

48th Annual Meeting

DIA 2012

Collaborate to Innovate

June 24-27, 2012 | Philadelphia, PA | Pennsylvania Convention Center

EXHIBITOR PROSPECTUS



The DIA Meeting is
Designed to Help Attendees Find You.



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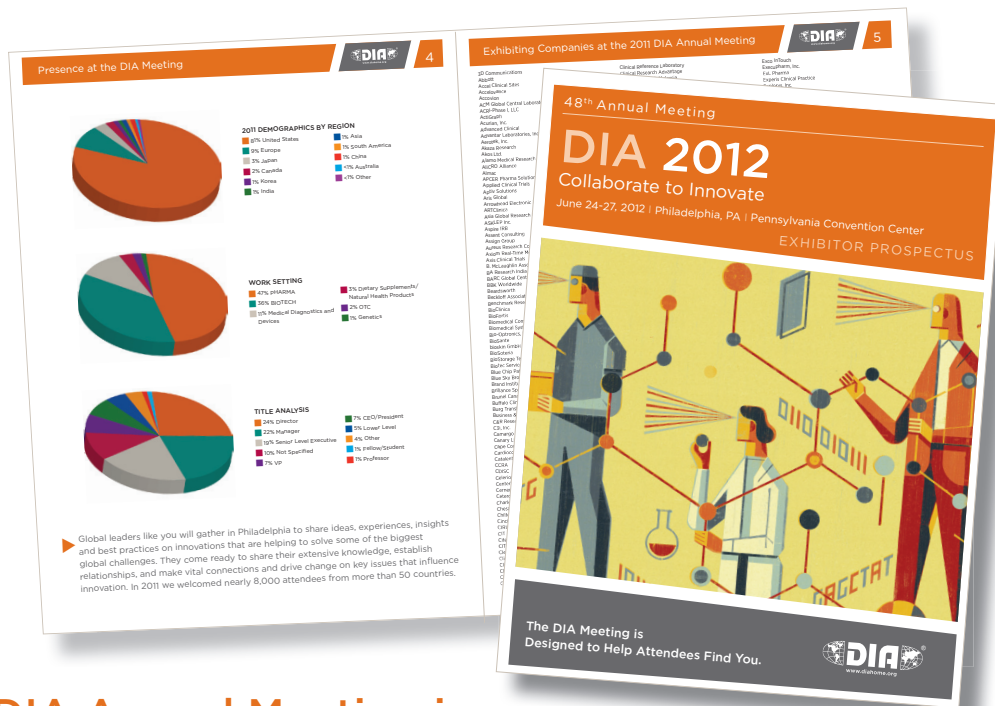
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▶ The DIA Annual Meeting is Designed to Help Attendees Find You.

Connect with the Pharmaceutical, Medical Device and Related Companies as They Showcase the Hottest Products That Foster Innovation to Improve Health and Well-being Worldwide.

WHY EXHIBIT AT THE DIA ANNUAL MEETING?

The DIA Annual Meeting presents the largest industry-wide trade show that brings together professionals from all disciplines, job functions, and management levels involved in the discovery, development, and life cycle management of pharmaceuticals, medical devices, and related products.

Highlights from the DIA Annual Meeting Exhibition

- 8,000 attendees from 80 countries
- More than 500 exhibiting companies
- Latest technologies and services under one roof

Below are the different areas available to help increase your exposure. DIA Annual Meeting exhibitors may also:

- ▶ Reserve hospitality suites throughout the host city
- ▶ Participate in a bulk mailing delivered to meeting registrants approximately two weeks prior to the meeting, to publicize your events and/or services
- ▶ Advertise in the DIA Annual Meeting Final Program and Show Daily, both of which are distributed to every attendee
- ▶ Display promotional materials in exhibitor kiosks strategically located in high-traffic areas in the Convention Center
- ▶ Participate in hotel room drops
- ▶ Advertise in the exhibit hall with a hanging banner
- ▶ Host a portion of the Welcome Reception on Monday night

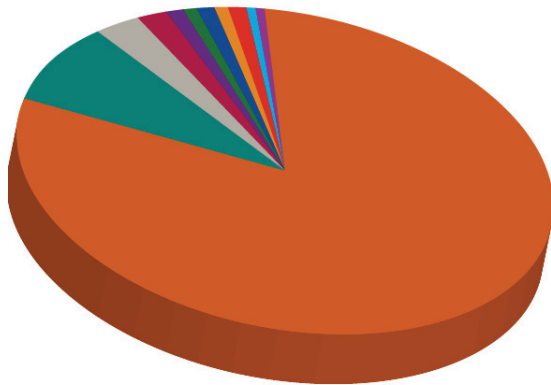
FLOOR PLAN LAYOUT IS SUBJECT TO CHANGE.

DIA
 June 24-28, 2012
 Pennsylvania Convention Center
 Philadelphia, PA
 Level 2 - Exhibit Halls A-E

= Premium Booth Space

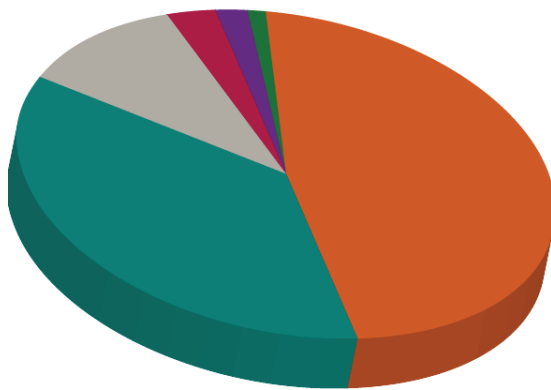


- Building Legend**
- Category 6 data jack
 - Fiber Optic Jack
 - Audio Visual line
 - Telephonic jack
 - Electrical outlet
 - Telephone
 - Restroom
 - Water fountain
 - Elevator
 - Freight Elevator
 - Concessions
 - Fire Hose Connection
- = Typical Column & Keep Clear area
 = Electrical floorport
 Ceiling Height = 29'-30" throughout



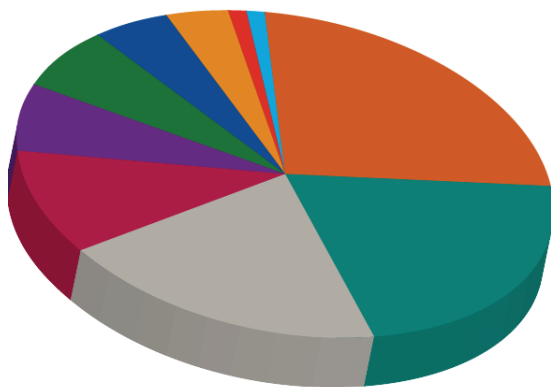
2011 DEMOGRAPHICS BY REGION

- 81% United States
- 9% Europe
- 3% Japan
- 2% Canada
- 1% Korea
- 1% India
- 1% Asia
- 1% South America
- 1% China
- <1% Australia
- <1% Other



WORK SETTING

- 47% PHARMA
- 36% BIOTECH
- 11% Medical Diagnostics and Devices
- 3% Dietary Supplements/ Natural Health Products
- 2% OTC
- 1% Genetics



TITLE ANALYSIS

- 24% Director
- 22% Manager
- 19% Senior Level Executive
- 10% Not Specified
- 7% VP
- 7% CEO/President
- 5% Lower Level
- 4% Other
- 1% Fellow/Student
- 1% Professor

▶ Global leaders like you will gather in Philadelphia to share ideas, experiences, insights and best practices on innovations that are helping to solve some of the biggest global challenges. They come ready to share their extensive knowledge, establish relationships, and make vital connections and drive change on key issues that influence innovation. In 2011 we welcomed nearly 8,000 attendees from more than 50 countries.

3D Communications
Abbott
Accel Clinical Sites
Accelovance
Accovion
ACM Global Central Laboratory
ACRI-Phase I, LLC
ActiGraph
Acurian, Inc.
Advanced Clinical
Advantar Laboratories, Inc.
Aerotek, Inc.
Akaza Research
Akos Ltd.
Alamo Medical Research
AliCRO Alliance
Almac
APCER Pharma Solutions, Inc.
Applied Clinical Trials
Aptiv Solutions
Aris Global
Arrowhead Electronic Healthcare
ARTClinica
Asia Global Research Co., Ltd.
ASKLEP Inc.
Aspire IRB
Assent Consulting
Assign Group
Aureus Research Consultants
Axiom Real-Time Metrics Inc.
Axis Clinical Trials
B. McLaughlin Associates, Inc. (BMA)
BA Research India Ltd
BARC Global Central Laboratory
BBK Worldwide
Beardsworth
Beckloff Associates, Inc.
Benchmark Research
BioClinica
BioFortis
Biomedical Consulting International, Inc
Biomedical Systems
Bio-Optronics, Inc.
BioSante
bioskin GmbH
BioSoteria
BioStorage Technologies Inc.
Biotec Services International
Blue Chip Patient Recruitment
Blue Sky Broadcast
Brand Institute, inc.
Brilliance Sp. z.o.o.
Brunel Canada
Buffalo Clinical Research Center, LLC
Burg Translations
Business & Decision
C&R Research Inc.
C3i, Inc.
Camargo Pharmaceutical Services
Canary Limited
Cape Cod Clinical Research, Inc.
Cardiocore
Catalent Pharma Solutions
CCRA
CDISC
Celerion
CenterWatch
Cerner Corporation
Cetero Research
Charles River Clinical Services
Chesapeake IRB
Chiltern
Cincinnati Children's Research Foundation
CIRION Clinical Trial Services Inc.
CIT
Citeline, Inc.
CITI Program - University of Miami
ClearTrial, LLC
ClinAudits LLC
ClinDatrix, Inc.
ClinForce, Inc.
Clinical Financial Services
Clinical Ink
Clinical Reference Laboratory
Clinical Research Advantage
Clinical Research Malaysia
Clinical Research Management, Inc.
Clinical Research Services Andernach
The Clinical Resource Network
Clinical Site Services
The Clinical Trial Company
Clinical Trial Media
ClinicalConnection, Inc.
CliniCallRN
Clinigene International, Ltd.
Clinilabs Inc.
Clinipace Worldwide
clinIT AG
Clinlogix
ClinStar
ClinTec International Ltd.
Clinverse, Inc.
Cmed Technology
CMC Co., Ltd.
Cognizant
Compass IRB
CompleWare Corporation
Comprehend Clinical
Comprehensive Clinical Development
Contract Pharma
Copernicus Group IRB
CoreLab Partners Inc.
Corporate Translations
CORRONA
Court Square Group, Inc.
Covance Inc.
CPC Clinical Trial Hospital, Medipolis Medical
Research Inst
CRF Health
CRO Dokumeds Ltd.
Cromos Pharma
CROMSOURCE
CROS NT Srl
CTI Clinical Trial & Consulting Services
Cu-Tech, LLC
Cytel Inc.
DAC Patient Recruitment Services
DataCeutics, Inc.
Datapharm Australia
DATATRAK International
Datatrial Ltd.
DaVita Clinical Research
Delmar Chemicals
Delve
DiagnoSearch Life Sciences
Doctor Evidence, LLC
Dow Pharmaceutical Sciences
Dr. Ebeling & Assoc. GmbH
DreamCIS, Inc.
Drug Safety Alliance, Inc.
DrugLogic Inc.
DSG, Inc.
DUCK FLATS Pharma
Duke Clinical Research Institute
d-Wise Technologies
DZS Software Solutions, Inc.
EastHORN Clinical Services in CEE, Ltd.
eClinical Solutions
ECLINSO
Ecron Acunova
EDETEK, Inc.
Elite Research Institute
Elite Research Network, LLC
EMB Statistical Solutions, LLC
EMC Consulting
Emphusion
endpoint
Entimo AG
ePharmaSolutions
EPS Co., Ltd.
ERT
Esoterix Clinical Trials
Ethicare Clinical Trial Services
ETQ, Inc.
European Medicines Agency
Eurotrials
Exco InTouch
ExecuPharm, Inc.
ExL Pharma
Experis Clinical Practice
Explorys, Inc.
EXTEDO, Inc.
Falcon Consulting Group
Fast4WD Ogilvy
FDA
FDA/CBER
FiercePharma
Firecrest Clinical
FORENAP Pharma
Foresight Group, LLC
Forest Laboratories Inc.
Forma Life Science Marketing
Formedix
Forte Research Systems, Inc
Fortis Clinical Research Limited
Foundation for Biomedical Research
Frontage
Fujitsu Limited
Future Science Group
GE Healthcare
Getz Pharma Research Pvt. Ltd.
Glemser Technologies
Global Instrumentation LLC
Global Language Solutions
Global Vision Inc.
Globalcare Clinical Trials, LTD
Green Key Resources
Greenphire
Greenway Medical Technologies
H&J CRO International, Inc.
HCL Technologies
HCRAmerica
Health Decisions Inc
Healthcare Communications Group
Healthcare IT, Inc.
Hewlett-Packard Company
HHS Supply Service Center
Hoffman-La Roche
HRP Consulting Group, Inc.
HungaroTrial CRO
i3
iCardiac Technologies, Inc.
ICON plc
Idem Translations, Inc.
IFAPP
IMIC - Mexican Institute of Clinical Research
Imperial
Inamed GmbH
INC Research
Inclinix
IndiPharm
Infinata, Inc.
Inmark, Inc.
INNOPHARMA S.r.L.
Innovative Print & Media Group
Integrated Clinical Systems, Inc.
IntegReview IRB
Intermountain Clinical Research
International Dermatology Research, Inc.
Intertek Cantox
IntraLinks, Inc.
inVentiv Clinical Solutions
Investigator Support Services
invivodata
IRB Services
Italian Medicines Agency
J&S Studies, Inc.
JANIX CRO
JCL Bioassay USA, Inc.
Johnson & Johnson
Joule Clinical Staffing Solutions
Jubilant Clinsys
The Judge Group
Kansas Bioscience Authority
Kaplan EduNeering
Kayentis
Kelly Scientific Resources
Kendle
Kforce Clinical Research

Kinematik
 Klein Hersh International
 KoNECT
 Kuantum CRO and Logistics
 LabConnect, LLC
 Laboratorio Hidalgo
 Langland
 Lernia Training Solutions
 Libra Medical
 Life Science Leader
 Lifetree Clinical Research
 Lionbridge Life Sciences
 Liquent
 Logos Technologies Inc.
 LORENZ Life Sciences Group
 Lovelace Scientific Resources
 MAJARO InfoSystems, Inc.
 MaxisIT Inc.
 McGuire Research Institute
 McKesson
 MD Events
 MedAssurant, Inc.
 MedDRA MSSO
 MedFocus, LLC
 Medical International Research USA, Inc.
 Medical Research Network Ltd.
 Medical Staffing Network Clinical Research
 Medicines Evaluation Unit
 Medidata Solutions Worldwide
 MedNet Solutions, Inc.
 Medpace
 MedPoint Communications, Inc.
 MedSource
 MEDTOX Laboratories
 MedTrials, Inc.
 Merge eClinical
 META Solutions, Inc.
 Miami Children's Hospital Research Institute
 Micron Research Ltd.
 Microsoft Corporation
 Microsystems
 Mid*Lands IRB
 Mission3
 MMG, Inc.
 MNX Global LifeSciences Logistics
 Monitorforhire.com
 Montrium, Inc.
 Moravia
 Mortara Instrument, Inc.
 MPI Research
 Myoderm Medical
 National Death Index
 National Pharmaceutical Council
 New England Institutional Review Board
 New Orleans Center for Clinical Research
 NewCardio, Inc.
 Next Generation Clinical Research
 NextDocs
 Nextrials, Inc.
 Norwich Clinical Services
 Nova Language Services Ltd.
 Novella Clinical
 November Research Group
 Novotech
 nSpire Health, Inc.
 Ocasa, Inc.
 OCT
 Octagon Research Solutions, Inc.
 Odyssey Research
 OmniComm Systems, Inc.
 On Assignment Clinical Research
 Online Business Applications
 Optum
 Ora
 Oracle
 Orlando Clinical Research Center
 Outcome
 Palm Beach CRO
 Paragon Biomedical Inc
 Paragon International, Inc.
 Paragon Solutions
 PAREXEL International
 The Patient Recruiting Agency
 Patni Americas
 PCM TRIALS
 PDR Network, LLC
 Pegasystems Inc.
 Penn Pharma
 Perceptive Informatics, Inc
 Pharm Med Alliance
 Pharmaceutical Executive
 Pharmaceutical Outsourcing
 Pharmaceutical Safety Services LLC
 Pharmaceuticals and Medical Devices Agency
 Pharmedlink Consulting Inc.
 PharmaNet/i3
 PharmaSeek
 PharmaSys, Inc.
 PharmaVigilant
 PharmaVOICE
 Pharm-Olam International
 Philips Respirationics
 Phlexglobal Limited
 Phoenix Software International
 PHT Corporation
 Piramal Healthcare
 PleaseTech Ltd.
 POPUSICUBE
 PRA
 Praxis
 Premier Research Group
 Pretium
 PrimeVigilance Ltd
 PRL Central Laboratory Services
 Progressive Impressions International
 Projecis, Inc.
 PROMETRIKA, LLC
 PROSAR
 ProTrials Research, Inc.
 PRUDENTAS LLC
 PSC Biotech
 PSI
 Qliktech, Inc.
 QPS LLC
 Quality and Compliance Consulting, Inc.
 Quality Associates, Inc.
 QualityMetric Incorporated
 Quanticate Inc.
 Queensland Clinical Trials Network
 Quest Diagnostics Clinical Trials
 Quintiles
 QUMAS
 Quorum Review IRB
 R&D Directions
 Radiant Research, Inc
 Randox Laboratories
 Randstad Pharma
 RCI & SSI
 RDP Clinical Outsourcing
 Real Data Medical Research, Inc.
 Real Staffing Group
 Reed Technology
 REGISTRAT-MAPI
 Regxia Inc.
 Research Across America
 ResearchDx, LLC
 ResearchPoint
 Rho, Inc.
 RPS, Inc.
 RTI Health Solutions
 RWD Technologies
 Rx Trials Inc.
 RxLogix Corporation
 SAS Institute
 Scarritt Group, Inc.
 Schlafender Hase GmbH
 Schulman Associates IRB
 SDL
 Sentrx
 SGS
 Sharp Corporation
 SimpleCTMS
 SIRO Clinpharm
 Small Planet Meetings
 Smith Hanley Consulting Group
 SNBL Clinical Pharmacology Center
 Soltex Consulting LLC
 Sonic Clinical Trials
 Southern Star Research
 Sparta Systems, Inc.
 Spaulding Clinical Research
 Spectra Clinical Research
 SRA Global Clinical Development
 Statistics and Data Corporation (SDC)
 STATKING Consulting, Inc.
 StatWorks, Inc.
 Stefanini TechTeam
 Stiris Research Inc.
 Strata Company
 Sylogent
 Symbio, LLC
 Synapse Labs Pvt Ltd
 Synchron Research Services Pvt. Ltd.
 Synergy Research Group, LLC
 Synowledge Drug Safety Solutions
 Synteract Inc
 TAKE Solutions
 Target Health Inc.
 Tarius A/S
 Tata Consultancy Services Ltd.
 TechHorizon S.r.l.
 TechSol
 TekVault Corporation
 TFDA / Center for Drug Evaluation, Taiwan
 That's Nice LLC
 Theorem Clinical Research
 Therapak Corporation
 Therapeutics Inc
 Thomson Reuters
 ThreeWire, Inc.
 TIBCO Software Inc.
 TKL Research, Inc.
 Total Root Concepts, Inc.
 TrainingCampus.com
 TransPerfect
 Trident Clinical Research
 Trifecta Multimediical
 Trio Clinical Research
 TTC,Ilc
 United BioSource Corporation
 unithink nv
 University Hospital Clinical Trial Alliance
 University of Florida Center for Clinical Trials
 Research
 University of Iowa Pharmaceuticals
 University of the Sciences in Philadelphia
 the Uppsala Monitoring Centre
 Utah Clinical Trials, LLC
 VA Cooperative Studies Program
 Veeva Systems, Inc.
 Veridex, LLC
 Veristat, Inc.
 Virtify, Inc.
 Virtual Clinical Solutions
 VirtualScopics Inc.
 Vitalograph
 WCI Consulting Limited
 WebbWrites, LLC
 WebWise Learning, Inc.
 WellCRO
 West Coast Clinical Trials
 Western Institutional Review Board
 Whitsell Innovations, Inc.
 Wipro Technologies
 Woodley Equipment Company
 World Courier
 Worldwide Clinical Trials
 WriteResult
 XClinical GmbH
 Xerimis Inc.
 Xybio Corporation
 Yoh Clinical

BOOTH & PRICING INFO

10' x 10' booth space.....**\$5,450.00**

NOTE: Booths designated as premium locations will be available during the booth selection process. There will be an additional charge per premium or island booth to be processed at booth selection.

What's included (per 10' x 10' booth space)?

- 1 complimentary full-conference registration
- 3 complimentary exhibit booth personnel registrations
- 6' skirted table
- 2 chairs
- Wastebasket
- Pipe and drape booth structure
- Generic ID sign
- Listing in Exhibitor Directory portion of Final Program (deadline of Monday, April 2, 2012)

Reserve your DIA Annual Meeting exhibit space today! Complete and return the Application and Contract for Exhibit Space.



TENTATIVE EXHIBIT HALL HOURS

INSTALLATION Saturday, June 23, 20129:00 AM-5:00 PM
Sunday, June 24, 20128:00 AM-5:00 PM

SHOW HOURS Monday, June 25, 201211:00 AM-6:30 PM
Luncheon 11:30 AM-1:30 PM
Reception..... 5:00 PM-6:30 PM

Tuesday, June 26, 2012..... 9:00 AM-3:30 PM
Luncheon 11:30 AM-1:30 PM
Guest Passes.....1:30 PM-3:30 PM

Wednesday, June 27, 2012 9:00 AM-3:30 PM
Luncheon 11:30 AM-1:30 PM
Guest Passes.....1:30 PM-3:30 PM

DISMANTLE Wednesday, June 27, 20123:30 PM-10:00 PM

YEAR-ROUND EXHIBITING OPPORTUNITIES!

Throughout the year, DIA holds more than 100 meetings, workshops and conferences around the world, most of which offer exhibiting opportunities. Attendee numbers at DIA events range from 50 - 8,000, so the exhibits program ranges from a concentrated number of tabletop exhibits to traditional exhibit hall trade shows. Examples of conferences with exhibit opportunities include:

NORTH AMERICA:

- Canadian Annual Meeting
- EDM and eSubmissions
- Marketing Pharmaceuticals
- Medical Communications
- Pharmacovigilance and Risk Management
- Rare Diseases and Orphan Products

EUROPE:

- EuroMeeting
- Clinical Forum
- European EDM

CHINA:

- China Annual Meeting

JAPAN:

- Japan Annual Meeting
- Asian New Drug Development
- Japanese CDM
- Cardiac Safety Workshop

INDIA:

- India Annual Meeting

LATIN AMERICA:

- Latin American Clinical Congress

FOR MORE INFORMATION
call +1 215.442.6100 or email exhibits@diahome.org