



Sponsorship and Exhibition Opportunities: FAQs

【BOOKING & INQUIRIES】

Q. Who should we contact regarding booking or inquiries?

- Application forms and inquiries regarding sponsorship opportunities are being handled by DIA's partner Advantage Inc.

Ms. Ayaka Hirai / Ms. Nozomi Yoshino | DIAexhibit@advantage-inc.jp

TEL: +81.3.6453.7199

Q. Can we change our booking?

- Please contact to Ayaka Hirai / Nozomi Yoshino at DIAexhibit@advantage-inc.jp in the first instance.

Q. How are applications screened?

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

Q. When is the application deadline?

Program	Deadline
Video production	Aug 31th
Promotional on-demand webinar	Sep 7 th
Booth	Sep 7 th
Sponsor	Sep 7 th
Self-standing Advertising Stand	Sep 7 th
Web Exhibit for the DIA Japan Annual Meeting site	Sep 9 th
Banner advertisement and link in the registration confirmation email	Sep 9 th
Logo on Stamp Rally card	Sep 9 th
Congress Bag Insert	Sep 20 th
Premium Drink Service	Sep 20 th
Addition of Exhibition Booth Staff	Sep 30 th

Q. What is the cancellation policy?

- Please contact to Ayaka Hirai / Nozomi Yoshino (DIAexhibit@advantage-inc.jp) in the first instance.
From confirmation date to 9 August 2022, 25% of the total cost of each item will be retained.
From 10 August 2022 to 9 September 2022, 50% of the total cost of each item will be retained.
From 10 September 2022, 100% of the total cost of each item will be retained. No refund will be possible after 10th September 2022.

【GENERAL】

Q. What is the expected attendance?

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

Q. 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

Q. Is there a separate charge for lunch boxes for luncheon seminars and catering for afternoon seminars?

- Included in the sponsorship fee.

Q. Can the staff concurrently serve as the exhibition booth and the seminar?

- Yes, we will leave the staffing.

Q. Will seminars be recorded?

- No, It will be delivered live from the venue at a predetermined time on the day. The luncheon seminar is 40 minutes in total, and the afternoon seminar is 15 minutes.

Q. What topics are popular with attendees?

- Seminars were held on the below themes in 2021 and all were very well-received by the audience.
Guiding RWE Utilization for Regulatory Decision Making
New Options in Clinical Trial Operation Model DCT & Remote Utilization
Current and Future Status of Drug Development in Japan, the US, and Europe under COVID-19 Pandemic
Risk-Based Quality Management (RBQM) in the E8 (R1) Era
Initiatives of Intelligent Automation Process in PV Activities Overview and Opportunities in the Futur

Q. Does each conference room have a seminar theme?

- The Japan Annual Meeting does not have a theme for each conference room. The content of the seminar depends on the Exhibiter. Program details will be released on July 7th.

Q. Will we need staff other than the presenter at the seminar?

- Please also support to the seminar participants. For example, reception, guidance, questionnaire collection, etc.

Q. Can you share the visitor metrics for the 2021 Seminars?

- Average page views per booth: 37 at the Luncheon seminar and 120 at the afternoon seminar. Since we can expect participants from the venue this year, we expect that the number of visitors will increase from last year.

Q. When is the deadline for submitting session materials?

- Deadline for submission of general information (seminar title, overview, speaker etc.): Sep 9th
- Deadline for submission of pre-recorded presentation and seminar slides: Sep 30th

Web Exhibit for the DIA Japan Annual Meeting site

Q. 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.)

Q. What visitor metrics can we receive?

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

Q. 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.

Q. When can we start setting up our virtual booth?

- Virtual booth set up will be available from Mid-August, 2022.

Q. When will the virtual booths be live?

- The virtual exhibition will be open from September 9 to 30 November 2022.

Q. 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 9-11).

Q. 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.

Q. 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](https://visionsummit2021.pathable.co/sponsors#/?limit=1000&sortByFields[0]=name&sortByOrders[0]=1&uid=k5Ld7aRmBjbFJ9ZRe)

Q. 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).

Stamp Rally

Q. Is there anything that the Exhibitor will have to prepare?

- DIA will prepare things of all.

Q. Is it possible to put a logo on the stamp rally giveaway?

- No, only on the stamp rally card.

Promotional on-demand webinar

Q. What kind of function does the dedicated page have?

- Exhibitors can use the Q & A box. DIA will provide with a list of opt-in visitors after the event.

Congress Bag

Q. Is it possible to put the company logo on the congress bag?

- Exhibitors can put a company logo on the back of the bag. Please contact us separately.

Banner advertisement and link in the registration confirmation email

Q. What kind of effect can be expected?

- It will be posted in the email that will be sent to the applicants for the first time, It is most likely to be noticed.

Premium Drink Service

Q. Can you prepare foods other than those listed?

- Yes, It is also possible to prepare soft drinks, light meals, and write a logo on cups.

【NETWORKING】

Q. 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.