

## SPONSORS FAQ

### Why is our support so essential for DIA?

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Together, with our many community stakeholders, we are committed to rise to the challenges that COVID-19 has revealed and are resolute in our desire to provide new opportunities for sharing, for knowledge, and for global health.

We're an organization with health and better patient outcomes at our heart. The news over the last week about the two new promising vaccines is wonderful. At the same time, we're mindful of the need to ensure a healthy, safe, and productive DIA Europe 2021 for all participants. While we want to join you back in person as soon as we can, March of 2021 is still a time for us to remain fully virtual.

### Where we currently stand and why virtual?

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- Our top priority is the Health and Safety of not just our attendees, speakers and exhibitors, but also of our staff, vendors, and the city of Basel.
- We have lead time to execute the best DIA Europe conference, vs just a few weeks in 2020.
- This is our final decision. We will not need to make additional announcements on decisions
- Lessons learned in 2020 are setting us up for success in 2021.

We are creating opportunities for you to engage with our attendees through the ability to receive attendee contact information, exhibit hall booth collateral, lead retrieval and new sessions aimed to promote engagement with sponsors and exhibitors.

### How many people are expected to attend DIA 2021?

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We are expecting approximately 1500 attendees from more than 50 countries. Our experience with our specialty meetings and trainings this fall has shown the tremendous interest that our community still has in attending DIA meetings, even when they're fully virtual.

### Can you share more about DIA Europe 2021 in numbers?

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- 5 days live event
- 1500 participants from 50 countries
- ~120 hours of educational sessions
- ~4 hours Networking break/ day
- 5 slots reserved for Spotlight Sessions
- 15 slots reserved for sponsored Content Hubs

### How are you planning to drive people to interact with exhibitors so that they will see good value for their investment?

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For the first time, we are structuring our pricing to strongly incentivize our attendees to connect with our exhibitor partners. We are offering a sizeable discount to attendees who opt-in to share their contact information with our exhibitors and sponsors - and we will be providing you all with a full list of attendees who opt in, including their contact information, in advance of the meeting.

In addition, during DIA Europe 2021 we will have more time for networking. In 2020, we had to shorten the breaks as we did not want to cancel too many sessions and therefore we had limited time for networking. Take a look this year's programme

<https://dia.covr.be/cmportal/searchable/21101/config/searchable#!sessionschedule>

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### **What kind of networking activities are you planning?**

We are planning several different activities such as:

- Moderated Chat during the sessions
- Dedicated discussions in our Forum
- One-on-One chat and video conferencing with interest filter - Reach out to other participants from any part of the platform even during sessions via chat
- Messaging via the conference App
- Get to know the Exhibitor Bingo
- Speed Networking
- Round table discussion
- First DIA Hackathon

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### **Originally exhibitors registered to participate at the in-person 2020 meeting and had a portion of their investment deferred to 2021. Will they have the option to defer again toward the 2022 in-person meeting, instead of using the credit at DIA Europe 2021?**

At this time, we are NOT looking to defer your credit to the 2022 meeting.

Instead, we have identified alternative opportunities for you which are described on the [Exhibition and Sponsorship Prospectus](#). Please review those options and if you have ideas that you would like us to explore, please don't hesitate to reach out to us or our partner, MCI.

We want to highlight here that exhibiting virtually at the 2021 meeting means that you would have email access to attendees who opt-in to the sharing of contact information – as we are strongly incentivizing attendees to do that this year with different pricing tiers. This is a first for DIA, and we think it's going to prove to be both popular with attendees and successful for solution providers!

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### **Will a refund be issued from 2020 credits?**

We are not looking to offer refunds. As you're likely aware from other organizations, industry practice has been shifting this year, and our thinking is in keeping with many of our peer organizations.

As you can imagine, this is the most difficult scenario to be in. Providing the world's largest neutral platform for multidisciplinary knowledge exchange is not inexpensive, and while DIA is extremely frugal, revenue from booth sales at Annual Meeting is a sizeable line item – it allows for the organization to meet the global needs outlined in our mission.

As you are likely aware from other associations, issuing refunds would severely curtail our ability to exist in the present capacity – which is why we're committed to providing alternative venues to showcase brands, products and services to our vast global audience. From Solution Provider Webinars to weekly Breakfast Briefing emails, to attendance at this year's virtual experience w/opted-in email contact information – to opportunities to showcase solutions before, during, and after the meeting – we will work with you to put together a package that can satisfy your goals, while remaining true to our mission of providing the shared educational platform that global health needs.

At the same time, we've learned a lot from our experiences since June, and from what we've seen other meetings deliver. So, we've designed an approach to the meeting to ensure that you benefit from the meeting as we understand the value that you are seeking to achieve.

This includes opportunities for webinars and emails, sponsored sessions, digital marketing and other hosting opportunities, attendees being strongly incentivized to opt-in to sharing their contact information, and opportunities to showcase solutions before, during, and after the meeting.

If there's something that you'd like that we aren't offering, please let us know – we will work with you to create a package that can satisfy your goals while remaining true to our mission of providing the shared educational platform that global health needs.

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**Some sponsors experienced disappointment with the level of access they had to decision-makers during the 2020 meeting. How can DIA bring value for the asked spend to smaller vendors, and what enhancements are planned for 2021?**

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This has been our focus since the day DIA Europe 2020 ended. We will be adopting a new platform in 2021 that we're selecting with all of our stakeholders' needs in mind.

It will have seamless integration between meeting sessions and the exhibit hall, which wasn't the case this year. Exhibitors will have far more time in the platform beforehand. Attendees will also be able to access the space prior to the official "Opening," and there will be weekly networking events leading up to the event.

We want to ensure that connectivity happens before, during, and after the meeting – and that attendees recognize that exhibitors offer unique insights, services and products that benefit each of them and their organizations. We provide this opportunity as part of the overall learning package.

We will be actively encouraging and incentivizing attendees to meet with exhibitors and ensuring there are many opportunities for networking within the platform. We'll be arranging roundtable conversations, and that meetings and networking happen within the platform. And as noted, as a sponsor at DIA Europe 2021, our packages include access to all opt-in contact information at varying points surrounding the event, to allow for set-up or continuation of conversations.

We are greatly incentivizing opt-ins in our pricing structure and look forward to going live with registrations within a month.

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**Will you launch the platform prior to the meeting?**

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Yes. We will launch the platform 4 weeks prior to the event and will give you access to the booths 2 weeks before the meeting. In addition, we want to keep the platform available online 2 months after the meeting with a marketing campaign to continue drawing attention. We want to encourage that return traffic, including to the exhibit hall.

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**What will the virtual booth look like and include and what types of reports will exhibitors receive after the event?**

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We'll have all the standard pieces you've come to expect along with the ability to post videos and company collateral. In addition to that, those platforms on our short list have great functionality: booth demo capability and live chat functionality. The specifics of how we handle lead capture will be dependent on the platform but will be communicated well in advance to you.

We're looking at tracking booth traffic as well as what materials were downloaded by visitors. The booth itself can be branded to some extent. More information in the sponsorship brochure.

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**Are there other alternatives to participating in virtual offerings?**

As noted before, we sincerely hope that you'll consider participating in DIA Europe 2021, as with a year of experience under our belt in this new environment, the lessons learned will provide a more meaningful experience for all attendees. All of the things you love – networking, meeting capability, and now direct contact information are included. That said, if you have a credit with us, we will be contacting you to discuss ways to utilize those credits. We value your partnership and the trust you have placed in DIA and want to maintain our work for patient benefit now and going forward.

I also want to hear your suggestions for how we can encourage interactivity and ways to drive attendance toward the virtual exhibit hall. I encourage your comments and suggestions! Please email us at [DIAEurope@mci-group.com](mailto:DIAEurope@mci-group.com)



**Have you changed the programme to facilitate more sponsored content and opportunity for networking?**

Breaks will be scheduled between all educational sessions, and some of our educational formats combine networking along with learning.

- Every session, whether generated by our Program Committee or our Sponsors, will be included in the program agenda.
- Content opportunities for exhibitors and sponsors to demonstrate their knowledge base by having sessions within the program agenda.
  - *Content Hubs*
  - *Spotlight Sessions*