

Exhibiting and Marketing Opportunities

Marketing Pharmaceuticals 2016

March 3-4

Bethesda North Marriott Hotel & Conference Center
North Bethesda, MD



DIA DEVELOP
INNOVATE
ADVANCE

EXHIBIT OPTIONS

Standard Tabletop

\$1,500

Tabletop rental includes:

- 6' skirted table
- 1 chair
- basic electric (1 outlet)
- 50 word directory listing

Rental fees are for tabletop ONLY. All tabletop staff must register as an attendee for the conference. At least one person must be registered to staff each tabletop. Tabletop rental is required in order to purchase additional marketing opportunities.

ADDITIONAL OPPORTUNITIES

must be an exhibiting company in order to add any of the below opportunities.

Digital Directory Listing & Ad

\$495

A full page Digital Exhibitor Directory listing including contact information, logo, expanded company description, and half page ad. The Digital Exhibitor Directory (PDF) will be added to the Marketing Pharmaceuticals conference webpage at least 2 weeks before the meeting, will be included in the pre and post meeting eblasts to all participants, and will be linked to in the DIA Global App.

Email Banner Ad

\$250

Exclusive opportunity

Exhibitor to provide email banner and URL to be included in two DIA eBlast to all meeting participants: "Know Before You Go" eBlast sent out a few days prior to the meeting and the "Access Presentations and Let Us Know Your Feedback" eBlast sent out within a week after the end of the meeting.

Social Media and Promoted Post Bundle

\$450

Only 4 Opportunities Available

We'll send your announcements to our social networks.

- Three Tweets (@DrugInfoAssn Followers: 7,550+): One week prior, during the show, and one week after
- One LinkedIn post (DrugInfoAssn Members: 33,000+): Exhibitor can select the day
- Two posts on the DrugInfoAssn Facebook (3,000+ Followers), which also feeds to the @DrugInfoAssn Twitter page as a BONUS!
- Your company's message pinned to the top of the DIA Global App Activity Feed for forty-five minutes, once a day over the course of three days. The Activity Feed is the most accessed section of the app, allowing premium exposure to DIA attendees.

Attendee eBlast

\$595

Only 4 Opportunities Available

- Exhibitor to provide custom content for a Marketing Pharmaceuticals branded email; graphics permitted
- DIA to send approved email to all meeting participants on date scheduled
- Dates available will be in the two weeks leading up to the meeting

Contact the DIA Americas Exhibits Department for more information.
Americas.Exhibits@DIAglobal.org | +1.215.442.6100

Application and Contract for Tabletop Display Marketing Pharmaceuticals 2016

March 3-4

Bethesda North Marriott Hotel & Conference Center
North Bethesda, MD



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Company Contact Information

Exhibiting Company Name (for signage and directory listing)

Contact Name (all correspondence will be sent to the contact information provided below)

Address Line 1

Address Line 2

City, State, Postal Code, Country

Telephone Number

Email Address (required for confirmation)

Tabletop Rates and Information

TABLETOP ONLY. Tabletop display cost includes one skirted table, one chair, and one electrical outlet. Exhibitors may not sublet or share any part of the space allocated to another company. Additional marketing opportunities are only available to exhibiting companies.

Tabletop Rental* & Additional Marketing Fees

<input type="checkbox"/> TABLETOP RENTAL	US \$1,500
<input type="checkbox"/> Digital Directory Listing & Ad	Add US \$495
<input type="checkbox"/> Email Banner Ad	Add US \$250
<input type="checkbox"/> Social Media/Promoted Posts	Add US \$450
<input type="checkbox"/> Attendee eBlast	Add US \$595

*Rental fees are for tabletop only and must be paid in advance. All tabletop staff must register as an attendee for the conference. At least one person must be registered to staff each tabletop. Tabletop rental is required in order to purchase additional marketing opportunities.

Only one 30" x 72" table, chair, and electrical outlet will be provided per tabletop display.

All display materials must be placed on surface of the table, pop-up tabletop displays may be used. No additional equipment may be placed in surrounding area, with the exception of floor banners (one per table; maximum size of 30" wide by 72" high) in the vicinity of your tabletop if space allows. No signs, banners, flags, etc. may be displayed from ceiling or walls, but are acceptable if attached to table.

No security arrangements will be provided. All materials are the responsibility of the exhibitor.

Advertisements and/or Announcements for non-DIA Sponsored Meetings/Workshops cannot be distributed or promoted at the workshop.

Exhibitor events and meetings must be approved by DIA and cannot be held during DIA meetings or events.

Attending Exhibitor Information and Registration Fees

☐ Dr. ☐ Mr. ☐ Ms.

☐ Check here if already registered

Last Name

First Name

M.I.

Job Title

Affiliation (Company)

Address (Please write your address in the format required for delivery to your country.)

City, State, Postal Code, Country

Telephone Number

Email Address

Payment Options and Information

Payment may be made by check, credit card, or bank transfer. Please note that tabletops will not be assigned without proper payment and companies with an outstanding balance will be prohibited from moving in at the Bethesda North Marriott Hotel & Conference Center.

☐ **Credit Card** payments by **Visa, MasterCard, or American Express:**

☐ VISA ☐ MC ☐ AMEX

Cardholder's Name:

Card Number:

Exp. Date:

Signature:

☐ **Checks** drawn on a US bank payable to and mailed along with a copy of this form to:

Drug Information Association, Inc.
P. O. Box 95000-1240
Philadelphia, PA 19195-1240, USA

☐ **Bank Transfer** When DIA completes your registration, an email will be sent to the address on the application form with instructions on how to complete the Bank Transfer. Payment should be made in US dollars. Your company name, as well as the Meeting ID 16007 must be included on the transfer document to ensure payment to your account.

Cancellation Policy

Cancellations **MUST** be in writing and received at the office on or before **February 3, 2016**. An administrative fee will be withheld from refund as follows: Tabletop = \$750; Attendee Registration = \$200; Tutorial Registration = \$200. Cancellation requests received after **February 3, 2016** and do not attend will be responsible for the full fee paid. Registrants are responsible for canceling their own hotel and airline reservations. You may transfer your registration to a colleague at any time but membership is not transferable. Please notify DIA of any such substitutions as soon as possible. Substitute registrants will be responsible for nonmember fee, if applicable. DIA reserves the right to alter the venue, if necessary. If an event is cancelled, DIA is not responsible for any airfare, hotel or other costs incurred by registrants.

Contract Signature

Exhibitor agrees to indemnify and hold harmless the Drug Information Association, its officers, directors, employees and members from any and all liability for losses, damages, and claims arising out of injury or damage to Exhibitor's displays, equipment and other property brought on the premises of the exhibition site by Exhibitor and for losses, damages and claims caused by the Exhibitor to the exhibition site. Exhibitor further agrees to indemnify and hold harmless the Drug Information Association, its officers, directors, employees and members from any and all liability to any person or persons for or by reason of any act or omission of said Exhibitor or any of its employees, agents, servants or employees. Exhibitor, by signing the Application, expressly releases the foregoing named association and individuals from any and all liability for losses, claims, damages, and injury.

Authorized signature

Date

INDUSTRY RATES

MEMBER INDUSTRY
NONMEMBER** INDUSTRY

BY FEB. 10

US \$1500 ☐
US \$1750 ☐

AFTER FEB. 10

US \$1650 ☐
US \$1900 ☐

DISCOUNT RATES*

MEMBER GOVERNMENT (Full-time)
NONMEMBER** GOVERNMENT (Full-time)
MEMBER NONPROFIT/ACADEMIA (Full-time)
NONMEMBER** NONPROFIT/ACADEMIA (Full-time)

BY FEB. 10

US \$675 ☐
US \$925 ☐
US \$675 ☐
US \$925 ☐

AFTER FEB. 10

US \$825 ☐
US \$1075 ☐
US \$825 ☐
US \$1075 ☐

*Discount rates are subject to eligibility requirements. Identification and proof of eligibility will be required on site. Failure to provide proof of eligibility/ID upon request will require paying the higher industry registration fee.

DIA MEMBERSHIP

All nonmember fees include a one year membership option. If you registered at one of the nonmember rates noted above, **you will automatically become a DIA member. If you do not want a membership, please indicate your preference below.

☐ **I DO NOT** want DIA membership

Completed applications should be emailed to Americas.Exhibits@DIAGlobal.org

All applications must be reviewed by DIA for approval before admission is granted.