

# The 22<sup>nd</sup> DIA Japan Annual Meeting 2025

Strong Ties of Japan with Asia and the World for Delivering 'Tomorrow's Normal' to Patients

19-21 October | Tokyo Big Sight



DIA

## Marketing & Industry Support Prospectus



# About DIA Japan 2025

The 22nd DIA Japan Annual Meeting 2025 will be held at **Tokyo Big Sight from October 19 to October 21, 2025.**

DIA Japan will hold an exhibition during the period of this Japan Annual Meeting and are recruiting exhibiting companies.

The venue will be the same as last year. **Tokyo Big Sight Conference Tower:** 3-11-1 Ariake Koto-ku Tokyo, Japan 135-0063. Tel. +81 3 5530 1111

We are expecting **over 1,200 participants** for the conference.

Details of the program will be announced as soon as they are finalized.

**New sponsorship initiatives** will be introduced this year in addition to the usual luncheon seminars.

- 1. Innovation Theater:** Located in the exhibition hall, running at the same time as the sessions
- 2. Broadcast promotional videos:** Showcasing exhibiting companies during coffee breaks and rest periods, and making them accessible on the mobile app
- 3. Digital Marketing:** Including eBlast emails for exhibitors
- 4. Exhibit booth space:** Available on the 6<sup>th</sup> floor, the same as seminar floor

Please refer to the sponsorship guide for details.



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Tokyo Big Sight Conference Tower

# Standard Booth Package

Floor	Industry	Price	Exhibition Space	Registrations
Exhibit Hall	1 booth space	495,000	6.1m <sup>2</sup> (W2475mm×D2475mm)	1 Full meeting pass + 2 Booth Passes
	2 booth spaces	825,000	12.25m <sup>2</sup> (W4950mm×D2476mm)	2 Full meeting passes + 4 Booth Passes
	3 booth spaces	1,166,000	18.38m <sup>2</sup> (W7425mm×D2477mm)	3 Full meeting passes + 6 Booth Passes
	4 booth spaces	1,485,000	24.50m <sup>2</sup> (W4950mm×D4950mm)	4 Full meeting passes + 8 Booth Passes
	Academia	165,000	2.4m2 (W1980mm×D1200mm)	1 Full meeting pass + 2 Booth Passes
			Table (W1800mm×H700mm x D450mm) x 1, Chair x 2	
6F	1 space	495,000	6.1m <sup>2</sup> (W2475mm×D2475mm)	1 Full meeting pass + 2 Booth Passes
	Tabletop	220,000	2.4m2 (W1980mm×D1200mm)	1 Full meeting pass + 2 Booth Passes
			Table (W1800mm×H700mm x D450mm) x 1, Chair x 2	
Additional Booth Pass (Up to three) 1:16,500 / 2 : 33,000 / 3 : 49,500				
100-volt power supply is provided, Wi-Fi is available				

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## Booth Construction Application

DIA provides only the space and back Pannels.

If you would like a package booth or custom-made booth construction, please apply through Blanco Co., Ltd.

dia-japan@branco.jp

The 22<sup>nd</sup> DIA Japan Annual Meeting 2025 Official Service Provider:  
Branco Inc. <http://branco.jp/>

# Exclusive Sponsorship Packages

Inclusions	Platinum	Gold	Silver
Price	<i>Sold-out</i>	<i>Sold-out</i>	715,000
Luncheon Seminar			✓
Venue			609 101(Sunday) 608(Sunday)
Full registrations			1
Sponsor logo on reception signboard			✓
Sponsor logo on information signboard at the 1st-floor escalator hall			✓
Sponsor logo on stamp rally card			✓
Sponsor logo on Mobile app for company profile			
Streaming promotional videos of exhibiting companies at the exhibition venue			
Sponsor logo on signboard at the ground-level entrance of Tokyo Big Sight			
Sponsor logo once in the final meeting announcement email			



# Exclusive Sponsorship

## Sponsors seminar at Innovation Theater

Price: 330,000/1 slot

Showcase your solutions in the Innovation Theaters located in the Exhibit Hall.

- DIA will promote your 30-minute presentation in the Program Agenda, mobile app push notifications, and DIA marketing communications.
- Innovation Theater is a semi-enclosed area with a stage, projector screen, internet, and seating for up to 100 attendees.
- Beverages will be provided during your presentation.
- Time slots are as follows and assigned on a first-come, first-serve basis:  
9:10-9:40 10:00-10:30 11:00-11:30 11:50-12:20 13:40-14:10 14:30-15:00



## Stamp Rally

Price: 38,500

The purpose is to increase opportunities for information exchange by encouraging participants to visit various booths with their stamp rally cards.

- All participants will receive a stamp rally card.
- Participants can obtain one raffle ticket for every four booths visited, and prize raffles can be conducted at any time at the DIA booth.
- Prizes, including popular IT-related items, will be prepared by DIA and sponsoring companies.
- Additionally, sponsors can provide participation prizes to encourage more booth visits from conference attendees.
- The cards will display the logos of participating companies, and stamps will only be distributed at booths featuring these logos.



The prize provided by DIA last year



# Exclusive Sponsorship

## Broadcast promotional videos from exhibiting companies

Broadcasting promotional videos of exhibiting companies at the exhibition venue.

- Video Length: Approximately 5 minutes.
- Broadcast Schedule: During breaks and lunch hours.
- Mobile APP Link: Add a link to mobile app (My DIA).

Price : 55,000

## Event eBlasts

Send a custom email to the full list of registered attendees before or after the DIA Japan Annual Meeting 2025. This opportunity is limited to one exhibitor per day and includes a campaign report to measure your campaign performance.

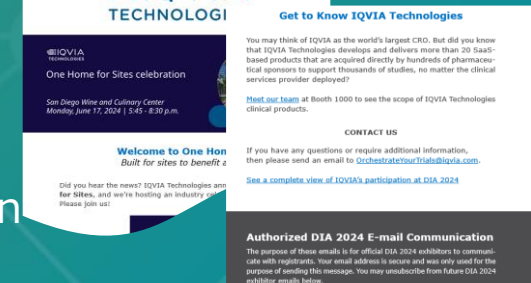
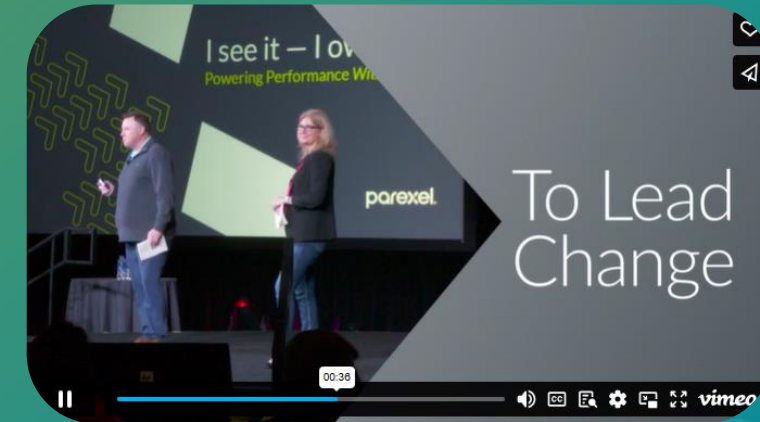
Pre-Event eBlasts must comply with DIA's Neutrality and Continuing Education Guidelines.

## eBlast Bottom Banner

Stand out from the crowd with a prominent, clickable banner advertisement within the welcome email sent to all registered participants.

Price: 220,000

Price: 33,000





# Exclusive Sponsorship

## DIA Congress Bag

*It has been decided that we will not proceed with production this year*

Price: ① 44,000 ② 110,000



## Promotional Standee

Prominently positioned near the main entrance of the exhibition hall or 6F, these standees will greet attendees as they arrive, placing your brand at the forefront of their minds. This prime location boasts exceptional foot traffic, guaranteeing maximum visibility for your brand message to a captive audience.

- Free design, printing and installation will be handled by DIA
- The installation period will be during the DIA Japan Annual Meeting
- After the event concludes, retrieval will be possible

Price: 1 stand 165,000 2 stands 275,000 3 stands 385,000



# Exclusive Sponsorship

## AD for DIA Mobile app

- ① DIA mobile app (Web app) will feature exhibitor logos, linking them to company profiles for introduction. Exhibitors can freely create their company profiles using HTML.
- ② Logos will be displayed on the top page, linking to the company's promotional video.

Price : ① 55,000円 ② 110,000

## Premium drink service

Exhibitors can offer premium coffee, other beverages, and light snacks to visitors at their booths. Upon request, branded coffee cups with logos can also be provided. For coffee machines and catering services, please contact Blanco Co., Ltd.

Price : 110,000





# Exclusive Sponsorship

## Banner advertisement on the JAM website

Sponsors company logo on the DIA Japan Annual Meeting exhibition website and link it to desired site.

Price: 22,000

## Sponsored logo on Big-Sight Signboard

Sponsors name and logo will be displayed as a "Thank you to" message on the DIA Annual Meeting signage at the Big Sight ground-level entrance.  
Available slots: 4 companies

Price: 55,000

## Advertisement in Yakuji-Nippo Newspaper

An article about the DIA Japan Annual Meeting will be published in September, and your company's advertisement can be featured on the same page.

Available slots: 2-3 companies

For details and applications, please contact us separately.

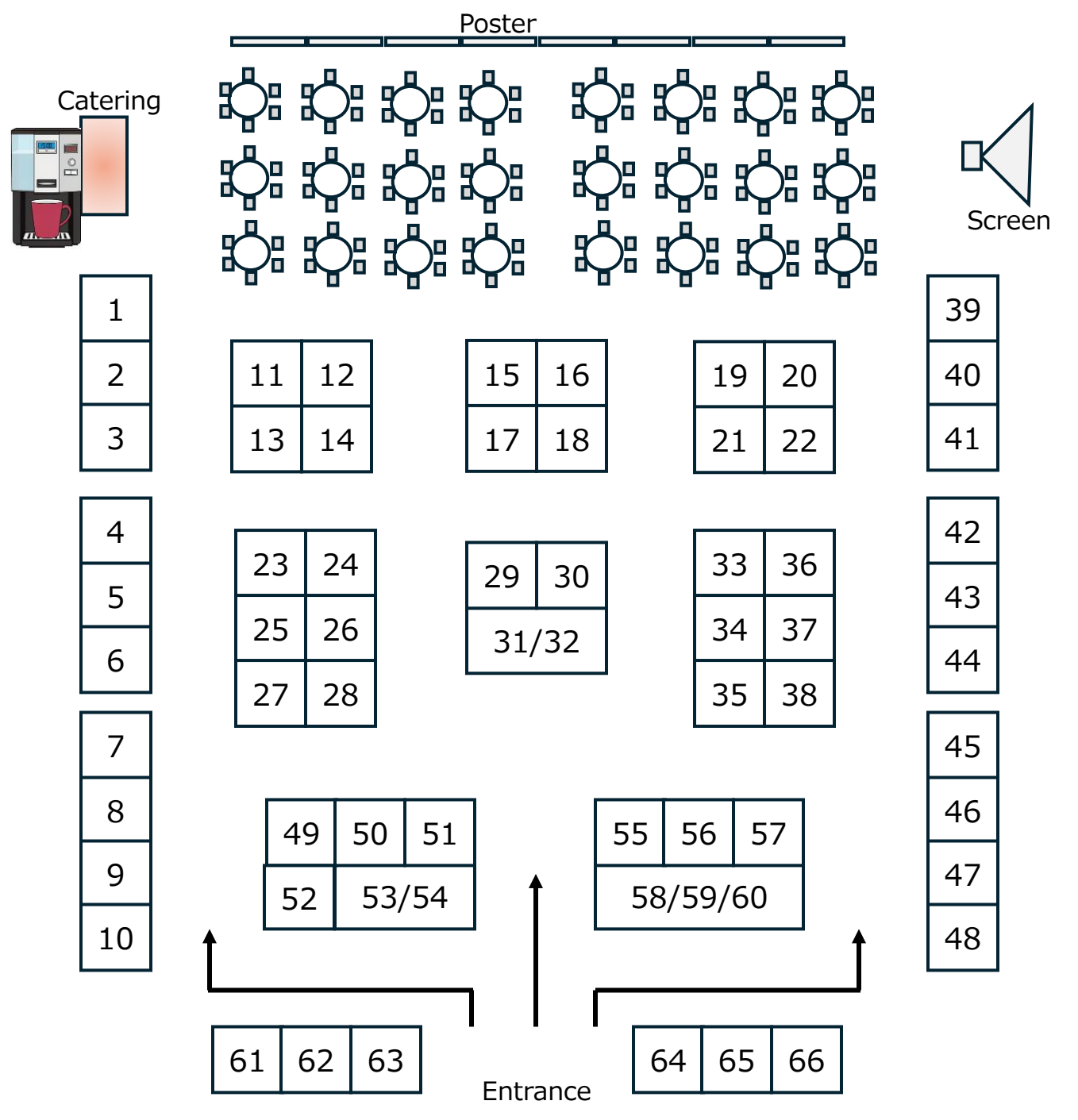
Price :

Two full columns (Length 65mm x 240mm) - 110,000

Three full columns (Length 100mm x 240mm) - 165,000

Four full columns (Length 134mm x 240mm) - 220,000





- 1 ..... Company Name
- 2 ..... Company Name
- 3 ..... Company Name
- 4 ..... Company Name
- 5 ..... Company Name

Floor Plan  
展示会場





Ⓐ ~ Ⓕ Tabletop

A ..... Company Name  
B ..... Company Name  
C ..... Company Name  
D .....  
E .....  
F .....  
G ..... Company Name  
H ..... Company Name  
I ..... Company Name  
J ..... Company Name

Floor Plan  
6 F Foyer

Ⓖ ~ Ⓙ 2.75 x 2.75

# Notes Regarding Application

## **Application Method**

Please submit your application using the Exhibitor Application Form after agreeing to the terms of the contract. Please note that applications may be declined if the exhibition content does not align with the purpose of the event.

## **Payment**

An invoice will be issued by DIA Japan upon receiving your application.

Please bear the bank transfer fees.

Credit card payments are available via VISA and MasterCard.

## **Changes or Cancellations by Exhibitors**

A designated cancellation fee will apply for any changes or cancellations.

For details, please refer to the cancellation policy on the application form.

## **Schedule Leading Up to the Event**

### 1. Booth reservation

- Booth numbers will be assigned in principle on a first-come, first-served basis, considering up to the third preference indicated in your application.
- The exhibition manual will be provided later.

### 2. Sponsorship manual

Once your application is confirmed, DIA Japan will distribute the relevant manual.

Get in Touch (Hideo Susa / DIA JAPAN)

For Sponsorship & Exhibition Sales and Logistics related questions

please contact at: [Hideo.Susa@diaglobal.org](mailto:Hideo.Susa@diaglobal.org) TEL: +81 80 5697 6836