

# CDD 2025 Connectme Sponsor Guide



# Table Of Contents

*Please click on a link below to go directly to that section of the guide.*

1. [How to Login to the ConnectMe Platform | \(Slides 3 – 8\)](#)
2. [How to Edit your Virtual Booth | Details \(Slides 9 – 12\)](#)
3. [How to Edit your Virtual Booth | Videos \(Slides 13 – 15\)](#)
4. [How to Edit your Virtual Booth | Downloads \(Slides 16 – 17\)](#)
5. [How to Edit your Virtual Booth | Staff \(Slide 18\)](#)
6. [How to Download QR codes for your Documents \(Slides 19 – 20\)](#)
7. [How to Edit your Personal Profile \(Slides 21 – 22\)](#)
8. [Lead Retrieval \(Slides 23 – 29\)](#)
9. [Your Lead Insights Dashboard \(Slides 30 – 34\)](#)
10. [Your Event Contacts \(Slide 36\)](#)

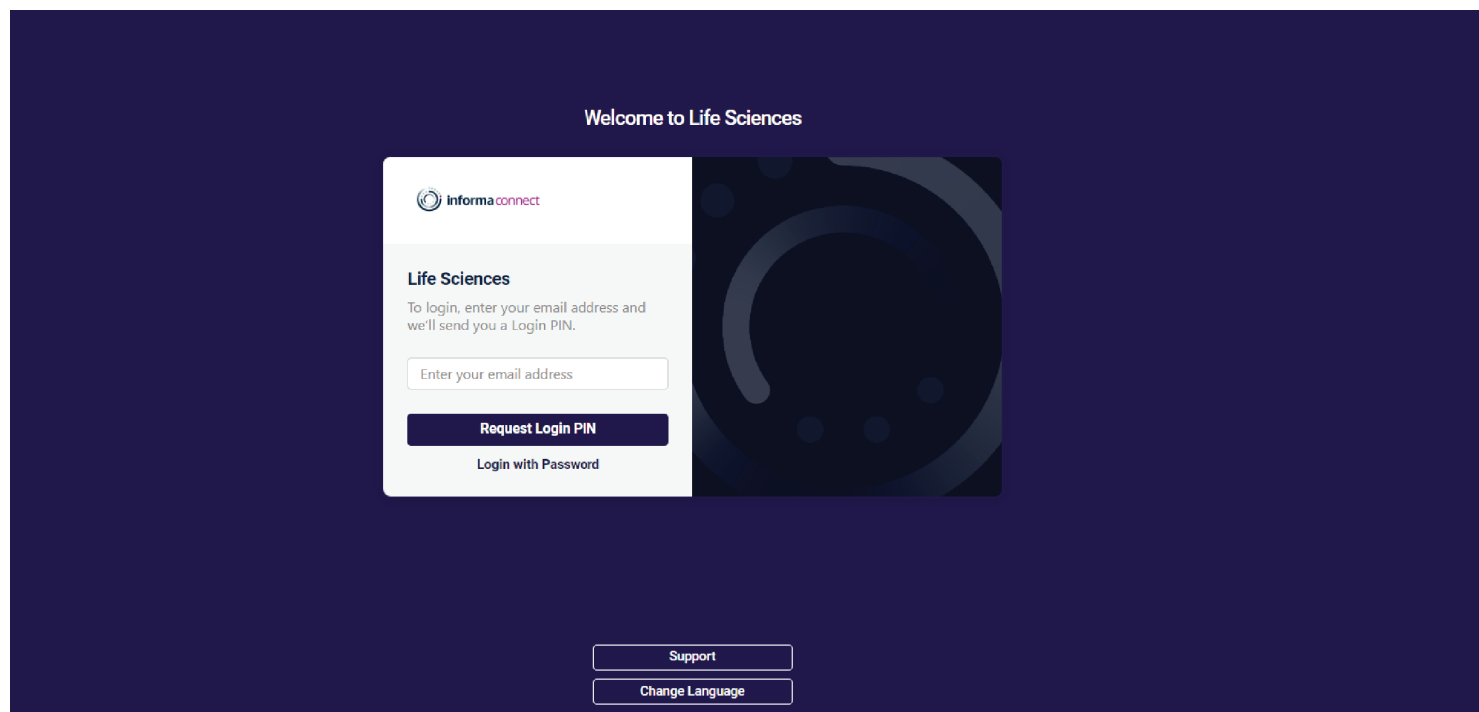
# ConnectMe Guide: How to Edit Virtual Booths

## STEP 1 – LOGIN TO PLATFORM


Link to online platform: <https://lifesciences.connectmeinforma.com/>

*Please use the login details you have received by email.*

Enter your email.



Welcome to Life Sciences



**Life Sciences**

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

Enter your email address

**Request Login PIN**

[Login with Password](#)

[Support](#)

[Change Language](#)

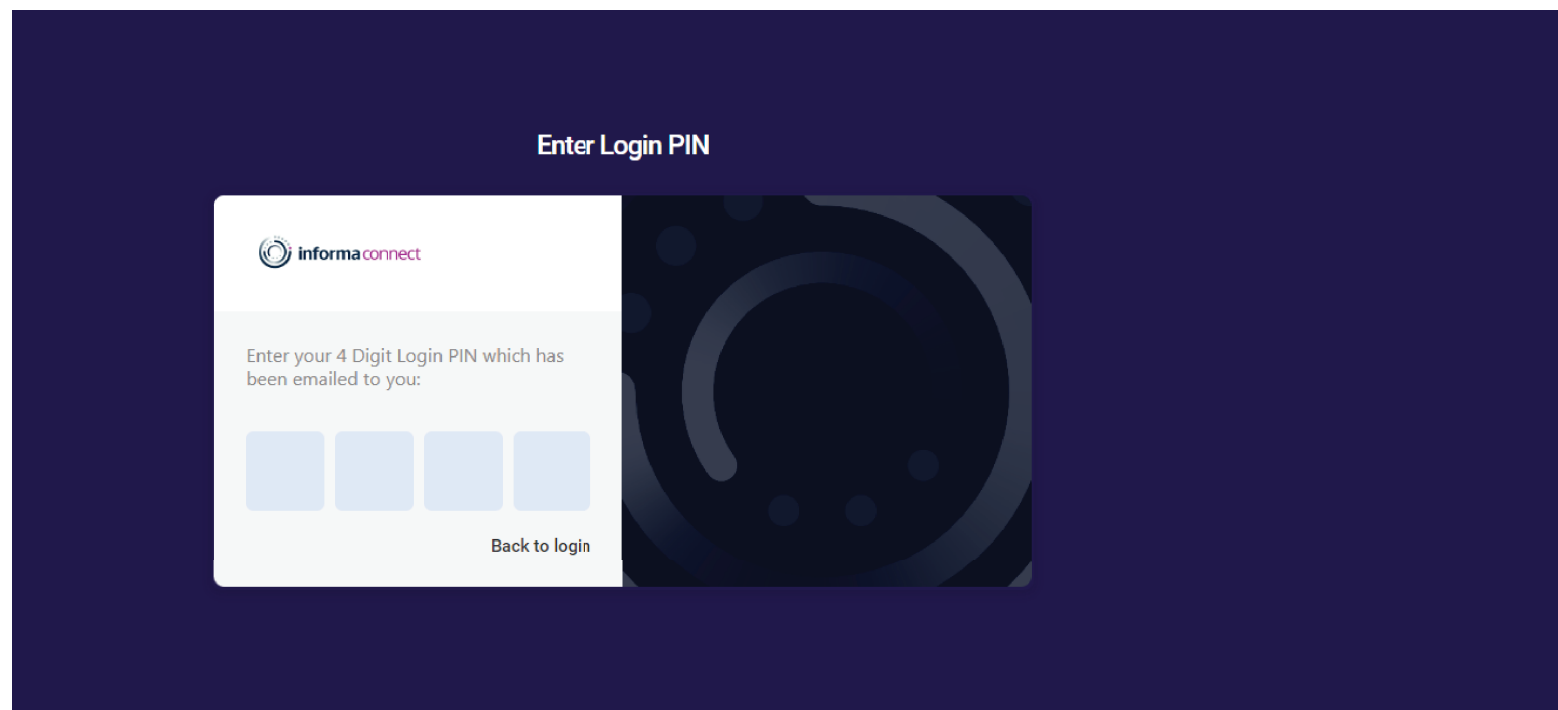
## STEP 1 – LOGIN TO PLATFORM

Link to online platform: <https://lifesciences.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 use the 'Chat with Support' if you do not receive the email. It will come from "Totem"



Enter Login PIN

 **informaconnect**

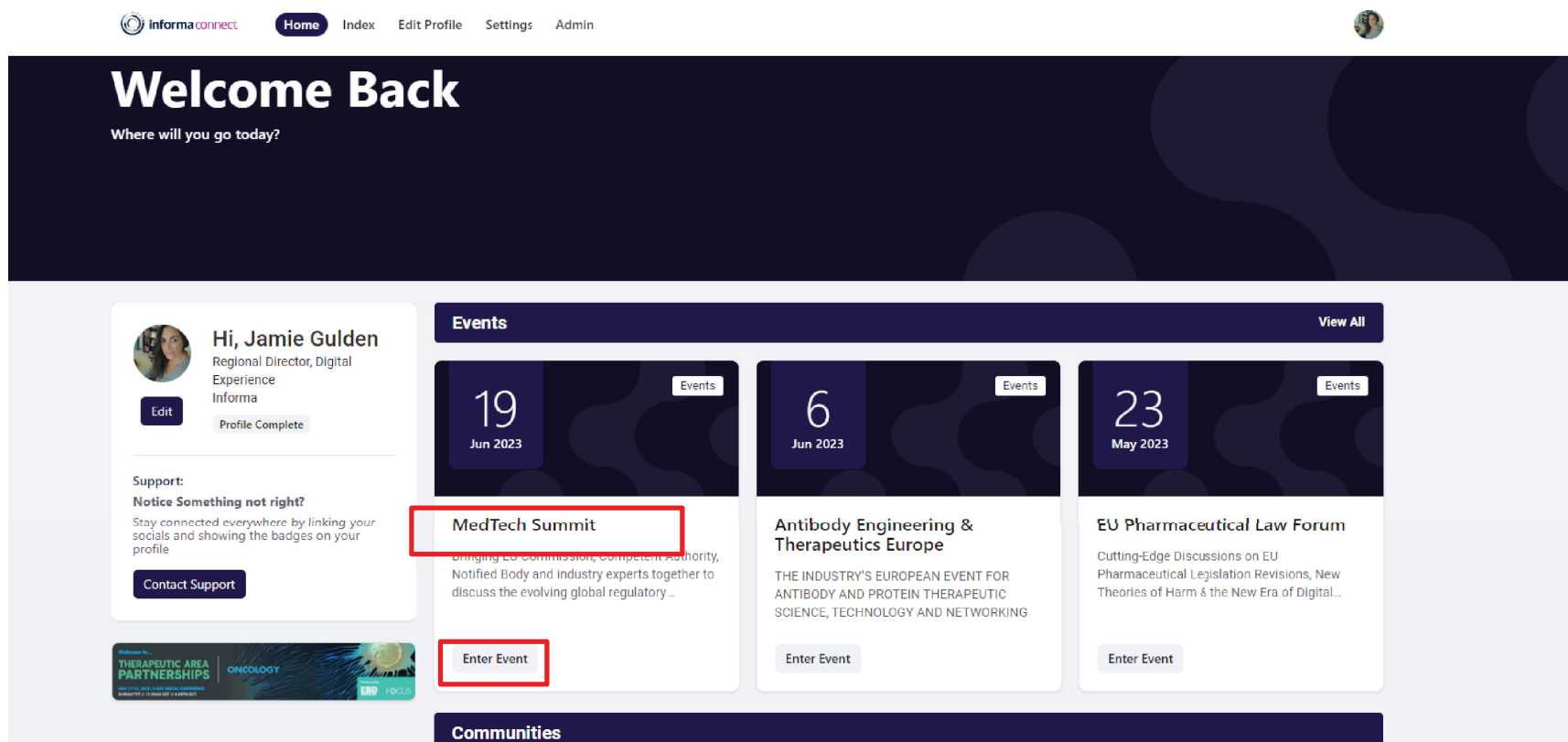
Enter your 4 Digit Login PIN which has been emailed to you:

[Back to login](#)

## STEP 1 – LOGIN TO PLATFORM

Your event name will be located here. If you do not see an event, please reach out to your contact. You may only see the current event you are attending or others if you may be registered for.


Click enter event



**informaconnect** Home Index Edit Profile Settings Admin

# Welcome Back

Where will you go today?



**Hi, Jamie Gulden**  
Regional Director, Digital Experience Informa  
[Edit](#) [Profile Complete](#)

**Support:**  
**Notice Something not right?**  
Stay connected everywhere by linking your socials and showing the badges on your profile  
[Contact Support](#)

**MedTech Summit**  
19 Jun 2023  
Bringing EU Commission, Competent Authority, Notified Body and industry experts together to discuss the evolving global regulatory...

**Antibody Engineering & Therapeutics Europe**  
6 Jun 2023  
THE INDUSTRY'S EUROPEAN EVENT FOR ANTIBODY AND PROTEIN THERAPEUTIC SCIENCE, TECHNOLOGY AND NETWORKING

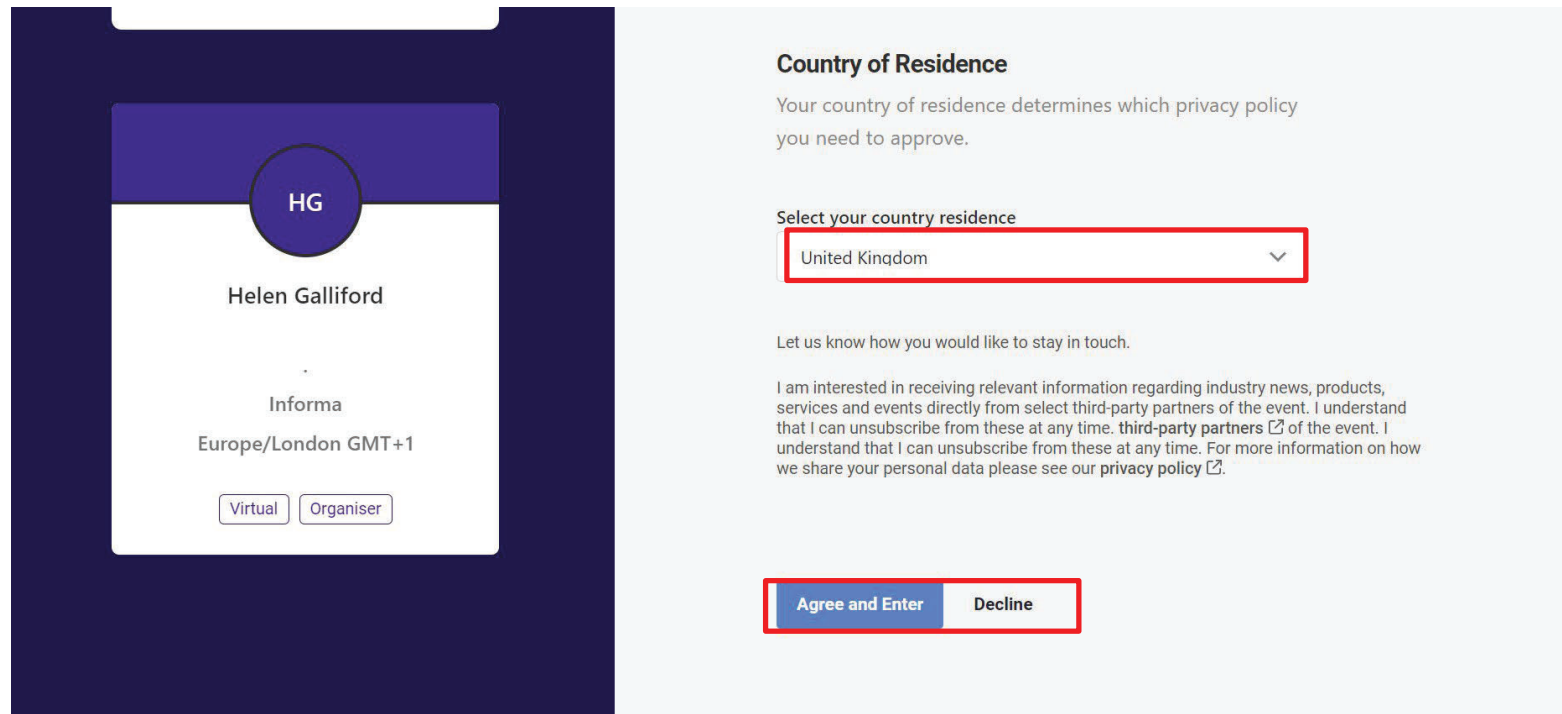
**EU Pharmaceutical Law Forum**  
23 May 2023  
Cutting-Edge Discussions on EU Pharmaceutical Legislation Revisions, New Theories of Harm & the New Era of Digital...

**Communities**

Presentation title

## STEP 1 – LOGIN TO PLATFORM

If this is your first time entering the event, You will be asked to choose your country of residence from the drop down



The screenshot shows a user profile card on the left and a 'Country of Residence' selection screen on the right.

**User Profile Card:**

- Initials: HG
- Name: Helen Galliford
- Company: Informa
- Location: Europe/London GMT+1
- Buttons: Virtual, Organiser

**Country of Residence Screen:**

**Country of Residence**

Your country of residence determines which privacy policy you need to approve.

Select your country residence

United Kingdom ▼

Let us know how you would like to stay in touch.

I am interested in receiving relevant information regarding industry news, products, services and events directly from select third-party partners of the event. I understand that I can unsubscribe from these at any time, [third-party partners](#) of the event. I understand that I can unsubscribe from these at any time. For more information on how we share your personal data please see our [privacy policy](#).

Agree and Enter Decline

## STEP 1 – LOGIN TO PLATFORM

Some events will first ask you to choose some interests. This could happen regardless if you are attending the event or are just a support staff.

*Not all events will have this page-skip to next step*

### Helix: Content I am interested in

Select up to ten of the tags below that most interest you.

1

Please select your key interest areas

Computational/Artificial Intelligence

Scaffolds

Immune-Oncology

Antibody Screening

Antibody Selection

Antibody Discovery

T-Cell Engagers

Multi/Bispecific mAbs

Non-Cancer Antibodies

Machine Learning

Technologies

Developability

Therapeutic Window

Beyond mAb Modalities

ADCs & Conjugates

Fc & Albumin Engineering

Immunocytokines

Conditional/Targeted Activation

Agonist Antibodies

Back

Next

2

My job title is/I work in

3

I would like to network with

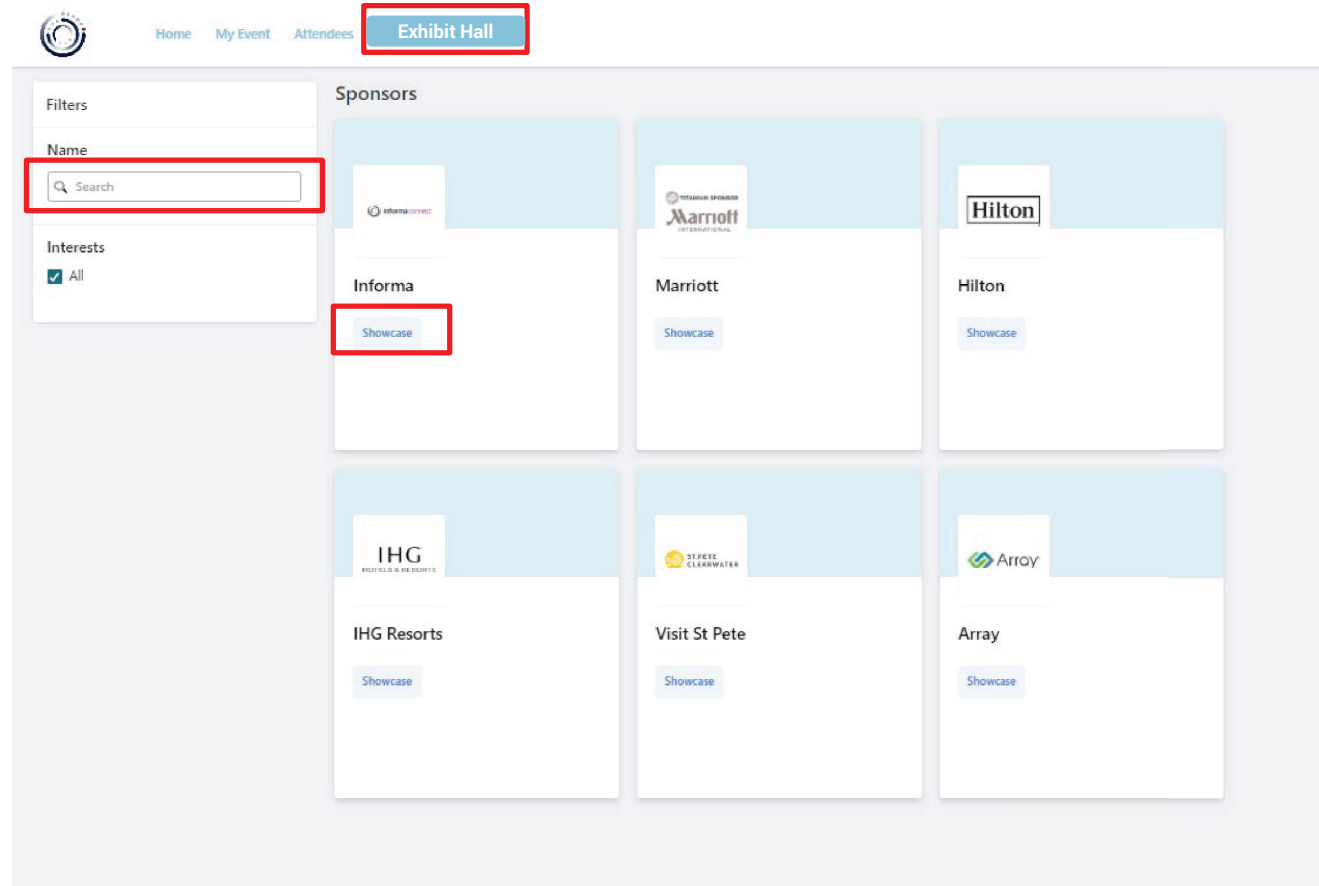
Presentation title

## STEP 2 – FIND YOUR BOOTH

Click on the **“Exhibit Hall or Expo (this could vary per event)”** to see a list of all sponsors and partners.

Search for your company name

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



The screenshot shows the Informa Connect website interface. At the top, there is a navigation bar with links: Home, My Event, Attendees, and Exhibit Hall. The Exhibit Hall link is highlighted with a red box. Below the navigation bar, there is a 'Filters' section on the left. It includes a 'Name' search bar with a magnifying glass icon and the word 'Search' inside, which is also highlighted with a red box. Below the search bar, there is an 'Interests' section with a checkbox labeled 'All' that is checked. To the right of the filters, there is a 'Sponsors' section. It contains a grid of six sponsor cards. Each card has a logo at the top, the company name in the middle, and a 'Showcase' button at the bottom. The first card is for 'Informa' and its 'Showcase' button is highlighted with a red box. The other cards are for Marriott, Hilton, IHG Resorts, Visit St Pete, and Array.

## STEP 3 – BUILD YOUR BOOTH



Home My Event Attendees Exhibit Hall

Back to Exhibit Hall

Edit Stand



Informa

Book Meeting

Chat Now



About

Representatives 1

About

Representatives

View All >



Jamie Gulden  
Informa



Guest Book



Sign Guestbook



Isabela Silva  
Digital Experience Co-Ordinator  
Informa

Chat

Options

Presentation title

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 2 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', '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

Videos

Downloads

Staff

Details

About us header \*

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

About Us

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

Cytiva is a global life sciences leader dedicated to advancing and accelerating therapeutics. Cytiva is a trusted partner to customers that undertake life-saving activities ranging from biological research to developing innovative vaccines, biologic drugs, and novel cell and gene therapies. Cytiva brings speed, efficiency and capacity to research and manufacturing workflows, enabling the development, manufacture and delivery of transformative medicines to patients.

Logo \*

Drop a PNG of your logo 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 appears in the top left of your stand (PNG 5mb).

Drop file here or browse

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).

Drop file here 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).

Drop file here or browse

Website URL

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

https://www.cytivalifesciences.com/

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

Presentation title

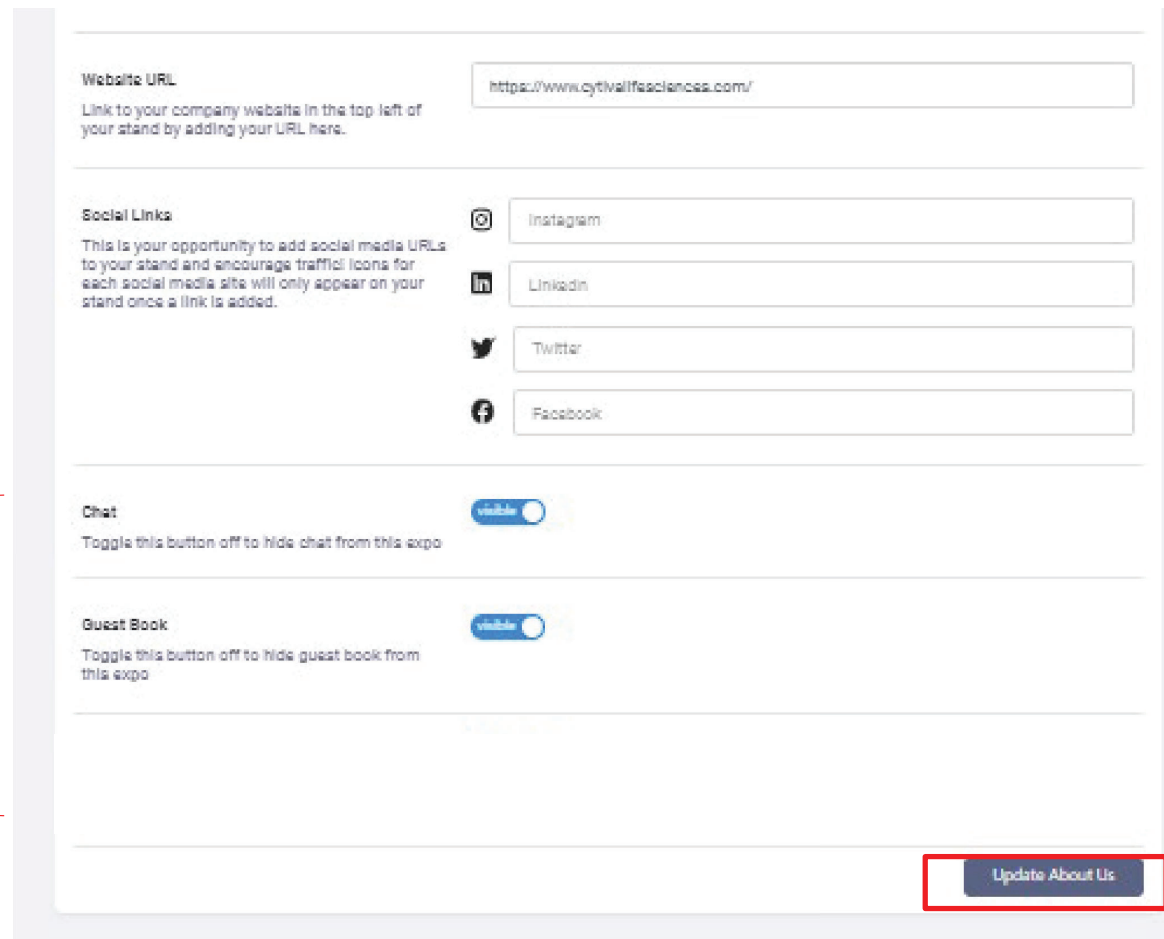
1

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

**Content Tags:** If these have been provided for the event, pick up to 10 tags that best define your stand to help the most relevant attendees find you. Attendees can filter stands by specific 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.

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.

**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.

**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

[View My Stand](#)

[Update About Us](#)

## STEP 5 – ADD NEW VIDEOS

[Back to Stand](#)


### Informa Demo

Details

Videos

Downloads

















Staff



BSW

#### 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"**

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

Back to Stand

Informa

Details

Videos

Downloads

Staff

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

DRAW & DROP YOUR FILE OR BROWSE

Cancel

Upload

## STEP 5 CONT. – ADD NEW VIDEOS

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

Library

Search by file name

Upload

FinovateEurope

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1

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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 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

Presentation title

## 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.*

[Back to Stand](#)











### Informa

[Details](#)
[Videos](#)
[Downloads](#)
[Staff](#)



### 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)

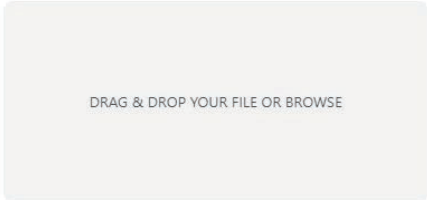
Thumbnail

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.

< Back to Stand
Back to Stand

# Informa

**Details**

---


Videos

---

**Downloads**

---

Staff



☐ B&W

## 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

✕

Upload

BESTBUDDIES

**Mission**

Best Buddies International is a worldwide organization dedicated to creating lasting friendships between people with and without intellectual disabilities. We are the only organization in the world that focuses exclusively on creating meaningful, reciprocal friendships between people with and without intellectual disabilities.

**Why We Succeed**

The Best Buddies model has been shown to improve quality of life for people with intellectual disabilities, increase their social skills, and provide them with a sense of community and belonging.

**Programs**

Best Buddies programs are available in many different formats, including:

- One-to-One Friendships
- Classroom Buddies
- College Buddies
- Work Buddies

Best Buddies

< 1 >

Cancel

Confirm Selection

## STEP 7 – MANAGE STAFF AVAILABILITY

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


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

[< Back to Stand](#)

# Informa Demo

[Back to Stand](#)


Details
Videos
Downloads
Staff



☐ B&W

### 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.



Jamie Gulden

Show
☐

Presentation title

1

## STEP 8 – QR CODES

< Back to Stand

### Berkeley Lights, Inc.

Back to Stand

Details

Videos

Downloads

Staff



B&W

#### 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.



**Beacon Optofluidic System**  
Brochure



**The Opto CLD Workflow**  
Brochure



**T Cell Biology Reimagined**  
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

Presentation title

## STEP 8 – QR CODES (cont'd)

QR Code: Beacon Optofluidic System



Download All QR Codes

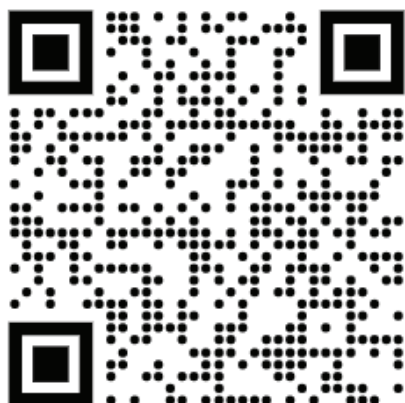
Download

Select QR Type

bw



QR Code



Beacon Optofluidic System



When you click download, all your uploaded documents will be linked to the respective QR codes for you to print and bring onsite.

Presentation title

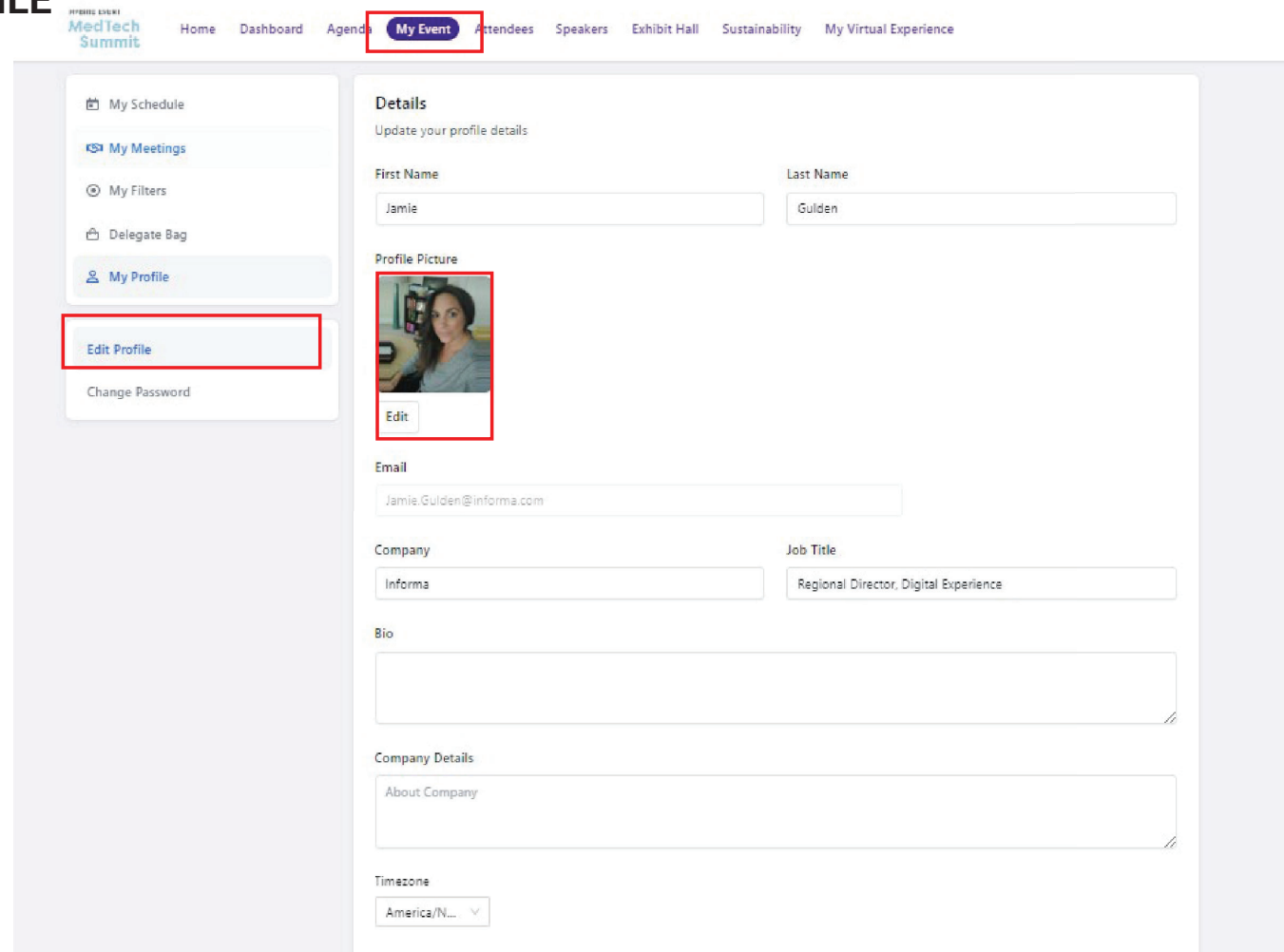
# ConnectMe Guide: How to Edit your Personal Profile

## 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.

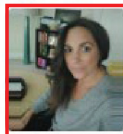


**My Event** | Home | Dashboard | Agenda | Attendees | Speakers | Exhibit Hall | Sustainability | My Virtual Experience

**My Schedule**  
[My Meetings](#)  
 My Filters  
 Delegate Bag  
[My Profile](#)  
[Edit Profile](#)  
 Change Password

**Details**  
 Update your profile details

First Name: Jamie | Last Name: Gulden

Profile Picture  
  
[Edit](#)

Email: Jamie.Gulden@informa.com

Company: Informa | Job Title: Regional Director, Digital Experience

Bio:

Company Details:

Timezone: America/N... ▾