

DIA Korea Annual Meeting 2026

From Regulation to Reality : Shaping the Next Era of Clinical Development

15-16 April, 2026 | KIMKOO Museum & Library , Seoul, Korea

SPONSORSHIP & EXHIBIT PROSPECTUS



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 Annual Meeting 2026

The DIA Korea Annual Meeting 2026 will be held on 15–16 April 2026 under the theme *“From Regulation to Reality: Shaping the Next Era of Clinical Development.”*

The meeting will bring together approximately 500 experts from regulatory authorities, industry, and academia to share and discuss global trends, focusing on key regulatory issues across clinical development and their real-world application.

The program will feature the latest updates from major domestic and international regulatory authorities, along with sessions covering core topics such as clinical trial operations, digital innovation, real-world evidence (RWE), regulatory science, and patient centricity. In addition, a joint conference co-organized by the Ministry of Food and Drug Safety (MFDS), DIA, and the Korean Regulatory Science Center (KRSC) will provide an in-depth platform for discussion on regulatory science and clinical development.

WHY

Sponsor Annual Meeting

?

1. Strategic engagement with regulatory authorities and key stakeholders

Engage with representatives from regulatory agencies, industry, and academia, and become part of the core network shaping clinical development and regulatory discussions.

2. Effective brand exposure to a clearly defined target audience

Increase brand visibility among professionals in regulatory affairs, clinical development, pharmacovigilance (PV), and real-world evidence (RWE).

3. Strengthen expertise and credibility at the intersection of regulation and clinical development

Reinforce your organization’s expertise and credibility by supporting a leading international conference that bridges regulatory science and clinical practice.

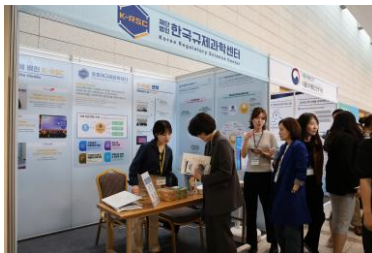
4. Expand collaboration opportunities within the Korean and Asian clinical development ecosystem

Build strategic partnerships and expand your network across the Korean and broader Asian clinical development ecosystem.

DIA Korea Annual Meeting 2025 Review

The DIA Korea Annual Meeting 2025, held on 22-23 April 2025, brought together approximately 350 domestic and international experts to discuss innovative clinical development strategies and regulatory reliance. The meeting served as a collaborative platform for global regulatory authorities, industry, and research organizations to explore ways to improve clinical trial efficiency and enhance patient access to medicines.

In terms of participant composition, **46%** represented domestic and international pharmaceutical companies, **12%** came from CROs and consulting organizations, **14%** from academia, **23%** from public institutions, and **5%** from associations, reflecting broad cross-sector engagement. Regionally, **80%** of participants were from Korea, while **10%** were from the Asia-Pacific (APAC) region and **10%** from the United States and Europe.



Sponsor

AstraZeneca



Korea Regulatory Science Center

InHandPlus

MEDIDATA

이원의료재단
EONE Laboratories

JNPMEDI

Veeva

CMIC

parexel.

perceptive

DIA

Exclusive Sponsorship Packages

	Platinum	Gold	Silver
Luncheon Seminar*	0		
One Booth (3m*2m)	0	0	0
Full registrations pass	3	3	2
Exhibitor booth pass	3	3	2
Logo displayed on the registration desk banner	0	0	0
Logo displayed on the main meeting room banner	0	0	0
Logo displayed on sponsor X-banners	0	0	0
Logo featured in the mobile app	0	0	0
Logo in registrant welcome and thank-you emails	0	0	0
Logo in Stamp tour card	0	0	0
Projector promotion	0	0	
Bottom banner in promotion email	0		
Price (USD)	9,000	7,000	5,500
Early Bird Price (USD) by 28 FEB,2026	8,000	6,200	5,000

* Time slot selection priority will be granted on a first-come, first-served basis upon contract completion.

Speaking Opportunity

Luncheon Seminar (4 slots available)

- 20-minute promotional presentation by the sponsor (including Q&A)*
- One complimentary full conference pass
- Sponsor logo displayed on the main meeting room banner
- Sponsor logo displayed on sponsor X-banners
- Sponsor logo displayed on the registration desk banner
- Sponsor logo included in registrant welcome and thank-you emails
- Sponsor logo featured in the mobile app
- 50% discount on additional booth space, if applicable

Price (USD)	4,500
Early Bird Price (USD) by 28 FEB,2026	4,000

* Time slot selection priority will be granted on a first-come, first-served basis upon contract completion.

Exhibition

Exhibition Booth (21 slots available)

- 3m × 2m standard exhibition booth*
- One complimentary full conference pass
- One complimentary booth staff pass (conference access not included)
- Sponsor logo displayed on the registration desk banner
- Sponsor logo included in registrant welcome and thank-you emails
- Sponsor logo featured in the mobile app
- Sponsor logo included on the stamp rally

Price (USD)	3,000
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*Location selection priority will be granted on a first-come, first-served basis upon contract completion.

On site Visibilities

Coffee & Tea Break (4 slots available)

- Installation of a sponsor mini banner at the refreshment table
- Sponsor logo displayed on the registration desk banner
- Sponsor logo included in registrant welcome and thank-you emails
- Sponsor logo featured in the mobile app
- Sponsor acknowledgment message announced during break times

Price (USD)	2,000
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On site Visibilities

Projector Promotion Opportunity (3 slots available)

- Playback of a company promotional video (approximately 3 minutes) during breaks and lunch time
- Sponsor logo displayed on the registration desk banner
- Sponsor logo included in registrant welcome and thank-you emails
- Sponsor logo featured in the mobile app
- Sponsor acknowledgment message announced during break times

Price (USD)	2,000
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Digital Marketing

E-blast to DIA Korea contact lists (3 slots available)

- Sponsor promotional email sent to DIA Korea mailing list (approximately 2,000 recipients)
- Email content to be provided by the sponsor
- Email send date to be agreed upon in advance
- Post-campaign performance report provided after email distribution
- Sponsor logo displayed on the registration desk banner
- Sponsor logo included in registrant welcome and thank-you emails
- Sponsor logo featured in the mobile app

Price (USD)

3,200



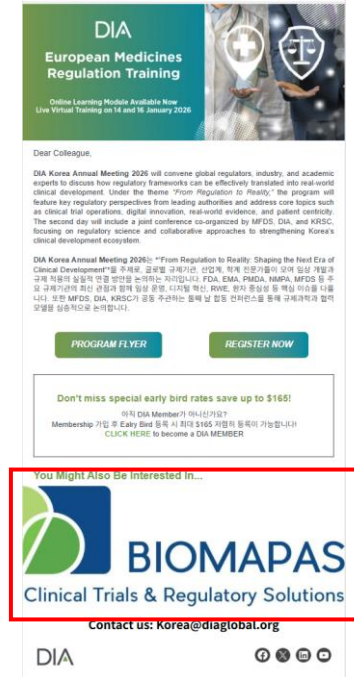
Digital Marketing

Email Bottom Banner (3 slots available)

- Large sponsor advertisement banner included at the bottom of the Korea Annual Meeting promotional email
- Banner size: 600 × 300 pixels, with image and text allowed (banner to be provided by the sponsor)
- Banner performance report provided after email distribution
- Sponsor logo displayed on the registration desk banner
- Sponsor logo included in registrant welcome and thank-you emails
- Sponsor logo featured in the mobile app

Price (USD)

2,300



For any inquiries regarding sponsorship opportunities, please contact unah.cha@diaglobal.org or Korea@DIAglobal.org

At a glance

	Platinum	Gold	Silver	Luncheon Seminar	Exhibition Booth	Coffee & Tea Break	Projector Promotion	E-blast	Email Bottom Banner
Luncheon Seminar*	○			○					
One Booth (3m*2m)	○	○	○		○				
Full registrations pass	3	3	2	1	1				
Exhibitor booth pass	3	3	2		1				
Logo displayed on the registration desk banner	○	○	○	○	○	○	○	○	○
Logo displayed on the main meeting room banner	○	○	○	○					
Logo displayed on sponsor X-banners	○	○	○	○					
Logo featured in the mobile app	○	○	○	○	○	○	○	○	○
Logo in registrant welcome and thank-you emails	○	○	○	○	○	○	○	○	○
Logo in Stamp tour card	○	○	○		○				
Projector promotion	○	○					○		
Bottom banner in promotion email	○								○
Sponsor promotional email sent								○	
Sponsor mini banner at the refreshment table						○			
Price (USD)	9,000	7,000	5,500	4,500	3,000	2,000	2,000	3,200	2,300
Early Bird Price (USD) -조기 등록 시 (2월 28일 마감)	8,000	6,200	5,000	4,000					

*계약 완료 순서(선착순)에 따라 시간 선정 우선 선택권을 부여합니다.



스폰서십과 관련하여 궁금하신 사항은 eunah.cha@diaglobal.org 또는 Korea@DIAglobal.org 으로 문의주시기 바랍니다.

FAQ

Q1. What is the difference between the complimentary Full Meeting Pass and the Booth Pass?

The complimentary **Full Meeting Pass** allows access to all scientific sessions and networking programs throughout the conference.

The **Booth Pass** is intended for exhibition staff only and does not include access to conference sessions.

Q2. Do booth participants need to pay a separate registration fee?

Any additional participants beyond the number included in the sponsorship package must register separately and pay the applicable registration fee.

Q3. How is the order of the luncheon seminars determined?

Time slot selection priority will be granted on a **first-come, first-served basis upon contract completion**.

Q4. What is the format of the 20-minute luncheon seminar presentation?

The luncheon seminar will be held as a dedicated session during lunch time. The sponsor's presenter will deliver a **20-minute presentation, including Q&A**, to introduce the company's research, services, or related topics.

Q5. What is the early-bird offer?

For the three package sponsorship options and the luncheon seminar, sponsors who complete their contracts **by 28 February** are eligible for a discounted rate. Early reservation is strongly recommended.

Q6. How are booth locations assigned?

Booth locations are allocated on a **first-come, first-served basis upon contract completion**. The Secretariat will contact sponsors sequentially to coordinate booth selection.

FAQ

Q7. When will exhibition setup and dismantling take place?

The detailed schedule will be communicated separately by the Secretariat prior to the event. In general, booth setup takes place either on the day before the event or early in the morning on the event day, with dismantling conducted on the same day after the program concludes.

Q8. When will the Projector Promotion be displayed?

Sponsor-provided videos (approximately **2–3 minutes**) will be played on the venue screens during break times and lunch sessions.

Q9. What is the difference between an E-blast email and an Email Bottom Banner?

An **E-blast** is a promotional email sent to approximately **2,000 DIA Korea email subscribers**, featuring sponsor-provided content within the body of the email. The sending date can be scheduled by mutual agreement.

An **Email Bottom Banner** is a large, clickable banner (**600 × 300 pixels**) placed at the bottom of DIA Korea's Annual Meeting-related emails to promote the sponsor. The banner image and text must be created and provided by the sponsor.

Q10. What is the Stamp Tour Card?

The Stamp Tour Card is an engagement activity designed to encourage attendees to visit exhibition booths. Participants collect stamps by visiting booths, and once **10 stamps** are collected, they may enter a prize draw at the registration desk. While DIA will prepare prizes, sponsors are encouraged to offer small giveaways at their booths to further increase attendee engagement and repeat visits.

Q11. What is the payment schedule after sponsorship confirmation?

An invoice will be issued upon receipt of the signed contract, and payment must be completed **no later than before the start of the event**.