

# The 23<sup>rd</sup> DIA Japan Annual Meeting 2026

Crossing Boundaries, Shaping a Future Beyond Imagination with Innovation

18-20 October | Tokyo Big Sight



## Marketing & Industry Support Prospectus

DIA

# Sponsorship Opportunities for the 23rd DIA Japan 2006 Exhibition

The 23<sup>rd</sup> DIA Japan Annual Meeting 2026 will be held at **Tokyo Big Sight** from **October 18 to October 20, 2026**.  
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. An exhibition booth can also be set up in the 7th floor foyer. (This year, the poster exhibition and presentations will be held on the 7th floor. ) (Page13)
- 2. Broadcasting promotional videos of exhibiting companies at the exhibition hall and each session venues. (page 6)
- 3. The sponsor's logo will be displayed at the photo spot. (Page 7)
- 4. The sponsor's logo will be printed on the coffee cups. (Page 7)
- 5. A venue for the Morning Reception will be provided. (Page 8)
- 6. A floor map will be displayed at the entrance of the 1st-floor exhibition hall, along with corporate advertisements. (Page10)
- 7. Sponsor's logo will be printed on the badge lanyards and name badges distributed to participants. (Page10)
- 8. Sponsor's advertisements will be printed on the back of the "At a Glance" (session sheet) distributed to participants. (Page10)



Please refer to the sponsorship guide for details.



# Standard Booth Package

Floor	Industry	Price	Exhibition Space	Registrations
Exhibit Hall	1 booth space	<b>498,300</b>	6.1m <sup>2</sup> (W2475mm×D2475mm)	1 Full meeting pass + 2 Booth Passes
	2 booth spaces	<b>847,000</b>	12.25m <sup>2</sup> (W4950mm×D2476mm)	2 Full meeting passes + 4 Booth Passes
	3 booth spaces	<b>1,210,000</b>	18.38m <sup>2</sup> (W7425mm×D2477mm)	3 Full meeting passes + 6 Booth Passes
	4 booth spaces	<b>1,485,000</b>	24.50m <sup>2</sup> (W4950mm×D4950mm)	4 Full meeting passes + 8 Booth Passes
	Academia Venture and startup companies	<b>165,000</b>	2.4m <sup>2</sup> (W1980mm×D1200mm) Table (W1800mm×H700mm x D450mm) x 1, Chair x 2	1 Full meeting pass + 2 Booth Passes
6F & 7F	1 space	<b>498,300</b>	6.1m <sup>2</sup> (W2475mm×D2475mm)	1 Full meeting pass + 2 Booth Passes
Additional Booth Pass (Up to three) 1:22,000 / 2 : 44,000 / 3 : 66,000				
100-volt power supply is provided, Wi-Fi is available				

DIA



## Booth Construction Application

DIA provides only the space and back Panels.

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

dia-japan@branco.jp

The 23<sup>rd</sup> DIA Japan Annual Meeting 2026 Official Service Provider:  
Branco Inc. <http://branco.jp/>

# 1. Exclusive Sponsorship Packages

Inclusions	Platinum	Gold	Silver
Price	1,320,000	990,000	770,000
Luncheon Seminar	✓	✓	✓
Full registrations	4	2	1
Sponsor logo on reception signboard	✓	✓	✓
Sponsor logo on information signboard at the 1st-floor escalator hall	✓	✓	✓
Sponsor logo on stamp rally card	✓	✓	✓
Distribute a company introduction email to conference attendees	✓	✓	
Sponsor logo on Mobile app for company profile	✓	✓	
Sponsor logo on signboard at the ground-level entrance of Tokyo Big Sight	✓	✓	
Sponsor's logo will be displayed on the backdrop panel at the photo spot	✓		
Streaming promotional videos of exhibiting companies at the exhibition venue	✓		
Sponsor logo once in the final meeting announcement email	✓		



# 2. Exclusive Sponsorship



## 2.1 Sponsors seminar at Innovation Theater

Price: 330,000/1 slot

- A dedicated seminar space will be provided within the exhibition venue.
- Sponsors may host a 30-minute seminar.
- If desired, the seminar can be offered on a pre-registration basis, and participant information will be shared with the sponsor.
- The Starbucks gift tickets (worth JPY 2,000) to be distributed to participants will be provided at the sponsor's expense.

## 2.2 Stamp Rally

Price: 44,000

### Purpose

The purpose of this initiative is to increase opportunities for information exchange between participants and exhibitors by encouraging attendees to visit each booth with a stamp rally card.

### Details

- Stamp rally cards will be distributed to all participants of the DIA Annual Meeting.
- As prizes, Starbucks gift cards valued at JPY 5,000 will be awarded to winners through a lottery drawing.
- The stamp rally cards will feature the logos of sponsoring companies.
- Participants will receive one lottery entry for every seven booths visited.
- Prize drawings can be conducted at any time during the meeting at the DIA registration desk.



13/14	15	16	17/18	51	52	53/54	55/56
19	20	21	26	57	58/59/60	63	64/65
28	29/30 DIA	31/32	33	6F A/B	6F C	6F E	6F F/G

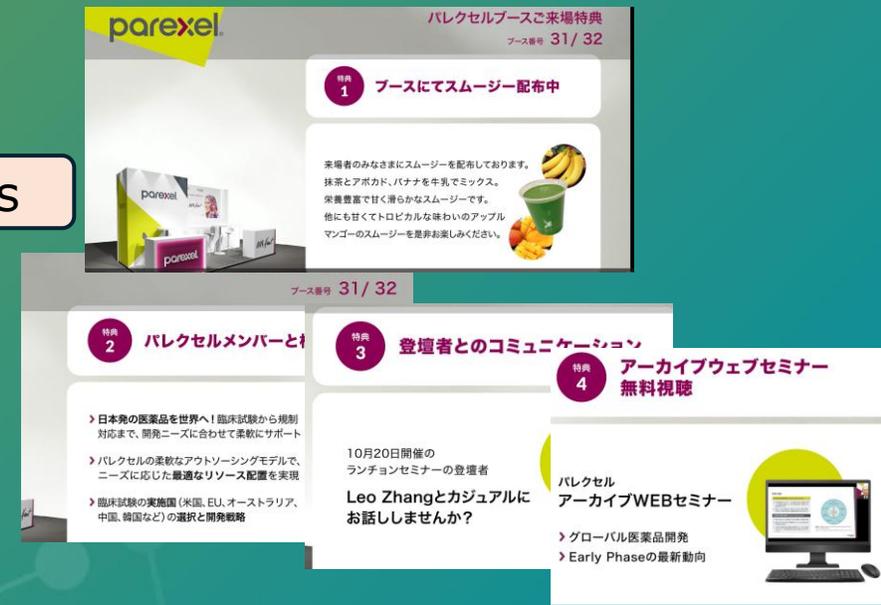
# 3. Exclusive Sponsorship

## 3.1 Broadcast promotional videos from exhibiting companies

Broadcasting promotional videos of exhibiting companies at the exhibition venue and each session venue.

- Video Length: Approximately 5 minutes.
- Broadcast Schedule: During breaks and lunch hours.
- 1 time per day

Price : 55,000



## 3.2 Event eBlasts

Price: 220,000

- The email will be sent to all registered participants prior to the event.
- Sponsors (exhibitors) are requested to provide the content for the email distribution.
- All content must comply with DIA policies.
- The sending date will be determined based on DIA's available schedule.

## 3.3 eBlast Bottom Banner

Price: 33,000

Sponsor's name and logo will be featured once in the conference announcement email sent to participants.

## Digital Marketing

**Transforming J with Global Inte** RxLogix の使命は、AI で医薬品の安全性を再定義することです。

Discover how ProPharma transitioning from fragmer Through strategic collabo delivered: 今年の DIA ジャパンは、世界の医薬品安全の未来を形作る PV 安全性コミュニティの皆様と深く交流できる絶好の機会です。私たちは、直接皆様とお話し、直面している課題についてお話を伺いたいと思います。そして、RxLogix の高度で将来を見据えたソリューションが、いかにファーマコビジネス業務を効率化・革新できるかをご紹介します。

**Korkut Bilgin Minoura**  
VP, Managing Director,  
Japan & APAC  
Korkut.Minoura@rxlogix.com

**Naoki Nakao**  
Director, Professional Services,  
Country Manager, Japan  
Naoki.Nakao@rxlogix.com

Visit us at DIA Japan, B information goals through

ブース 45/46 でお待ちしております。

連絡先  
会社 URL: <https://www.rxlogix.com>  
お問合せ先メールアドレス:  
箕浦コルクト [Korkut.Minoura@rxlogix.com](mailto:Korkut.Minoura@rxlogix.com)  
または中尾直樹 [Naoki.Nakao@rxlogix.com](mailto:Naoki.Nakao@rxlogix.com)

# 4. Exclusive Sponsorship

## 4.1 Promotional Standee

Standees prominently placed near the main entrance of the exhibition hall or on the 6th floor will catch attendees' attention upon arrival, leaving a strong impression of your brand.

- The design may be freely created by your company, while printing and installation will be provided free of charge by DIA.
- The installation period will be during the DIA Japan Annual Meeting.
- After the event concludes, retrieval will be possible.

Price: 1 stand 110,000 2 stands 165,000 3 stands 275,000

## 4.2 Sponsor's Coffee Cup

Price : 1,000 cups 165,000

DIA will serve coffee using original paper cups featuring sponsor's logo or custom design.

## 4.3 Display of sponsor's logo on the photo spot backdrop

A photo spot will be set up adjacent to the DIA booth, with sponsor's logo displayed on the backdrop panel.

Price : 33,000



# 5. Exclusive Sponsorship

## 5.1 Advertising video on the DIA mobile app

Price : 55,000

This year, we will again introduce the DIA app to share session information, participant details, and exhibitor information. Your company's logo will be displayed on the top page of the DIA mobile app, along with a link to your corporate promotional video.



## 5.2 Premium drink service

Price : 110,000

At your booth, you may offer premium coffee as well as a variety of beverages and light snacks to visitors. Customized coffee cups featuring your company logo can also be arranged upon request. For coffee machines and catering services, please contact Blanco Co., Ltd.



## 5.3 Morning Reception

Price : 110,000

Morning coffee, juice, and other beverages will be served in the 1st-floor foyer on Monday the 19th and Tuesday the 20th from 8:00 to 10:00. The cost of coffee and other beverages will be charged at cost.



# 6. 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.

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



# 7. Exclusive Sponsorship

## 7.1 Advertisement on the floor map signboard

Price : 220,000

A floor map will be displayed at the entrance of the exhibition hall, and Sponsor's advertisement will be solicited on the right side.

## 7.2 Logos will be printed on badge lanyards and name badges

Sponsor's logo will be printed on the lanyards and on the back of the name badges distributed to participants.

Price (Badge lanyards & Name badges) : 330,000

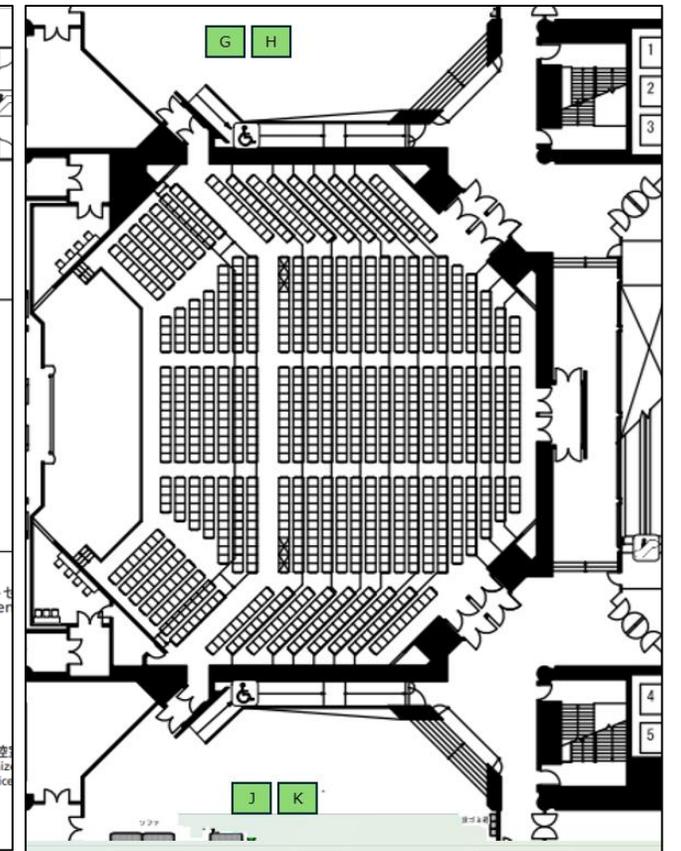
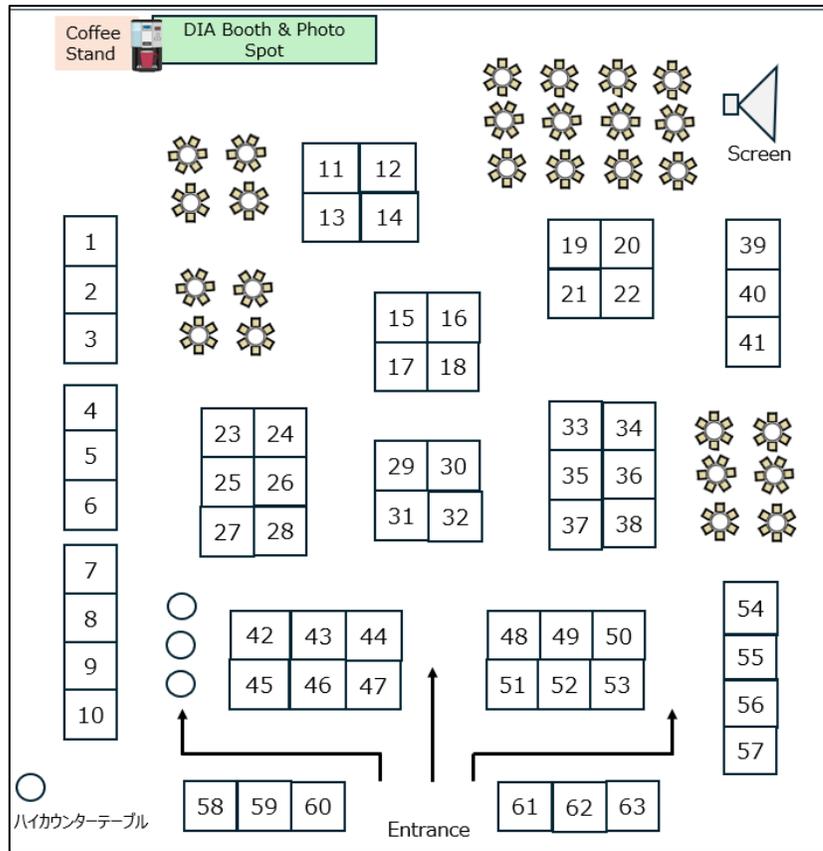
Price (Name badges) : 55,000

## Sponsor's advertisement on the back of the "At a Glance" sheet

"At a Glance" (session sheet) will be distributed to participants, and the back side will feature the floor map and your advertisement (A4 size). Available for one.

Price : 165,000





Please refer to the attached sheet for the floor plan

# 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