

# SPONSORSHIP & EXHIBIT PROSPECTUS

DIA

**ASIA**

MEETING

**KRSC**

WORKSHOP

25-26 SEP  
**2024**

**EVENT DETAILS:**

**25-26, Sep 2024 Venue: The K Hotel, Seoul, Korea**

The rapid evolution of drug development and technology, coupled with regulatory advances have created new opportunities and challenges in healthcare. It is critical for regulators, academia, patients, and industries to collaborate closely to ensure an evolving and robust regulatory ecosystem that enables accelerated and cost-effective access to innovative healthcare solutions. This year, DIA Asia Annual Meeting aims to bring regulators, patient representatives and industries to share and discuss ways in cultivating synergies in clinical research and the regulatory environment to innovate healthcare in APAC. Come join us and be a part of the discussions to explore the challenges and actions that stakeholders in APAC can adopt to ensure transformations in the healthcare evolution.

#### Key topics

- Future regulatory ecosystem
- Accelerating and Streamlining Accelerating Procedures
- Drug Development and Innovation in Clinical Research
- New Regulatory Fields and Trends
- The influence of emerging regulatory strategies and trends on the surveillance of medicines after they have been approved
- Clinical Research Regulations

#### About the **Organiser**

## DIA

DIA is a global, member-driven organization established in 1964 by a group of 30 pharmaceutical professionals, medical writers, and academics who came together to create a platform for necessary global communication and collaboration to solve a healthcare threat to unborn children worldwide. Today, professionals from 80 countries continue to engage with DIA through our unparalleled membership network, educational offerings, and professional development opportunities.

DIA is the only global organization dedicated to bringing health care product development professionals together in a neutral environment to improve health and wellbeing throughout the world.

## EVENT DETAILS:

**25-26, Sep 2024 Venue: The K Hotel, Seoul, Korea**

- Expected number of attendees for 2024 - **250+**
- Expected regulatory authorities - **7**
- Sessions - **6**
- Speakers - **30**

## Sponsorship and Exhibition Opportunities

### WHY SPONSOR?

- Reinforce your brand to your target audience as an industry and create meaningful partnerships
- Generate new leads for your business
- Showcase new products and demonstrates solutions
- Connect in-person to create business relationships and strengthen existing ones with customers and partners

For further details please contact [korea@diaglobal.org](mailto:korea@diaglobal.org), [joshua.choi@diaglobal.org](mailto:joshua.choi@diaglobal.org)

### SPONSORSHIP OPPORTUNITIES

BENEFITS	PLATINUM KRW 10,000,000	GOLD KRW 8,500,000	SILVER KRW 7,000,000
15 Minutes slot for corporate presentation during the lunch Symposium	✓		
Opportunity to provide a conference insert (flyer/brochure) to be handed out to the participants at the registration desk by the Organiser (Inserts to be supplied by the Sponsor)	1	1	
One booth (3m x 2m)	✓	✓	✓
Full Meeting Attendee passes	6	5	4
Exhibitor Booth Passes	4	3	2
Inclusion of logo in Welcome and Thank you emails	✓	✓	✓
Logo on 'Thank You Supporter' banner which will be placed in the foyer of the meeting room	✓	✓	✓
Verbal Acknowledgement during the plenary session	✓	✓	✓
Recognition in the Welcome email to registered participants	✓	✓	✓
One Email blast to all registered delegates (either 2 days prior to the meeting or 4 days post meeting)- content provided by sponsor	✓		
Dedicated company profile page on the event platform for 1 month before & 2 months after the meeting.	✓	✓	✓

## EXHIBITION Opportunities

The exhibition is set to be the primary networking area for delegates, sponsors and exhibitors.

### Exhibition Booth – KRW 6,000,000

Inclusions:

- Standard Booth : 3m x 2m
- Logo positioning on DIA Asia Meeting & KRSC WS event platform Homepage
- Recognition in the Welcome email to registered participants
- Two Complimentary Full Meeting Passes & Two Booth Passes
- One Table, 2 Chairs, One waste basket

### Exhibition Table Display – KRW 4,500,000

Inclusions:

- Tabletop in the exhibit area
- Logo positioning on DIA Asia Meeting & KRSC WS event platform Homepage
- Recognition in the Welcome email to registered participants
- One Complimentary Full Meeting Pass & One Booth Pass
- One Table, 2 Chairs, One waste basket

## ADDITIONAL SPONSORSHIP Opportunities

DIA Asia Meeting & KRSC WS offers the chance for Sponsors and Exhibitors to enhance your educational experience of the conference by taking the following additional sponsorship and advertising opportunities. These additional opportunities can only be purchased through sponsorship and exhibition packages have been confirmed.

## THOUGHT Leadership

### lunch Symposium – KRW 5,500,000

This is a thought-leadership opportunity enabling an expert from within your organization to present case study or showcase a product/service during the lunch Symposium of the KRSC WS.

This is a 15-minute exclusive airtime given to the sponsor for the presentation and offers the opportunity to bring forward topics that are important your organization from a policy and educational perspective. You can choose your timing within this slot. This would be included in the agenda. DIA will support the live session delivery on session day. We will provide the list of Leads (session participants). Access to these sessions is open to all registered delegates.

The package includes the following:

- One full delegate pass for the speaker or staff
- Your logo is highlighted on your sponsored session in the online programme
- Inclusion of your session in the 'lunch Symposium' section of the conference programme

## BRANDING Opportunities

### DIGITAL MARKETING (Sponsor & Exhibitor Exclusive Opportunities)

#### Email blast to all registered delegates – KRW 4,000,000

The sponsor company will provide the content for the emailer. This will be sent out to all registered participants prior to the event. We will share the metrics for this emailer. Mailing date will be confirmed by DIA based on availability.

#### Email Bottom Banner – KRW 3,000,000

1 clickable email banner in the welcome email to all registered participants.

- Banner 700w x 300h pixels JPEG - Link to the preferred locations

## ON-SITE Visibilities

### Delegate Bag - **KRW 4,000,000** (Exclusive)

A tremendous promotional opportunity with great brand visibility and corporate branding. The delegate bags have an outreach of all attendees over 2 days of the conference. Logo on bag should be co-branded with conference logo. Certain restrictions apply.

*\*Design approval to be agreed upon with organiser. Exclusive of production costs.*

### Branded Hand Sanitizer - **KRW 4,000,000** (Exclusive)

Safety first – this positive and important message can be in every participant's pocket, brought to them by you. All conference attendees will receive hand sanitizer up on entry.

*\*Exclusive of the production costs.*

### Meeting Pens and Notebook Sponsor - **KRW 4,000,000** (Exclusive)

Enrich the conference delegate experience and ensure they can take notes with your company's branded notepad and pen! Logo on notebook and pen (co-branded with conference logo). Certain restrictions apply.

*\*Exclusive of the production costs.*

### Reusable Water Bottle - **KRW 4,000,000** (Exclusive)

Stay hydrated and enhance brand awareness by providing the essential. Organiser will distribute this to the attendees up on entry.

*\*Exclusive of the production costs.*

### Conference Flyers/Brochures - **KRW 3,000,000**

Promote product awareness or draw traffic to your booth. Conference inserts are an Exhibitor and Sponsor exclusive opportunity. Your promotional material will be distributed to each attendee upon checking in at conference registration.

*\*Sponsor to supply the flyers or brochures.*

### Standee - **KRW 3,000,000**

The sponsor company will provide a 6'X3' pull up standee. This will be placed in the exhibit area throughout the 2 days of the meeting.

If you require customized Sponsorship packages , please contact us to discuss further.

---

## CONTACT Details

Joshua Choi :joshua.choi@diaglobal.org korea@diaglobal.org



**ASIA**  
MEETING

**KRSC**  
WORKSHOP

25-26 SEP  
**2024**

## APPLICATION TO SPONSOR AND/OR EXHIBIT

Please return this completed document to [korea@diaglobal.org](mailto:korea@diaglobal.org), [joshua.choi@diaglobal.org](mailto:joshua.choi@diaglobal.org)

### Details of the Contact Person

Title  First name  Last name

Phone  Email

Job Title

Company name

Company address

City  State  Postcode  Country

### Sponsorship Opportunities

PLATINUM ₩ 10,000,000  GOLD ₩ 8,500,000  SILVER ₩ 7,000,000

Please return this completed document to [korea@diaglobal.org](mailto:korea@diaglobal.org), [joshua.choi@diaglobal.org](mailto:joshua.choi@diaglobal.org)

## EXHIBITION OPPORTUNITIES

Entitlement	Quantity	Price KRW
<input type="checkbox"/> Exhibition Booth	<input type="text"/>	6,000,000
<input type="checkbox"/> Exhibition Table Top Booth	<input type="text"/>	4,500,000

## THOUGHT LEADERSHIP

Entitlement	Quantity	Price KRW
<input type="checkbox"/> Innovation Hub	<input type="text"/>	5,000,000

## DIGITAL MARKETING

Entitlement	Quantity	Price KRW
<input type="checkbox"/> Eblast to Registered Participants	<input type="text"/>	4,000,000
<input type="checkbox"/> Email bottom banner	<input type="text"/>	3,000,000

## ON SITE OPPORTUNITIES

Entitlement	Quantity	Price KRW
<input type="checkbox"/> Brand Hand Sanitizer	<input type="text"/>	4,000,000
<input type="checkbox"/> Meeting Pens & Notebook	<input type="text"/>	4,000,000
<input type="checkbox"/> Reusable Water Bottle	<input type="text"/>	4,000,000
<input type="checkbox"/> Delegate Bag	<input type="text"/>	4,000,000
<input type="checkbox"/> Conference Flyer / Brochure	<input type="text"/>	3,000,000
<input type="checkbox"/> Standee	<input type="text"/>	3,000,000

## Payment

- VISA
- MASTER
- AMEX
- Bank Transfer      Amount

You will receive an invoice with bank information detail by email after registration completion. All local and overseas charges incurred for the bank transfer must be borne by payer.

Wire Transfer Instructions for DIA Japan: MIZUHO BANK LTD (0001)  
KAMIYACHO Branch (146) Ordinary AC #1273382  
SH DIA Japan / 5-1-5 Toranomon, Minato-ku 105-0001 Tokyo Japan  
SWIFT CODE:MHCBJPJT

## Declaration

My signature below denotes that I accept the points listed in the declaration, agree to be invoiced for the total amount payable, and am authorised to make the commitment on behalf of my organisation. I understand and accept the inclusions of the exhibition package I am purchasing, and agree to abide by the **Terms and Conditions** of participating in this event as outlined on the conference prospectus

Signature

Date