

# DIA

## Clinical & Regulatory Operational Excellence Forum

13-14 September 2017

Mercure Hotel, MOA Berlin, Berlin, Germany



## EXHIBITOR PROSPECTUS



**APPLY NOW**



## ABOUT THE FORUM

This new Clinical & Regulatory Operational Excellence Forum delivers collaborative solutions to enable performance of complex tasks to the highest operational standards. This event brings together experts across the fields of Clinical Operations, Records and Document Management, Pharmacovigilance and Regulatory Affairs.

## WHY EXHIBIT?

- This is your hands-on opportunity to demonstrate your role as valuable partner in creating solutions:
- Nurture in-person connections with experts at the intersection of Regulatory & Clinical departments
- Connect with your audience while they are actively workshopping innovative ideas
- Collect new leads for new business opportunities
- Showcase your tools and services that directly shorten turnaround times and reduce queries for client program development

## EXHIBITION PACKAGE - EUR 3,500.00

Each 3m x 2m space includes one (1) complimentary full meeting registration and one (1) exhibit booth personnel registration. Any staff required above those allotted per 3m x 2m must register as a full attendee incurring full registration fees.

Each booth space includes one (1) table, two (2) chairs and one (1) electrical connection. Please note that there will be NO pre-fitted shell scheme provided. Any additional expenses associated with the exhibit, including pop up stand, lights, phone or carpeting, additional electrical connections, etc., will be the responsibility of the exhibitor.

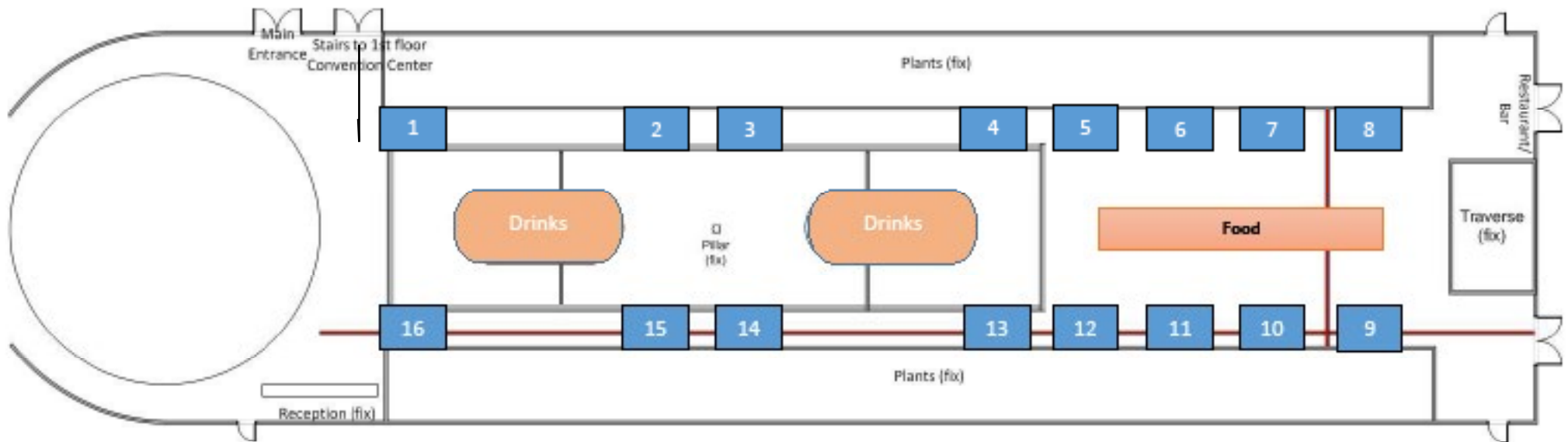


# MERCURE HOTEL, MOA BERLIN ATRIUM



## FLOOR PLAN

Main Entrance  
to Atrium from  
Forum



## | HOSTING OPPORTUNITIES

### | Networking Reception Host | Exclusive | 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 Tuesday Networking Reception
- Recognition in the exhibitors' section of the final programme

### | Welcome Coffee Contributor | Two available | EUR 500 each

One available Wednesday morning, set-up within the exhibition area.

Includes:

- Company name and logo on prominent signage
- Company recognition listed in the exhibitors' section of the final programme
- Coffee / tea service

### | Refreshment Break Contributor | 4 available | EUR 1,000 each or EUR 3,500 as exclusive opportunity for all four breaks

Set-up within the exhibition area Tuesday & Wednesday for the refreshment breaks includes:

- Company name and logo on prominent signage
- Company recognition listed in the exhibitors' section of the final programme
- Coffee / tea and pastries (2 days)

### | Lunch Break Contributor | Exclusive Opportunity for Each Lunch Break | EUR 2,200 or 4,000 for both lunch breaks

One available Tuesday, one available Wednesday. Set-up within the exhibition area

Includes:

- Company name and logo on prominent signage
- Company recognition listed in the exhibitors' section of the final programme
- 1 Mobile App push notification
- Lunch

### | Company Logo and Summary in Final Programme | Not limited | EUR 150

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





## | MOBILE APP ADVERTISING OPPORTUNITIES

This conference will be supported by a mobile conference app, allowing easy and searchable access to the programme, speakers, exhibitors, attendees and other useful information at your fingertips. It provides excellent opportunities for you to promote your presence:

### | Promoted posts | EUR 150

- Available on request
- Your message is pinned to the top of the activity feed for 20 minutes, highly visible to all app users – you can include images (640x640px in PNG), an app internal link to your exhibitor profile, link to your website
- Please provide content for your promoted posts in advance of the conference

### | Push notifications | EUR 350

- Available on request
- 140 character limit, no images or links
- 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

### | Exhibitors' Offers | FREE OF CHARGE

- Unlimited availability
- 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 15,000 characters of text.
- Provide copy and images in advance.
- Listed alphabetically by company name.

### | App Host | EUR 1,800

- 1 available
- “App Host EXHIBITOR” as app menu item
- Logo and html page / description freely designed by exhibitor
- Roll-up banner at the conference “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.



## | ADVERTISING OPPORTUNITIES

### | Literature kiosk | EUR 500 | limited to 3 companies

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 Does not include shipping costs to venue.

### | Premium Roll-up banner 85x225cm | EUR 1,200 | limited to 2 companies

1x Roll-up banner 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 submission: 1 May 2017

### | Half page advert in final programme | EUR 1,500 | limited to 3 companies

Final programme distributed to all participants

Printing and shipping to venue included in the fee.

Advert must be approved by DIA.

Deadline for artwork submission: 21 April 2017

#### **Technical Specifications**

	<b>Type Area</b>	<b>Trim Size</b>	<b>Bleed Size</b>
Half-page Horizontal	131mm x 190mm	141mm x 200mm	NA
Half-page Vertical	277mm x 86mm	287mm x 96mm	NA

#### **Digital Advertisement Delivery**

Acceptable Media: Email or CD

#### **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 [EMEA.Exhibition@DIAglobal.org](mailto:EMEA.Exhibition@DIAglobal.org)





# | ROLL-UP BANNER ARTWORK GUIDE

## PROOFING

We assume that the files you send us have been proofed by you and are ready for printing. This means you have checked the document for all spelling and grammatical errors, colour issues, layout and design BEFORE sending us your artwork. With this in mind you will not need to receive any further proofs from us. Although we will do our best to ensure that the files you send us are set up correctly, if you follow the guidance you should not have any issues.

## FILE TYPES

We require all artwork to be supplied as high resolution PDF files at the correct size for the banner you are buying.

## PDF FILES

File type - files should be supplied as high resolution (high quality) 300dpi PDFs.

Images - all images used during artwork preparation should be 300dpi at the Finished Print Size to ensure good quality print.

Fonts - all fonts should be embedded (select embed fonts in distiller options) or converted to curves.

Colour palette - please supply as a CMYK PDF, not RGB. It is important to ensure that all images used are also converted to CMYK. Using RGB PDFs can cause incorrect colours being printed or faults with RGB images.

Bleed - PDFs need to be supplied with 3mm bleed and trim marks. With roller banners it is important to take into account the area that will stay in the stand at the bottom of the panel. This area should also be treated as bleed.

Spot colours - all spot colours need to be converted to CMYK before creating the PDF. If the PDF is set up with spot colours these will be converted before printing and may cause incorrect colour reproduction.

## ROLLER BANNERS

The artwork for your roller banners should be set up to the appropriate chosen width and height. The bottom 100mm of the banner material stays within the Roller Banner mechanism at the bottom of the banner and won't be seen. Please bear this in mind when setting up your artwork as it must be set up to the correct size. The print ready PDF must be at least 300dpi with a 3mm bleed if appropriate. It's fine to set the artwork up at 1/2 or 1/4 size as long as the dpi remains 300 at full size.

## PREMIUM ROLLER BANNER STAND

The visible panel is available in an 850mm width and is 2,150mm high.

Artwork size should be 850mm x 2,250mm high (treating the bottom 100mm as bleed)



## BOOKING AGREEMENT FOR ADVERTISING/HOSTING OPPORTUNITY



Clinical & Regulatory Operational Excellence Forum | 13-14 September 2017 | Berlin, Germany | ID# 17103

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. Production and shipping costs are not included in opportunity fees. Advertising Opportunities are available on a first-come, first-served basis.

PAYMENT METHODS	
<b>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</b>	
<input type="checkbox"/> 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.	
<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX	CARD # _____ EXP DATE ____/____/____
Cardholder's Name: _____	Date: _____
<input type="checkbox"/> 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.	
<b>Please do not associate DIA with your company name • do not use the DIA logo • do not advertise sessions or speakers.</b>	
<input type="checkbox"/> 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 agreement should be sent to [EMEA.Exhibition@DIAGlobal.org](mailto:EMEA.Exhibition@DIAGlobal.org)  
For questions, please call +41 61 225 51 51**





## 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*

## Exhibit Space Rates and Information

Each 3m x 2m space includes one (1) complimentary full meeting registration and one (1) exhibit booth personnel registration. Any staff required above those allotted per 3m x 2m must register as a full attendee incurring full registration fees.

Each booth space includes one (1) table, two (2) chairs and one (1) electrical connection. Please note that there will be **NO pre-fitted shell scheme provided**. Any additional expenses associated with the exhibit, including pop up stand, lights, phone or carpeting, additional electrical connections, etc., will be the responsibility of the exhibitor.

<input type="checkbox"/> 3m x 2m Booth Space Rental Fees	€ 3'500.00
Number of booth spaces requested:	_____
<b>Total Amount Due :</b>	<b>€ _____</b>

The Booth Selection Schedule is based on the date and time your paid application is received at DIA Europe. Booth number requests will not be considered until DIA Europe has notified you of your turn to select. Your selection "rank" will be included in your confirmation email.

Services/Products to be exhibited:

## Cancellation and Downsizing Policy

All Cancellations/Downsizing requests MUST be in writing.

- Cancellations/Downsizing requests received on or before 17 July 2017 will receive a 50% refund;
- Cancellations/Downsizing requests received after 16 July 2017 will receive NO refund. Booth rental fees are non-transferable.

**If you do not receive confirmation within two weeks please call +41 61 225 51 51 or email: [emea.exhibition@diaglobal.org](mailto:emea.exhibition@diaglobal.org)**

## Payment Options and Information

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.

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

**Payment in FULL**

**50% Deposit** due with application. **Balance due by 17 July 2017**

**Full payment is required if submitting an application after 16 July 2017**

**In the event that full payment has not been received by 17 July 2017, the Organiser reserves the right to re-allocate booth space.**

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

Visa  MC  AMEX

Expiration date:

Credit Card Number

Name as it appears on credit card

Signature

Cheques should be made payable to: DIA and mailed together with a copy of the application form to facilitate identification to:  
DIA EMEA, Kuechengasse 16, 4051 Basel, Switzerland

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. #17103 must be included on the transfer document to ensure payment to your account. Please fax this form to +41 61 225 51 52 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.

## Contract Signature

The undersigned hereby authorises DIA Europe to reserve exhibit space in the Mercure Hotel MOA Berlin for use by the above company or organisation during DIA's Forum for Operational Excellence. The undersigned hereby acknowledges receipt of and agrees to abide by the terms and conditions of the contract and Rules and Regulations contained on the reverse side of this application. DIA EMEA reserves the right in its sole and absolute discretion to reject any application that in its judgment does not enhance the purpose of the 11th Annual Medical Information and Communication Conference & Exhibition or is in direct competition with DIA Europe. This contract shall be deemed accepted by DIA Europe when received, together with the required payment. However, no contract shall be deemed accepted if the contracting exhibitor has outstanding financial obligations to DIA EMEA, of which DIA Europe is aware, for booth space, advertising, or any service(s) provided by DIA EMEA.

# 2017 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’s Forum for Clinical & Regulatory Operational Excellence to be held in Berlin, Germany is managed by 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:** DIA EMEA provides aisle carpeting in main and cross aisles and general security in the exposition beginning with Exhibitor set-up and concluding after all show freight has been removed from the floor. 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 Mercure Hotel MOA Berlin, 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 German 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