



# DIA EUROPE 2025

COLLABORATING FOR HEALTHCARE INNOVATION

18-20 MARCH | BASEL



## DIA Europe 2025 Sponsorship Prospectus



# About DIA Europe 2025

DIA, founded as the **Drug Information Association**, has provided a neutral and transparent global collaboration dedicated to addressing healthcare challenges for over **60 years**.

DIA's European Annual Meeting (**DIA Europe 2025**) gathers stakeholders from across the world to openly share knowledge and generate insights beyond boundaries to advance innovation in healthcare product development and lifecycle management for all regions.

Everyone with a passion for aligning the global intersection of science, healthcare, and regulation takes part in the DIA community.

Our organization and members represent **no barriers, we simply provide an environment for free flowing dialogue between thought leaders, regulators, and professionals who may not otherwise connect.**



*(photo source: Registration and Exhibition at DIA Europe 2024 in Brussels, Belgium)*

As one of the **largest, longest-running** event in the life sciences industry in Europe, DIA Europe 2025 is designed to foster the international exchange of successful and actionable insights to **improve healthcare accessibility through the advancement of lifesaving medicines and technologies.**

**DIA Europe 2025 will host 1,500 professionals** in the pharmaceutical, biotechnology, and medical device communities from **more than 50 countries** around the globe, as well as dozens of exhibiting companies.

The goal of DIA Europe is to provide you and your team with a **rare opportunity** to build on what you already know in the development of new therapies and accelerate efforts to **enhance health and well-being for all.**

# Why is DIA Europe Important?

DIA Europe offers an unparalleled platform for:

- **Staying Ahead of the Curve:** Gain insights into the latest industry trends, regulations, and scientific advancements shaping the future of life sciences.
- **Building Valuable Connections:** Network with a diverse pool of industry leaders and potential collaborators, fostering strategic partnerships and accelerating your business goals.
- **Showcasing Your Expertise:** Position yourself as a key player in the life science arena through presentations, workshops, or exhibits.
- **Identifying New Solutions:** Explore cutting-edge technologies and discover innovative solutions that can revolutionize your development and access processes.



*(photo source: Session audience at DIA Europe 2023 in Basel, Switzerland)*

## Why Should You Participate?

By participating as a sponsor at DIA Europe 2025, you gain access to a multitude of benefits:

- **Unmatched Brand Exposure:** Reach a targeted audience of decision-makers and influencers through various sponsorship opportunities.
- **Lead Generation:** Attract qualified leads and cultivate valuable business relationships through interactive exhibits and targeted marketing initiatives.
- **Thought Leadership:** Demonstrate your expertise and establish yourself as a leader in the life science industry.
- **Increased ROI:** Maximize the return on your investment by connecting with the right audience and generating new business opportunities.

# DIA Europe 2024 in Hindsight

(data source: DIA Europe 2024)

## Most Represented Companies:



Johnson & Johnson

AstraZeneca



NOVARTIS



GSK

Pharma  
Mar

## Most Represented Countries:



United Kingdom



Belgium



United States



Switzerland



The Netherlands



France



Germany



Spain



Denmark



Italy

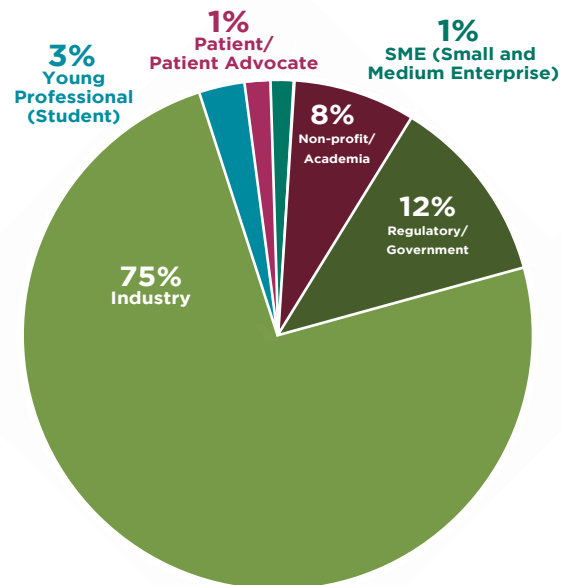
## Sponsor Sectors:

- Data Analytics
- Contract Research Organisation
- PV, Safety/Regulatory Consulting
- Recruitment
- Translation
- IT/Automation/AI/Machine Learning
- Safety Data Platforms
- Government/Regulatory
- Management/Strategic Consulting
- Biotechnology

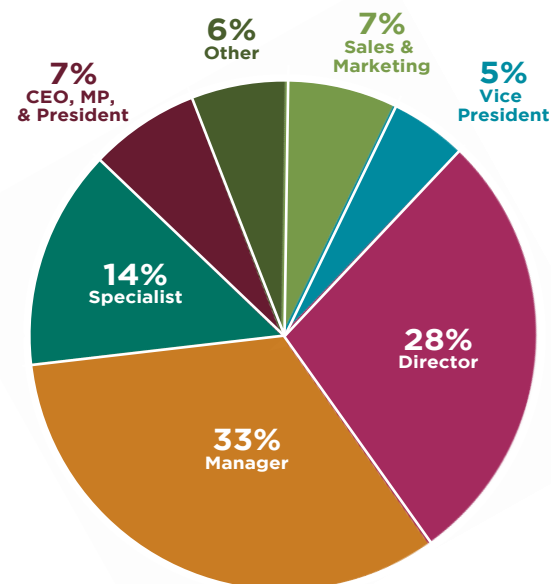
**1400** attendees from **53** countries,  
with **84%** hailing from across Europe.

- Industry **75%**
- Young Professional (Student) **3%**
- SME (Small and Medium Enterprise) **1%**
- Patient/Patient Advocate **1%**
- Non-profit/Academia **8%**
- Regulatory/Government **12%**

## Sector Departments:



## Job Function:





# Exclusive Sponsorship Packages

Inclusions:	Gold Package	Silver Package	Bronze Package
Space Only Booth (36m <sup>2</sup> )	1		
Shell Scheme booth (corner - 9m <sup>2</sup> )		2	1
Booth Passes	8	3	3
Full registrations	4	2	1
Sponsor logo on homepage	✓	✓	✓
Sponsor logo on Event homepage	✓	✓	✓
Sponsor recognition in welcome email	✓	✓	✓
On demand video	✓	✓	✓
Spotlight Session	1		
Innovation Hub (25 minutes)	1	1	1
Meeting Room (1 day)	✓		
Pillar Branding	✓	✓	
Hanging banner	✓	✓	
Textile Wall	✓	✓	
Mobile Standee	✓	✓	✓
Cube Box Branding		✓	
Escalator Branding	✓		
Outdoor Poster advertising	✓	✓	
Complimentary full delegate registration	1	1	1
Push Notification	1	1	1
Sponsor recognition on social media on first day of the event	✓	✓	✓
One banner ad on online event platform	✓	✓	
Number of slots	2	5	10
Value you get	EUR 51,000	EUR 35,000	EUR 18,000
Pricing	EUR 42,000	EUR 28,000	EUR 15,000

All fees are subject to VAT, if applicable

# Standalone Sponsorship Packages

Establish a powerful presence at DIA Europe 2025 with your very own exhibitor booth!  
Our comprehensive package provides everything you need to showcase your brand and connect with key decision-makers.

## Standard Booth Package:

### Booth Package inclusions:

#### Exhibition space (9 m<sup>2</sup>) (3 meters x 3 metres)

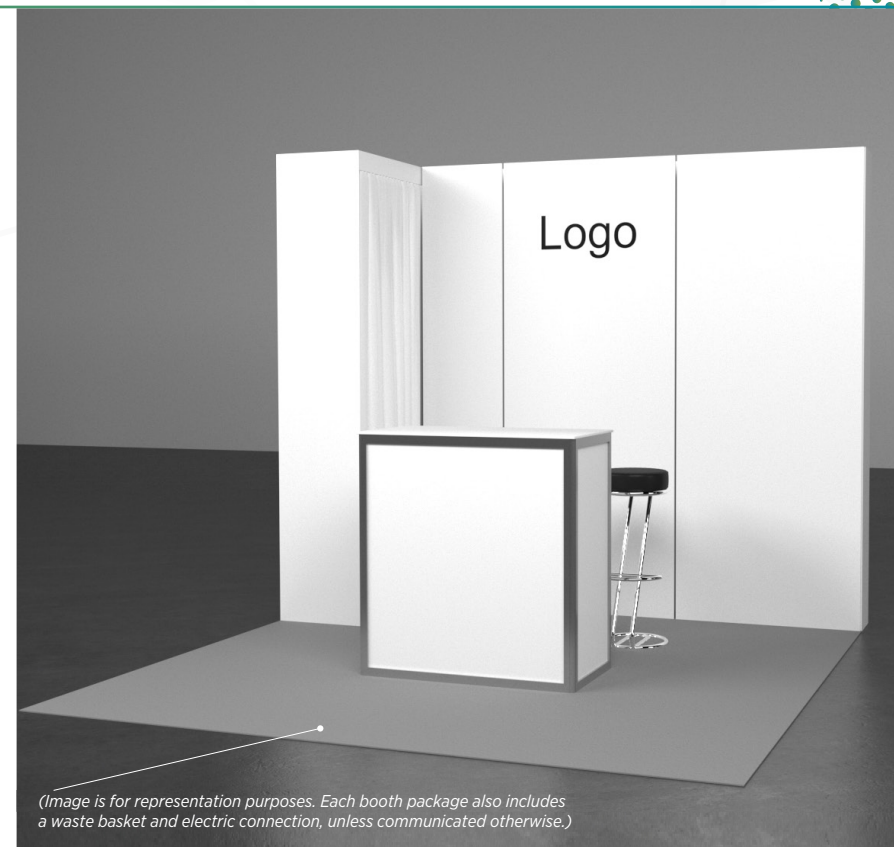
- 3 Panels with 1 Logo (Logo to be placed on the middle panel of the back wall)
- 3 Spotlights
- Counter with stool
- Carpet (blue / grey)
- Electrical socket
- Waste basket

### Registrations

- 1 Full meeting registration
- Up to 3 Exhibition Booth Personnel registrations
- Lunch and beverages included

### Branding

- Logo highlighted on DIA Europe website
- Complimentary virtual page on My DIA app
- Complimentary Badge scanning feature for lead generation
- Complimentary access to My DIA app backend dashboard (swapcard)



## Pricing:

### Standard Price:

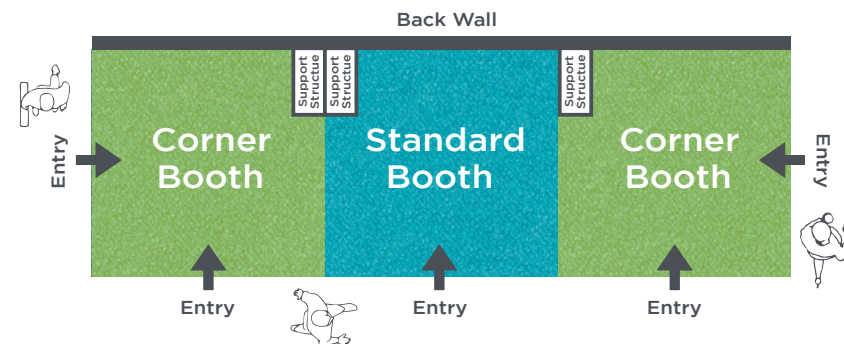
Standard Booth Package:

EUR 8,150

Corner Booth Package:

EUR 9,250

All fees are subject to VAT, if applicable





# Thought Leadership

## 1. Sponsored Spotlight Session

**Duration: 45 Minutes**

Sponsored Spotlight Session offers an exceptional platform to elevate your organization's thought leadership. Get an opportunity to present a compelling case study or showcase your innovative products/services within the esteemed DIA Europe program, while shaping the conversation by highlighting topics that are crucial to your organization's policy and educational objectives. Your sponsored session will be accessible to all conference delegates, providing broader exposure. Don't miss out on this invaluable opportunity to connect with key industry stakeholders and position your organization as a leader. Contact us today to explore sponsorship options and secure your spot in the DIA Europe 2025 program!

- 45-minute session with a meeting room to accommodate the audience.
- Inclusion in the conference programme.
- Up to 2 full-access day passes for speakers, valid on the day of the session.
- Onsite session delivery support for logistical details if requested.
- Real-time interaction via Live Q&A and polls.
- 1 push notification to promote the session on the session day.
- Your sponsored session appears on your dedicated company page.

Please note that for 2025, Spotlight Sessions will only be conducted during Lunch Break on all 3 days. To ensure a seamless experience for your attendees, we recommend that sponsor arranges lunch for the attending delegates.

**Price: EUR 12,000**

## 2. Sponsored Innovation Hub

**Duration: 25 Minutes**

Spark dynamic discussions at DIA Europe with the Innovation Hub! This vibrant forum allows your company to host a 25-minute, interactive session on the exhibition floor. Engage attendees during program breaks with lively debates, informative presentations, or insightful case studies. The Innovation Hub provides a platform to showcase your expertise and connect with a targeted audience.

- 25-minute session in the Innovation Hub located on the Exhibition Floor.
- Inclusion in the conference programme.
- 1 full-access day pass for the speaker on the day of the session.
- 1 push notification to promote the session on the session day.

**Price: EUR 5,500**

# Thought Leadership

## 3. Sponsored Patient Partners Support

DIA Europe is dedicated to fostering a patient-centric environment at our annual conference. We offer travel grants to patients and representatives from around the world, ensuring diverse perspectives are represented. These grants cover all expenses, including travel, registration, accommodations, meals, and networking opportunities.

By sponsoring a travel grant for €3,000, your organization can directly contribute to a more inclusive and meaningful conference.

**By supporting patient representation, you'll demonstrate your commitment to patient-centered healthcare and position your brand as a leader in the industry.**

Your generosity will be acknowledged on-site and in our conference materials.

**Full Conference Support for 1 patient Representative:**

**Price: EUR 3,000**

## 4. On-demand Podcasts

**Duration: 20 Minutes**

Elevate your brand visibility with a lasting impact! This sponsorship opportunity allows you to provide valuable on-demand audio content to attendees. Your sponsored session will be featured in a dedicated podcast format, accessible for three months on the event's online platform.

- Inclusion in the on-demand library for 1 month before & 2 months after the meeting.
- You can access the list of attendees who bookmarked your session.
- Your logo is highlighted on your sponsored session.
- Your sponsored podcast will also appear on your dedicated company page.

**Price: EUR 3,500**

## 5. Pre-Conference Webinar

**Duration: 30 to 60 minutes**

Amplify your brand reach and engage potential customers even before the conference begins with the pre-conference webinar. Purchase a pre-conference webinar and empower your brand by tailoring the presentation to your specific offerings and directly connect with a targeted audience of interested attendees, maximizing your return on investment.

- Inclusion in the on-demand library for 1 month before & 2 months after the meeting.
- Registration invitation to the webinar will be sent to all the DIA Europe Audience.
- The webinar will also be promoted on the DIA Europe website.
- Your conference webinar can be linked to the on-demand recording.

### Price:

30 minutes - EUR 5,000

60 minutes - EUR 6,500



# Social



## 4. Hosted Networking Reception

Capture the spotlight at the event's most anticipated social gathering! This exclusive sponsorship opportunity places your company front and center at a high-traffic event, attracting a captive audience of engaged attendees. Maximize brand awareness with a variety of on-site branding opportunities, ensuring your company leaves a lasting impression.

- 1 full-access day pass for the sponsor team
- Company logo on "Thank You" signage in attendee registration area.
- Publications mentioning the networking event will acknowledge your company as the exclusive sponsor.
- Sponsor can place 3-4 branding materials within the networking area during the reception. (Materials to be provided by the sponsor.)

Duration: 60 Minutes

**Price: EUR 12,000**



## 5. Networking Area Sponsor

Establish a powerful presence in the heart of the event with our Networking Area Sponsorship! This exclusive opportunity grants you prime real estate within the high-traffic networking area, where attendees gather to connect and share ideas. Leverage this strategic location to showcase your brand through engaging displays and promotional materials

- Large hanging banner mentioning 'Networking Area Sponsored by (Your company name)'
- Roll-up banner placement within the networking area. (Sponsor to provide the roll up banners)
- Screen display with looping video (screen needs to be rented separately)
- Placement of other promotional material, as agreed between DIA and sponsor
- 2 full access registration passes
- A dedicated table for the sponsor materials.

**Price: EUR 7,500**



## 6. Meeting Room Hire

Enjoy a dedicated room equipped with basic utilities, ensuring a comfortable and productive environment. Ideal for sponsors seeking privacy and a focused meeting atmosphere.

These meeting rooms are conveniently located in close proximity to the exhibition area, making it easy for your team members to access your meeting.

**Price: EUR 2,000 per day**

# Digital

## 7. E-Blast Campaign

Elevate your brand awareness and connect directly with a highly engaged audience! Secure your slot for a pre-event email blast to our entire list of pre-registered attendees. This targeted communication reaches interested participants before the event, maximizing your reach. Only one sponsor per week available.

### Price:

E-Blast (4 weeks before / After) **EUR 2,750**

E-Blast (3 weeks before / After) **EUR 3,250**

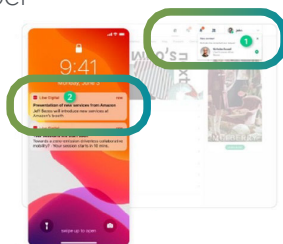
E-Blast (2 weeks before / After) **EUR 3,750**

E-Blast (1 weeks before / After) **EUR 4,250**

## 10. Push Notification

Send a single, high-impact push notification directly to all registered delegates, both virtual and in-person! This targeted message will appear on the event platform at a designated date and time, promoting your session or virtual booth right when attendees are actively engaged. Maximize your reach and impact, but remember – these coveted slots fill up quickly, so secure yours today! This is a first-come, first-served opportunity.

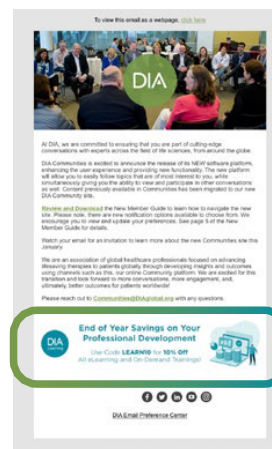
**Price:**  
**EUR 2,000**



## 8. Eblast Bottom Banner

Stand out from the crowd with a prominent clickable banner advertisement within the welcome email sent to all registered participants. This prime placement ensures your brand is seen at the very beginning of the attendee journey, driving targeted traffic directly to your webpage.

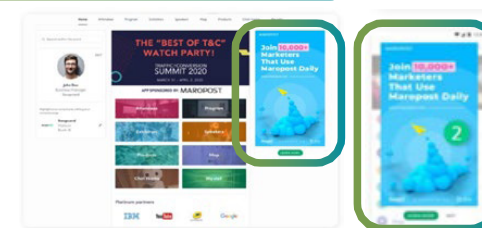
**Price:**  
**EUR 2,750**



## 9. My DIA App Rotating Side Banner

Gain high visibility throughout the event by having your company's advertisement prominently displayed on the My DIA app (browser and app both). This ensures your brand is seen by every attendee multiple times as they navigate the platform, maximizing brand recognition and recall.

**Price: EUR 2,750**



## 11. Social Media Post

DIA, with its extensive social media reach, offers a powerful platform to amplify your message. Purchase a sponsored social media post and leverage the influence of DIA to connect directly with the target audience you're looking for. You can choose between an image post or video/document based on the information you want to amplify.

### Price:

Post with Image – **EUR 1,500**

Post with Video / Document – **EUR 2,500**



## DIA Followers:



LinkedIn: **37,000+**



Twitter: **9,500+**



Youtube: **3,000+**

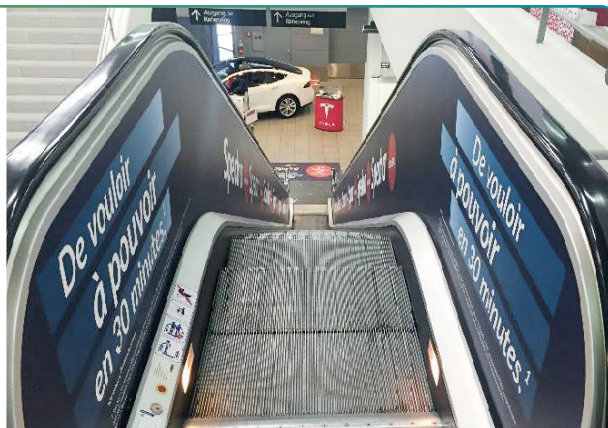


# Onsite Visibility

## 12. Escalator Branding

Imagine your brand prominently displayed as attendees travel between sessions, ensuring maximum visibility throughout the entire event. This eye-catching platform guarantees your message reaches a captive audience, keeping your brand moving forward in their minds long after they've reached their destination.

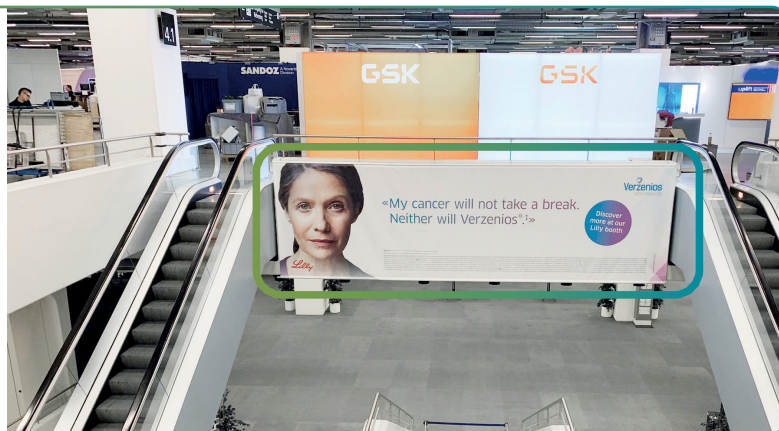
**Price: EUR 5,750**



## 13. Textile Walls

Put your brand front and center with our prominent Textile Walls! Placed at high-traffic areas offer a unique opportunity to showcase your company logo or even present a customized presentation.

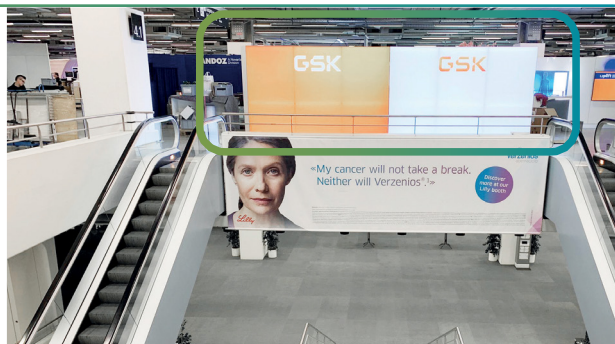
**Price: EUR 3,000**



## 14. Lightened Walls

These high traffic printed walls come alive with a captivating lit backdrop, creating the perfect platform to showcase your company logo or a captivating, custom presentation.

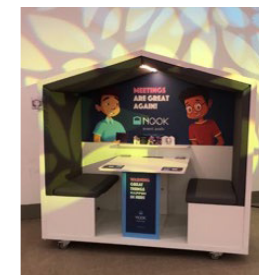
**Price: EUR 3,000**



## 15. Working Pods

Carve out your own space at DIA Europe 2025 with our exclusive Working Pods! These modular havens offer a solution for focused work, private meetings, and clear phone calls – all within the bustling conference venue. Imagine the impact: attendees flock to your company-branded pod, instantly recognizing your brand as a provider of focus and productivity solutions. This unique sponsorship opportunity goes beyond visibility, it creates a positive brand association with attendees seeking a quiet oasis during the event.

**Price: EUR 5,500**



## 16. Branded Charging Stations

Stand out from the crowd with branded Mobile Charging Stations! These eye-catching graphics act as a magnet, drawing attendees in for a convenient charge. While their devices power up, potential customers can learn more about your brand, creating a relaxed environment for brand interaction. This innovative sponsorship opportunity ensures valuable brand presence and lead generation throughout the event. **Only 3 locations available.**

**Price:  
EUR 4,500**



# Onsite Visibility

## 17. Pillar Branding (sticker)

Own a prime location on the exhibition floor with Pillar Branding! These strategically placed structures rise above the booths, offering a unique platform to showcase your products and brand message. Dominate the visual landscape and capture attendee attention from every corner.

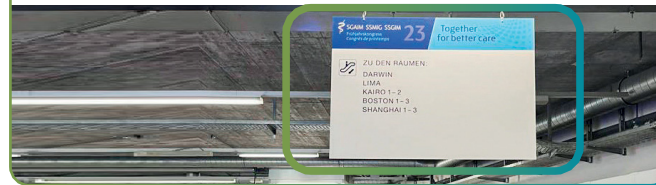


**Price:** EUR 4,500

## 18. Hanging Banner

Secure a high-impact Hanging Banner and ensure your booth is easily spotted from any corner of the exhibition hall. These eye-catching banners soar above the hustle and bustle, guiding attendees directly to your location. Whether you're showcasing your logo, a captivating image, or a special offer, a Hanging Banner is a guaranteed way to maximize booth traffic and brand awareness throughout the event.

**Price:** EUR 1,700



## 19. Outdoor Standee

Prominently positioned near the main entrance of the exhibition building, these standees will greet attendees as they arrive, placing your brand at the forefront of their minds. This prime location boasts exceptional foot traffic, guaranteeing maximum visibility for your brand message to a captive audience.

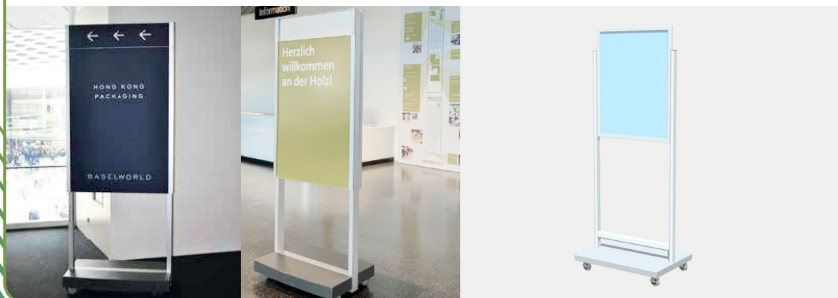
**Price:** Set of 2 - EUR 2,500



## 20. Mobile Standees

Conquer every corner of the exhibition floor with our Mobile Standees! These portable powerhouses let you strategically position your brand message anywhere within the venue. Attract attendees with eye-catching visuals and key information, guiding them towards your booth or highlighting new launches.

**Price:** Set of 4 - EUR 2,000



## 21. Cube Box Branding

Our Cube Box Branding offers a unique and spacious platform to showcase your brand in high-traffic areas. Imagine these eye-catching cubes, prominently positioned throughout the exhibition floor, transformed into mini-exhibits dedicated entirely to your company. With four sides for maximum impact, you have ample space to showcase new launches, highlight key offerings, and engage directly with attendees.

**Price:** 1 cube, 4 sides - EUR 4,000



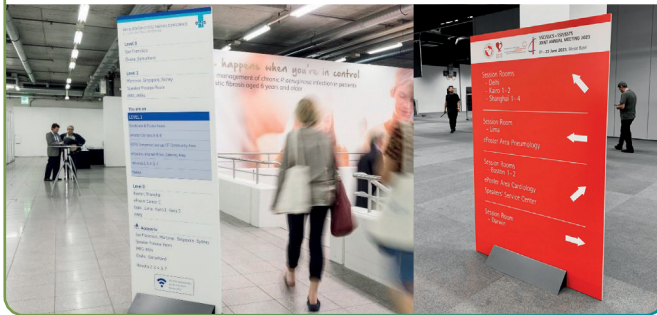


# Onsite Visibility

## 22. Totem Standee Branding

These high-impact displays grab attention from all directions, putting your brand message front and center. Perfect for showcasing logos, new products, or special offers.

**Price:** Set of 2 – **EUR 2,500**



## 23. Exhibition Floor Branding

These customizable decals come in a variety of shapes and sizes, allowing you to craft a truly unique brand experience across the entire exhibition floor. Strategically placed throughout the venue, your stickers will guide visitors, highlight key messages, and spark engagement in a fun and interactive way.

**Price:** Set of 20 stickers – **EUR 3,500**

(Includes round shape stickers each 50 cm with same graphics, shape and content customization possible. Price will vary.)

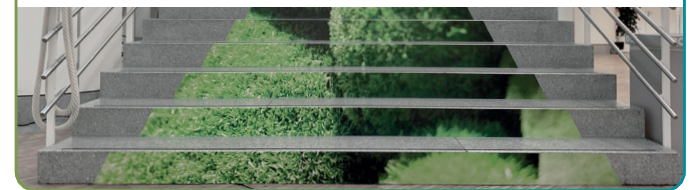


## 24. Staircase Branding

Secure exclusive use of a prominent staircase leading directly into the exhibition area. This high-traffic location offers a captive audience as attendees navigate their way to the show floor. Turn the stairs into a branded masterpiece, showcasing your logo, key messages, or even a captivating product image.

**Price:** **EUR 4,500**

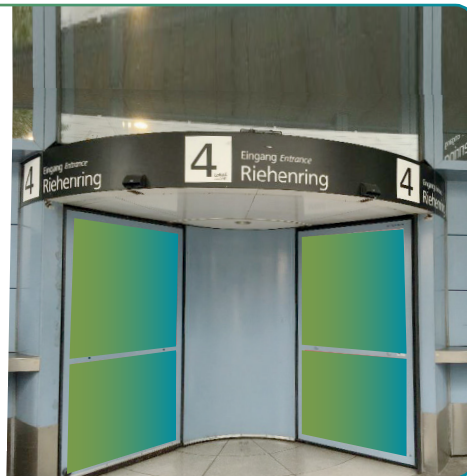
(For 12 steps, the number of steps can increase or decrease based on sponsor need. Price will differ based on the number of steps.)



## 25. Revolving Doors

These high-impact doors serve as the gateway to the entire exhibition, ensuring every attendee encounters your message twice – once upon entry and again upon exit. This unparalleled visibility creates a lasting impression and positions your brand at the forefront of the event experience.

**Price:** **EUR 4,500**



## 26. Glass Door on Bridge

Located in the main aisle area, a guaranteed high-traffic zone as attendees will navigate between session rooms. Your brand message will be front and center, making a lasting impression on every entrance and exit.

**Price:** **EUR 4,500**



*All fees are subject to VAT, if applicable*

## Onsite Visibility

### 27. Branded Piaggio

This unique, portable vehicle can be customized into your dream refreshment station, offering espresso, ice cream, beer & soft drinks, or even a hot pasta bar. Located in the heart of the Exhibition Area, the Piaggio will be a guaranteed crowd-pleaser, attracting hundreds of attendees thirsty (or hungry!) for a pick-me-up over the course of the 3-day event.

Price available on request



### 28. Sponsored Wifi login page

The Sponsored WiFi login page offers an unparalleled sponsorship opportunity to connect with every single conference attendee. This essential access point will be fully customized to showcase your desired message, ensuring maximum brand exposure during a crucial moment in their event experience.



Price available on request



## Passes

<b>Additional Booth Pass</b>	Provides access to exhibition floor and to respective booth.	<b>EUR 830</b>
<b>Additional Exhibitor Pass</b>	Provides access to the exhibition floor and sessions.	<b>EUR 1,830</b>
<b>Booth Pass upgrade</b>	Upgrade your existing booth pass to gain access to sessions.	<b>EUR 1,000</b>
<b>Additional Speaker Pass</b>	1 Day pass for speakers only.	<b>EUR 1,000</b>
<b>Speaker Pass upgrade (member)</b>	Upgrade to a 3 days access pass including sessions. Applicable only for DIA Members	<b>EUR 1,215</b>
<b>Speaker Pass upgrade (non member)</b>	Upgrade to a 3 days access pass including sessions.	<b>EUR 1,475</b>

*All fees are subject to VAT, if applicable*

## Contact Information

**For Sponsorship & Exhibition Sales and Logistics related questions  
please contact our partnership team at: [diaeuropa@mci-group.com](mailto:diaeuropa@mci-group.com)**

***GO TO WEBSITE***