

# Sponsor Guide

The Market Research Event  
8-10 October 2024



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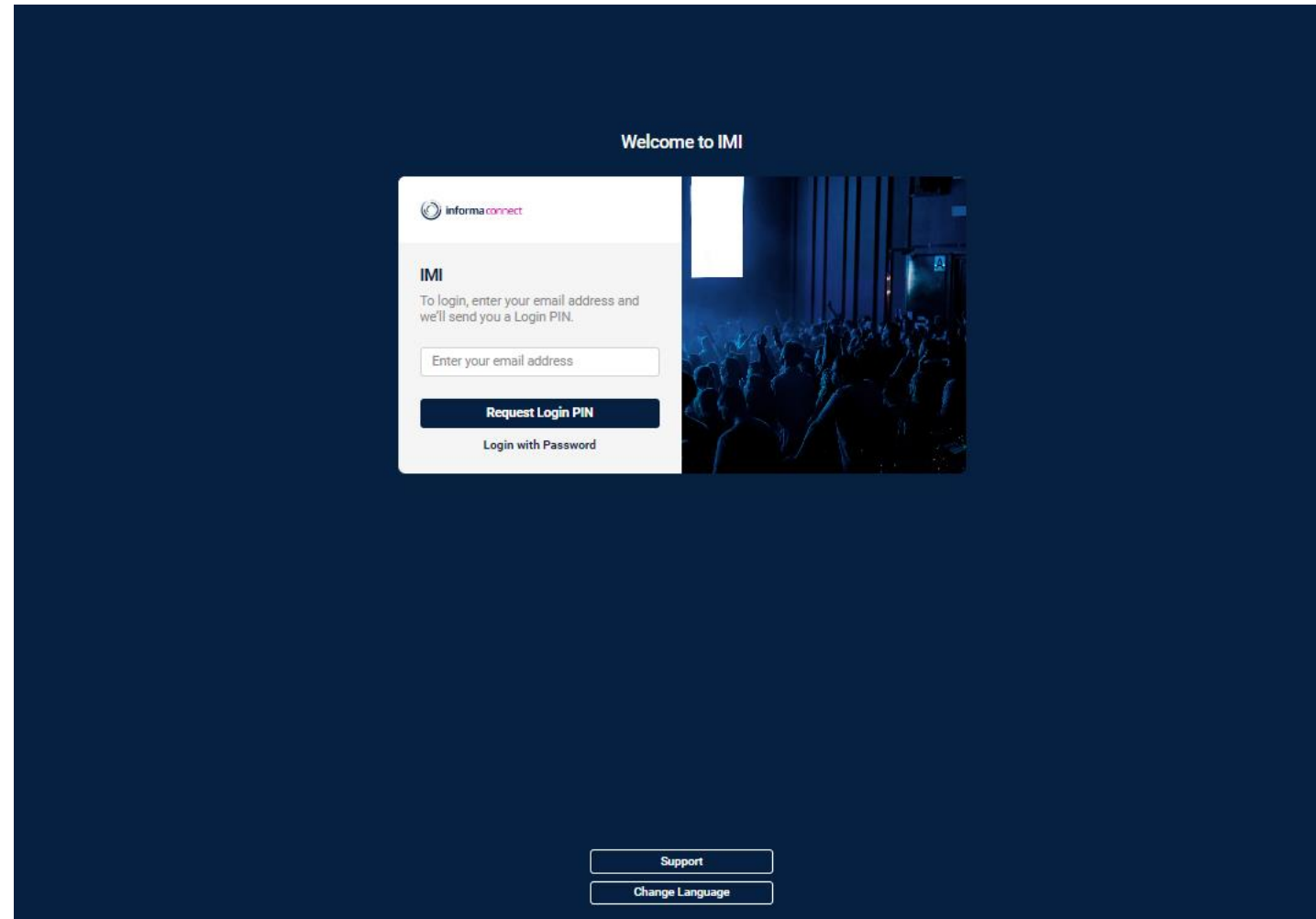
# ConnectMe Guide: How to Edit Virtual Booths

# STEP 1 – LOGIN TO PLATFORM


**Link to online platform:** <https://imi.connectmeinforma.com> Please use the login details you have received by email.

Enter your email.

You will be emailed a 4-digit code that will redirect you to the platform. Please contact us if you do not receive the email. It will come from “Totem”



Welcome to IMI

 **IMI**

To login, enter your email address and we'll send you a Login PIN.

**Request Login PIN**

[Login with Password](#)

[Support](#)

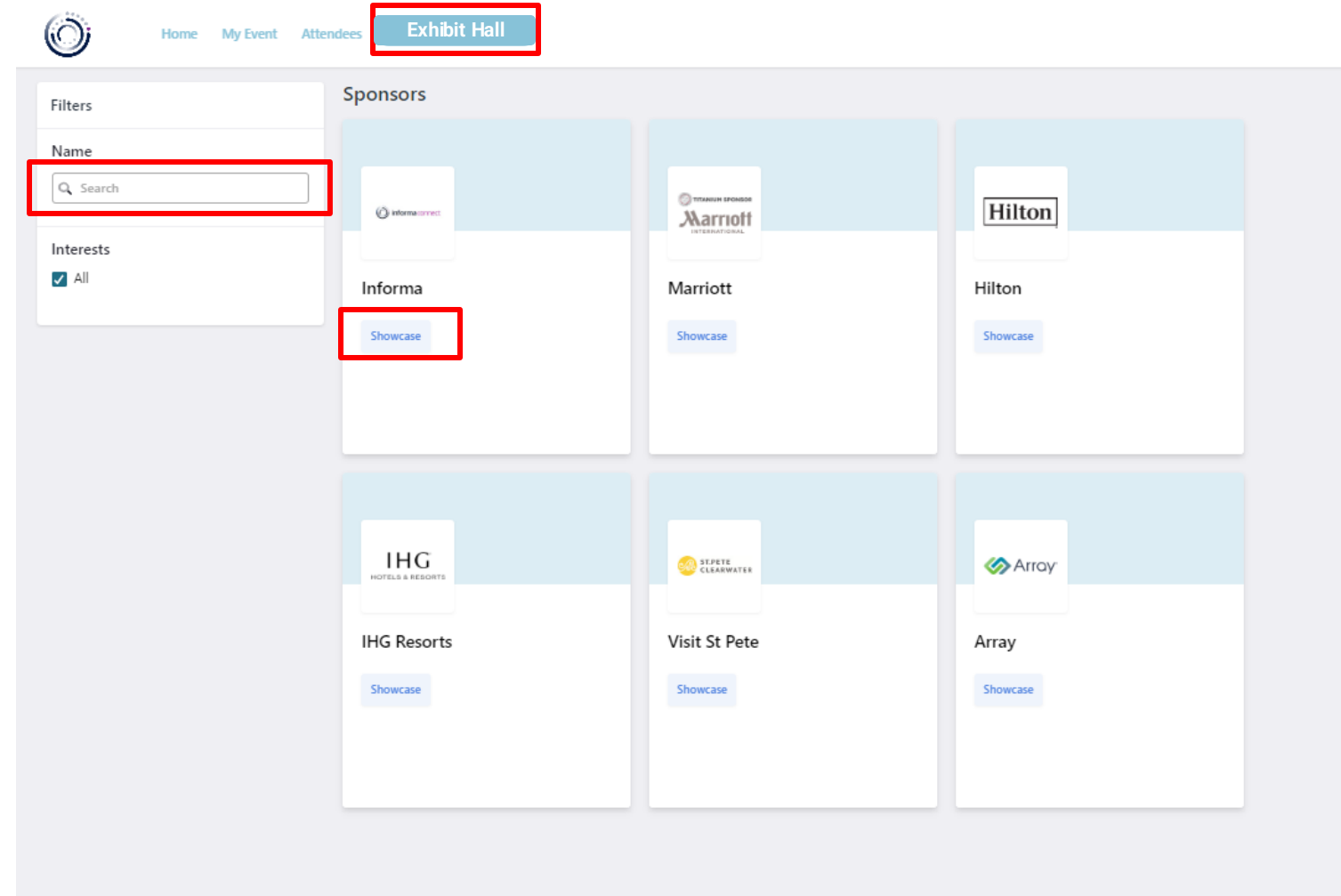
[Change Language](#)

## STEP 2 – FIND YOUR BOOTH

Click on the **“Exhibit Hall”** to see a list of all sponsors and partners. *The navigation could vary each event*

Search for your company name

Click on **“Showcase”** to access the booth.



The screenshot shows the 'Exhibit Hall' section of the Informa Connect website. The top navigation bar has links for 'Home', 'My Event', 'Attendees', and 'Exhibit Hall'. The 'Exhibit Hall' link is highlighted with a red box. On the left, there is a 'Filters' sidebar with a 'Name' search bar (also highlighted with a red box) and an 'Interests' section with a checked 'All' option. The main content area is titled 'Sponsors' and displays a grid of six sponsor cards. Each card shows the company logo, name, and a 'Showcase' button. The 'Showcase' button for the 'Informa' card is highlighted with a red box.

## STEP 3 – BUILD YOUR BOOTH



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[Exhibit Hall](#)

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[Edit Stand](#)



Informa

[Book Meeting](#)

[Chat Now](#)



[About](#)

[Representatives](#) 1

About

Representatives

[View All >](#)



Annjollynn Cales  
Digital Delivery Manager



Guest Book



[Sign Guestbook](#)



Isabela Silva  
Digital Experience Co-Ordinator  
Informa

Chat

[Options](#)

You can change the settings, by clicking on “Edit Stand”. Only **representatives** can edit the booth.

If you don’t have this permission, please send an email to your Informa contact.

**Book Meeting & Chat Now:** Interactive tools that can be used by attendees to either book a meeting with Reps or send a message on Chat.

### Social media links

**Representatives:** will show all registered staff from your company attending the show (all attendee’s will be registered **4 weeks before the event**).

**About:** short company description

**Guest book:** Lead capture tool that can be used by attendees. You can export a list of all guests who signed by clicking on the Spreadsheet icon.

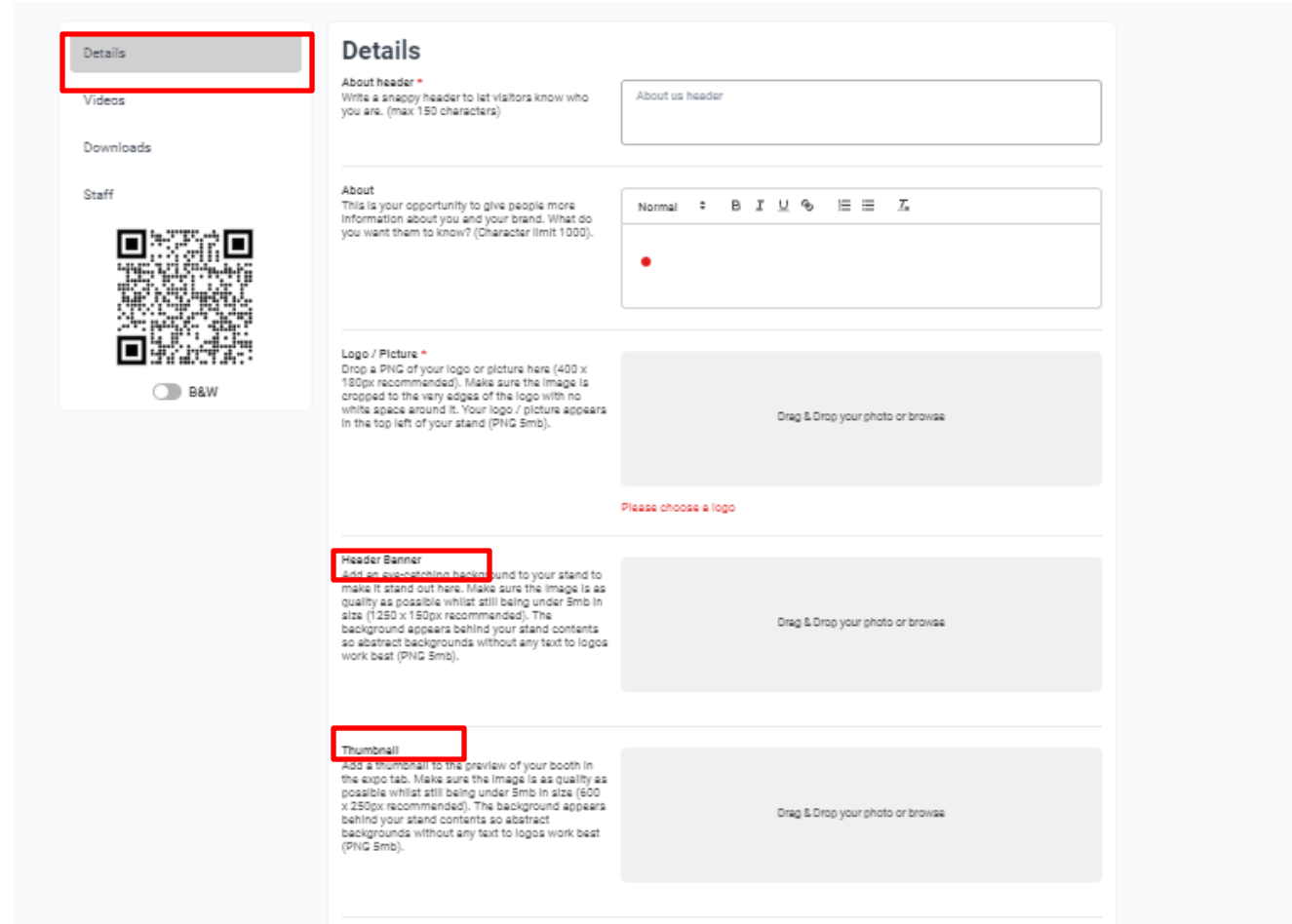
## STEP 4 – BUILD YOUR BOOTH

**Details:** An overview of your booth. You can edit all your company details such as 'About Us', 'Logo', 'Background', etc. Specs are listed besides each editable option.

Don't forget to save your changes by clicking on **“Update About Us”** at the bottom of the page.

**Header Banner:** 1250 x 150px recommended. The background appears at the top of your stand so abstract backgrounds without any text to logos work best.

**Thumbnail:** 600 x 250px is in the lobby of the Exhibit Hall - we will provide one for you if you choose not to add one of your own.




**Details**

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Downloads

Staff






☐ B&W

**Details**

**About us header \***  
Write a snappy header to let visitors know who you are. (max 150 characters)

About us header

**About**  
This is your opportunity to give people more information about you and your brand. What do you want them to know? (Character limit 1000).

Normal **B** *I* U   

**Logo / Picture \***  
Drop a PNG of your logo or picture here (400 x 180px recommended). Make sure the image is cropped to the very edges of the logo with no white space around it. Your logo / picture appears in the top left of your stand (PNG 5mb).

Drag & Drop your photo or browse

Please choose a logo

**Header Banner**  
Add an eye-catching background to your stand to make it stand out here. Make sure the image is as quality as possible whilst still being under 5mb in size (1250 x 150px recommended). The background appears behind your stand contents so abstract backgrounds without any text to logos work best (PNG 5mb).

Drag & Drop your photo or browse

**Thumbnail**  
Add a thumbnail to the preview of your booth in the expo tab. Make sure the image is as quality as possible whilst still being under 5mb in size (600 x 250px recommended). The background appears behind your stand contents so abstract backgrounds without any text to logos work best (PNG 5mb).

Drag & Drop your photo or browse

**Website & Social links:** The links must include the prefix https://

**Helix Tags:** *If these have been provided* for the event, pick up to 10 Helix tags that best define your stand to help the most relevant attendees find you. Attendees can filter stands by specific Helix tags on the Expo overview page. Chosen Helix tags will also appear in the top left of your booth, underneath your logo.

**Chat & Guest book list:** Interactive tools. We recommend keeping both of these toggled on.

**Expo Visibility:** *I do not believe you will have this button, but if you do, please leave it toggled on*

Don't forget to save your changes by clicking on **"Update About Us"**

Website URL

Link to your company website in the top left of your stand by adding your URL here.

https://informaconnect.com/finovateeurope/

Social Links

This is your opportunity to add social media URLs to your stand and encourage traffic! Icons for each social media site will only appear on your stand once a link is added.

Instagram

Linkedin

Twitter

Facebook

Choose Helix Interests

Pick up to 10 Helix tags that best define your stand to help the most relevant attendees find you. Attendees can filter stands by specific Helix tags on the Expo overview page. Chosen Helix tags will also appear in the top left of your booth, underneath your logo.

Alternative Credit

Analytics/Data

Consumer/Retail Banking

Core Banking/Back Office

Customer Engagement

Embedded Finance

Identity/Authentication

Insurtech

Investing/Asset Trading

Lending/Alternative Lending

Open Banking

Payments

PFM/Financial Planning

Regtech/Compliance

Risk Management

Security/Biometrics

SMB/SME

Wealthtech

Financial Inclusion

Chat

Toggle this button off to hide chat from this expo

visible

Guest Book

Toggle this button off to hide guest book from this expo

visible

Expo Visibility

Toggle this button off to hide this expo from mobile app

visible

Update About Us



## STEP 5 – ADD NEW VIDEOS

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### Informa Demo

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88W

#### Video Files

Entice your visitors with up to ten engaging videos at a time that represent your brand. Click the cloud icon to open your stand media browser. Choose an existing file or click Upload to add something new. Use the trash icon to delete an existing stand video. When uploading a new video you must include a Title, Description and static Thumbnail which will display to visitors before a video is played. Finally drop your chosen video into the upload area (recommended 1920 x 1080px). Videos over 500mb or 5min in length will fail to upload, so keep them short and interesting!


Update Videos

**Videos:** An overview of all your videos. To add new videos please click on the icon highlighted.

Don't forget to save all changes by clicking on **"Update Videos"**

## STEP 5 CONT.- ADD NEW VIDEOS

**Add all required information** – Title, description, thumbnail and the file.

**Thumbnail:** Pause your video and take a snapshot of the video (5MB PNG image).

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Video Files

Entice your visitors with up to ten engaging videos at a time that represent your brand. Click the cloud icon to open your stand media browser. Choose an existing file or click Upload to add something new. Use the trash icon to delete an existing stand video. When uploading a new video you must include a Title, Description and static Thumbnail which will display to visitors before a video is played. Finally drop your chosen video into the upload area (recommended 1920 x 1080px). Videos over 500mb or 5min in length will fail to upload, so keep them short and interesting!


Upload File

Title

Title (Required)

Description

Description (Required)

Thumbnail

Thumbnail

UPLOAD PHOTO

File

Media File

DRAG & DROP YOUR FILE OR BROWSE

Cancel

Upload

## STEP 5 CONT. – ADD NEW VIDEOS

Select the file in the library and press “Confirm Selection.”

### Video Files

Entice your visitors with up to ten engaging videos at a time that represent your brand. Click the cloud icon to open y existing file or click Upload to add something new. Use the trash icon to delete an existing stand video. When uploadi Title, Description and static Thumbnail which will display to visitors before a video is played. Finally drop your chosen (recommended 1920 x 1080px). Videos over 500mb or 5min in length will fail to upload, so keep them short and inter

Library

Search by file name

Upload

<

1

>

## STEP 6 - ADD DOWNLOADABLE DOCUMENTS

**Downloads:** Add up to 10 downloadable PDFs to your stand.

Choose an existing file or click **"the icon"** to add something new. Click the upload button to add.

Add all required information (title, description, thumbnail and file).

**Thumbnail:** add a screenshot of the first page. Without a thumbnail, the image will be black on the front end (5MB PNG image).

*Portrait downloadable PDFs are recommended.*

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### Informa

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#### Downloads

Add up to ten downloadable PDFs to your stand for visitors to take away in their delegate bag. Choose an existing file or click Upload to add something new. When uploading a new PDF you must include a Title and Description which shows to your stand visitors. The thumbnail is only visible to you in your stand media library but is useful to add so you can easily find the right pdf - especially if you want to rotate items throughout the event. Portrait PDFs are recommended.


Upload File

Title

Title (Required)

Description

Description (Required)

Thumbnail

Thumbnail

File

Media File

Cancel
Upload

## STEP 6 CONT. – ADD DOWNLOADABLE DOCUMENTS

Select the file in the library and press “Confirm Selection”.

Your new document will appear on this page.

You can always come back to this page and edit the title and description if needed.

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### Downloads

Add up to ten downloadable PDFs to your stand for visitors to take away in their delegate bag. Choose an existing file or click Upload to add something new. When uploading a new PDF you must include a Title and Description which shows to your stand visitors. The thumbnail is only visible to you in your stand media library but is useful to add so you can easily find the right pdf - especially if you want to rotate items throughout the event. Portrait PDFs are recommended.


[Library](#)

Search by file name

<

1

>

## STEP 7 – MANAGE STAFF AVAILABILITY

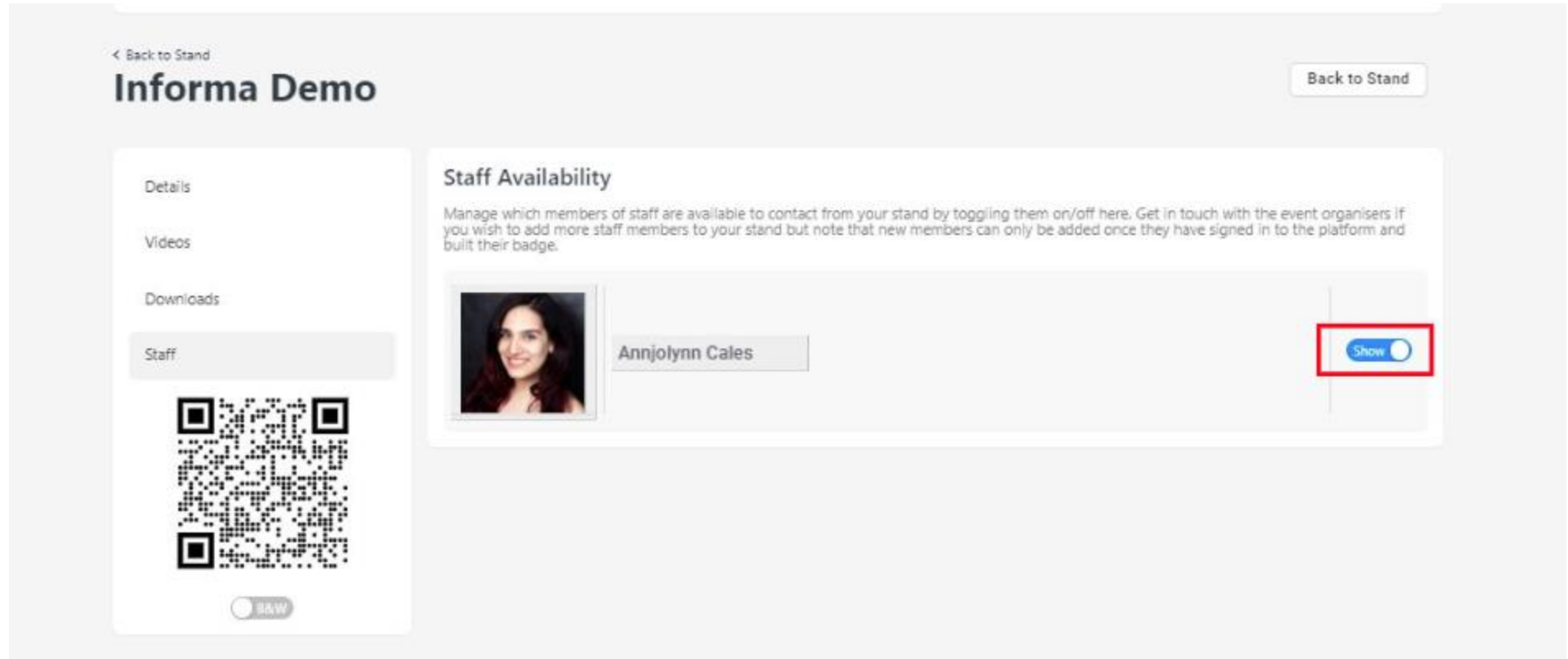
**Staff:** Manage staff availability by toggling them on/off.

Get in touch with your operations manager if any of your team is missing.

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# Informa Demo

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☐
BAW

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## Staff Availability

Manage which members of staff are available to contact from your stand by toggling them on/off here. Get in touch with the event organisers if you wish to add more staff members to your stand but note that new members can only be added once they have signed in to the platform and built their badge.



Annjolynn Cales

Show

☒

**STEP 8 – QR CODES-** rather than print any materials, you can upload and bring a QR code for attendees to scan and add to their delegate bag. Each time an attendees does so, it will provide a lead for you.

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# Berkeley Lights, Inc.

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## Downloads

Add up to ten downloadable PDFs to your stand for visitors to take away in their delegate bag. Choose an existing file or click Upload to add something new. When uploading a new PDF you must include a Title and Description which shows to your stand visitors. The thumbnail is only visible to you in your stand media library but is useful to add so you can easily find the right pdf - especially if you want to rotate items throughout the event. Portrait PDFs are recommended.

	<b>Beacon Optofluidic System</b> Brochure	
	<b>The Opto CLD Workflow</b> Brochure	
	<b>T Cell Biology Reimagined</b> Brochure	

You can print a QR code which can be scanned by attendees onsite at your booth to download your documents for later viewing. All downloads come in 1 file

## STEP 8 – QR CODES (cont'd)

### TMRE THE MARKET RESEARCH EVENT

#### Overview Guide

##### QR Code: Overview Guide

Download All QR Codes

Download

Select QR Type

Sustainability

QR Code



Scan this QR code to add this file to your bag on the App

When you click download, all your uploaded documents will be linked to the respective QR codes for you to print and bring onsite. Prior to printing, make sure to select "Sustainability" under QR Type to produce a green QR code. This will indicate a sustainable action.



# ConnectMe Guide: How to Edit your Personal Profile

# STEP 1 – EDIT MY PROFILE

To edit your profile, go to My Event in the Navigation Bar and select My Profile.

To change/add a photo, click on the profile picture icon. Images should be no larger than 500x500px.

You can also change your password, timezone, job title etc. here too.

TMRE

THE MARKET RESEARCH EVENT

Home

My Event

Attending

Exhibit Hall

My Schedule

Meetings

My Filters

Delegate Bag

Saved Profiles

My Profile

Availability

Edit Profile

Change Password

Profile Picture

Upload a photo of yourself for other attendees to see when they connect with you.

First Name \*

What is your first name?

Annjolynn

Last Name \*

What is your last name?

Cales

Biography

Tell us about yourself.

Annjolynn currently works as a Digital Delivery Manager with Informa Connect - bringing a decorative background in People & Culture, Operations and Theatre Performance. A trained improviser, her quick on the feet thinking to any situation is a key component in the success of all produced events. Building partnerships

Company Details

Job Title \*

What do you do?

Digital Delivery Manager

Company \*

Where do you work?

Informa Connect

Location

Timezone

Where are you based?

America/New\_York

Country

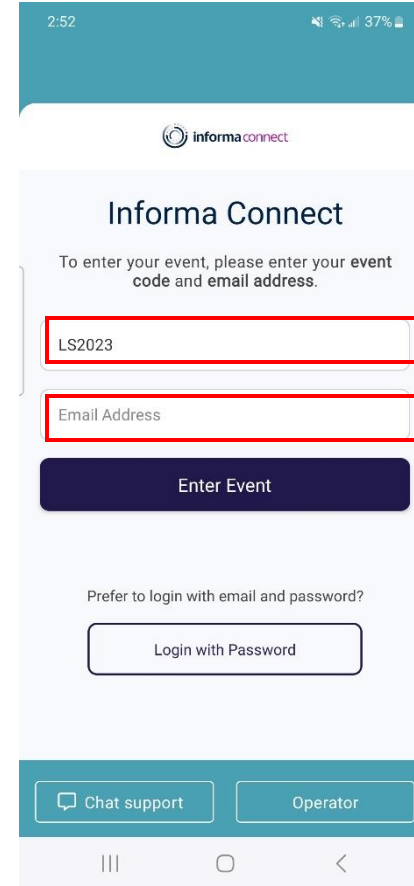
United States

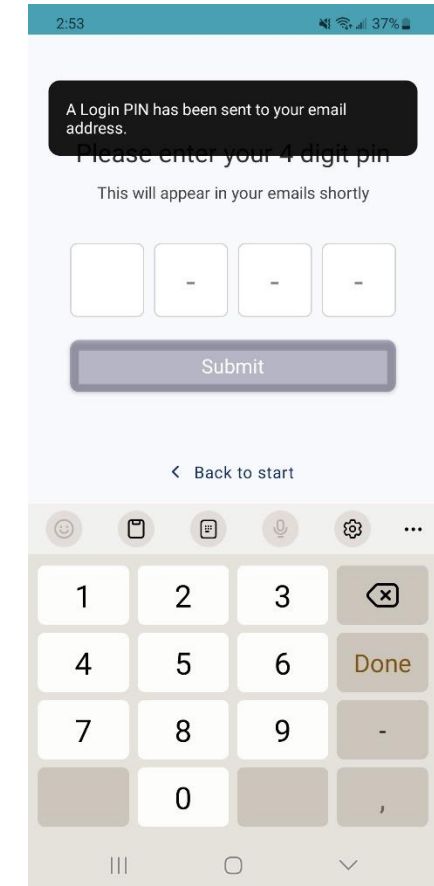
Contact Details

# Lead Retrieval

# LEAD RETRIEVAL – HOW TO SETUP, SCAN AND COLLECT LEADS ONSITE

1. On your mobile device, please download the ConnectMe app. To find it in the App Store / Google Play, please search [‘ConnectMe by Informa’](#).
2. Once downloaded, please enter the event code: **IMI2024**
3. Enter your email address used to register for the conference, to which you will receive a 4-digit pin to login



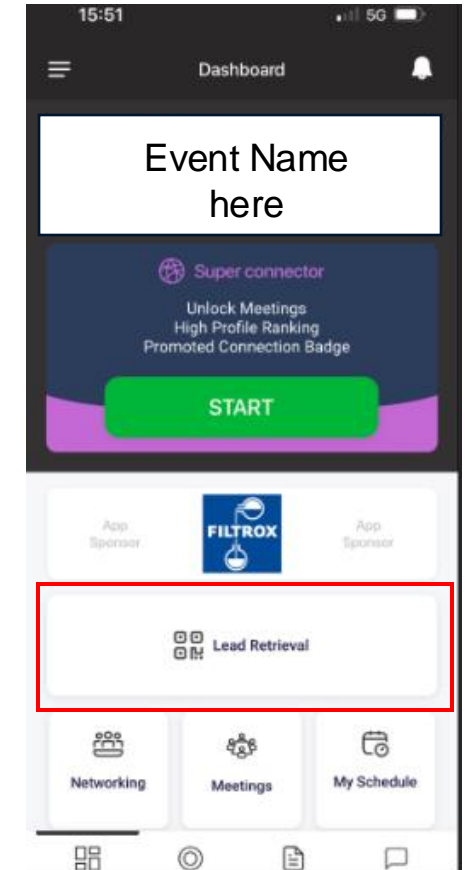
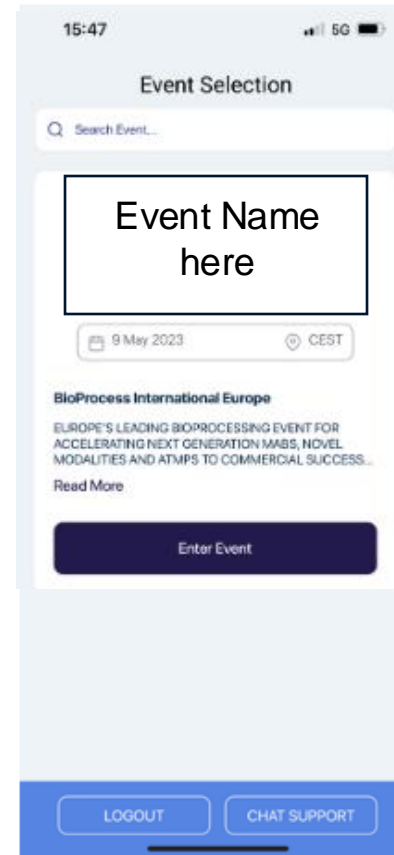


*If you do not receive a 4-digit pin, please email [annjolynn.cales@informa.com](mailto:annjolynn.cales@informa.com).*

# LEAD RETRIEVAL

4. Once entered, please select the TMRE event to enter. The dashboard on the right should appear and you will have the **Lead Retrieval** button which will take you to the lead scanning page.

*If you do not see this button on your screen, please contact [sydney.atendido@informa.com](mailto:sydney.atendido@informa.com)*

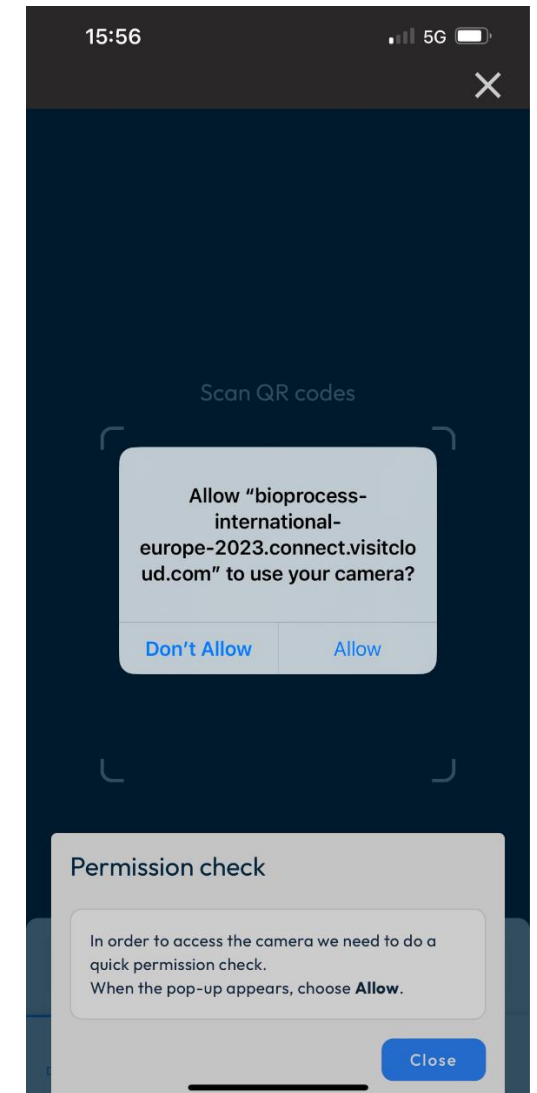
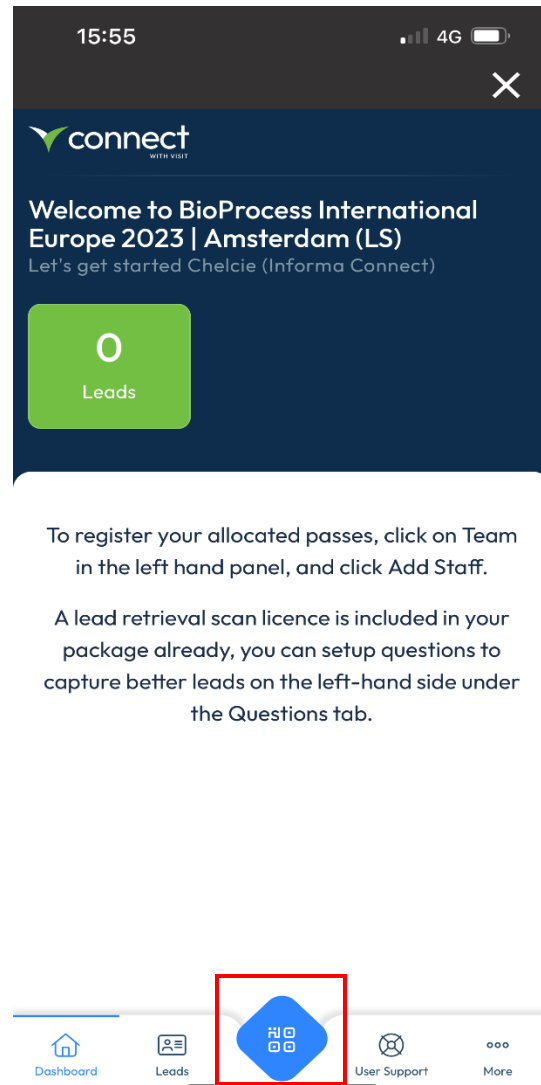


# LEAD RETRIEVAL

5. This takes you to the partner portal for capturing leads. To begin scanning click the blue button at the bottom of your screen.

6. Make sure your camera permissions are set to "allowed" in order to scan.

*If you do not see this button on your screen, please contact [annjolynn.cales@informa.com](mailto:annjolynn.cales@informa.com)*



# FAQ -LEAD RETRIEVAL

## PRE-EVENT

### **How do I setup my team so that they have access to capture leads?**

As the main contact for your team, login to the *VISIT Connect* portal link sent to you by your operations manager to register your allocated passes for the event. Go to TEAM on the left-hand side navigation bar, and then select *Add Staff*. Once your team has been entered, they will be automatically setup with access to lead retrieval.

### **Can I setup custom questions?**

Yes – your company's main contact person can set these for your team via the *VISIT Connect* portal under *Questions*.

### **How many custom questions can we have?**

You can have an unlimited amount.

### **Is there a character limit for the questions I set?**

There is a 100-character maximum for questions (including spaces).

### **When is the deadline for customizing questions?**

There is no deadline, you can keep updating questions right up until the event.

### **Is it possible to get a developer's kit so that we can use our own lead retrieval system?**

No, it is not possible. Lead retrieval for this event can only be used via the system provided through the *ConnectMe* app. You cannot scan badges with another program.

### **I want to stop my colleagues attending from downloading leads. Is this possible?**

Yes, in your *Visit Connect* portal, go to TEAM on the left-hand side. Hover your mouse over the attendee whose permission you would like to change and select the *Edit* icon on the right-hand side. From here, you can change whether that person can: capture leads, export leads, show all leads or have admin permissions.

### **What does "admin" permission mean?**

An Admin user will have access to dashboard, users, profile questions, leads and agenda. This included managing registration and downloading the team's leads.

# FAQ-LEAD RETRIEVAL

## DURING THE EVENT

### How do I access the lead scanner?

Download *ConnectMe by Informa* via your smart-device's app store.

### What is the event code for the *ConnectMe* App?

IMI2024

### How do I login to the app?

Enter the email address that was used to register for the event.

### How do I scan badges with the *ConnectMe* App?

Once logged in, on your dashboard you should see a *Lead Retrieval* button. Click this to begin scanning badges. If you do not see this button, please visit the helpdesk at registration.

### Are the leads GDPR compliant?

All attendees are asked an explicit opt-in consent statement as a required stage of the delegate badge process. Please see example [here](#). If your company requires a specific question to be asked, the easiest way of capturing this would be to create a custom question at setup.

### Does lead scanning work if there is no internet connection?

Yes, you can still scan badges. The app will synchronise the missing information as soon as you reconnect to the internet. There will be event WiFi available to all attendees.

### Can I see the leads I've scanned in real-time?

Yes, all the leads you have scanned will show on the lead retrieval dashboard. From there, you can export these leads straight away.

### Can I see a consolidated list of leads scanned by my team?

Yes, on the VISIT by GES pass registration portal under *Leads*, you can view and export your team's scanned leads. This will show which colleague scanned which delegate line by line.

### Can I give permission to my colleagues to view and export all the leads on their devices?

Yes. As an admin user, you can click on the homepage > Team and see all the colleagues who are using Visit Connect. In the Permissions column, there are shown the 4 types of access:

- Admin permissions – in this case, the user becomes an admin user
- Show all leads – the user will be able to see the leads captured by other team members
- Allow capture leads – this option is already enabled when a user is registered
- When enabled, the user can export the leads

### Require help onsite?

Visit the Helpdesk at registration for all Lead Retrieval Support.



# FAQ -LEAD RETRIEVAL

## POST EVENT

### **Where can I find my leads post-event?**

By accessing VISIT Connect from a desktop, you can export a .csv file of all the leads scanned by your team, including any notes that were made. Your main contact from each company can do this.

### **Will the leads I scanned be sent to me?**

All leads captured both from your onsite scans and onsite & digital engagement will be processed and consolidated into your ALCHEMY Lead Report, which will be sent to you directly. If you have any questions, contact [Holly McAllister](#).

### **What is ALCHEMY?**

Your dashboard contains all your event lead data in a single view. You will receive an email from Holly McAllister via SmartSheet with directions on how to access your data. Your dashboard will continue to be updated after the event – all accessible through the same login credentials. You can then feel free to share your unique login credentials with anyone from your team. For any questions related to your lead data, contact [Sofia Munoz](#).

### **How do I use the ALCHEMY dashboard?**

Please click the link [here](#) to view an example of the Alchemy Dashboard.

### **I can't see the notes my team made in my ALCHEMY dashboard?**

Your booth scan notes and answers can be found on the *VISIT Connect* portal by navigating to “Leads” on the left-hand side navigation bar and clicking “Export.”

This data is also available within your ALCHEMY report under 'My Leads' and clicking the lead name. For any questions related to your lead data, contact [Holly McAllister](#).

# Your Lead Insights Dashboard

## Access your Lead data

### Lead Data Details

Your dashboard contains all your event lead data in a single view. You will receive an email from Holly McAllister ([holly.mcallister@informa.com](mailto:holly.mcallister@informa.com)) with login credentials and instructions to enable access to your company's lead data dashboard. Data delivery timing varies by event so contact Holly or your account manager to find out when your dashboard will become available.

Keep in mind that your company's primary contact also has real-time access to your raw scan data if exported directly from the VISIT platform, which is the only way to access your booth notes. For questions on this contact Sydney Atendido ([sydney.atendido@informa.com](mailto:sydney.atendido@informa.com)).

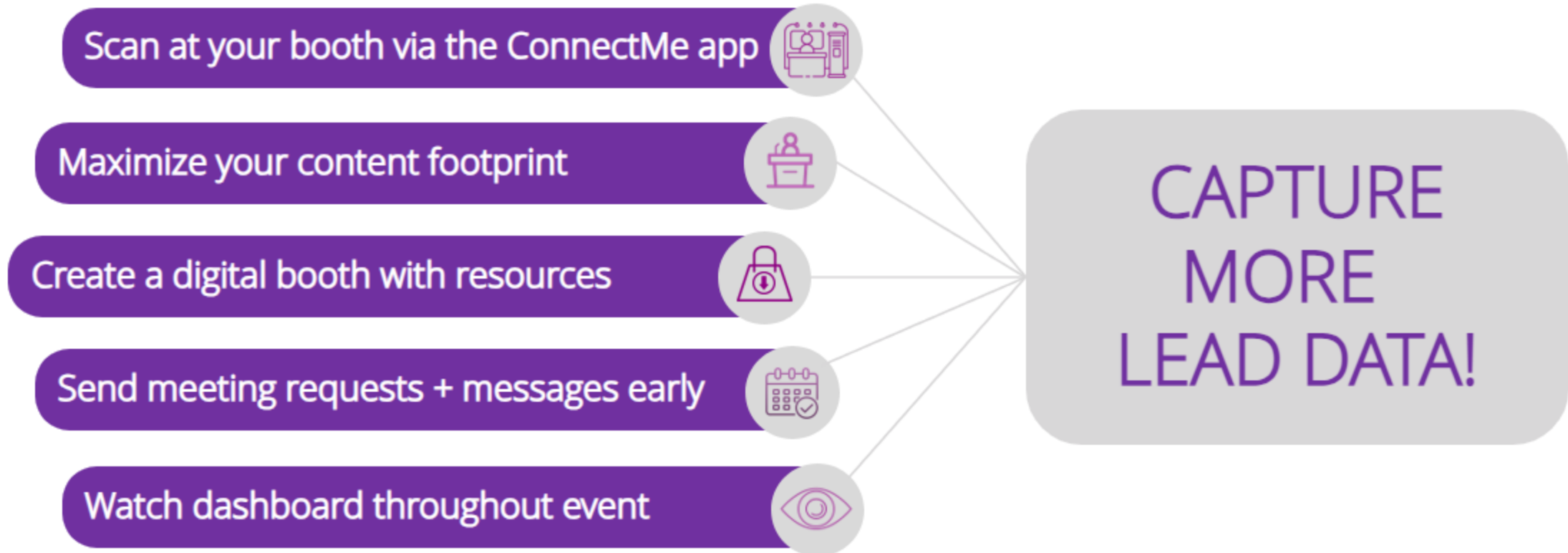
### Alchemy User

**Guide:** [https://assets.informa.com/connectls/SPEX/LeadAnalyticsDashboard/LeadReportGuide\\_AlchemyIRIS.pdf](https://assets.informa.com/connectls/SPEX/LeadAnalyticsDashboard/LeadReportGuide_AlchemyIRIS.pdf)

### Third-party Consent Capture Details:

[https://assets.informa.com/connectls/SPEX/LeadAnalyticsDashboard/ConnectMe\\_GDPR-Consent-Capture.pdf](https://assets.informa.com/connectls/SPEX/LeadAnalyticsDashboard/ConnectMe_GDPR-Consent-Capture.pdf)

## Tips to Maximize Lead Capture



## Engagement Types found on your Alchemy

Activity Type	Description	Engagement Score
Meeting Schedule	Pre-arranged meeting with a specific time accepted between your staff and a delegate	20
Inbound Call	Call to your staff initiated by delegate who visited your digital exhibition page	15
Session Question	Question submitted in association with your session (live or on-demand)	15
Session Attend - Onsite	Attended a live face-to-face session sponsored by or presented by your staff	12
Session Attend – Live Digital	Attended a live session sponsored by or presented by your staff on the digital platform	12
Meeting unconfirmed	Delegate requested a meeting with your staff with no response from your staff	10
Session Attend - OD	Delegate viewed an on-demand session sponsored by your company	10
Ad Click	Delegate clicked an in-platform banner ad from your company (not applicable to most sponsors)	7
Booth Visit - Onsite	Delegate scanned by your staff at the onsite exhibition	7
Poll Respondent	Delegated answered your sponsored poll question	7
Poster View	Delegate viewed and/or downloaded your sponsored poster presentation	7
QR Code Scan - Onsite	Delegate scanned a QR code at your onsite booth to add your collateral or booth listing to their delegate bag	7
Content View – Digital Showcase/Exhibit	Delegate scanned a QR code at your onsite booth to add your collateral or booth listing to their delegate bag (not applicable to some events)	7
Scheduled Session	Delegate added your sponsored session to their custom agenda	7
Connection Enabled	A connection request was accepted between a delegate and your staff (not applicable to some events)	5
Booth Visit - Digital	Attendee visited your company's showcase page	4



Unique Leads

384 Opt-In

512

Please select from an Event below:

Select

## Export Your Leads

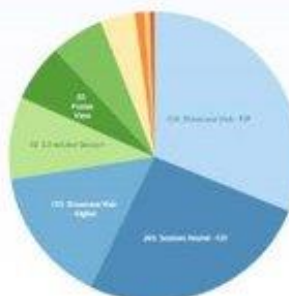
This report contains insight into the contact details, demographics, interest areas, and behaviors of delegates who engaged with your organization's event presence. Full contact details including email and phone (if available) are displayed in your report. It is your responsibility to process and protect this data based on your internal policies and the regulations in effect at each delegate's location captured during registration. Contact your account manager for further clarification on the process used to capture delegate consent.

Hover over the Purple Button to the Right and click the Export icon. This will download all your raw lead data in CSV format.

Export

## Your Event Activity

Showcase Visit - F2F	318
Session Attend - F2F	255
Showcase Visit - Digital	155
Scheduled Session	93
Poster View	60
Session Attend - Q&A	60
Resource Download - Digital	39
Session Attend - Live Digital	11
Ad Click	6
Meeting Scheduled	5



Top Content (Click to Filter)

Activity Type	Activity Title	Number of Views
Session Attend - F2F	Luncheon Presentation: Leveraging modular single-use bioreactor systems with harmonized automation platform to optimize seed train operations in commercial biomanufacturing	102
Session Attend - F2F	Cell Line Development Tools For Rapid Prototyping of Intensified Bioprocesses	61
Session Attend - F2F	Innovative and Scalable Transient Transfection Processes for GMP Manufacture of AAV and LV	58
Session Attend - F2F	Rapid Analysis of AAV Viral Titer, Infectivity and Characterization	55
Session Attend - F2F	The Leap-In Transposase Platform: Past, Present and Future	52
Session Attend - F2F	Effective Cell Line Development: Reducing Risk, Decreasing Timelines, and Optimizing Outcomes	48
Session Attend - F2F	Scaling viral vector production processes into HyPerforma DynaDrive Single-Use Bioreactors	43
Session Attend - F2F	In-line and real-time monitoring of critical process parameters and quality attributes in CHO cell perfusion cultures using Raman spectroscopy	43
Session Attend - F2F	Applications of ISO Cell Counting Standards to Improve the Quality of Cell Counting in Cell and Gene Therapy	41
Session Attend - F2F	Bring Product Quality Assessment into Early Clone Selection with Opto Cell Line Development	40

### CONFERENCE APP



- Access lead retrieval to scan attendee badges\*
- View attendee directory
- Send direct messages and meeting invitations
- Set up and view virtual exhibit booths
- Access event content agenda
- Stream live (hybrid events) and on-demand sessions
- Scan exhibit booth QR codes

#### **Who has access?** **Sponsors, speakers and all attendees**

*Download the app  
Enter App code: LS2024  
(Event registration required to use conference app)*

*\*All sponsor team members should see a "Lead Retrieval" button on the home screen of the ConnectMe app.*

#### *Key Support Contact* **Digital Event Ops**

[Annjolynn.cales@informa.com](mailto:Annjolynn.cales@informa.com)

### REGISTRATION SYSTEM



- Register staff with contracted complimentary event passes
- Access all badge scan data captured by your team
- View badge scan notes
- Set up custom badge scan questions

#### **Who has access?** **Sponsor's main contact only** *Your main contact will receive pre-event access via email to set up your team registration and lead retrieval*

#### *Key Support Contact* **Exhibitor Ops**

[Sydney.atendido@informa.com](mailto:Sydney.atendido@informa.com)

### LEAD REPORTING & ANALYTICS

#### **Lead!nsights**

- Access all your event leads, including session attendance, booth/badge scans, scan notes, virtual booth visits, and more
- View individuals/companies that are most engaged with your company
- Export your full event lead data
- Lead data is updated throughout event

#### **Who has access?** **Contract signer and main contact** *You'll receive an email pre-event with access to your account, and you can extend access to colleagues. If you have questions about your lead data or access, please contact us.*

#### *Key Support Contact* **Lead Data Delivery**

[Holly.Mcallister@informa.com](mailto:Holly.Mcallister@informa.com)