

Application and Contract for Exhibit Space

7th DIA China Annual Meeting

May 24-27, 2015

Shanghai International Convention Center | Shanghai, China



DIA DEVELOP
INNOVATE
ADVANCE

Company Contact Information

Exhibiting Company Name (for signage and directory listing)

Contact Name (all correspondence will be sent to the contact information provided below)

Address Line 1

Address Line 2

City, State/Province, Postal Code, Country

Telephone Number

Fax Number

Email Address (required for confirmation)

Billing Information

Check here if billing address is the same as the contact's address

Billing Company Name (for invoice)

Contact Name

Address Line 1

Address Line 2

City, State/Province, Postal Code, Country

Email Address (where invoice should be sent)

Payment Information

Payment should be made by bank transfer only. Please note that booths are sold on a first-come, first-served basis. All applications will be time/date stamped for archival reference.

A deposit of 50% of the total booth fee should be made within 2 weeks after the contract is signed, otherwise the selected booth will be released for sale. The balance is due within one month after the initial deposit is made, otherwise, DIA reserves the right to reassign the booth.

Any booth contract signed after April 1, 2015 will be required to pay the total booth fee within one week, otherwise the selected booth be released for sale.

Any exhibitor with an outstanding balance after the due day will be prohibited from exhibiting at the 7th DIA China Annual Meeting.

Require invoice in USD

Bank Transfer

Account Name: DIA (Beijing) Healthcare Information Consulting Limited

Account No.: 333757195112

Bank Name: Bank of China, Beijing Chaoyang Sub-branch Banking Dept.

Bank Address: 1st Floor, Tower A, Gateway, No. 18 Xiaguangli, North Road, East Third Ring, Chaoyang District, Beijing, 100027, P.R. China

SWIFT Code: BKCH CN BJ 110

Payments must be net of all charges and bank charges must be borne by the payer.

Company name, as well as the Meeting ID #15975, must be included on the bank transfer document to ensure payment to the DIA account. Please fax this form to +86-10-5923-1090 prior to payment.

Cancellation and Downsizing Policy

Cancellations/Downsizing requests **MUST** be in writing and may be emailed to jxu@kellencompany.com.

Cancellations/Downsizing requests received on or before April 1, 2015 will receive a 50% refund. Cancellations/Downsizing requests received after April 1, 2015 will receive NO refund.

Booth rental fees are non-transferable.

Company Chop

In order to validate the Application and Contract for Exhibit Space, please stamp the company's official chop in the box below. The contract will not be considered valid without company chop provided.

Exhibiting Company Chop

Exhibit Space Rates and Information

Each 3m x 3m booth space includes one (1) complimentary full-meeting registration and two (2) exhibit booth personnel registrations. Additional exhibit booth personnel may be purchased for RMB 3,000 each. Limit of three (3) additional exhibit booth personnel per booth space. Any additional participants would be required to register as conference attendees.

Booth rental fees also include a shell-scheme structure, a reception table, a fascia board, a 5A socket, a trashcan, 2 spotlights, and 2 folding chairs. Additional expenses associated with the exhibit, including special booths, drayage, phone, carpeting, additional electrical connections, etc., will be the responsibility of the exhibitor.

Booth Rental Fees:

Size	Fee Per Booth
3m x 3m Class 1	RMB 44,000
3m x 3m Class 2	RMB 40,000
3m x 3m Class 3	RMB 37,000

Booth Order Request:

Number of

Booths

Class of Booths Requested

TOTAL FEE

 x = RMB

Contract Signature

The undersigned hereby authorizes DIA to reserve exhibit space in the Shanghai International Convention Center for use by the above company or organization during the 7th DIA China Annual Meeting. The undersigned hereby acknowledges receipt of and agrees to abide by the terms and conditions of the contract and Rules and Regulations contained on the reverse side of this application. DIA reserves the right in its sole and absolute discretion to reject any application that in its judgment does not enhance the purpose of the 7th DIA China Annual Meeting and its associated Exposition or is in direct competition with DIA. This contract shall be deemed accepted by DIA when received, together with the required payment. However, no contract shall be deemed accepted if the contracting exhibitor has outstanding financial obligations to DIA, of which DIA is aware, for booth space, advertising, or any service(s) provided by DIA.

Authorized signature

Date

Exhibition Contact:

Exhibit services provider:

Kellen Management and Consulting (Beijing) Co., Ltd.

Jean XU | Meeting Manager

Phone: +86-10-5923-1096

Fax: +86-10-5923-1090

Email: jxu@kellencompany.com

DIA China Office

Unit A 1618, 16 Floor, Tower A

Top Electronics City

No. 3 Haidian Avenue, Haidian District

Beijing, 100080 P.R. China

Phone: +86-10-5704-2650

Email: dia@diachina.org

www.diahome.org

Fax completed form to +86-10-5923-1090 or scan and email same to jxu@kellencompany.com

2015 Application and Contract for Exhibit Space

Terms and Conditions



DIA DEVELOP
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This contract along with the Exhibitor Manual, which is furnished to each exhibiting company in advance of the show, contains the entire agreement between the exhibiting company ("exhibitor") and the Drug Information Association. The 7th DIA China Annual Meeting to be held May 24-27, 2015 at the Shanghai International Convention Center in Shanghai, China is managed by the DIA.

1. Eligible Exhibits: DIA reserves the right to determine eligibility of any company or product to participate in the show. DIA can refuse rental of exhibit space or terminate this contract if already executed, to any company who is in direct competition with DIA or whose display of goods and/or services is not in DIA's sole judgment, compatible with and complementary to the show and the industry, which DIA serves. In the event of such termination, DIA shall refund, in full, all payments, including deposits, which it may have received from the exhibitor.

2. Booth Assignments: Will be made based upon the date the signed and authorized Application and Contract for Exhibit Space is received, as well as the booth selection, booth size, location specifications and proximity to other companies as indicated by the exhibitor. Furthermore, in the judgment of DIA, if it becomes necessary to change the original allocation of space, the DIA may do so by notification to the exhibitor's authorized representative. Booth assignments are only guaranteed with appropriate payment. DIA reserves the right to relocate exhibitors should proper payment not be received according to the payment schedule.

3. Exhibit Space Rental Fee: The DIA exhibit space rental fees are outlined on the front of this Application and Contract for Exhibit Space.

4. Payment: The payment schedule is outlined on the front of this Application and Contract. No exhibitor will be allowed to participate in the show unless payment in full is received prior to the start of the exposition.

5. Cancellations: Exhibitors have the right to cancel their space reservations at any time by written notice to DIA. Refunds will be issued based on the total amount of the order, the total amount paid, and the date the notice of cancellation is received as outlined on the front of this Application and Contract. A non-refundable fee will be withheld from the amount refunded to cover administrative costs. Registrants are responsible for canceling their own hotel and airline reservations. Under all circumstances, DIA retains the right to resell any booth space cancelled by the exhibitor. Refunds will be based on when the notice of cancellation is received. The use of any complimentary exhibitor registration badges is forfeited upon cancellation of space.

6. Use of Space: No subletting or sharing of space is permitted. DIA retains the right to have removed from the exposition any company that has not duly contracted with DIA for space. All exhibitor activities must be confined to the limits of rented space and must not impede traffic or interfere with the activity of other exhibitors. Every exhibit must be fully staffed and operational during the entire show. DIA may evict exhibitors, who, because of noise, conduct of personnel, methods of operation or any other reason, detract from the general educational character of the show. In the event of eviction, DIA will not issue a refund.

7. Failure to Occupy Space: Any space not at least partially occupied at least 30 minutes prior to opening, will be forfeited by the exhibitor and can be used by DIA in any manner, without refund, unless arrangements for delayed occupancy have been previously approved by DIA. All booths must be set-up and ready for the show by the walk through inspection.

8. Character of Exhibits: DIA provides aisle carpeting in main and cross aisles and general security in the exposition beginning with exhibitor set-up and concluding after all show freight has been removed from the floor. Standard in-line booths may not exceed a back wall height of 2.5m. All island booths are restricted to a height of 2.5m. No exhibit is permitted to obstruct the view of adjacent booths. All signs must be one sided only and must be set back within the exhibitors space so as not to detract from the overall impact of the exhibit that is directly adjacent. Requests to deviate from these guidelines must be submitted in writing to DIA for approval prior to set-up. DIA reserves the right to direct revisions, at exhibitor expense, of any exhibit that does not comply with these guidelines. Apart from the specific display space for which an exhibiting company has contracted with DIA, no part of the Shanghai International Convention Center, its grounds or surrounding grounds, may be used by any organization other than DIA for display purposes of any kind or nature without the express written permission of DIA. Exhibit brand or company logos, signs and/or trademark displays will be limited to the exposition only.

9. Fire Regulations: Each exhibitor is responsible for knowledge of and adherence to all Shanghai, China fire and safety codes which will be published in the Exhibitor Service Kit. All electrical signs and equipment must be wired to meet the specifications and must conform to appropriate National and Shanghai municipal codes. Compliance with such laws is mandatory for all exhibitors and is the sole responsibility of the exhibitor.

10. Indemnity: The Exhibitor agrees to indemnify and hold harmless the DIA, its officers, directors, employees and members from any and all liability to any person or persons for or by reason of any condition, defect or operation of any

apparatus, equipment, or fixtures furnished by the exhibitor in connection with his/her exhibit. Exhibitor further agrees to hold harmless the DIA, 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 his/her agents, servants or employees. This Indemnity includes, but is not limited to, claims of injury, death, or property damage, or of copyright, trademark or patent infringement, unfair competition, and product liability. The exhibitor, on signing the contract, expressly releases the DIA and its individuals from any and all claims for such loss, damage or injury. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold the DIA, its officers, directors, employees and members, and the meeting facility and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges, taxes or fines, and attorneys' fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof, excluding only such liability caused by the sole negligence of the meeting facility, its employees and agents. In addition, exhibitor acknowledges that the DIA and the meeting facility do not maintain insurance covering such losses by exhibitor.

11. Exhibitor Insurance: The exhibitor shall, at its sole cost and expense, procure and maintain through the term of each contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased by DIA. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than RMB 1,000,000. Such insurance shall name DIA as an additional insured and exhibitor shall upon request provide DIA with certificate so indicating. Workers Compensation and any other insurance or required licenses shall be in full compliance with all National and Shanghai Municipal regulations, covering all of exhibitor's employees engaged in the performance of any work for the exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to and from the confines of the exhibit hall.

12. Show Attendees and Exhibit Staff: Admission to the exposition will be available only to registered attendees and exhibitor staff of at least 18 years of age. Proof of age may be required to obtain entrance into the exposition. DIA makes reasonable attempts to attract high quality attendees to its exposition, but does not guarantee specific volumes of traffic or levels of qualification. Traffic at any given booth is a function of the particular exhibit and not the responsibility of DIA.

13. Security: Exhibitors are responsible for security of their exhibit and its content. Security personnel contracted directly by DIA are intended primarily for crowd control and credentials verification. Exhibitors are encouraged to budget and make security arrangements for sensitive or valuable items. DIA is not responsible for the security of exhibitors' property. Protection, both security and insurance coverage, of exhibitors' property is the sole responsibility of the exhibitor.

14. Failure to Hold Show: Should fire, hurricane, earthquake, flood, strikes, civil disturbance, Acts of God, political or social boycott, or any other circumstances beyond the control of the DIA or the Shanghai International Convention Center make it impossible or impractical to hold the show at the scheduled time, DIA may retain only such part of the exhibitor's rental fees as shall be required to compensate it for reasonable expenses incurred up to the time of such cancellation. All remaining rental fees shall be refunded. If an event is cancelled, DIA is not responsible for any airfare, hotel or other costs incurred by registrants. In no event shall DIA be liable for indirect or consequential damages.

15. Amendment of Rules: DIA reserves the right to make changes, amendments and additions to these terms and conditions at any time, and all changes, amendments and additions so made shall be binding on the exhibitor with the provision that all exhibitors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by DIA.

I have read and agree to the Terms and Conditions including the cancellation policy for this event.

Authorized signature

Date