

EXHIBITOR MEDIA GUIDE

DIA GLOBAL
2025 ANNUAL
MEETING

Event Dates: June 15–19, 2025
Location: Washington, DC, USA
Website: DIAglobal.org/DIA2025

Welcome

Thank you for joining us at the 2025 DIA Global Annual Meeting—the largest and most interdisciplinary gathering of life sciences professionals advancing innovation across clinical development, regulatory science, digital health, and patient engagement.

We are excited to partner with you to maximize your media presence at this global forum for innovation and collaboration.

This guide outlines how you can connect with attending media and leverage DIA channels to enhance your visibility.

Event Media Policy

DIA is a neutral, nonprofit association committed to the open exchange of scientific information.

Accredited Media

A select group of credentialed journalists and media outlets will attend DIA 2025, covering key trends, regulatory updates, innovations, and patient-centered developments.

Media List Access

Registered exhibitors may request the current media list by emailing DIAglobal@gregoryfca.com.

Key Guidelines

- Exhibitors are permitted to announce their participation and share relevant news.
- All press releases referencing DIA must be factual and not imply endorsement.



Sample Press Release Template

[TK for Company Name] to Showcase Innovations at DIA 2025 Global Annual Meeting

Washington, DC – [Date of Release] – [Company Name], a [brief company descriptor], today announced its participation as an exhibitor at the DIA 2025 Global Annual Meeting (DIA 2025), taking place June 15–19 in Washington, DC.

DIA 2025 is the ultimate global gathering for industry pioneers, regulatory experts, and healthcare visionaries. This flagship event is more than just a conference—it's a catalyst for change, bringing together the brightest minds from across the globe to shape the future of healthcare, drug development, and regulatory science. [Company Name] will be on-site to showcase [general offerings or areas of expertise].

“We look forward to connecting with industry peers and stakeholders at DIA 2025 to share insights and collaborate on shaping the future of healthcare innovation,” said [Spokesperson Name], [Spokesperson Title] at [Company Name]. “Our team is excited to demonstrate [product/service area or expertise] and explore new opportunities for partnerships and growth.”

Attendees can visit [Company Name] at Booth #[Booth Number] to learn more about [specific offerings, demos, or expertise available]. [Optional: If applicable, mention participation in the Press Theater: “Representatives will also be available during a press briefing scheduled for [date and time] in the DIA 2025 Press Theater.”]

[Company Boilerplate]

About DIA 2025 Global Annual Meeting

DIA 2025, held June 15–19 in Washington, DC, brings together thousands of professionals across life sciences, healthcare, and regulatory sectors. With more than 200 sessions across 12 content tracks, Global Executive Day, expanded regulatory town halls, and new Spotlight Sessions, DIA 2025 serves as a critical platform for advancing collaboration and innovation to improve patient outcomes worldwide.

Learn more about the program at DIAglobal.org and connect with DIA on LinkedIn, Facebook, X (Twitter), and Instagram.

SOCIAL MEDIA GUIDELINES

DIA GLOBAL
2025 ANNUAL
MEETING

Amplify your presence by engaging with DIA's official channels:

Hashtags

- **#DIA2025** (Primary event hashtag)
- **#GlobalAnnualMeeting** (Optional secondary hashtag)

Tag DIA Accounts

- **LinkedIn:** @DIA Global
- **X (formerly Twitter):** @DrugInfoAssn
- **Facebook:** @DrugInformationAssociation
- **Instagram:** @DrugInformationAssociation

Tip: Always double-check tagging by typing "@" and selecting the correct page in the platform's search bar!

General Tips / Best Practices

- **Post Before, During, and After the Event:** Build momentum leading into DIA 2025, stay active during the meeting, and share key takeaways or wins afterward.
- **Use the Official Event Hashtags:** Include hashtags in every post to join the event conversation and increase visibility.
- **Tag DIA's Official Accounts:** When you tag the event, your post is more likely to be shared or seen by attendees and media.
- **Use Eye-Catching Visuals:** Photos of your team, booth setup, speaking sessions, or product demos get far more engagement than plain text.
- **Keep it Short and Friendly:** Social media posts perform best when they are conversational, positive, and easy to skim.
- **Highlight Booth Information and Press Opportunities:** Tell people exactly where to find you and what they can expect to learn.

Sample Pre-Event Posts

LinkedIn/X/Facebook

We're excited to exhibit at #DIA2025 in Washington, DC! Visit us at Booth #[Booth Number] to see how [Company Name] is driving innovation in [industry area]. See you there! @[DIA handle for platform]

LinkedIn (if speaking or presenting)

[Company Executive Name] will be speaking at #DIA2025 about [Session Topic]! Join us on [Date/Time] to learn more about [highlight topic]. #GlobalAnnualMeeting @DIA Global

X (Short Version)

Heading to #DIA2025? Find us at Booth #[Booth Number] to explore the future of [industry area]! @DrugInfoAssn #GlobalAnnualMeeting

Sample During-Event Posts

At Booth

The team is ready! Visit [Company Name] at Booth #[Booth Number] at #DIA2025 to learn more about our [products/services]. We're excited to connect! @[DIA handle for platform]

After a Press Briefing

Thank you to everyone who joined our Press Theater session at #DIA2025! For more insights, stop by Booth #[Booth Number] or connect with us online. @[DIA handle for platform]

Tagging Highlights

Incredible conversations happening at #DIA2025 around [Topic, e.g., AI in healthcare]! Proud to be part of it. @[DIA handle for platform]

Sample Post-Event Posts

Thank You Post

Thank you, #DIA2025, for an inspiring week of innovation, collaboration, and connection! Until next year. #GlobalAnnualMeeting @[DIA handle for platform]

Media Coverage Share

Check out [Media Outlet Name]'s coverage featuring [Company Name] at #DIA2025! We're proud to be advancing [topic]. [Link to article]

Bonus Tips

- Schedule key posts ahead of time using a tool like Hootsuite or Buffer.
- Share quick behind-the-scenes shots (booth setup, team dinners, event crowds) to show energy and authenticity.
- If journalists visit your booth or attend your session, thank them publicly (without tagging unless they've already posted).
- Use LinkedIn for longer posts and thought leadership, X/Instagram for quicker updates and visuals.

ON-SITE MEDIA SUPPORT

A staffed Media Center will be available at the Walter E. Washington Convention Center for registered press and exhibitors with media appointments. Exhibitors may reserve a time slot in the media center by emailing DIAglobal@gregoryfca.com.

Location details will be shared closer to the event.

For on-site assistance:

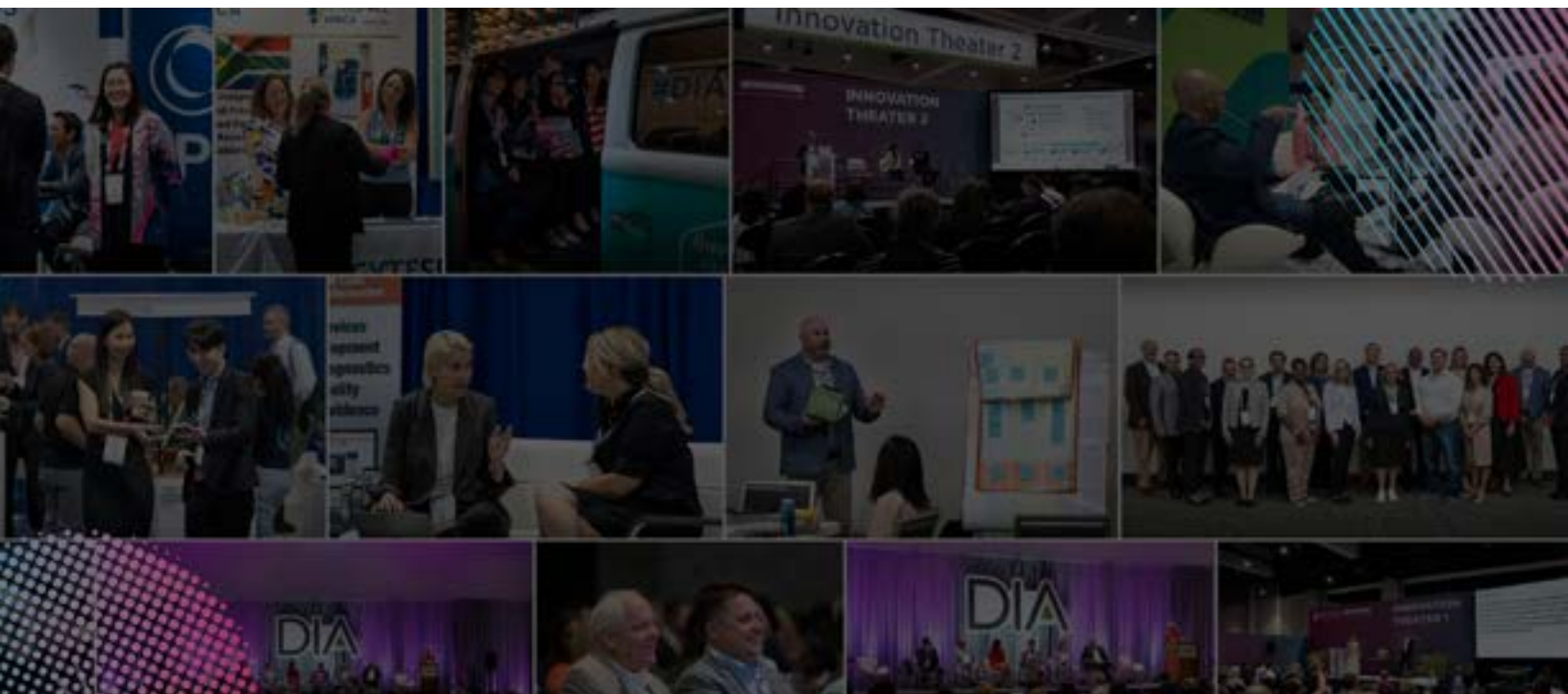
- **On-site Media Relations Team:** DIAglobal@gregoryfca.com

Contact Information

For media inquiries, submissions, or assistance:

- **Email:** DIAglobal@gregoryfca.com

We Look Forward to Showcasing Your Innovations at #DIA2025!



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