



# DIA2020

GLOBAL ANNUAL MEETING  
WASHINGTON, DC | JUNE 14-18

Walter E. Washington  
Convention Center  
Washington, DC

Meeting Dates: June 14-18  
Exhibit Dates: June 15-17

## Exhibitor Prospectus

DIA@smithbucklin.com  
[www.DIAglobal.org/DIA2020](http://www.DIAglobal.org/DIA2020)



DIA's **Largest** Life  
Sciences Meeting  
of the Year!





## About DIA

DIA is a global association that mobilizes life science professionals from across all areas of expertise to engage with patients, peers, and thought leaders in a neutral environment on the issues of today and the possibilities for tomorrow.



#DIA2020 | @DrugInfoAssn

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# DIA 2020 GLOBAL ANNUAL MEETING

The DIA Global Annual Meeting is the largest multidisciplinary event that brings together a global network of life sciences professionals to foster innovation that will lead to the development of safe and effective medical products and therapies to patients.

With a partnership with DIA you can position your company at the forefront of the life sciences industry! Take advantage of the opportunity to showcase your solutions and services to more than 7,000 influential life sciences professionals.

## 7,000+

Global Attendees

## 55

Countries Represented

## 400+

Exhibiting Companies

## Top 30

Biopharmaceutical  
Companies Participate

## 250+

Educational Sessions

## 80%

Of Attendees Have or Influence  
**Purchasing Power**

## Location

**Walter E. Washington Convention Center**

**801 Mt. Vernon Place NW, Washington, DC 20001**

DIA 2020 will be hosted in the Walter E. Washington Convention Center located in the heart of the BioHealth Capital Region (Maryland, Virginia, and Washington, DC).



## BioHealth Capital Region

- **Fastest** growing region for healthcare
- **Rated #1** in the nation for science and engineering talent
- **1000+** life-sciences companies
- **70** federal labs





# DIA 2019 WAS THE HIGHEST ATTENDED GLOBAL ANNUAL MEETING **EVER**



**Click Here**

to view the 2020  
Exhibitor Video!

## 2. Highlights

### 7,000+ Attendees

Explored the **480,853** total square feet of space  
(More than **8** football fields!)

### 4,200+ Meeting App Users

Bookmarked **64,955** events  
Viewed **40,800** agenda items  
Scanned **3,226** Exhibitor Scavenger Hunt locations

### 11.216 Million Impressions

Gathered over five days for #DIA2019

### 780+ Speakers

Traveled from **24** countries to share knowledge  
with DIA attendees



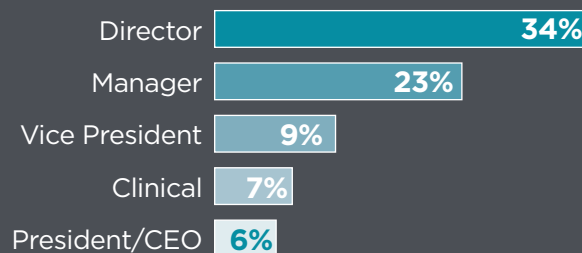
### 3. Demographics



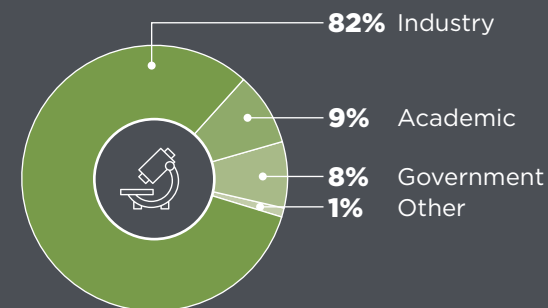
#### Industry Sectors Represented

- Adverse Event Management/Software
- Clinical R&D
- Clinical Study Reports
- Clinical Trial Design
- Clinical Trial Monitoring
- Consulting
- Data Management
- Data Validation
- Document Management
- Electronic Data Capture
- Electronic Submissions
- GCP Compliance
- Investigational Site/Network
- Medical Devices/Combination Products
- Medical Writing
- Patient Recruitment
- Pharmacovigilance
- Programming (Database/SAS/etc.)
- Project Management
- Quality Assurance/Control
- Recruitment/Staffing Services
- Regulatory Affairs/Regulatory Strategy
- Regulatory Document Preparation
- Site Performance Metrics
- Software Development and Evaluation
- Statistical Services/Meta Analysis
- Strategic Planning and Implementation
- Study Startup/Site Activation
- Training
- Trial Management

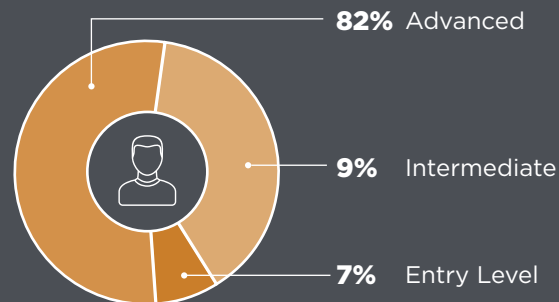
#### Top 5 Job Roles by Attendee



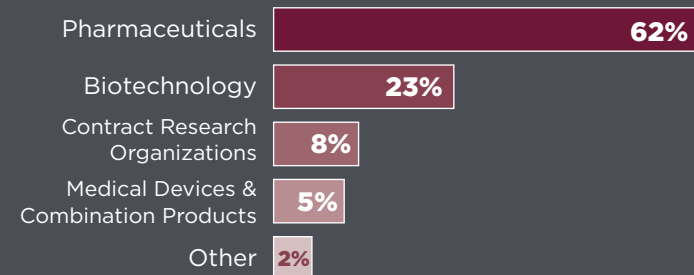
#### Attendees by Role



#### Industry Experience



#### Product Responsibility



# DIA HAS THOUSANDS OF MEMBERS ACROSS 80 COUNTRIES

DIA Members work together to speed innovation in healthcare product development by connecting people, creating knowledge, and inspiring action.

## Who Are DIA Members?

- Professionals from around the globe, all working in or supporting the life sciences and healthcare fields
- Change-makers from academia, patient groups, regulatory, industry, clinical development, medical affairs, and more
- Dedicated thought leaders eager to discuss the issues of today and chart a path for tomorrow

“ The DIA Global Annual Meeting is the only place I can think of where we have individuals from industry, academia, and health authorities all gathered in the same place. It truly is a unique experience. ”

- 2019 GLOBAL ANNUAL MEETING ATTENDEE







## 5. Exhibiting

# BECOME AN EXHIBITOR

## Exhibit Space Rates

### Standard Rate:

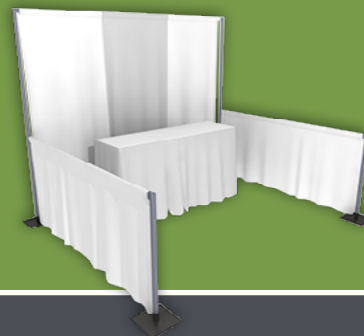
\$5,500 per 10' x 10' (100 sq. ft.)

### Premium Location Rate:

\$5,950 per 10' x 10' (100 sq. ft.)

### Corner Fee:

\$200 per corner



## What's Included?

- One complimentary full meeting registration (\$1,900 value)
- Three complimentary exhibit booth personnel registrations (includes refreshments and lunch Monday-Wednesday)
- A 6' skirted table, 2 chairs, and a wastebasket (\$600 value)
- Pipe and drape booth structure

## Additional Benefits

- Generic ID sign
  - Listing on the DIA 2020 Global Annual Meeting website and the DIA Global App, including company summary and website link
  - Listing in Exhibitor Directory portion of the printed Final Program
- Deadline of Friday, April 3*

## DIA 2020 Floorplan

Interested in reserving an exhibit space at DIA 2020? Get started by viewing the available booths on the floorplan linked below, or by reaching out to your Sales Director who will be happy to assist you in space selection.




[View Floorplan](#)

[Reserve a Booth](#)

[Terms and Conditions](#)

# CREATE CONNECTIONS THAT LAST!

## Engagement Hosting Opportunities

Opportunities with  include two complimentary Booth Personnel badges (in addition to current booth registration allotment).

### Exhibit Hall Engagement

### Additional Engagement

### Convention Center Engagement

### Do you have an idea that is not listed here?

Contact your Sales Director to discuss custom opportunities.



## ENGAGEMENT OPPORTUNITIES

Engagement Opportunities at DIA 2020 are designed to encourage attendees to associate your brand with meaningful connection, relaxation, and excitement — driving brand awareness and traffic to your booth.



Hover your mouse over each listed opportunity to view additional information!



# INCREASE YOUR VISIBILITY AND DRIVE TRAFFIC TO YOUR BOOTH!

## Branding Hosting Opportunities

In past years, DIA exhibitors with Hosting Opportunities experienced an average of **55% more leads** generated than those who did not purchase an opportunity.

### Exhibit Hall Branding

### Additional Branding

### Convention Center Branding



## BRANDING OPPORTUNITIES

Branding Opportunities at DIA 2020 are built to maximize brand exposure before, during, and after the meeting — increasing your brand equity and keeping your company top of mind.



Hover your mouse over each listed opportunity to view additional information!

# INSPIRE ATTENDEES TO TAKE THE NEXT STEP!

Thought Leadership and Networking  
Hosting Opportunities

“ This year was my first time attending the DIA Global Annual Meeting and I hope it's not my last. It's one of the best (of many, many) conferences I've ever attended. ”

- 2019 GLOBAL ANNUAL MEETING ATTENDEE

## Thought Leadership and Networking

## 8. Thought Leadership Opportunities



## THOUGHT LEADERSHIP OPPORTUNITIES

Thought Leadership Opportunities at DIA 2020 are unique occasions to showcase your team as influential opinion leaders in the healthcare and life sciences industry.



Hover your mouse over each listed opportunity  
to view additional information!





## 9. Program Guide Opportunities

# SHOWCASE YOUR COMPANY IN THE ANNUAL MEETING PROGRAM!

Gain brand exposure through this printed, comprehensive meeting program that is distributed to 7,000+ attendees. Your ad can be positioned to most effectively support your exhibit message and encourage exhibit booth traffic.

### Ads and Pricing

Full Page (non tabs)	\$5,355
Full Page (tab; one side only)	\$6,000
1/2 Horizontal or Vertical	\$3,750
1/4 Page	\$3,250
Exclusive Belly Band	\$6,750
Inside Front Cover	\$6,750
Inside Back Cover	\$6,750
Back Cover	\$7,500

Ad Sizes	Live Area Inches (mm)	Bleed Inches (mm)
Full Page	7.5 x 10.5 (191 x 267)	8.75 x 11.25 (222 x 286)
1/2 Page Horizontal	7.5 x 4.875 (191 x 123)	N/A
1/2 Page Vertical	3.5 x 10.5 (89 x 267)	N/A
1/4 Page	3.5 x 4.875 (89 x 123)	N/A

High-resolution PDF required.

Live area is inside 5/8" (.625"). Bleed is 1/8" (.125").

### Deadlines

Space reservation and material deadline: **April 5, 2020**



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## CONNECT WITH US TODAY!

Please contact us with any questions about exhibiting or hosting at the DIA 2020 Global Annual Meeting. We look forward to seeing you in June in Washington, DC!

Companies

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## 10. Contact



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