

18th DIA Japan Annual Meeting 2021

**New Challenges, New Solutions**

- To Overcome Together with People All Over the World

24-26 OCTOBER 2021 | VIRTUAL

# SPONSORSHIP & EXHIBITION PROSPECTUS



**DIAGLOBAL.ORG**



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DIA Global Center: Washington, DC, USA | Basel, Switzerland |  
Beijing, China Horsham, PA, USA | Mumbai, India | Tokyo, Japan



DIA volunteers, members, and staff provide a comprehensive catalogue of conferences, workshops, training courses, scientific publications, and educational materials, throughout the year, all around the world.

**DIAGlobal.org**

## About DIA

DIA is a global association that mobilizes life science professionals from across all areas of expertise to engage with patients, peers, and thought leaders in a neutral environment on the issues of today and the possibilities for tomorrow.

# JOIN US FOR DIA JAPAN'S LARGEST LIFE SCIENCES MEETING OF THE YEAR!

The DIA Japan Annual Meeting brings together a global network of life sciences professionals to foster innovation that will lead to the development of safe and effective medical products and therapies to patients. Under the theme of *"New Challenges, New Solutions: to overcome with people all over the world together"*, this year's Japan Annual Meeting will provide opportunities to look back at what we have accomplished and learned during the COVID-19 pandemic and engage in deeper dialogues as we move to the next stage.

With around 1,000 participants from industry, regulators, academia, and patient bodies, the Japan Annual Meeting provides the perfect opportunity to connect with and showcase your offer to key target audiences.

Join the conversation, become a thought leader, achieve tremendous brand visibility, and generate leads at the DIA Japan Annual Meeting 2021.



## ATTENDEE DEMOGRAPHICS

### Delegates



### Attendees by Role

Industry: 68%  
Academia: 15%  
Government: 9%  
Other: 8%

### Who Sponsors & Exhibitors



The DIA Japan Annual Meeting welcomes participants from more than 200 organizations including:

Astellas Pharma Inc.  
Bristol Myers Squibb  
Chugai Pharmaceutical Co., Ltd.  
Eisai Co., Ltd.  
Eli Lilly Japan K.K.

MSD K.K.  
Novartis Pharma K.K.  
Otsuka Pharmaceutical Co., Ltd.  
Pfizer Japan Inc.

# PARTNERSHIP OPPORTUNITIES



## THOUGHT LEADERSHIP

Engage directly with attendees and showcase your organization as an influential leader in the healthcare and life sciences industry.

Entitlement	Cost	Full details
Luncheon Seminar	440,000 JPY	<a href="#">Page 4</a>
Afternoon Seminar	220,000 JPY	<a href="#">Page 4</a>
Innovation Theater	165,000 JPY	<a href="#">Page 5</a>
Special "Chatting" Session Sponsorship	550,000 JPY	<a href="#">Page 5</a>



## DIGITAL PROMOTION & BRANDING

Maximize brand exposure before, during, and after the meeting.

Entitlement	Cost	Full details
Banner ad and link in registration confirmation email	<del>330,000 JPY</del>	<b>SOLD OUT</b>
e-blast: featured spot in "Our Supporters" promotional email sent to registrants in the lead up to the event	82,500 JPY	<a href="#">Page 7</a>
Logo on virtual event homepage	55,000 JPY	<a href="#">Page 7</a>



## VIRTUAL EXHIBITION

Boost visibility, showcase your products/services, and generate leads through our virtual exhibition.

Industry	220,000 JPY	<a href="#">See page 6 for full details</a>
Academia/ Government/ Non-profit	165,000 JPY	

Is there something you don't see here and would like to suggest? Let us know:

**SEND US YOUR SUGGESTIONS**

PREMIUM PACKAGES	Gold 1,320,000 JPY <b>SOLD OUT</b>	Silver 880,000 JPY Availability: 3	Bronze 660,000 JPY Availability: 5
	Virtual Booth including 2 full delegate registrations and 2 personnel registrations (booth access only)	✓	✓
Prominent positioning on Virtual Exhibits page	✓	✓	✓
Luncheon Seminar	✓		
Afternoon Seminar		✓	
Recognition in Virtual Exhibit promotional eblast sent during live event	✓	✓	✓
Company listing in at-a-glance program (PDF)	✓	✓	✓
Logo on virtual event HP	✓	✓	✓
Promotional video on virtual event HP	✓		
Push notification on virtual event platform (sent to all participants)	✓		
Recognition and link in pre-event promotional emails	✓		

All prices include 10% Japanese consumption tax

# THOUGHT LEADERSHIP



Thought Leadership opportunities are unique occasions to showcase your organization as an influential leader in the healthcare and life sciences industry.

## Luncheon / Afternoon Seminars

Position your company as a thought leader with DIA's Luncheon and Afternoon Seminars. DIA will promote the presentations through the agenda, notifications, and eblasts. Seminar host companies have the option of incentivizing participation through an e-ticket campaign (each attendee receives a digital ticket worth 500 JPY, the cost of which must be covered by the host company. The e-tickets are prepared and sent to attendees by DIA. Following the event DIA will then invoice the seminar host company for the total cost of the e-tickets).

### Luncheon Seminars

**Duration:** 30mins

**Session Type:** Pre-recorded presentation (20min) played "live" followed by Q&A\* (10min). Held within the main event program.

**Location:** Dedicated session page with Q&A box

**Includes:**

- 1 Day Full-Access badge for primary speaker
- List of opt-in attendees
- Branded session page including logo, unlimited CTAs, document uploads, polls functionality
- Inclusion in Luncheon Seminars promotional e-blast (x1) sent to all event participants. Multiple participating companies will be introduced in the same email.
- Inclusion in the online searchable program
- Session to be captured and available for on-demand viewing on the event platform for 1 month
- Session delivery support

### Afternoon Seminars

**Duration:** 15mins

**Session Type:** Pre-recorded presentation played "live" within the main event program.

**Location:** Dedicated session page with Q&A box

**Includes:**

- 1 Day Full-Access badge for primary speaker
- List of opt-in attendees
- Branded session page including logo, unlimited CTAs, document uploads, polls functionality
- Inclusion in Afternoon Seminars promotional e-blast (x1) sent to all event participants. Multiple participating companies will be introduced in the same email.
- Inclusion in the online searchable program
- Session to be captured and available for on-demand viewing on the event platform for 1 month
- Session delivery support

\*Live Q&A is optional. Presentation can be extended to 30mins if Q&A is not required.

**Price: 440,000 Yen**

**Availability:**  
11

**Price: 220,000 Yen**

**Availability:**  
12

*All prices include 10% Japanese consumption tax*

# THOUGHT LEADERSHIP



## Innovation Theater



Calling all solution providers! Showcase your products and services to attendees in one of DIA's popular Innovation Theaters. DIA will promote the presentations through the agenda, notifications, and eblasts.

**Duration:** 30mins

**Session Type:** Pre-recorded presentation offered on-demand from the opening day of event (24 Oct)

**Location:** Session page with Q&A box

### Includes:

- List of opt-in attendees
- Branded session page including logo, unlimited CTAs, document uploads, polls functionality
- Inclusion in Innovation Theater promotional e-blast (x1) sent to all event participants. Multiple participating companies will be introduced in the same email.
- Inclusion in the online searchable program
- Session available on the platform for 1 month

**Price: 165,000 Yen**

**Availability:**  
3

## Special “Chatting” Session Sponsorship

Exclusive sponsorship of the premier networking session at this year's event. With more than 200 participants expected, this is the ideal opportunity to boost visibility and reach a large audience in one sitting.

### Includes:

- 5 minute pre-recorded introduction to be played at the opening of the session.
- List of opt-in attendees
- Logo and link on session page
- Inclusion in the online searchable program

**Price: 550,000 Yen**

**Availability:**  
1



*All prices include 10% Japanese consumption tax*

## VIRTUAL EXHIBITION



Boost visibility, showcase your products/services, and generate leads through our virtual exhibition

### Opening Hours

The virtual exhibition will be open from October 17 to 30 November.

### What's included?

- One full meeting registration (value: 118,800 JPY)
- 2 virtual booth personnel registrations
- Booth specifications: logo, company/service intro and contact details, unlimited links, promo video uploads, document uploads
- 1:1 instant video meeting functionality
- Discussion board and polls functionality
- Virtual booth engagement metrics (visits, messages, link clicks, video views, document downloads)
- List of opt-in booth visitors

### Price

Industry	220,000 JPY
Academia / Government/ Non-profit	165,000 JPY

### Additional Options

- Additional full meeting registration (up to 2 people):  
83,600 JPY per person
- Additional virtual booth registrations (up to 2 people):  
27,500 JPY per person

*All prices include 10% Japanese consumption tax*

## PARTNERSHIP OPPORTUNITIES

# DIGITAL PROMOTION & BRANDING



Branding opportunities at the DIA Japan Annual Meeting 2021 are built to maximize exposure before, during, and after the meeting – increasing your brand equity and keeping your company top of mind.

### Banner ad and link in registration confirmation email

Feature your company's banner advertisement and logo in the registration confirmation emails sent to attendees. Reserve this sponsorship early for maximum benefits!

Price: ~~330,000 Yen~~

**SOLD OUT**

### e-blast

Featured spot in "Our Supporters" e-blast sent to event registrants in the lead up to the event. Exhibitors will be included in one of two e-blasts sent. Each e-blast will feature up to 3 Exhibitors. Please note, this item is only available to sponsors who also purchase a virtual booth.

**Details:** Company/service introduction (up to 150 words) and one link

Price: **82,500 Yen**

Availability:  
6

### Logo on Virtual Platform Homepage

Include your logo in a prominent scrolling banner on the virtual event homepage. Logos appear in gray (see sample below) and include an embedded link to the exhibitor's virtual booth. Please note, this item is only available to sponsors who also purchase a virtual booth.

Sponsored by



Price: **55,000 Yen**

Availability:  
unlimited

Display period: Mid-October to 30th November 2021.

*All prices include 10% Japanese consumption tax*

### Booking and Enquiries

For further information and booking, please contact Takaya Mera at:  
DIAJAM@mci-group.com or 81 (0)3 3508 9031