

# SPONSORSHIP & EXHIBIT PROSPECTUS

## **DIA Korea Cell and Gene Therapy Summit**

**Pioneering Precision: - Cell and Gene Therapy Development and Innovation**

**27 February (Fri), 2026 | Newilhan Memorial Hall, Severance Hospital, Seoul, Korea**

**DIA**

DIAglobal.org

**Drug Information Association (DIA),** founded in 1964, is a global, neutral, multidisciplinary association connecting professionals across the life sciences worldwide. Bringing together regulators, academia, pharmaceutical and biotech companies, CROs, and patients, DIA serves as a platform for sharing knowledge and driving healthcare innovation. Active in over 80 countries with more than 600,000 professionals participating annually, DIA continues to foster collaboration and thought leadership across the global life sciences community.



**DIA**



# About DIA Korea Cell and Gene Therapy Summit

On February 27, 2026, the DIA Cell and Gene Therapy Summit will be held in Korea for the first time under the theme “Pioneering Precision: Cell and Gene Therapy Development and Innovation.” The summit will bring together approximately 200 leading experts from science, regulation, and industry to explore how precision medicine and regulatory science are shaping the future of cell and gene therapy development. Global regulatory authorities will share the latest updates on regulatory trends, CMC innovation, and clinical case studies, followed by a networking reception offering opportunities for collaboration and insight exchange within the CGT community.

## WHY Sponsor CGT Summit ?

### **1. Connect with Global and Korean Leaders**

Engage directly with regulators, scientists, and biopharma innovators shaping the future of cell and gene therapy in Asia.

### **2. Gain Targeted Visibility among Key Decision-Makers**

Reach a focused audience of 200 professionals from regulatory agencies, academia, and industry—those driving CGT policy, science, and development.

### **3. Showcase Leadership and Innovation**

Highlight your company’s vision, expertise, and cutting-edge solutions contributing to advanced therapy development.

### **4. Strengthen Your Brand and Network**

Enhance brand recognition through event-wide exposure and build strategic relationships at the post-summit networking reception.

# Exhibition

## Exhibition Booth (6 slots available)

- Standard Booth : 3m x 2m
- Placing logo in the Welcome email to registered participants
- Logo on the banner onsite
- One Complimentary Full Meeting Pass & One Booth pass
- One Table, 2 Chairs

USD \$ 2,000

## Exhibition Table Display

- A tabletop display in the exhibit area
- Placing logo in the Welcome email to registered participants
- Logo on the banner onsite
- One Complimentary Full Meeting Pass & One Booth pass
- One Table, 2 Chairs

USD \$ 1,500

For any inquiries regarding sponsorship, please contact [eunah.cha@diaglobal.org](mailto:eunah.cha@diaglobal.org) or [korea@diaglobal.org](mailto:korea@diaglobal.org)

# Speaking Opportunity

## Luncheon symposium (2 slots available)

- 15-minute sponsored presentation during lunch
- Placing sponsor banner during lunch
- Logo on lunchbox
- Logo on the banner onsite
- Placing logo in the Welcome email to registered participants
- One Complimentary Full Meeting Pass

USD \$ 2,500

## Networking reception sponsor (1 slot available)

- 10-minute promotional message before networking reception
- Up to two sponsor banners in the reception area
- Logo on the banner onsite
- Placing logo in the Welcome email to registered participants
- One Complimentary Full Meeting Pass

USD \$ 2,200

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# On-Site Visibilities

## Standee

- One 180×60 cm pull-up banner displayed in the exhibit area (sponsor-provided).
- Placing logo in the Welcome email to registered participants
- Logo on the banner onsite

USD \$ 1,200

## Projector Promotion Opportunity (2 slot available)

- Promotional video displayed during break and lunch sessions.
- Logo on the banner onsite
- Placing logo in the Welcome email to registered participants
- One Complimentary Full Meeting Pass

USD \$ 2,000

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# Digital Marketing

## E-blast to DIA Korea contact lists

- One-time email promotion to DIA Korea mailing list (approx.2K)
  - Email content to be provided by the sponsor; The send-out date can be coordinated and confirmed in advance.
- A performance report will be shared after the email distribution.
- Logo on the banner onsite

USD \$ 3,200

## Email Bottom Banner (2 slot available)

- Clickable banner (600×300 pixel) included in the participant welcome/thank-you email.
  - Image and text can be inserted.
- Logo on the banner onsite

USD \$ 2,300

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# FAQ

## **Q1. What is the difference between a Full Meeting Pass and a Booth Pass?**

The Full Meeting Pass grants access to all scientific sessions and networking programs. The Booth Pass is for exhibit staff and does not include access to conference sessions.

## **Q2. Do booth participants need to register separately?**

Additional staff beyond those included in the sponsorship package must register separately.

## **Q3. What is the difference between an Exhibition Booth (3m×2m) and a Table Display?**

A booth includes partition structures and a dedicated space, while a table display provides a simple tabletop setup without booth framing.

## **Q4. How are booth locations assigned?**

Booth locations are allocated on a first-come, first-served basis. You will be able to select your booth once floor plan is completed.

## **Q5. When are booth installation and dismantling scheduled?**

The detailed schedule will be provided by the DIA Korea office.

Typically, setup is the day before or early in that morning and dismantling is after the event.



# FAQ

**Q6. What is the format of the 15-minute Luncheon Symposium presentation?**

It takes place during the lunch break as a dedicated session, delivered by a sponsor speaker, introducing their research, services, or related content.

**Q7. How is the 10-minute promotion for the Networking Reception Sponsor conducted?**

It consists of a brief welcome remark and brand introduction by the sponsor before the reception.

**Q8. When will the Projector Promotion be displayed?**

Promotional videos (2–3 minutes, provided by the sponsor) will be shown on the main screen during breaks and lunch periods.

**Q9. Who will receive the E-blast email?**

It will be sent to approximately 2,000 DIA Korea subscribers. The content is provided by the sponsor, and the send-out date can be coordinated in advance.

**Q10. When and where will the Email Bottom Banner appear?**

A clickable banner (600×300 px) will be placed at the bottom of participant welcome and thank-you emails. Both image and text will be provided by the sponsor.

**Q11. What is the payment schedule after sponsorship confirmation?**

An invoice will be issued upon contract submission, and payment must be completed before the event date.