

# SPONSORSHIP & EXHIBIT PROSPECTUS



DIA

## **SINGAPORE** | 16-17 JULY ANNUAL MEETING | **2024**

Cultivating Synergies in Clinical Research and the Regulatory  
Environment to Innovate Healthcare

The rapid evolution of drug development and technology, coupled with regulatory advances have created new opportunities and challenges in healthcare. It is critical for regulators, academia, patients, and industries to collaborate closely to ensure an evolving and robust regulatory ecosystem that enables accelerated and cost-effective access to innovative healthcare solutions. This year, DIA Singapore Annual Meeting aims to bring regulators, patient representatives and industries to share and discuss ways in cultivating synergies in clinical research and the regulatory environment to innovate healthcare in APAC. Come join us and be a part of the discussions to explore the challenges and actions that stakeholders in APAC can adopt to ensure transformations in the healthcare evolution.

#### Key topics

- Future regulatory ecosystem
- Accelerating and Streamlining Accelerating Procedures
- Drug Development and Innovation in Clinical Research
- New Regulatory Fields and Trends
- The influence of emerging regulatory strategies and trends on the surveillance of medicines after they have been approved
- Clinical Research Regulations

#### About the **Organiser**

## DIA

DIA is a global, member-driven organization established in 1964 by a group of 30 pharmaceutical professionals, medical writers, and academics who came together to create a platform for necessary global communication and collaboration to solve a healthcare threat to unborn children worldwide. Today, professionals from 80 countries continue to engage with DIA through our unparalleled membership network, educational offerings, and professional development opportunities.

DIA is the only global organization dedicated to bringing health care product development professionals together in a neutral environment to improve health and wellbeing throughout the world.

## EVENT DETAILS:

### 16-17, July 2024 Venue: Voco Orchard Road, Singapore

- Expected number of attendees for 2024 - **180+**
- Expected regulatory authorities - **7**
- Sessions - **6**
- Speakers - **30**

## Sponsorship and Exhibition Opportunities

### WHY SPONSOR?

- Reinforce your brand to your target audience as an industry and create meaningful partnerships
- Generate new leads for your business
- Showcase new products and demonstrates solutions
- Connect in-person to create business relationships and strengthen existing ones with customers and partners

For further details please contact [carley.kim@diaglobal.org](mailto:carley.kim@diaglobal.org), [joshua.choi@diaglobal.org](mailto:joshua.choi@diaglobal.org)

### SPONSORSHIP OPPORTUNITIES

BENEFITS	PLATINUM SG\$ 10,000	GOLD SG\$ 8,500	SILVER SG\$7,000
15 Minutes slot for corporate presentation during the Innovation Hub	✓		
Opportunity where relevant for one person to participate in a panel discussion within the conference program	✓		
Opportunity to provide a conference insert (flyer/brochure) to be handed out to the participants at the registration desk by the Organiser (Inserts to be supplied by the Sponsor)	1	1	
One booth (3m x 3m)	✓	✓	✓
Full Meeting Attendee passes	6	5	4
Exhibitor Booth Passes	4	3	2
Logo positioning on DIA Singapore Meeting Homepage	✓	✓	✓
Inclusion of logo in Welcome and Thank you emails	✓	✓	✓
Logo on 'Thank You Supporter' banner which will be placed in the foyer of the meeting room	✓	✓	✓
Verbal Acknowledgement during the plenary session	✓	✓	✓
Recognition in the Welcome email to registered participants	✓	✓	✓
One Email blast to all registered delegates (either 2 days prior to the meeting or 4 days post meeting)- content provided by sponsor	✓		
One Banner Ad on the DIA Singapore Meeting Event online Homepage	✓		
Side Banner AD on the Online Event Platform Homepage			
Includes: <ul style="list-style-type: none"> <li>• Company Banner Advertisement will be displayed on the online event platform homepage.</li> <li>• It is a rotating banner.</li> </ul>	✓	✓	✓
Dedicated company profile page on the event platform for 1 month before & 2 months after the meeting. <ul style="list-style-type: none"> <li>• You get access to your booth visitors details (<i>first name, last name, job title, company, country, email address</i>).</li> </ul>	✓	✓	✓

## EXHIBITION Opportunities

The exhibition is set to be the primary networking area for delegates, sponsors and exhibitors.

### Exhibition Booth – SG\$ 6,000

Inclusions: Standard Booth : 3m x 3m

- Logo positioning on DIA Singapore Meeting Homepage
- Recognition in the Welcome email to registered participants
- Two Complimentary Full Meeting Passes & Two Booth Passes
- One Table, 2 Chairs, One waste basket

### Exhibition Table Display – SG\$ 4,500

Inclusions:

- Tabletop in the exhibit area
- Logo positioning on DIA Singapore Meeting Homepage
- Recognition in the Welcome email to registered participants
- One Complimentary Full Meeting Pass & One Booth Pass
- One Table, 2 Chairs, One waste basket

## ADDITIONAL SPONSORSHIP Opportunities

DIA Singapore Annual Meeting offers the chance for Sponsors and Exhibitors to enhance your educational experience of the conference by taking the following additional sponsorship and advertising opportunities. These additional opportunities can only be purchased through sponsorship and exhibition packages have been confirmed.

## THOUGHT Leadership

### Innovation Hub – SG\$ 5,500

This is a thought-leadership opportunity enabling an expert from within your organization to present case study or showcase a product/service during the Innovation Hub Session of the DIA Singapore Annual Meeting.

This is a 15-minute exclusive airtime given to the sponsor for the presentation and offers the opportunity to bring forward topics that are important your organization from a policy and educational perspective. You can choose your timing within this slot. This would be included in the agenda. DIA will support the live session delivery on session day. We will provide the list of Leads (session participants). Access to these sessions is open to all registered delegates.

The package includes the following:

- One full delegate pass for the speaker or staff
- Your logo is highlighted on your sponsored session in the online programme
- Inclusion of your session in the 'Innovation Hub' section of the conference programme

### Session Sponsor – SG\$ 4,500 (Limited opportunities available)

Sponsor a specific session within the conference program. You can reach your target audience directly by sponsoring a conference session specific to your company's technology field and position yourself as an industry leader within that area. This package provides branding and recognition through the following:

- Corporate logo branding will be placed on the Session of choice i.e Session Sponsored by: in Final Programme on website book
- Recognition by session chairs during the sponsored session
- Sponsor's marketing collateral (1) allowed to be distributed to participants during the session (Flyer to be supplied by the sponsor)
- One full delegate pass

## SOCIAL

### Happy Hour Sponsor – SG\$8,500 (2 opportunities available)

Leverage on the opportunity to enhance brand awareness at this highly appreciated networking function where attendees meet and network. You will have the opportunity to host a function in a more casual setting at the end of each day of the conference.

- 1-hour networking activity either on first day or second day of the conference
- Opportunity for a brief speech (maximum 5 mins, non-sales promotion) for the sponsor
- Sponsor can display pull-up banners (Max: 2) for allocation around the entrance and in the function area (sponsor to bring their own)
- Distribute “corporate-gift” to participants of the function (sponsor to bring their own)
- Logo acknowledgement in the event website and thank You Supporter banner

*\*Exclusive of F&B Cost*

## BRANDING Opportunities

### DIGITAL MARKETING (Sponsor & Exhibitor Exclusive Opportunities)

#### Email blast to all registered delegates – SG\$4,000

The sponsor company will provide the content for the emailer. This will be sent out to all registered participants prior to the event. We will share the metrics for this emailer. Mailing date will be confirmed by DIA based on availability.

- Header 700w x 300h pixels JPEG
- Footer 700w x 150h pixels JPEG
- Email body

#### Email Bottom Banner – SG\$3,000

1 clickable email banner in the welcome email to all registered participants.

- Banner 700w x 300h pixels JPEG - Link to the preferred locations

### Social Post

DIA social channels to promote your session or your organization.

DIA Followers:  
LinkedIn: 23,000+  
Twitter: 13,400+  
Facebook: 9,600+

Includes:

- 2 social media post on the selected channel.
- Image (optional) 1200 x 628 pixels:
  - LinkedIn - Max 600 characters including spaces
  - Facebook - Max 600 characters including spaces
  - Twitter - Max 250 characters including spaces

**1,200 SGD** per Post per Channel

**2,000 SGD** per Post for 2 Channels

**3,000 SGD** per Post on all Channels

## ON-SITE Visibilities

### Delegate Bag - S\$4,000 (Exclusive)

A tremendous promotional opportunity with great brand visibility and corporate branding. The delegate bags have an outreach of all attendees over 2 days of the conference. Logo on bag should be co-branded with conference logo. Certain restrictions apply.

*\*Design approval to be agreed upon with organiser. Exclusive of production costs.*

### Branded Hand Sanitizer - S\$4,000 (Exclusive)

Safety first – this positive and important message can be in every participant's pocket, brought to them by you. All conference attendees will receive hand sanitizer up on entry.

*\*Exclusive of the production costs.*

### Meeting Pens and Notebook Sponsor - S\$4,000 (Exclusive)

Enrich the conference delegate experience and ensure they can take notes with your company's branded notepad and pen! Logo on notebook and pen (co-branded with conference logo). Certain restrictions apply.

*\*Exclusive of the production costs.*

### Reusable Water Bottle - S\$4,000 (Exclusive)

Stay hydrated and enhance brand awareness by providing the essential. Organiser will distribute this to the attendees up on entry.

*\*Exclusive of the production costs.*

### Conference Flyers/Brochures - S\$3,000

Promote product awareness or draw traffic to your booth. Conference inserts are an Exhibitor and Sponsor exclusive opportunity. Your promotional material will be distributed to each attendee upon checking in at conference registration.

*\*Sponsor to supply the flyers or brochures.*

### Standee - S\$3,500

The sponsor company will provide a 6'X3' pull up standee. This will be placed in the exhibit area throughout the 2 days of the meeting.

If you require customized Sponsorship packages , please contact us to discuss further.

## CONTACT Details

Craley Kim: carley.kim@diaglobal.org | Joshua Choi :joshua.choi@diaglobal.org  
korea@diaglobal.org



# SINGAPORE | 16-17 JULY ANNUAL MEETING | 2024

Cultivating Synergies in Clinical Research and the Regulatory Environment to innovate healthcare

## APPLICATION TO SPONSOR AND/OR EXHIBIT

Please return this completed document to [carley.kim@diaglobal.org](mailto:carley.kim@diaglobal.org), [joshua.choi@diaglobal.org](mailto:joshua.choi@diaglobal.org)

### Details of the Contact Person

Title	First name	Last name	
<input type="text"/>	<input type="text"/>	<input type="text"/>	
Phone	Email		
<input type="text"/>	<input type="text"/>		
Job Title			
<input type="text"/>			
Company name			
<input type="text"/>			
Company address			
<input type="text"/>			
City	State	Postcode	Country
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
GST Number			
<input type="text"/>			

### Sponsorship Opportunities

<input type="checkbox"/>	PLATINUM	SGD 10,000	<input type="checkbox"/>	GOLD	SGD 8,500	<input type="checkbox"/>	SILVER	SGD 7,000
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## EXHIBITION OPPORTUNITIES

Entitlement	Quantity	Price SGD
<input type="checkbox"/> Exhibition Booth	<input type="text"/>	6,000
<input type="checkbox"/> Exhibition Table Top Booth	<input type="text"/>	4,500

## THOUGHT LEADERSHIP

Entitlement	Quantity	Price SGD
<input type="checkbox"/> Innovation Hub	<input type="text"/>	5,500
<input type="checkbox"/> Session Sponsor	<input type="text"/>	4,500

## DIGITAL MARKETING

Entitlement	Quantity	Price SGD
<input type="checkbox"/> Eblast to Registered Participants	<input type="text"/>	4,000
<input type="checkbox"/> Email bottom banner	<input type="text"/>	3,000
<input type="checkbox"/> Pop Up & Push Notification	<input type="text"/>	2,000
<input type="checkbox"/> Side Banner Advertisement on the Online Event Platform Homepage	<input type="text"/>	2,000
<input type="checkbox"/> Sponsoring Social Post - Per Post Per Channel		1,200
<input type="checkbox"/> Sponsoring Social Post - Per Post Two Channel		2,000
<input type="checkbox"/> Sponsoring Social Post - Per Post Three Channel		3,000

## SOCIAL

Entitlement	Quantity	Price SGD
<input type="checkbox"/> Happy Hour		8,500

## ON SITE OPPORTUNITIES

Entitlement	Quantity	Price SGD
<input type="checkbox"/> Brand Hand Sanitizer	<input type="text"/>	3,000
<input type="checkbox"/> Meeting Pens & Notebook	<input type="text"/>	3,000
<input type="checkbox"/> Reusable Water Bottle	<input type="text"/>	3,000
<input type="checkbox"/> Delegate Bag	<input type="text"/>	3,000
<input type="checkbox"/> Conference Flyer / Brochure	<input type="text"/>	2,000
<input type="checkbox"/> Standee	<input type="text"/>	2,500

## Payment

VISA

MASTER

AMEX

Bank Transfer

Amount

You will receive an invoice with bank information detail by email after registration completion.

All local and overseas charges incurred for the bank transfer must be borne by payer.

Wire Transfer Instructions for DIA Japan: MIZUHO BANK LTD (0001)

KAMIYACHO Branch (146) Ordinary AC #1273382

SH DIA Japan / 5-1-5 Toranomon, Minato-ku 105-0001 Tokyo Japan

SWIFT CODE:MHCBJPJT

## Declaration

My signature below denotes that I accept the points listed in the declaration, agree to be invoiced for the total amount payable, and am authorised to make the commitment on behalf of my organisation. I understand and accept the inclusions of the exhibition package I am purchasing, and agree to abide by the **Terms and Conditions** of participating in this event as outlined on the conference prospectus

Signature

Date