

# DIA

## Annual Canadian Meeting 2016 Marketing & Industry Support Opportunities

October 18-19 | Ottawa Marriott Hotel  
Ottawa, Ontario, Canada



### Exhibitor Only Enhancements

#### Attendee eBlast: \$595

Exhibitor to provide content and graphics (*in html format*) for a dedicated, meeting-branded email, sent to all attendees on a scheduled date within 2 weeks leading up to the meeting.

**Deadline for eBlast copy: September 26**

ONLY  
3 LEFT  
HURRY!

#### Email Banner Advertisement: \$250

Exhibitor email banner and URL to be included in DIA eBlast. Prior to eBlast, sent a few days prior to the meeting, and the "Post Meeting" eBlast sent out within a week after the meeting.

**SOLD OUT**

#### Double Exposure Banners: \$350

Company pull-up banner to be placed on the lower level of the Ottawa Marriott Hotel to simultaneously capture the attention of attendees on both meeting floors. Maximum pull-up banner size of 33"w x 80"h permitted. Exhibitor is responsible for production and shipping costs.

### For the Foodies

#### Host a meeting luncheon! Official Luncheon Host: \$3000 Exhibitor Discounted Price: \$2250

Add your company logo to our directional signage outside the lunch room, we'll create your own 22" x 28" sign inside the lunchroom near the buffet, and add that your company is hosting the luncheon to our printed and online agendas.

**Deadline for purchase: September 30**

DON'T  
WAIT  
2 LEFT!

#### Everyone loves the bar host!

Reception Bar Host: \$2000  
Exhibitor Discounted Price: \$1500

Add your company logo to our directional signage outside the reception area and have the bartenders hand out cocktail napkins with your company logo with every drink ordered at your hosted bar.

**Deadline for purchase: September 30**

#### Break time!

Afternoon Break Host: \$1600  
Exhibitor Discounted Price: \$1200

Add your company logo to our directional signage to the break area, incorporate your company name into some sweet treats offered on the break buffet that your company is hosting, and add that your company is hosting the PM Break to our printed and online agendas.

**Deadline for purchase: September 30**

ONLY  
1 LEFT  
HURRY!

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### Exhibitor Exclusive Offers

#### **Connect with all attendees instantly!**

*Exclusive Wi-Fi Host: \$3000*

*Exhibitor Discounted Price: \$2250*

Have your company name appear on Ottawa Marriott Hotel Welcome Letters, during the slide presentation in each meeting room, and appear as the name of the Wi-Fi network that is provided to all attendees. We'll even let you name the password! *(Contingent on DIA approval)*

**Deadline to purchase: September 30**

#### **The key to getting noticed!**

*Hotel Key Host: \$2500*

*Exhibitor Discounted Price: \$1875*

Unlock the exposure of having your company logo on every hotel key for each attendee staying at the Ottawa Marriott Hotel during the meeting dates.

**Key cards must arrive at hotel by October 10**

#### **Want to connect with a personal touch?**

*Room Drop: \$2000*

*Exhibitor Discounted Price: \$1500*

This hosting opportunity allows your company to supply the hotel with materials, packages, or treats for all attendees staying at the Ottawa Marriott Hotel over the meeting dates.

**Room drops must arrive at hotel by October 10**

# DIA

## Annual Canadian Meeting 2016 Exhibit Opportunity

October 18-19 | Ottawa Marriott Hotel  
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### Tabletop Rates and Information

#### Tabletop Rental: \$1,500

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 either exclusive or offered at a discounted rate to Annual Canadian Meeting 2016 exhibiting companies.

All tabletop staff must register as an attendee for the conference. At least one person must be registered to staff each tabletop.

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

#### Tabletop Display Policies

- All display materials must be placed on the surface of the table.
- Pop-up tabletop displays may be used.
- Pop-up booth (floor) displays may not be used.
- No additional equipment may be placed in surrounding area, with the exception of floor banners (one per table; maximum size of 30”w by 72”h) 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.
- Advertisements and/or announcements for non-DIA sponsored meetings or workshops may be distributed or promoted at the DIA event.
- Exhibitor events and meetings must be approved by DIA and cannot be held during DIA session or events times.



Pop-up tabletop displays or other displays that sit on top of the table are permitted.



Floor banners (maximum of 30”w by 72”h) are permitted next to the table *provided space allows* and does not interfere with a neighboring display.



Floor banners (maximum of 30”w by 72”h) are permitted behind the table *provided space allows*.



Pop-up booth displays or other floor backdrops are **not** permitted.

# DIA

## Annual Canadian Meeting 2016 Exhibitor Prospectus

October 18-19 | Ottawa Marriott Hotel  
Ottawa, Ontario, Canada



### The DIA Annual Canadian Meeting 2016

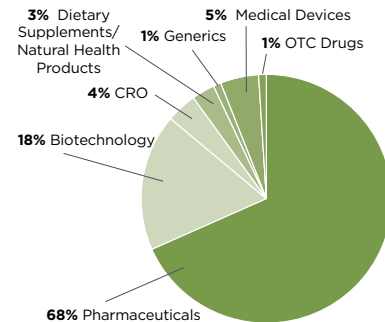
will bring together key thought leaders, industry experts, academics, medical professionals, and Health Canada representatives, to explore how innovation can drive and support new initiatives, regulatory processes, research, transparency, engagement, personalized medicine, use of real-world data, and much more! Tabletop exhibit and additional marketing opportunities are available for those organizations wishing to make connections with leaders in Pharmaceutical, Biotechnology, and Medical Device Product Development in Canada. Take advantage of this opportunity to showcase your products and services to 200+ life science professionals this October.

### Who should attend?

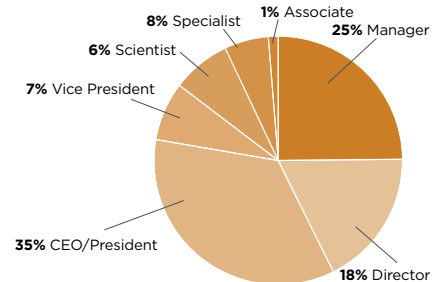
Professionals involved in:

- Clinical Development
- Drug Safety/ Pharmacovigilance
- Medical Affairs
- Medical Communications
- Patient Safety
- Pharmacoeconomics
- Policy
- Quality Operations
- Regulatory Affairs

### Product Responsibility



### Job Function



### Companies Represented at the 2015 Annual Canadian Meeting

Abbvie  
Actavis Pharma Company  
Alcon Canada Inc  
Allergan  
Amerisourcebergen Canada  
Amgen Canada  
Astellas Pharma Canada Inc  
AstraZeneca Canada  
Australian Therapeutic Goods Administration (TGA)  
Baxalta Canada Corporation  
Baxter International  
Bayer Inc.  
BGP Pharma ULC  
Biogen Canada Inc.  
BIOTECCanada  
Boehringer Ingelheim Canada  
Bristol-Myers Squibb Canada  
Canadian Arthritis Patient Alliance  
Canadian Pharmacists Association  
Celgene Inc.  
Certus PV Services Inc  
Chesapeake IRB  
Children's Hospital of Eastern Ontario (CHEO) Research Institute

CISCRP  
Consumer Health Products Canada  
CPhA  
Cytel  
Eli Lilly Canada, Inc.  
E-Z-EM Canada Inc./ Bracco Diagnostics Inc.  
Gilead Sciences Canada  
GlaxoSmithKline, Inc.  
Group on Electronic Regulatory Activities (GERA)  
Health Canada  
ICON plc  
ILS Clinical Research  
Industry Canada  
Innovative Medicines Canada  
Intertek Scientific & Regulatory Consultancy  
Janssen  
Jubilant HollisterStier  
Life-Saving Therapies Network  
LORENZ Life Sciences Group  
Lundbeck Canada Inc.  
Mallinckrodt Pharmaceutical  
Mapi Life Sciences Canada Inc.  
MEDEC  
Merck Canada  
MHSA  
Mylan

Novartis Pharmaceuticals Canada, Inc.  
OPKO Health, Renal Division  
Ottawa Hospital Research Institute  
Paladin Labs Inc.  
Pcodr (pan-Canadian Oncology Drug Review) at CADTH  
Pendopharm, Division of Pharmascience  
Pfizer Canada  
Pharmaceutical Advertising Advisory Board (PAAB)  
Pharmascience  
Purdue Pharma L.P.  
Redstone Health Group, Inc.  
Regxia, Inc.  
Samarind Limited  
Sanofi Canada  
Script  
Septodont  
Servier Canada, Inc.  
Shire Pharmaceuticals  
Sunovion Pharmaceuticals Canada Inc.  
Teva Canada  
Therapeutic Products Inc.  
UCB Canada Inc.  
University of Ottawa/The Ottawa Hospital  
Valeant Canada  
VALEO PHARMA INC.



# DIA

## Annual Canadian Meeting 2016 Exhibitor Prospectus

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### Job Titles Represented at the 2015 Annual Canadian Meeting

Acting Director, BPSIP  
Acting Director, Bureau of Metabolism, Oncology and Reproductive Sciences  
Adverse Reaction Specialist  
Adverse Reaction Terminology Specialist, Marketed Health Products Directorate  
Assessment Officer  
Associate Director, Business Informatics Division  
Associate Director, Canadian Regulatory Affairs  
Associate Director, Marketed Health Products Directorate  
Associate Director, Pharmacovigilance and Medical Information  
Associate Director, Regulatory Affairs, Quality and Compliance  
Associate Director, Regulatory Affairs  
Associate Director, Science Management System  
Associate Manager  
Associate, Labeling and Compliance  
Associate, Pharmacovigilance  
Associate, Regulatory Affairs  
Assistant Director, Regulatory Reform and Coordination Section  
Chief, Clinical Trials Division, The Biologics and Genetic Therapies Directorate  
Clinical Supplies Associate  
Deputy Minister of Health  
Director  
Director, Best Medicines Coalition  
Director, Business Development  
Director, Bureau of Gastroenterology Infection and Viral Diseases  
Director, Canadian Regulatory Affairs  
Director, Marketed Health Products Safety and Effectiveness Information Bureau  
Director, Medical Affairs - Oncology  
Director, Office of Business Transformation  
Director, Office of Transparency and Openness  
Director, Pharmacovigilance  
Director, Policy, Planning and International Affairs Directorate  
Director, Regulatory Affairs  
Director, Regulatory Affairs and Quality Assurance  
Director, Regulatory Affairs and Drug Safety  
Director, Regulatory Operations and Quality Assurance  
Director, Regulatory Strategy and Policy  
Director, Scientific and Regulatory Affairs  
Director, Strategic Development  
DRA Associate  
DRA Manager  
DRA Specialist  
Drug Safety and Public Health  
Drug Safety Officer

Drug Safety Specialist  
Editor-in-Chief  
Evaluator  
Event Planner  
Executive Director  
Executive Director, Pharmacovigilance  
Executive Director, Information Management and Technology (HPFB)  
Executive Director, Scientific and Regulatory Affairs  
Founding Partner  
General Manager  
GERA Co-Chair, Pharmaceutical Regulatory Operations Consultant  
Head of Department, Federal Regulatory Affairs  
Head, Division of Medical Oncology  
Independent Biostatistical Consultant  
Interim Senior Executive Director, TPD  
International Regulatory Affairs Senior Manager  
Lead Pharmacovigilance Specialist  
Manager, Drug Regulatory Affairs  
Manager, Electronic Regulatory Activities  
Manager, Federal Regulatory Affairs  
Manager, Health Policy  
Manager, International Regulatory Affairs  
Manager, Medical Information  
Manager, Patient Safety Section, Marketed Health Products Directorate  
Manager, Pharmacovigilance  
Manager, Policy and Partnership, Marketed Health Products Directorate  
Manager, Policy Division, Bureau of Policy, Science and International Programs  
Manager, Post Approval Regulatory Affairs  
Manager, Quality and Compliance  
Manager, Regulatory Affairs  
Manager, Regulatory Affairs Innovative Products  
Manager, Regulatory Development  
Manager, Regulatory Project Management Division  
Manager, Regulatory Projects  
Manager, Vigilance and Medical Information  
Managing Director North America  
Medical Director  
Medical Evaluator  
Medical Information and Pharmacovigilance Specialist  
Medical Information Manager  
Medical Information Senior Associate  
Medical Manager  
Physician, Division of Endocrinology  
Policy Analyst  
President  
President and Chief Executive Officer  
Product Evaluation Officer, Therapeutic Products Directorate  
Project Manager  
Project Manager, Medical Information and Pharmacovigilance

Project Manager, Regulatory Affairs  
Regulatory and Pharmacovigilance Specialist  
Regulatory Policy and Risk Management Advisor  
Regulatory Project Manager, Health Products and Food Branch  
Regulatory Project Manager, Therapeutic Products Directorate, HPFB  
Regulatory Project Officer  
Regulatory Submission Specialist  
Reviewer/Training  
Scientific Affairs Coordinator  
Scientific Evaluator  
Scientific Manager, Marketed Pharmaceuticals and Medical Devices Bureau  
Senior Regulatory Affairs Officer  
Senior Advisor, TPD  
Senior Evaluator  
Senior Information Research Scientist  
Senior Manager, Marketing and Promotions  
Senior Manager, RA/QA  
Senior Manager, Regulatory Affairs  
Senior Medical Director  
Senior Policy Advisor  
Senior Policy Analyst, Natural and Non-Prescription Health Products Directorate  
Senior Policy Analyst; Policy, Planning and International Affairs Directorate  
Senior Product Manager  
Senior Project Manager, Regulatory Affairs  
Senior Project Manager, Therapeutic Products Directorate  
Senior Regulatory Affairs Manager  
Senior Regulatory Affairs Associate  
Senior Regulatory Affairs Officer  
Senior Regulatory Affairs Officer, Biologic and Genetic Therapies Directorate  
Senior Regulatory Project Manager, Therapeutic Products Directorate  
Senior Scientific Evaluator  
Specialist, Regulatory Process Improvement and Compliance  
Senior Regulatory Project Manager, Natural and Non-Prescription Health Products Directorate  
Senior Associate Global Safety  
Senior Drug Safety Associate  
Steering Committee Member  
Supervisor, Drug Safety and Surveillance  
Vice President and Medical Director, Global Innovative Products  
Vice President, Biotechnology and Industry Affairs  
Vice President, Consulting and Software  
Vice President, External Affairs  
Vice President, Pharmacovigilance  
Vice President, Regulatory Affairs



# Annual Canadian Meeting 2016 Exhibit and Marketing Application

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Return completed *Exhibit and Marketing Application* along with the *Contract and Payment Information* form to: [Americas.Exhibits@DIAglobal.org](mailto:Americas.Exhibits@DIAglobal.org). Nonexhibiting companies wishing to purchase support or marketing opportunities must have at least one attendee registered for the Annual Canadian Meeting 2016.

## Company Contact Information

### Company Name

### 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)

## Attendee Registration

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

*If DIA cannot verify your membership, you will be charged the nonmember fee. Registration fee includes refreshment breaks, luncheons, and reception (if applicable), and will be accepted by mail, fax, or online.*

### INDUSTRY RATES

MEMBER INDUSTRY  
NONMEMBER\*\* INDUSTRY

**BY SEPT. 26**    **AFTER SEPT. 26**

US \$1450     US \$1600   
US \$1700     US \$1850

### DISCOUNT RATES\*

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

**BY SEPT. 26**    **AFTER SEPT. 26**

US \$650     US \$800   
US \$900     US \$1050   
US \$650     US \$800   
US \$900     US \$1050

*\*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.*

### SHORT COURSE RATES

SHORT COURSE #1 - Monday, 8:30AM-12:00PM    US \$405   
SHORT COURSE #2 - Monday, 1:30-5:00PM    US \$405

### 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

## Tabletop Rental and Marketing Options

### Tabletop Rental\*

- TABLETOP RENTAL (single)                      US \$1,500
- TABLETOP RENTAL (double)                      US \$3,000

### Exhibitor Exclusive Enhancements

- |   |     |          |
|---|-----|----------|
| <input type="checkbox"/> Email Banner Ad                | Add | US \$300 |
| <input type="checkbox"/> Social Media/Promoted Posts    | Add | US \$550 |
| <input type="checkbox"/> Preconference Attendee eBlast  | Add | US \$750 |
| <input type="checkbox"/> Postconference Attendee eBlast | Add | US \$750 |
| <input type="checkbox"/> Double Exposure Baners         | Add | US \$350 |

### For the Foodies

- |   |     |            |                |            |
|---|-----|------------|----------------|------------|
| <input type="checkbox"/> Official Luncheon Host | Add | US \$2,250 | Standard Price | US \$3,000 |
| <input type="checkbox"/> Afternoon Break Host   | Add | US \$1,200 |                | US \$1,600 |
| <input type="checkbox"/> Reception Bar Host     | Add | US \$1,500 |                | US \$2,000 |

### Exclusive Offers

- |  |     |            |                |            |
|--|-----|------------|----------------|------------|
| <input type="checkbox"/> Wi-Fi Host      | Add | US \$2,250 | Standard Price | US \$3,000 |
| <input type="checkbox"/> Room Drop       | Add | US \$1,500 |                | US \$2,000 |
| <input type="checkbox"/> Hotel Key Cards | Add | US \$1,875 |                | US \$2,500 |

**Cancellation Policy:** Cancellations MUST be in writing and received at the office on or before **September 21, 2016**. An administrative fee will be withheld from refund as follows:

**Tabletop = \$750 | Additional Marketing = NO REFUND | Attendee Registration = \$200 | Short Course Registration = \$200**

Cancellation requests received after **September 21, 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 attendee 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.

# DIA

## Annual Canadian Meeting 2016 Contract and Payment Information

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Company Name:

### Amount Due

Tabletop Rental	US \$	<input type="text"/>
Additional Marketing	US \$	<input type="text"/>
Attendee Registration	US \$	<input type="text"/>
<b>TOTAL</b>	<b>US \$</b>	<input type="text"/>

### Tabletop Display Policies Signature

I have read and understand the Tabletop Display Policies listed above. Failure to adhere to the above policies will necessitate the dismantling and removal of any banner, display, or other material/equipment in violation with the above.

Signature Required

Date

<input type="text"/>	<input type="text"/>
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### 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 Ottawa Marriott Hotel.

**Credit Card** payments by **VISA, MC, or AMEX:**

**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 16019 must be included on the transfer document to ensure payment to your account.

### 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

<input type="text"/>	<input type="text"/>
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