Water

2 Opportunities Available

**NEW!**

**RMB 10,000**

- Company logo and message on the bottle wrap (to be approved by DIA)

## Logo on Session Information Board

Available Jointly to 3 companies \*\*\*

**RMB 8,000**

- Company name and logo on session information board located on the 3rd floor (meeting level)

## Logo on Exhibition Board

Limited to 3 logos

**RMB 3,000**

- Company booth number and logo highlighted on the exhibition board at the main entrance to the exhibition area

## Digital Signage

3 Opportunities Available

**RMB 40,000**



- Digital screen showing your company name, logo, and scrolling message OR silent video (3 minute maximum)
- Digital display located in the Convention Center lobby

\* Banner size is limited to 200cm high by 100cm wide and must be provided by hosting company.

\*\* Expected attendance is not a guaranteed number but a reasonable estimation by DIA based on the previous 7 DIA China Annual Meetings and current forecasts on attendance.

\*\*\* Opportunities available jointly to 3 companies require at least 2 participating companies in order to move forward with the opportunity.

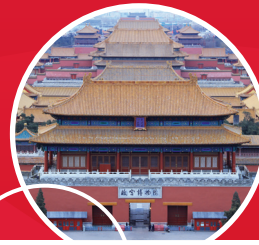
DIA reserves all rights of the final interpretation of the hosting benefits in case of any questions.



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## Host Contact Information

Send communications and invoices to this address

### Company Name

Contact Name

Address Line 1

Address Line 2

City, State/Province, Postal Code, Country

Telephone Number

Email Address

## Billing Information

Send communications and invoices to this address

### Company Name

Contact Name

Address Line 1

Address Line 2

City, State/Province, Postal Code, Country

Telephone Number

Email Address

- SOLD**
- Diamond Level Supporter** RMB 180,000
  - Platinum Level Supporter** RMB 80,000
  - Gold Level Supporter I** RMB 60,000
  - Gold Level Supporter II** RMB 50,000
  - Gold Level Supporter III** RMB 40,000
  - Silver Level Supporter I** RMB 30,000
  - Silver Level Supporter II** RMB 25,000
  - Silver Level Supporter III** RMB 20,000
  - White Paper Showcase Session** RMB 40,000
  - Refreshment Break Support** RMB 20,000
  - Internet Access & Recharging Station** RMB 15,000
    - Exclusive Hosting* RMB 20,000
  - NEW! Footstep Directionals** RMB 20,000
  - Column Wraps** RMB 25,000
  - NEW! Hanging Banners** RMB 30,000
  - NEW! Escalator Panel Clings** RMB 20,000
  - NEW! Escalator Runners** RMB 40,000
  - Table Tents in Attendee Rooms** RMB 20,000
  - Welcome Gifts** RMB 20,000
  - Flyer Insert** RMB 15,000
  - Attendee Bags** RMB 25,000
  - Lanyards** RMB 25,000
  - Meeting Notebook** RMB 15,000
  - NEW! Convention Center Entrance Logo** RMB 8,000
  - NEW! Stamp Rally Card** RMB 3,000
  - NEW! Bottled Mineral Water** RMB 10,000
  - Logo on Session Information Board** RMB 8,000
  - Logo on Exhibition Board** RMB 3,000
  - Digital Signage** RMB 40,000

**Total Payment Due:**

## Payment Information

**Bank Transfer**

**Account Name:**

DIA (Beijing) Healthcare Information Consulting Limited

**Account No.:**

333757195112

**Bank Name:**

Bank of China, Beijing Chaoyang Sub-branch Banking Dept.

**Bank Address:**

1st Floor, Tower A, Gateway, No. 18 Xiaguangli, North Road, East Third Ring, Chaoyang District, Beijing, 100027, P.R. China

**SWIFT Code:**

BKCH CN BJ 110

**Bank commission fee should be paid by payer.**

Company name, as well as the Meeting ID #16975, must be included on the transfer document to ensure payment to your account. Please fax this form to +86-10-5923-1090 prior to payment. Payments must be net of all charges and bank charges must be borne by the payer.

## Cancellation Policy

Cancellations requests received on or before April 1, 2016 will receive a 50% refund. Cancellations requests received after April 1, 2016 will receive NO refund.

## Sales Contacts

Jean XU | Jessica JIA | [DIACHinaAM@KellenCompany.com](mailto:DIACHinaAM@KellenCompany.com)

Phone: +86-10-5923-1096 | Fax: +86-10-5923-1090 | [DIAGlobal.org](http://DIAGlobal.org)

**Fax completed form to +86-10-5923-1090 or scan and email same to [DIACHinaAM@KellenCompany.com](mailto:DIACHinaAM@KellenCompany.com)**