

# Questions & Answers for Suppliers

## Why participate in the virtual 2021 Innovative Technology Exchange (Exchange)?

The Exchange is a key element of the overall Vizient Innovative Technology program and offers suppliers extraordinary exposure for their technology during the process of seeking a contract at Vizient. The virtual Exchange allows suppliers to present their unique solution through rich presentation slides, videos and supporting clinical studies. There is also an opportunity to engage with members (providers from member hospitals and organizations) to answer questions. Visibility at the event helps members arrive at their contract award recommendations.

## Is the 2021 Innovative Technology Exchange a virtual or a live event?

Historically the Exchange has been a live event, but in 2020 and 2021 the Vizient Innovative Technology Exchange was/will be hosted as a virtual event. This decision was made due to safety concerns and the travel restrictions in place at many organizations. Members and suppliers who participated in last year's virtual Exchange indicated the platform was easy to navigate, it contained rich product information and they liked being able to visit booths at their own pace to understand each solution. We are hopeful to return to a live event in 2022.

## Which suppliers qualify to participate in the 2021 Innovative Technology Exchange?

Suppliers with innovative solutions not yet on Vizient contract are eligible for this event. Suppliers who already have Vizient contracts are eligible to showcase innovative solutions only if those technologies are outside of the scope of their current contracts and would require a stand-alone contract.

## How do we apply?

To exhibit at the virtual 2021 Innovative Technology Exchange, a supplier must first request a contract consideration, [Innovative Technology Contract Online Application](#).

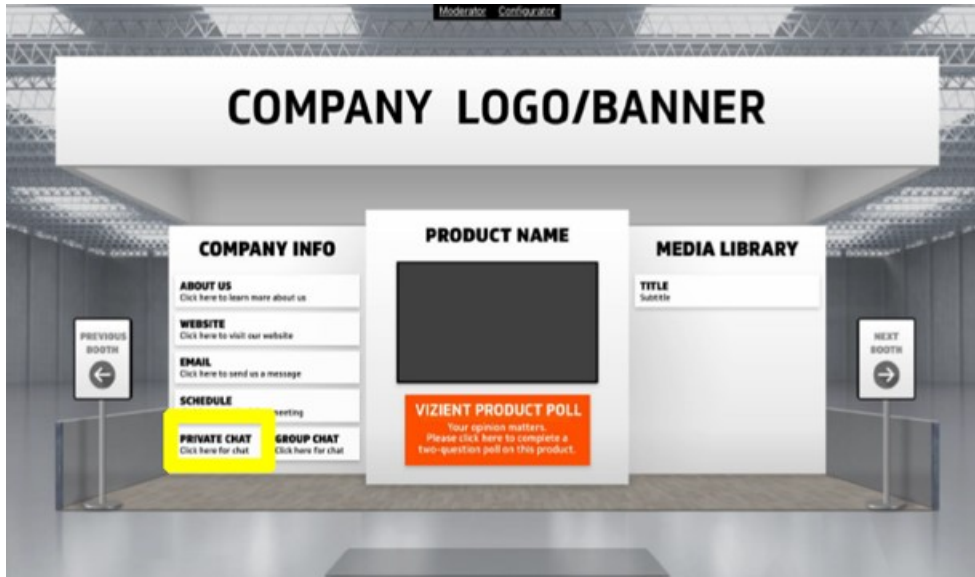
Once this step is complete, a supplier may then apply to exhibit at the virtual 2021 Innovative Technology Exchange [here](#). The deadline to apply is **April 9, 2021**.

## What is the product fee?

If supplier's product or service is accepted for the virtual 2021 Innovative Technology Exchange, supplier will be asked to agree to our terms and conditions and pay \$2,000 per approved product. Each product or service will receive its own booth space.

## What is provided with the product fee?

The \$2,000 product fee covers one (1) virtual booth space as shown below, booth-builder orientation, registration to full event for three (3) staff, pre-event orientation for booth staff and tech support throughout the build process and event.



*\*booth layout may change slightly for 2021 to accommodate new upgraded features.*

#### Each booth includes:

- Customizable graphic header, colors, and design
- About us section, link to website, email
- Media library linking to product information
- Visibility to number of attendees in booth in real time
- Customizable automated message to attendees entering your space
- Group chat feature to connect with attendees
- Product poll link for attendees to rate your product and provide feedback

#### When we apply, are we automatically accepted to showcase at the virtual 2021 Innovative Technology Exchange?

Not all suppliers who apply are accepted. To participate in the virtual 2021 Innovative Technology Exchange a product or service must meet certain criteria. Your company will be notified by **May 21, 2021** once a decision has been made.

#### How do we prepare ahead of time to take full advantage of the opportunity of showing a product or service at the virtual 2021 Innovative Technology Exchange?

The supplier's objective at the Exchange is to gain additional visibility as a part of the process to earn a Vizient Innovative Technology contract for their product or service. Because of this, the focus should be on the clinical improvements and other advantages the featured product or service offers, above and beyond alternatives in the marketplace. Concentrating on the unique features and evidence of enhanced outcomes for the product will establish a strong basis for supplier's claims of innovations and help members with their contract recommendations.

### **Who will be attending the virtual 2021 Innovative Technology Exchange?**

Attendees will include clinicians, pharmacists, sourcing executives and service-line leaders with responsibility for clinical quality and patient safety from member organizations around the country. Many members of Vizient leadership and staff will also participate, particularly those from business units responsible for supply chain contracting.

### **Can I show an additional product or service in my booth?**

Based on the application supplier submitted, the products that have been approved by Vizient will be the only products and services suppliers can show at the virtual Exchange. Booth content will be reviewed prior to the event.