



Directions NA 2021 Sponsorship FAQ

Shared Chats and Dedicated Chats

Q: What tool will you be using for shared and dedicated chats?

A: We will be using the Microsoft Teams platform.

Q: As a sponsor am I able to see who is in the chat?

A: Yes

Q: As a sponsor will I be able to get list of people who were in my dedicated chat or competitive showdown chat?

A: Yes, will be able to share will you the name of the person who is in the dedicated but not the email address.

Q: Can I interaction with people in my dedicated chat or competitive showdown chat?

A: Yes, and because we are using Microsoft Teams you can also start private individual chats directly with people.

Q: Will the list of people attending the general Directions NA lounge be shared?

A: No, because we want to leave to it the people in the lounge decide if they share their information or not.

Q: How long will my dedicated ISV chat be open?

A: The dedicated chat will be available 24 hours throughout the event.

Microsite

Q: Can I have a contact form on my microsite?

A: Yes, all sponsors will have an option for sharing contact information.

Q: Will I be able to see a list of visitors to my microsite?

A: As long the visitor has interacted on your microsite page by completing and submitting contact you will have access to their information.

Q: What information can I add to my microsite?

A: You can add a description of your product/services, documents/literature (PPT, PDF, Word, etc.) and Videos

Q: Will there be a link to my dedicated chat or competitive showdown chat be available on my microsite?

A: Yes, it will be available during the event, but once the event has ended it will be removed.



Q: How long will my microsite be available?

A: Your microsite will be available the same length of time as the availability of the on demand recorded sessions from the event which is currently set at 6 months.

Paid ISV Sessions

Q: Will I get a list of attendees of my ISV sessions?

A: Yes, you will have access to a list of attendees.

Q: Do I have access to the chats from my ISV sessions?

A: Yes.

Promotion of Company Logo

Q: As a sponsor where does my logo appear?

A: All sponsors will be appearing during the thank you sponsor slides within the keynotes on Monday and Wednesday. The logos will also appear on the logo ticker during every educational session, and the schedule announcement throughout the day.

Sponsorship Timeline

Q: What the latest I can sign up for Directions NA 2021 as a sponsor?

A: The latest you can become a sponsor of Directions NA 2021 is April 1st if you want to take advantage of all the options in your sponsorship package. If you sponsor after April 1st and before April 15th we cannot guarantee that you logo will be appear the logo ticker.