Why Should You Attend the CDISC Europe Interchange 2013?

22 - 26 April, 2013

(DOLCE BAD NAUHEIM, ELVIS-PRESLEY-PLATZ 1, 61231 BAD NAUHEIM, GERMANY)

LEADERS IN MEDICAL RESEARCH CONFIRMED TO SPEAK!

- Dr. MICHEL GOLDMAN (Keynote Speaker)
  Head of the Innovative Medicines Initiative (IMI)
  Presenting an Overview on the State of IMI

- FRANK PETAVY
  European Medicines Agency (EMA)
  Presenting on the Clinical Data Transparency Initiative

- Dr. CHARLES COOPER
  U.S. Food & Drug Administration (FDA)
  Presenting on the Challenges and Process in relation to Data Standards at FDA

- AND! Experts from companies and organizations around the globe will present case studies on use of the CDISC Standards on the following topics:
  - SDTM and ADaM
  - Metadata Registry
  - End to End Clinical Trial Process
  - Therapeutic Area Standards
  - Validation
  - Translational Medicine
  - Standards Governance in Pharma
  - CDISC XML Standards

To see our complete list of who will speak and which companies and organizations will be represented, please see the Interchange Preliminary Program: http://www.cdisc.org/interchange.
NETWORK! COLLABORATE! LEARN!

- Whether you are new or long term attendee, CDISC Europe Interchange 2013 is a unique opportunity to meet distinguished professionals in the clinical research field and to listen to a diversity of viewpoints that will improve your knowledge on the best practices and implementations of the CDISC standards. Case studies and updates on the latest developments of the CDISC standards will be presented and discussed with the audience.

- Attend our conference and education courses and learn how to implement the CDISC standards to enhance your productivity by saving time and cost.

- Collaborating with experts in the clinical research field enriches your knowledge with new perceptions and practices, and establishes durable relationships with the medical research community.

- Share your Ideas and Experiences with our Notable Presenters:
  On the 2nd day of the Conference, you will have the opportunity to attend the User Feedback Session. Global CDISC User Groups Representatives are ready to provide feedback on how they communicate the CDISC standards in their regions. In addition, an open Expert Panel Q&A session will be offered on the same day, where the audience may ask questions about the current state, plans and uses of CDISC standards. Our CDISC team members will be available to provide feedback and answer any related technical questions from the audience.

TAKE AN AUTHORIZED CDISC EDUCATION COURSE!

- CDISC Standards Implementation improves the time, cost and quality of medical research. They accelerate the development of therapies and enable a learning healthcare system.

- CDISC Authorized Education Courses have been developed by CDISC team members. All instructors must go through a rigorous process of qualification. Instructors and course material developers have a high level of experience with the standard they are teaching – you can be sure you are receiving authoritative, up-to-the-minute information in our courses.

- Our Interchanges are a perfect opportunity to combine travel expenses for both educational courses and a conference – very convenient!

  - Monday, 22 April: BRIDG Deep Dive – only public course in Europe this year
    SDTM – day 1
  - Tuesday, 23 April: SDTM – day 2
    ADaM
  - Friday, 26 April: CDASH
    Controlled Terminology – only public course in Europe this year
    ODM – only public course in Europe this year

Click here to view course descriptions: http://www.cvent.com/events/cdisc-europe-interchange-2013/agenda-bfbe2d2579e2b4a88822d5b86d698ae3f.aspx
SPONSOR! EXHIBIT! FOR OPTIMUM VISIBILITY!

- **Sponsor to increase global awareness of your organization’s mission and goals.** For your sponsorship, your company’s logo will be displayed in the official event program and you will have applicable signage at the interchange event. Whether you sponsor at the Diamond, Ruby, Sapphire or Emerald level, there will be additional benefits available as the following:

<table>
<thead>
<tr>
<th>Diamond Sponsor</th>
<th>Ruby Sponsor</th>
<th>Sapphire</th>
<th>Emerald</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 free booth spaces &amp; 4 conference passes including evening event.</td>
<td>1 free booth space &amp; 2 conference passes including evening event.</td>
<td>2 conference passes including evening event.</td>
<td>1 conference pass including evening event.</td>
</tr>
<tr>
<td>2 additional evening event passes for clients.</td>
<td>2 additional evening event passes for clients.</td>
<td>2 additional evening event passes for clients.</td>
<td>1 additional evening event pass for clients.</td>
</tr>
<tr>
<td>2 pages advertorial in the conference bag.</td>
<td>1 page advertorial in the conference bag.</td>
<td>1 page advertorial in the conference bag.</td>
<td>Logo on the conference program.</td>
</tr>
<tr>
<td>Logo and link on the event page of the CDISC website. Thank you in the CDISC newsletter. Signage where appropriate. Logo on conference program.</td>
<td>Logo and link on the event page of the CDISC website. Thank you in the CDISC newsletter.</td>
<td>Logo on the conference program.</td>
<td>Logo on conference program.</td>
</tr>
</tbody>
</table>

For further details on sponsorship, please click on the following link:  
http://www.cdisc.org/stuff/contentmgr/files/o/00b6738681bade848facd5e0c81e10f3/misc/all_interchange_sponsorform_13_november_2012_fin1.pdf

- **Exhibiting at the 2013 Europe Interchange** will provide your company the opportunity to interact with leaders from global companies and organizations as well as global regulatory entities in attendance. Please click on the following link for more details on how to become an exhibitor:  

REGISTER TODAY!

Registration for the main conference and authorized CDISC education courses can be found through the following link:  

Join us in our Celebration of the 10th CDISC European Interchange!

**Join us on Wednesday evening, 24 April for a special event celebrating the 10th CDISC Europe Interchange!** Feast on a magnificently prepared meal followed by delicious ice cream. Enjoy the Rock n Roll music of Elvis Presley in honor of the 2 years he lived in Bad Nauheim. Click here for more details on this special evening event.