

www.DIAglobal.org

DIA

12th Annual European Medical Information and Communications Conference & Exhibition

14 - 15 November, Hotel Savoyen, Vienna, Austria



EXHIBITOR PROSPECTUS

ABOUT THE CONFERENCE

OVERVIEW

We are in the 12th year of the Annual European Medical Information and Communications Conference. This is a unique meeting organised by medical information professionals for medical information professionals. Each year, speakers share practical experience dealing with current issues and challenges in medical information departments. Participants are encouraged to take part in workshops and discussions within the sessions. This is also a great opportunity to network with your colleagues.

FEATURED TOPICS

- Benchmark and optimize your own practices
- Dig into the details of problem-solving with hands-on workshops
- Go beyond the content topics to build a network of continuous support
- Reconnect with colleagues and meet regulators
- Establish leadership in areas of Medical Information and Communications

TARGETED AUDIENCE

- Medical Information specialists
- Medical Communications specialists
- Managers of medical information and communications functions
- Regional leads of medical information and communications functions
- Global leads of medical information and communications functions
- Medical Affairs professionals

EXHIBITING OPPORTUNITY

At this year's 12th year of the Annual European Medical Information and Communications Conference, we are offering:

Booth Space 3mx2m for EUR 3500.00. The package display includes:

- 3meters by 2meters space for you to display your material.
- One (1) approx. 80cm x120cm table & a chair.
- One (1) basic electrical outlet.
- One (1) complimentary full meeting registration.
- One (1) complimentary booth personnel pass.

Interested in exhibiting at other DIA Events? Click here to visit this year's [Exhibition Catalog](#)

Contact DIAexhibition@kit-group.org to enquiry about exhibiting at these events.

DIA APP OPPORTUNITIES

This conference will be supported by the DIA APP, allowing easy and searchable access to the programme, speakers, exhibitors, attendees and other useful information at your fingertips. The DIA APP provides an excellent platform for you to promote your company's presence via the opportunities below:

PROMOTED POSTS | EUR 150

- 5 Promoted Posts available at this event.
- Your post will be pinned to the top of the activity feed for 20 minutes, and highly visible to all app users
- You can include images (640x640px in PNG), an app internal link to your exhibitor profile and link to your website.

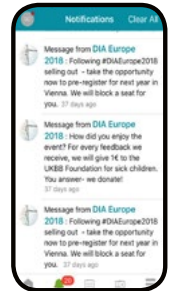
Please provide content for your promoted posts **14 days** prior to the conference start date.



PUSH NOTIFICATIONS | EUR 350

- 3 Push Notifications are available at this event.
- 140 character limit.
- Your message is sent to all attendees, with a notification on the home screen (like receiving a text message) – you can include images (640x640px in PNG), an app internal link to your exhibitor profile, and external URLs, e.g. to your homepage

Please provide content for your promoted posts **14 days** prior to the conference start date.

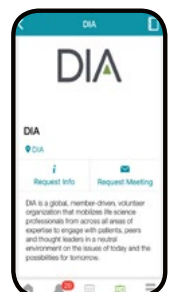


APP HOST | EUR 1,800

- 1 available.
- “App Host EXHIBITOR” as app menu item
- Logo and html page / description freely designed by exhibitor
- Promotion in the Final Programme with “Thanks to the mobile app host” with your company name and logo / design.
- Provide us with copy of your choice (including hyperlinks and images) in html to present your company in this premium and exclusive position. The character limit is 15,000 - sufficient space to place your promotional message and point attendees to your booth. DIA can also design this for you in accordance with your requirements.

EXHIBITORS DIRECTORY | FREE

- Showcase what you are offering at your booth to attract attendees – promote your activities, product demonstrations, your competitions, or your give-aways. You can include your logo, images, URLs and up to 140 characters of text.
- Provide copy and images in advance.
- Listed alphabetically by company name.



ADVERTISING OPPORTUNITIES

LITERATURE KIOSK | EUR 500

- 1x A4 kiosk compartment to display your promotional literature, located in the foyer throughout the conference.
- Fee is per compartment, limited to 2 compartments by company.

Promotion material is to be supplied and shipped to the venue by you. These costs are **not** covered by DIA.

PREMIUM ROLL-UP BANNER APPROX 85CM X 225CM | EUR 1,200

1x Roll-up banner approximately 85cm x 225cm, limited to two companies, located in the foyer throughout the conference supplied with:

- High resolution full colour printed graphic panel in 1200dpi
- 240 micron lightstop material with crystal laminate
- Stable heavy weight banner stand without swing out feet
- Printing and shipping to venue included in the fee.

Artwork must be approved by DIA. Deadline for artwork is **21 days** prior to the conference start date.



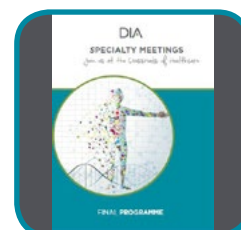
HALF PAGE ADVERT IN FINAL PROGRAMME | EUR 1,500

Final programme distributed to all participants. The electronic version allow you to add active links in your advert When clicked the person can be redirected to a website, populated email, Facebook, Twitter or LinkedIn page.

Artwork must be approved by DIA. Deadline for artwork is **21 days** prior to the conference start date.

Technical Specifications

	Type Area	Trim Size	Bleed Size
Half-page Horizontal	131mm x 190mm	141mm x 200mm	N/A
Half-page Vertical	277mm x 86mm	287mm x 96mm	N/A



Acceptable File Formats and Graphics

PDF files only prepared as high-resolution (300 dpi minimum) press quality, with fonts and artflow fully embedded, CMYK and suitable for a pre-separated workflow if printing in colour.

Note: Incorrectly supplied artwork will be converted to CMYK. DIA will not be responsible for colour misrepresentation as a result of the conversion process. Send artwork/advert to DIAexhibition@kit-group.org

COMPANY LOGO AND SUMMARY IN FINAL PROGRAMME | EUR 150

Make your company stand out and increase your exposure by having your company logo and company summary in the final programme.

HOSTING OPPORTUNITIES

NETWORKING RECEPTION HOST | EUR 2,000

Perhaps you prefer something a little more personal? This hosting opportunity offers you the option of providing food and additional beverages right in front of your own booth. Special cocktail tables will be provided by DIA for this purpose. You can choose the food and beverages you wish to offer according to your preferences and budget. From champagne to finger food or snacks, the choice is yours.

Includes:

- 3 special cocktail tables in front of your booth
- Signage designating your company as an official host of the Networking Reception
- Recognition in the exhibitor's section of the final programme
- DIA APP Push notification notifying attendees of you

Food and beverages are not included. We are able to provide you with a list that the host conference centre/hotel can provide.

WELCOME COFFEE CONTRIBUTOR | EUR 750

One available on first morning on the meeting, and is set-up within the exhibition area. It will be 30mins when the attendees will be registering and waiting for the meeting to commence.

Includes:

- Company recognition listed in the exhibitor's section of the final programme
- DIA APP Post notification welcoming attendees to Coffee/Tea including exhibitor's Logo
- Display your roll-up banner next to the Coffee Stand.

REFRESHMENT BREAK CONTRIBUTOR | EUR 2,500

Set-up within the exhibition area on the first or second day for the refreshment & lunch breaks. Breaks per day will equate to 90mins to 120mins depending on the meeting's programme.

Includes:

- Company name and logo on prominent signage.
- Company recognition listed in the exhibitors' section of the final programme.
- DIA APP Post notification highlighting attendees of your sponsorship including exhibitor's Logo.





CONTACT INFORMATION

Company Name	
Contact Person	
Billing Address	
Phone	
Fax	
Email	

ADVERTISING/HOSTING OPPORTUNITY

Name of Opportunity	
Total Cost	
Special requests/Notes	

Promotional materials must be approved by DIA prior to production. Hosting & Advertising Opportunities are available on a first-come, first-served basis.

PAYMENT METHODS

100% payment must accompany Booking Agreement. Support Advertising opportunity will not be held or confirmed without payment. Failure to make payment does not release the contracted or financial obligation of participating Host/Partner. 100% of total cost cancellation penalty applies

Please charge my credit card - credit card payments by VISA, Mastercard or AMEX can be made by completing the relevant details below. Please note that other types of credit card cannot be accepted.

VISA MC AMEX CARD # _____ EXP DATE _____/_____/_____

Cardholder's Name: _____ Date: _____

Bank transfers: 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. Payments in EURO should be addressed to "Account Holder: DIA." including your name, company, Meeting ID# 17107 as well as the invoice number to ensure correct allocation of your payment. Payments must be net of all charges and bank charges must be borne by the payer.

TERMS AND CONDITIONS

This agreement will become a contract upon acceptance with authorised signatures and is based upon the fees and rules governing the conference.

Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations. 100% payment must accompany Advertising Agreement. Advertising Opportunity will not be held or confirmed without payment. Failure to make payment does not release the contracted or financial obligation of participating Host/Partner. 100% of total cost cancellation penalty applies.

Please do not associate DIA with your company name • do not use the DIA logo • do not advertise sessions or speakers.

I have read and understand the terms, of this agreement, and have the authority to execute same, and in so doing accept full responsibility for payment of advertising under the terms of this agreement and rate cards attached.

Signature _____ Please Print Name _____ Date _____

Completed applications should be emailed to DIAexhibition@kit-group.org



APPLICATION & CONTRACT FOR EXHIBITION

12th Annual European Medical Information and Communications Conference & Exhibition

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All applications must be reviewed by DIA for approval before admission is granted.

Company Contact Information

Exhibiting Company Name (for signage and directory listing)

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

Address Line 1

Address Line 2

Postal Code, City (State), Country

Telephone Number

Fax Number

Email Address (required for confirmation)

Please provide your European VAT number

Exhibition Rates and Information

Booth Space Package Includes:

- 3meters by 2meters space for you to display your material/pop-up booth.
- Two chairs.
- One basic electrical outlet.
- One complimentary full meeting registration.
- One booth personnel pass.

Exhibitors may not sublet or share any part of the space allocated to another company. Any staff required above the allotted must register as a full attendee incurring full registration fees.

Any additional expenses associated with the exhibit, lights, phone or carpeting, additional electrical connections, etc., will be the responsibility of the exhibitor.

Booth Space Package Fee € 3'500.00

Number of booth spaces requested: _____

Total Amount Due: € _____

*VAT will be added where applicable.

No security arrangements will be provided. All materials are the responsibility of the exhibitor. Advertisements and/or Announcements for non-DIA Sponsored Meetings/Workshops cannot be distributed or promoted at the event.

Exhibitor events and meetings must be approved by DIA and cannot be held during DIA session or events times.

Services/Products to be exhibited:

Payment Options and Information

Full payment is required when submitting an application. Payment may be made by cheque, 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 Hotel Savoyen, Vienna, Austria.

Credit card payment is preferred. Credit card details must be given as a guarantee with your application submission.

Credit card payments by Visa, MasterCard, or American Express can be made by completing the relevant information below.

Visa MC AMEX

Credit Card Number:

Exp. date:

Name as it appears on credit card

Signature

Bank transfers in EURO should be made to:

Account Holder: DIA
Bank: UBS, Postfach, CH-4002 Basel, Switzerland
IBAN: CH96 0023 3233 6353 8460C
DIA Account Number: 233-635384.60C
SWIFT Code: UBSWCHZH80A

Company name, as well as the Meeting I.D. #18107 must be included on the transfer document to ensure payment to your account. Please email this form to the address at the bottom prior to payment. Payment does not denote approval of your application to exhibit. If application is denied a full refund will be processed. Payments must be net of all charges and bank charges must be borne by the payer.

Cancellation and Downsizing Policy

Cancellations MUST be in writing and received at the office on or before **3 October 2018** and will be subject to a 50% cancellation fee. Cancellation requests received after **3 October 2018** and do not attend will be responsible for the full fee paid. 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.

Contract Signature

Exhibitor agrees to indemnify and hold harmless the Drug Information Association, its officers, directors, employees and members from any and all liability for losses, damages, and claims arising out of injury or damage to Exhibitor's displays, equipment and other property brought on the premises of the exhibition site by Exhibitor and for losses, damages and claims caused by the Exhibitor to the exhibition site. Exhibitor further agrees to indemnify and hold harmless the Drug Information Association, its officers, directors, employees and members from any and all liability to any person or persons for or by reason of any act or omission of said Exhibitor or any of its employees, agents, servants or employees. Exhibitor, by signing the Application, expressly releases the foregoing named association and individuals from any and all liability for losses, claims, damages, and injury.

Authorised Signature

Date

Completed applications should be emailed to DIAexhibition@kit-group.org

2018 Application & Contract for Exhibit Space

Terms and Regulations



This contract along with the Exhibitor Policies and Procedures for Exhibitors booklet, which is furnished to each exhibiting company in advance of the show, contains the entire agreement between the exhibiting company (“Exhibitor”) and the Drug Information Association (“DIA EMEA”).

1. Eligible Exhibits: DIA EMEA reserves the right to determine eligibility of any company or product to participate in the show. DIA EMEA can refuse rental of exhibit space or terminate this contract if already executed, to any company who is in direct competition with DIA Europe or whose display of goods and/or services is not in DIA EMEA's sole judgment, compatible with and complementary to the show and the industry, which DIA Europe serves. In the event of such termination, DIA EMEA shall refund, in full, all payments, including deposits, which it may have received from the Exhibitor.

2. Booth Assignments: Will be made based upon the date the Application & Contract for Exhibit Space is received, as well as the booth selection, booth size, location specifications and proximity to other companies as indicated by the Exhibitor. Furthermore, in the judgment of DIA EMEA, if it becomes necessary to change the original allocation of space, the DIA EMEA may do so by notification to the Exhibitor's authorised representative.

3. Exhibit Space Rental Fee: The DIA EMEA exhibit space rental fees are outlined on the front of this Application & Contract for Exhibit Space.

4. Payment: The payment schedule is outlined on the front of this Application & Contract. The entire exhibit space rental fee will accompany this Application & Contract. No Exhibitor will be allowed to participate in the show unless payment in full is received prior to the start of the exposition. DIA EMEA complies fully with the VAT regulations of the country where the exhibition is held.

5. Cancellations: Exhibitors have the right to cancel their space reservations at any time by written notice to DIA EMEA. Refunds will be issued based on the total amount paid and the date the notice of cancellation is received. A non-refundable fee will be withheld from the amount refunded to cover administrative costs. Registrants are responsible for cancelling their own hotel and airline reservations. Under all circumstances, DIA EMEA retains the right to resell any booth space cancelled by the Exhibitor. Refunds will be based on when the notice of cancellation is received. The use of any complimentary Exhibitor registration badges is forfeited upon cancellation of space.

6. Use of Space: No subletting or sharing of space is permitted. DIA EMEA retains the right to have removed from the exhibition any company that has not duly contracted with DIA EMEA for space. All Exhibitor activities must be confined to the limits of rented space and must not impede traffic or interfere with the activity of other Exhibitors. Every exhibit must be fully staffed and operational during the entire show. DIA EMEA may evict Exhibitors, who, because of noise, conduct of personnel, methods of operation or any other reason, detract from the general educational character of the show. In the event of eviction, DIA EMEA will not issue a refund.

7. Failure to Occupy Space: Any space not at least partially occupied at least 30 minutes prior to opening, will be forfeited by the Exhibitor and can be used by DIA Europe in any manner, without refund, unless arrangements for delayed occupancy have been previously approved by DIA EMEA. All booths must be set-up and ready for the show by the walk through inspection.

8. Character of Exhibits: All stand structures must adhere to the guidelines laid out in the Exhibitor Services Kit for this exhibition. No exhibit is permitted to obstruct the view of adjacent booths. All signs must be one sided only and must be set back within the Exhibitor's space so as not to detract from the overall impact of the exhibit that is directly adjacent. Requests to deviate from these guidelines must be submitted in writing to DIA EMEA for approval prior to set-up. DIA EMEA reserves the right to direct revisions, at Exhibitor expense, of any exhibit that does not comply with these guidelines. Apart from the specific display space for which an exhibiting company has contracted with DIA EMEA, no part of the hosting venue, its grounds or surrounding grounds, may be used by any organisation other than DIA EMEA for display purposes of any kind or nature without the express written permission of DIA EMEA. Exhibit brand or company logos, signs and/or trademark displays will be limited to the exposition only.

9. Fire Regulations: Each Exhibitor is responsible for knowledge of and adherence to all Spanish fire and safety codes which will be published in the Exhibitor Service Kit. All electrical signs and equipment must be wired to meet the specification of Underwriters Laboratories (UL) and must conform to appropriate federal, state, and municipal codes. Compliance with such laws is mandatory for all Exhibitors and is the sole responsibility of the Exhibitor.

10. Indemnity: The Exhibitor agrees to indemnify and hold harmless the DIA EMEA, its officers, directors, employees and members from any and all liability to any person or persons for or by reason of any condition, defect or operation of any apparatus, equipment, or fixtures furnished by the Exhibitor in connection with his/her exhibit. Exhibitor further agrees to hold harmless the DIA EMEA, its officers, directors, employees and members from any and all liability to any person or persons for or by reason of any act or omission of said Exhibitor, or any of his/her agents, servants or employees. This Indemnity includes, but is not limited to, claims of injury, death, or property damage, or of copyright, trademark or patent infringement, unfair competition, and product liability. The Exhibitor, on signing the contract, expressly releases the DIA EMEA and it's individuals from any and all claims for such loss, damage or injury. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold the DIA EMEA, its officers, directors, employees and members, and the meeting facility and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges, taxes or fines, and attorneys' fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof, excluding only such liability caused by the sole negligence of the meeting facility, its employees and agents. In addition, Exhibitor acknowledges that the DIA EMEA and the meeting facility do not maintain insurance covering such losses by Exhibitor.

11. Exhibitor Insurance: The Exhibitor shall, at its sole cost and expense, procure and maintain through the term of each contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased by DIA EMEA. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than €1,000,000. Such insurance shall name DIA EMEA as an additional insured and Exhibitor shall upon request provide DIA EMEA with certificate so indicating. Workers Compensation and any other insurance or required licenses shall be in full compliance with all federal and state laws, covering all of Exhibitor's employees engaged in the performance of any work for the Exhibitor. All property of the Exhibitor is understood to remain under its custody and control in transit to and from the confines of the exhibit hall.

12. Show Attendees and Exhibit Staff: Admission to the exhibition will be available only to registered attendees and Exhibitor staff of at least 18 years of age. Proof of age may be required to obtain entrance into the exposition. DIA Europe makes reasonable attempts to attract high quality attendees to its exposition, but does not guarantee specific volumes of traffic or levels of qualification. Traffic at any given booth is a function of the particular exhibit and not the responsibility of DIA EMEA.

13. Security: Exhibitors are responsible for security of their exhibit and its content. Security personnel contracted directly by DIA EMEA are intended primarily for crowd control and credentials verification. Exhibitors are encouraged to budget and make security arrangements for sensitive or valuable items. DIA EMEA is not responsible for the security of Exhibitors' property. Protection, both security and insurance coverage, of Exhibitors' property is the sole responsibility of the Exhibitor.

14. Failure to Hold Show: Should fire, hurricane, earthquake, flood, strikes, civil disturbance, Acts of God, political or social boycott, or any other circumstances beyond the control of the DIA EMEA, make it impossible or impractical to hold the show at the scheduled time, DIA EMEA may retain only such part of the Exhibitor's rental fees as shall be required to compensate it for reasonable expenses incurred up to the time of such cancellation. All remaining rental fees shall be refunded. If an event is cancelled, DIA EMEA is not responsible for any airfare, hotel or other costs incurred by registrants. In no event shall DIA EMEA be liable for indirect or consequential damages.

15. Amendment of Rules: DIA EMEA reserves the right to make changes, amendments and additions to these terms and conditions at any time, and all changes, amendments and additions so made shall be binding on the Exhibitor with the provision that all Exhibitors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by DIA EMEA.

I have read and agree do the terms and conditions

Authorised Signature

Date

DIA GLOBAL CENTER

21 Dupont Circle NW
Suite 300
Washington, DC 20036
Tel. +1.202.601.8900, Fax. +1.202.776.0136
Americas@DIAglobal.org

DIA EUROPE, MIDDLE EAST & AFRICA

Kuechengasse 16
4051 Basel, Switzerland
Tel. +41.61.225.51.51, Fax. +41.61.225.51.52
EMEA@diaglobal.org

DIA AMERICAS

Drug Information Association
800 Enterprise Road, Suite 200
Horsham, Pennsylvania 19044, USA
Tel. +1.215.442.6100, Fax. +1.215.442.6199
DIA@diaglobal.org

JAPAN

Nisso 22 Building 7F
1-11-10 Azabudai Minato-ku
Tokyo 106-0041, Japan
Phone: +81.3.5575.2130, Fax: +81.3.3583.1200
DIAJapan@diajapan.org

INDIA

A-303, Wellington Business Park I
Andheri-Kurla Road, Marol, Andheri (East)
Mumbai 400 059, India
Tel. +91.22.67653226, Fax. +91.22.28594762
DIAIndia@diaindia.org

CHINA

7/F
Room 766 Metropolis Tower
No.2 Haidian East Third Street
Zhongguancun Xi Zone
Haidian District
Beijing 100080, China
Phone: +86 10 6260 2240, Fax: +86 10 6260 2201
DIA@diachina.org