DIA Japan Annual Meeting 2021 (Oct 24-26)
Sponsorship and Exhibition Opportunities: FAQs

BOOKING & INQUIRIES

Who should we contact regarding booking or inquiries?

- Application forms and inquiries regarding sponsorship opportunities are being handled by DIA's partner MCI Japan.
  Mr. Takaya Mera: DIAJAM@mci-group.com
  81 (0)3 3508 9031

Can we change our booking?

- Please contact Takaya Mera at MCI Japan in the first instance.

How are applications screened?

- Applications are accepted on a first come first served basis. We recommend booking early to avoid disappointment.

When is the application deadline?

- Premium Packages: Sep 15th
- Luncheon & Afternoon Seminars / Innovation Theater: Sep 15th
- Digital marketing opportunities: Sep 15th
- Virtual Booth: Oct 1st

What is the cancellation policy?

- From confirmation date to 24 August 2021, 50% of the total cost of each item will be retained.
- From 25 August 2021, 100% of the total cost of each item will be retained. No refund will be possible after 25th August 2021.
- Please contact Takaya Mera (DIAJAM@mci-group.com) at MCI Japan in the first instance.

What is the expected attendance?

- We anticipate around 1,000 attendees, based on attendance at previous editions of the Annual Meeting.

What platform will the event be held on?

- We are using the Pathable virtual event platform for this year's event. A demo site can be viewed at the link below.
  https://visionsummit2021.pathable.co/

SPONSORSHIP & EXHIBITION OPPORTUNITIES

Luncheon / Afternoon Seminars

What functions will the session page have?

- Dedicated session page with session overview, sponsor logo, unlimited CTAs, document uploads, chat and polls functionality,

What attendee data can we receive?

- Name and email address of opt-in seminar participants.

When can we receive attendee data?

- DIA will share seminar attendee data with the host company on Wednesday 27th October (the day following the live event).

Are the seminars delivered live?

- Seminars should be pre-recorded. DIA will play the recording "live" during the session slot. Luncheon Seminars are 30minutes in length. Exhibitors have the option to use a 30minute recording with no live Q&A, or a 20minute recording with 10minutes live Q&A. Afternoon Seminars should be 15minutes in length with no live Q&A.

Will sessions be recorded?

- Yes. All sessions will be recorded. The recorded footage will be posted to the session page immediately following the session where it will remain for on-demand viewing until the site closes on November 30, 2021.

What topics are popular with attendees?

- Seminars were held on the below themes in 2020 and all were very well-received by the audience.

Rave CTMS

自然言語処理と業務プロセス

バーチャル治験

リアルワールドエビデンスからライフサイクルマネジメント戦略

Risk Based Monitoring - Covid and Beyond

臨床試験のデータ収集手法

When is the deadline for submitting session materials?

- Deadline for submission of **general information (seminar title, overview, speaker etc.):** Sep 15th
- Deadline for submission of **pre-recorded presentation and seminar slides**: Oct 15th

Session materials should be submitted via an online form, which DIA will share with participating organizations in advance.

e-ticket incentive

- To incentivize participation, all Luncheon/Afternoon Seminar attendees will receive a Starbucks e-ticket worth 500 JPY, the cost of which must be covered by the host company. A separate invoice will be sent by DIA to the host company following the live event.

<u>Virtual Booths</u>

What functionality does the virtual booth have?

- Company/service intro and contact details, logo, unlimited links, promo video uploads, document uploads.
- 1:1 instant video meeting functionality.
- Discussion board and polls functionality.
- "Leave my card" functionality (one click option for attendees to share their details with exhibitors.

What visitor metrics can we receive?

- Number of: visits, messages, link clicks, video views, document downloads.
- List of opt-in booth visitors.

Can you share the visitor metrics for the 2020 event?

- Average page views per booth: 130. We expect higher engagement figures this year as we have more time to promote the virtual exhibition and drive traffic to booths. We recommend exhibitors also deliver a seminar to boost visibility and drive traffic to booths for further engagement. Exhibitors may also wish to take advantage of the additional marketing options to push attendees to their booth.

バーチャル治験

Who is responsible for setting up the virtual booth?

- Exhibitors are responsible for setting up their individual virtual booths. DIA Japan will share a "Booth Set Up Guide" with exhibitors in advance. The process is very straightforward, and booths can be set up in less than an hour.

When can we start setting up our virtual booth?

- Virtual booth set up will be available from October 1st, 2021.

When will the virtual booths be live?

- The virtual exhibition will be open from October 17 to 30 November 2021.

Do we need to have staff always present at the virtual booth?

- No, but we recommend having staff present during the live event itself (Oct 24-26).

How will booths be ordered on the page?

- Booths will be placed in order of tier - GOLD, SILVER, BRONZE, Standard. Companies in each tier will be listed alphabetically.

Can we see an example of the virtual booth?

- Please see the Pathable demo site to view some sample booths: https://visionsummit2021.pathable.co/sponsors#/?limit=1000&sortByFields[0]=name&sortByOrders[0]=1&uid=k5Ld7aRmBjbFJ9ZRe

How will DIA drive traffic to the Virtual Exhibition?

- The Virtual Exhibition will be showcased on the event homepage and regular notifications/emails will be sent before and during the event to attendees encouraging them to Exhibitor booths. Exhibitors can also boost visibility by participating in the pre/in-event marketing opportunities (see prospectus).

NETWORKING

How can Exhibitors network with attendees?

- The Pathable platform enables all attendees, including Exhibitors, to send instant messages and hold 1:1 instant video meetings.
- Virtual booths also have discussion boards through which exhibitors can engage with attendees.

OTHER

Can we carry over our 2019/2020 booking to 2022?

- In principle, yes, this is possible. Please contact Takaya Mera: DIAJAM@mci-group.com in the first instance.