

# Pharma Forum 2025 Sponsor Guide

Enhancing Engagement



# 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 | \(Slides 3 – 7\)](#)
2. [How to Edit your Virtual Booth | Details \(Slides 8 – 11\)](#)
3. [How to Edit your Virtual Booth | Videos \(Slides 12 – 14\)](#)
4. [How to Edit your Virtual Booth | Downloads \(Slides 15 – 16\)](#)
5. [How to Edit your Virtual Booth | Staff \(Slide 17\)](#)
6. [How to Download QR codes for your Documents \(Slides 18 – 20\)](#)
7. [How to Edit your Personal Profile \(Slides 21 – 23\)](#)
8. [How to Book Appointments \(Slides 24 – 30\)](#)
9. [Lead Retrieval \(Slides 31 – 41\)](#)
10. [Your LeadInsights Dashboard \(Slides 42 – 45\)](#)
11. [Your Event Contacts \(Slide 46\)](#)

# ConnectMe Guide: How to Edit Your Virtual Booth

# STEP 1 – LOGIN TO PLATFORM

## Link to online platform:


<https://lifescience.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 Life Sciences



**Life Sciences**  
Enter your email address and password.

Enter your email address

Enter your password


Login

Login with PIN    Reset Password

Support

Change Language

## Enter Login PIN



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

Four empty boxes for entering the 4-digit PIN.

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

Hi, Cheyanne

**Welcome Back**

Where will you go today?



Hi, Cheyanne Dawson

Organiser  
Informa Connect

Profile Complete

Edit

Notice Something not right?

Contact Support

Events View All

15  
Dec 2024

Events

Pharma Forum

THE #1 ANTIBODY ENGINEERING CONFERENCE FOR ACCELERATING NEXT GENERATION ANTIBODIES TO...

Enter Event

10  
Dec 2024

Events

PBM Contracting Summit

Navigate the Complex PBM Landscape and Gain Unparalleled Strategies to Enhance Patient Care and Effectively...

Enter Event

10  
Dec 2024

Events


Trade & Channel Strategies

Master the complexities of pharmacy and distribution models to accelerate market access. Driven by market...

Enter Event

## 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



Helen Galliford

Informa

Europe/London GMT+1

Virtual Organiser

### 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 or select some filters. 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


# STEP 2 – FIND YOUR BOOTH

Pharma Forum
Home
Appointments & My Schedule
Attending
Virtual Exhibit Hall

Filters


Name

Interests
☒ All




Topper Worldwide Transportation

Showcase



Transperfect


Showcase



Venetian Meetings

Showcase

Presented By



Informa Connect | Life Sciences

Showcase

Click on the **“Exhibit Hall”** tab to see a list of all sponsors and partners.

Search for your company name

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

# STEP 3 – BUILD YOUR BOOTH

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.

The screenshot shows the Informa Connect booth interface. Key sections and their locations are highlighted:

- Edit Stand:** A button in the top right corner.
- Company Name & Header:** The top banner area featuring a group photo and the text "Know more, do more, be more."
- Social media links:** A row of social media icons (LinkedIn, Facebook, Instagram, Twitter) below the header.
- About:** A section titled "About" with the text "Biotech & Pharma" and a description: "Worldwide events and online communities for the global life science industry. Providing the resources you need for commercial success."
- Videos & Downloadable Materials:** A section containing a video player (labeled "Sponsor Delegate Bag") and a "Download Materials" area with three PDFs: "Lead Retrieval", "Editing Your...", and "How to Edit...".
- Guest Book:** A section titled "Guest Book" showing a profile for "Annjollynn Cales, Senior Digital Product Delivery Manager, Informa Connect".
- Chat:** A chat interface at the bottom right with a "Type your message" input field.

**About:** short company description

**Videos & Downloadable Materials:** Uploaded videos and PDF's on specific property & unique offerings

**Representatives:** will show all registered staff from your company attending the show (all attendee's will be registered 8 weeks before the event)

**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.

**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 3 – 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.

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

**Thumbnail: 400 x 180px** is in the lobby of the Exhibit Hall - we will provide one for you if you choose not to add one of your own.

[< Back to Stand](#)


## Informa Demo

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

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



Background

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 (1920 x 1080px 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 (1920 x 1080px 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.

Expo stand website link

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

**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

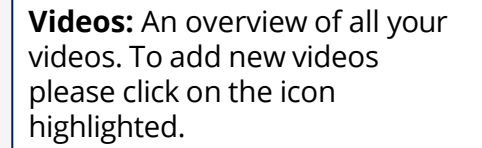
visible

Expo Visibility

Toggle this button off to hide this expo from mobile app

visible

Update About Us



9

## STEP 4 – ADD 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).

[< Back to Stand](#)

Back to Stand

Details

Videos

Downloads

Staff

BBW

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 4 – ADD 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

Media Vault X

Search by file name

Upload Refresh

Sponsor Delegate Baq

Sponsor Delegate Baq

1

Please click on a file and confirm selection for file to appear in Downloads Files

# STEP 5 - 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

BSW

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

UPLOAD PHOTO

File

Media File

DRAG & DROP YOUR FILE OR BROWSE

Cancel

Upload

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

1

# STEP 6 – MANAGE STAFF AVAILABILITY

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


Get in touch with your exhibitor operations lead if your team is missing.

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.



Annjollynn Cales

Hide

SR

Sponsor Representative

Show

# STEP 7 – QR CODES


You can print a QR code which can be scanned by attendees onsite at your booth to download your documents for later viewing.

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.

	<b>How to Edit Virtual Booths</b> ConnectMe Guide Overview	  
	<b>Editing Your Profile</b> ConnectMe Guide Overview	  
	<b>Lead Retrieval</b> ConnectMe Guide Overview	  

# STEP 7 – QR CODES

QR Code: How to Edit Virtual Booths



Download All QR Codes

Download

Select QR Type

Select QR Type



QR Code



## Pharma Forum

Informa Connect | Life Sciences

BOOTH 55



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

# COMMON FAQ'S FOR SPONSOR BOOTH BUILDING

**Q. I don't see the 'Edit Stand' button**

- a. Please reach out to your Digital platform representative and they will add you to your company booth. Then you will just have to refresh to see the button.

**Q. My staff are not listed as representatives**

- a. Once the event platform launches and you have registered your staff passes, it will take about 24-48 hours to see the representatives in the booth. They are registered through the portal link provided in your exhibitor kit email. If you still do not see them after 48 hours, please reach out to your digital platform representative ([Cheyanne.dawson@informa.com](mailto:Cheyanne.dawson@informa.com)).

# ConnectMe Guide: How to Edit your Personal Profile



## STEP 2 – MY FILTERS

- My Schedule
- My Meetings
- My Filters**
- Delegate Bag
- My Profile

### Interests

What topics are you interested in? Save Changes

- + attendee engagement
- + best practices
- + collaboration
- + compliance
- + DEI
- + employee development
- + equity and inclusion
- + evaluating meetings
- + event trends
- + fair market value (FMV)
- + gamification
- + HCP Perspectives
- + Industry Outlook
- + international guidelines
- + Management Tools
- + Menu Planning

---

### Jurisdictions

Save Changes

- + Africa
- + Asia
- + Australia
- + Central America
- + Europe
- + North America
- + South America

### Filters

Organisation type  
Associate Planners

1. What kind of meeting planner would you describe yourself as?  
Select all that apply

Association Planner

2. How would you describe your level of decision-making?  
Select all that apply

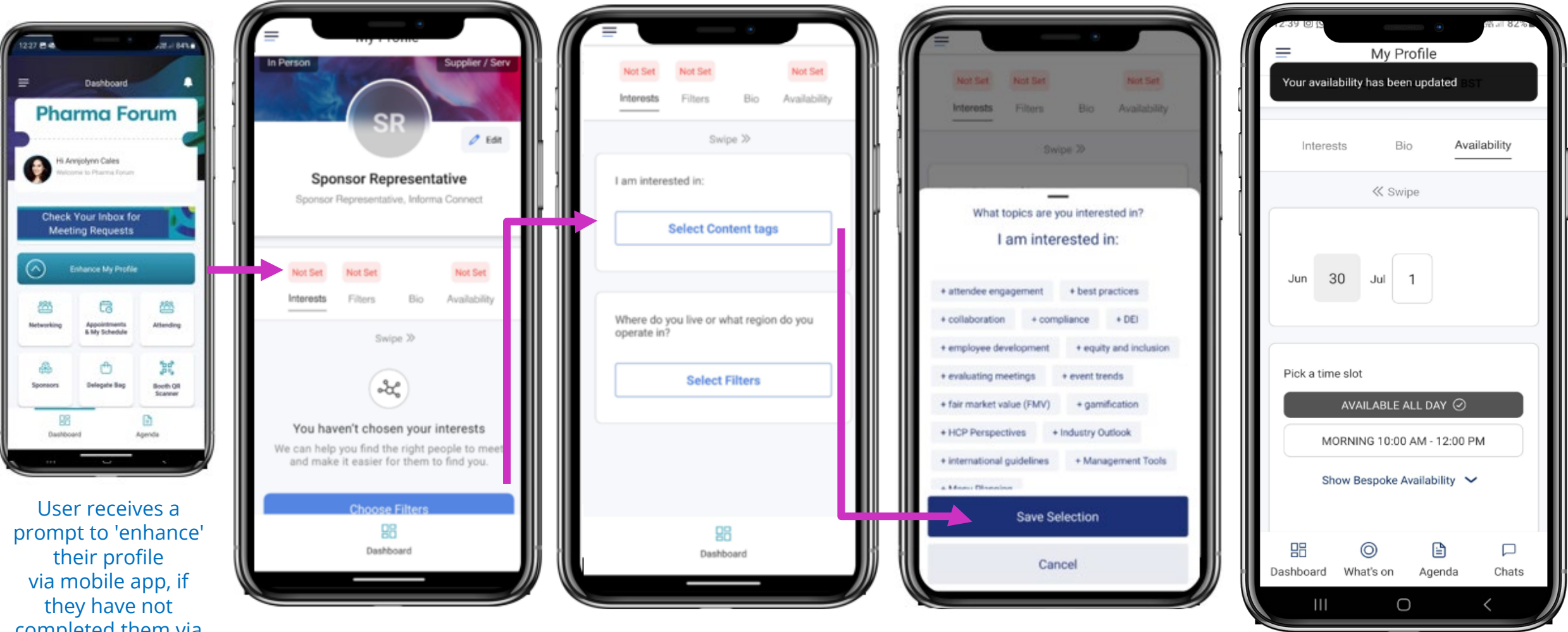
Director Associate Director Coordinator Event Manager

Save Changes

If/when interests/filters are available to select from, choose options that best describe you and networking experience you're seeking. Make changes/updates to previous selections.

This will in matchmaking with similar matches of those attending.

# ConnectMe Guide: How to Book Appointments

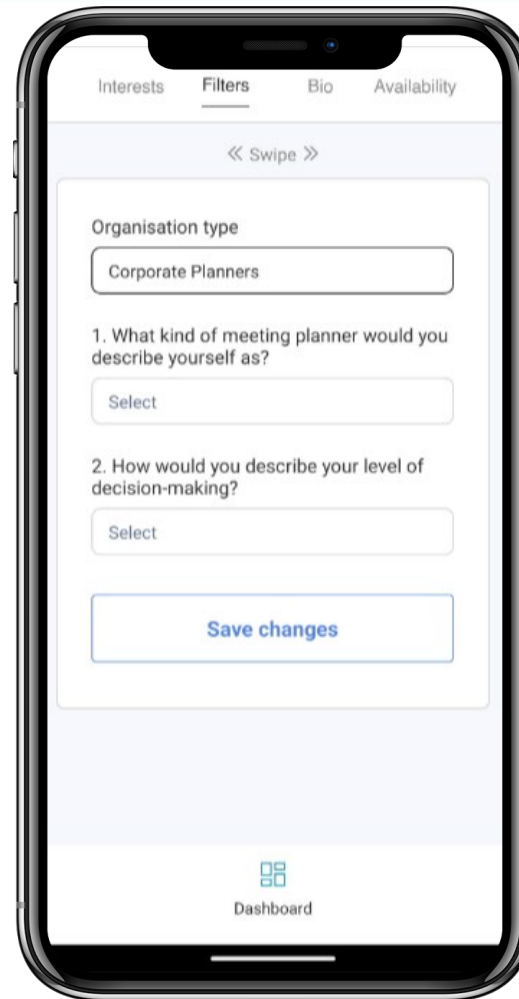
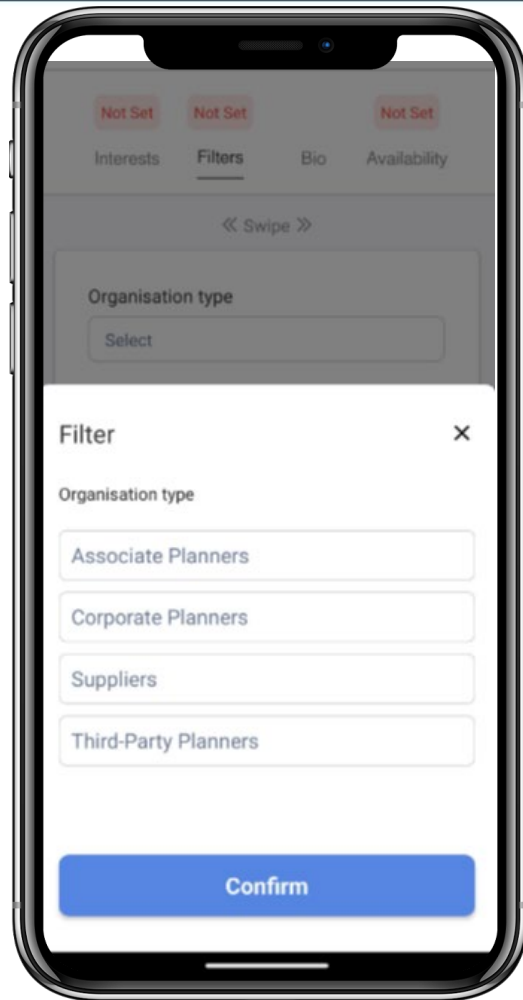


User receives a prompt to 'enhance' their profile via mobile app, if they have not completed them via the desktop.

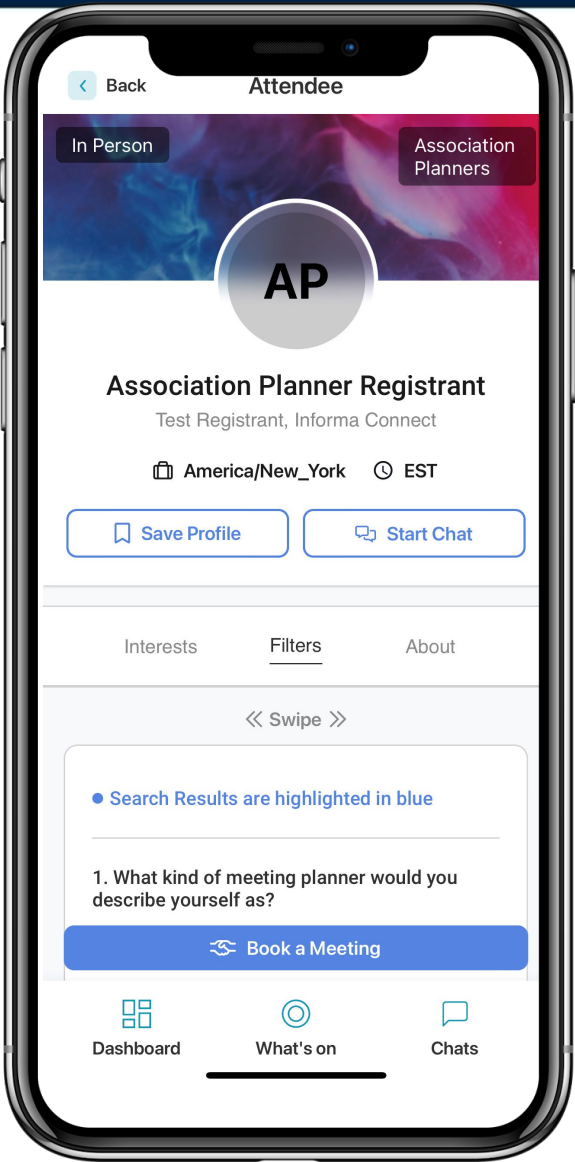
Able to populate Interests, bio & availability

This data helps with making recommendations within ConnectMe to other attendees who have selected similar responses

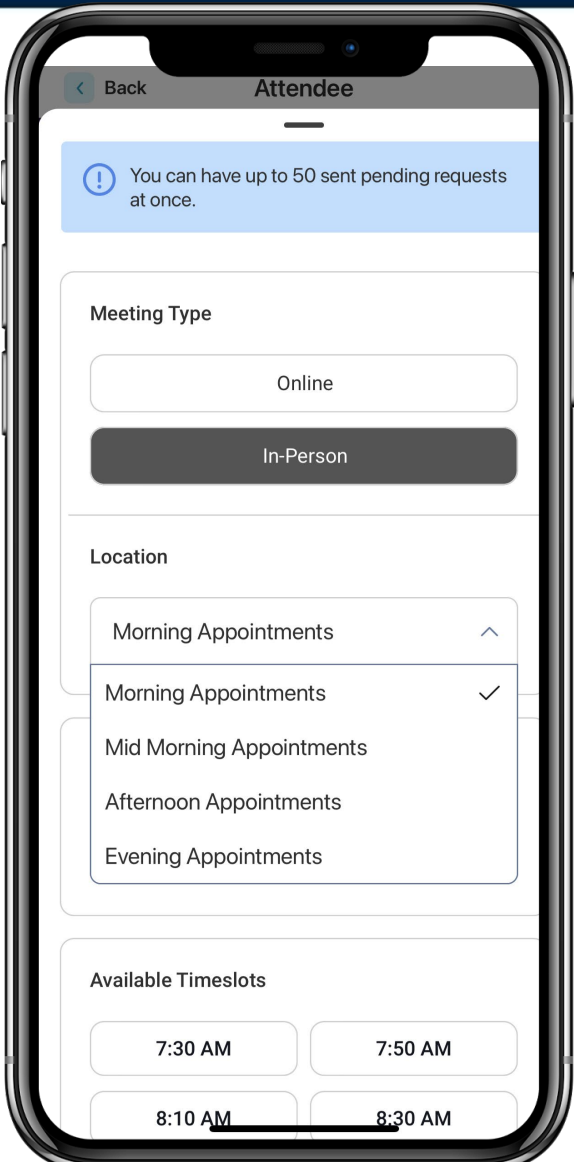
Users can opt to block out slots or dates in their diary



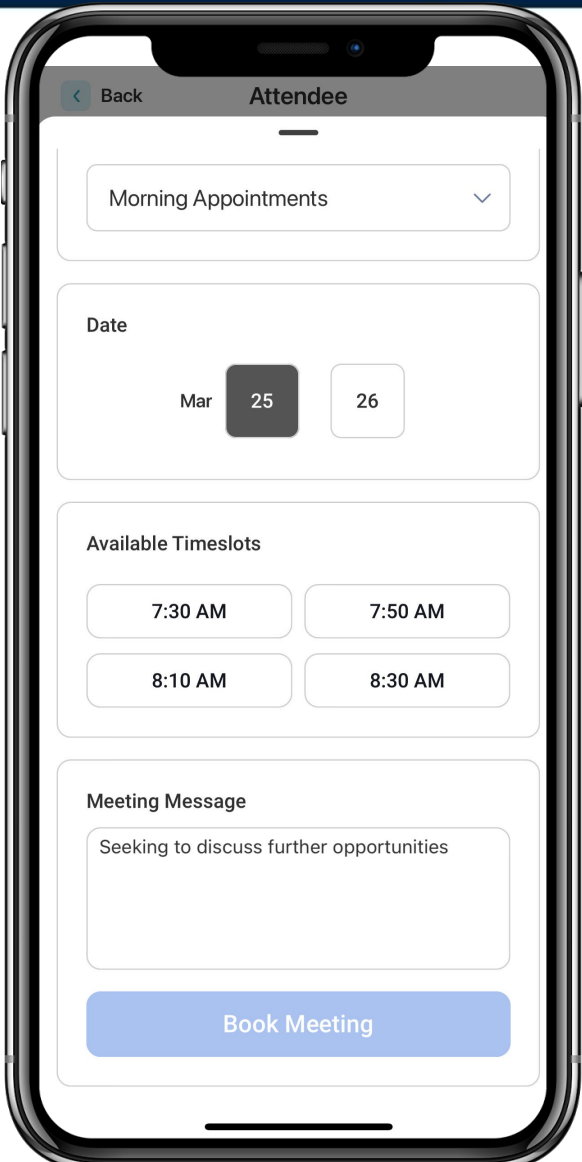
Additional questions based on selected organisation type may be asked. Based on selection, questions will be asked with dropdown answers to select from. This will support better AI matchmaking within ConnectMe for appointment making.



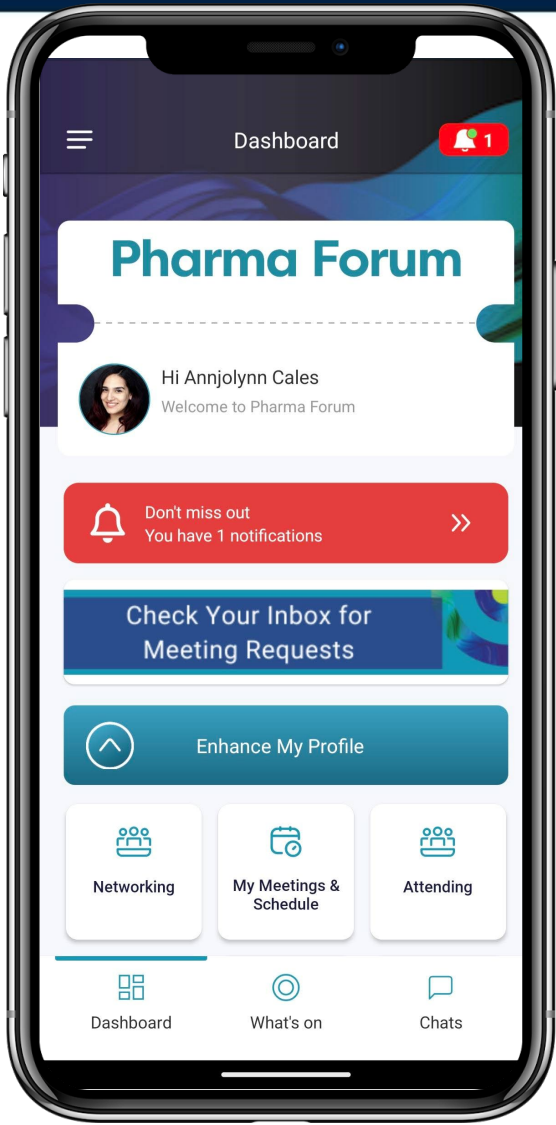
After entering your search filters, select a profile. Click on 'Book a Meeting' to begin scheduling process



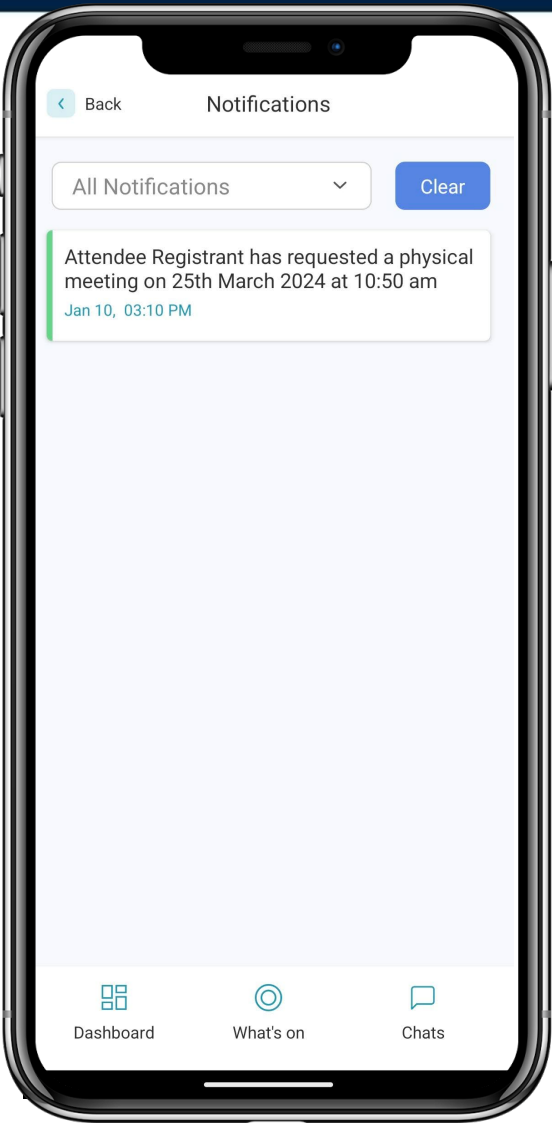
Meeting Type: In- Person will show meeting locations while online meetings will be virtual on desktop platform  
Location: Select appointment times by time of day in drop down



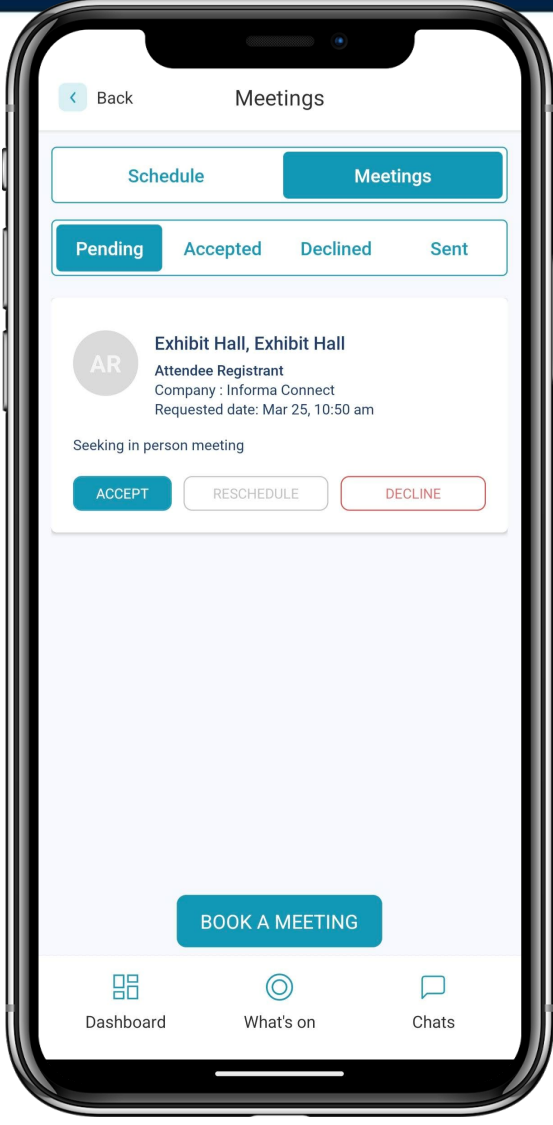
Select Available Timeslots and include a meeting message before selecting 'Book Meeting to Send Request  
Sent request will show under 'My Meetings & Schedule'



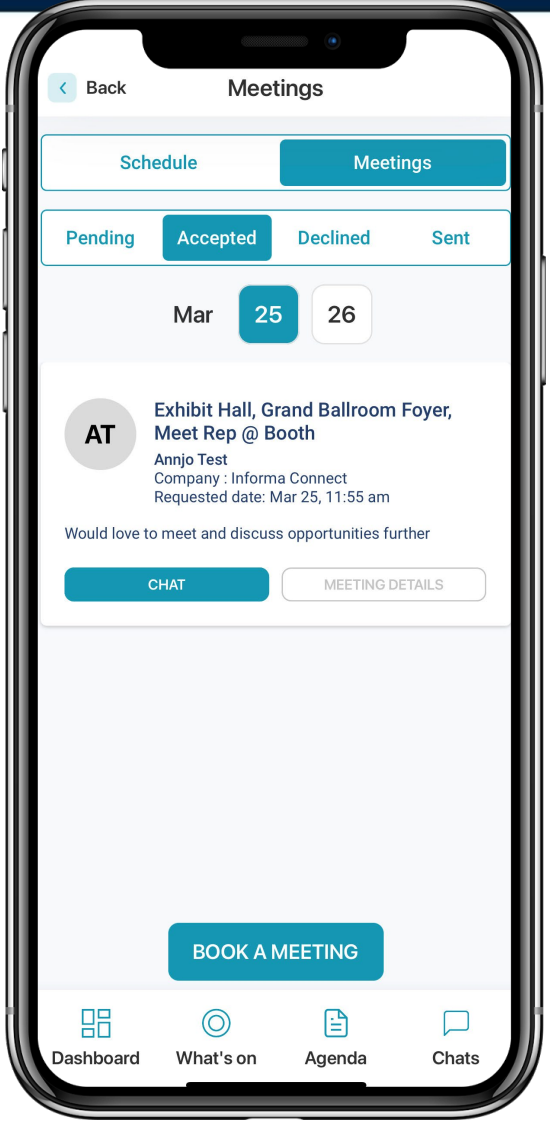
Check Notification or under 'Pending' in My Meetings & Schedule for meeting requests



Click on each request whether in notifications or 'My Meetings & Schedule' to send a response to all request

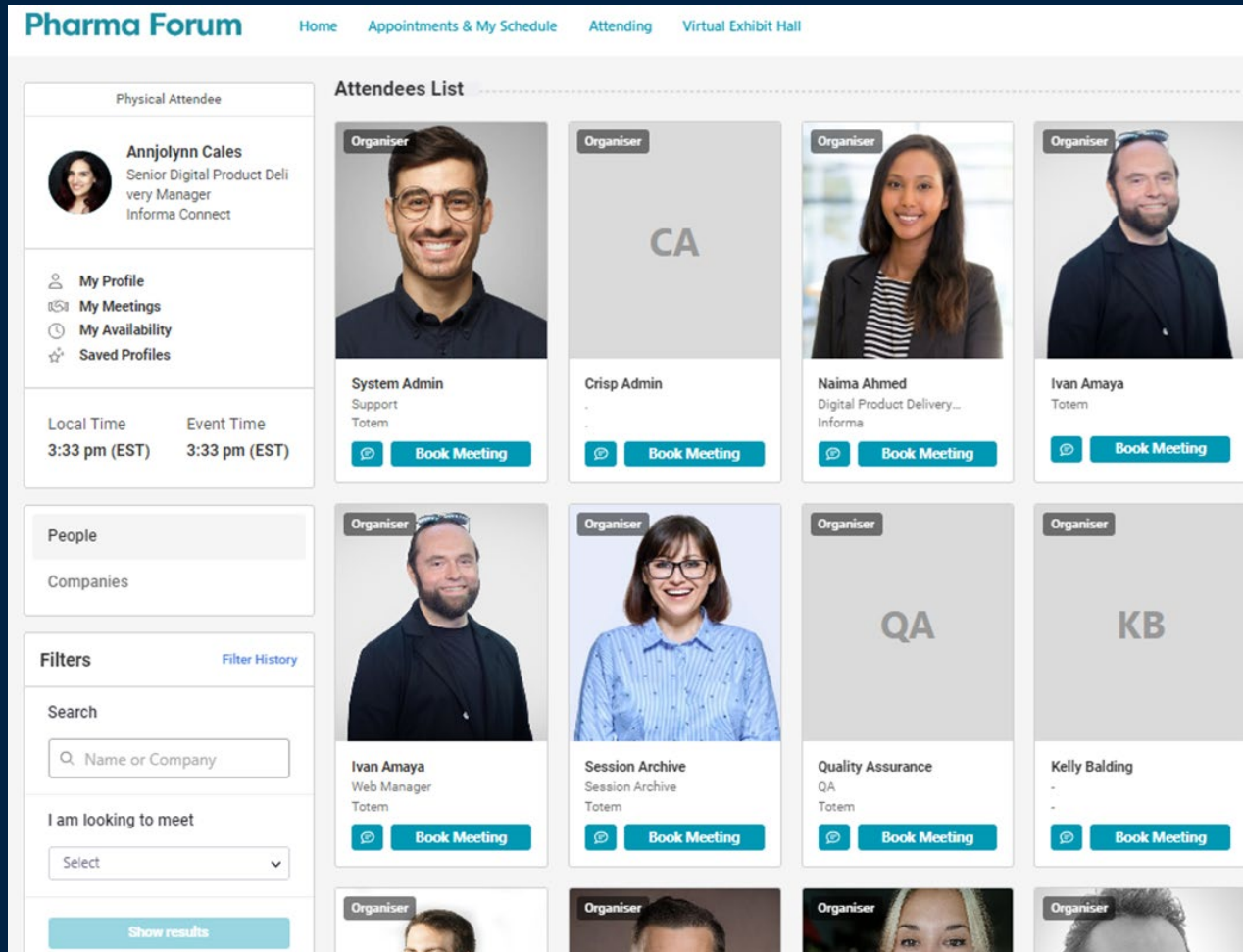


Choose 'Accept' or 'Decline' meeting requests. If declining please leave a reason.  
You can always follow up via chat or with another meeting request



Accepted Meetings will appear with location, date, time and original meeting message.  
Send direct chats with those you are meeting with

# Booking Meetings on the Desktop Platform

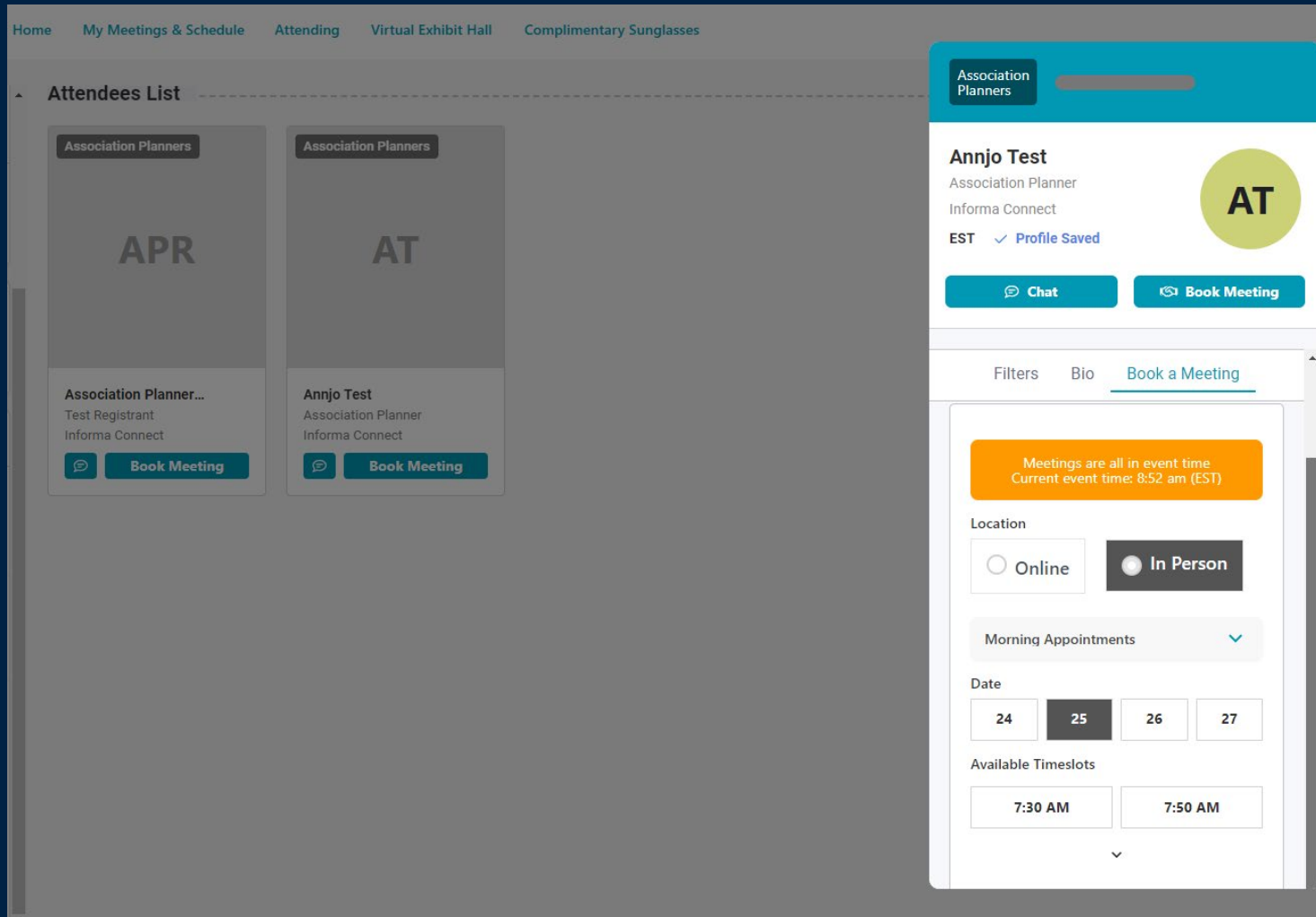


The screenshot displays the Pharma Forum desktop platform interface. At the top, the navigation bar includes 'Pharma Forum' and links for 'Home', 'Appointments & My Schedule', 'Attending', and 'Virtual Exhibit Hall'. The main content area is titled 'Attendees List' and features a grid of attendee profiles. Each profile includes a photo, name, title, and a 'Book Meeting' button. The profiles shown are: Annjolynn Cales (Senior Digital Product Delivery Manager, Informa Connect), System Admin (Support, Totem), Crisp Admin, Naima Ahmed (Digital Product Delivery, Informa), Ivan Amaya (Totem), Ivan Amaya (Web Manager, Totem), Session Archive (Session Archive, Totem), Quality Assurance (QA, Totem), and Kelly Balding (QA, Totem). On the left side, there is a sidebar with a 'Physical Attendee' section, a 'People' section, and a 'Filters' section. The 'Filters' section includes a search bar, a dropdown for 'I am looking to meet', and a 'Show results' button.

Attendees will be able book meetings under the Attending tab. Users can search via **'filters', People and/or company.**

Also accessible while booking meetings are shortcuts to edit your own profile, availability and view other saved profile

# Booking Meetings on the Desktop Platform



The screenshot displays the Informa Connect desktop interface. At the top, a navigation bar includes links for Home, My Meetings & Schedule, Attending, Virtual Exhibit Hall, and Complimentary Sunglasses. Below this, the 'Attendees List' section is visible, showing two attendee cards: 'APR' and 'AT'. The 'AT' card is selected, and a pop-up window for 'Annjo Test' is open. The pop-up shows the user's profile, including their name, role (Association Planner), and company (Informa Connect). It also displays a 'Profile Saved' status and buttons for 'Chat' and 'Book Meeting'. The 'Book a Meeting' tab is active, showing a confirmation message: 'Meetings are all in event time. Current event time: 8:52 am (EST)'. Below this, the 'Location' section has radio buttons for 'Online' and 'In Person', with 'In Person' selected. The 'Morning Appointments' section shows a dropdown menu. The 'Date' section has a calendar view with the 25th selected. The 'Available Timeslots' section shows two options: '7:30 AM' and '7:50 AM'.

Pop up window will appear and allow user to select from online or in-person meeting.

To complete meeting request, user must enter **date, time and meeting message**.

# Lead Retrieval

# LEAD RETRIEVAL - SETUP

**Pharma Forum**

Catherine Chang

Registered staff: 2 of 3 Scan licences: 4 (unlimited)

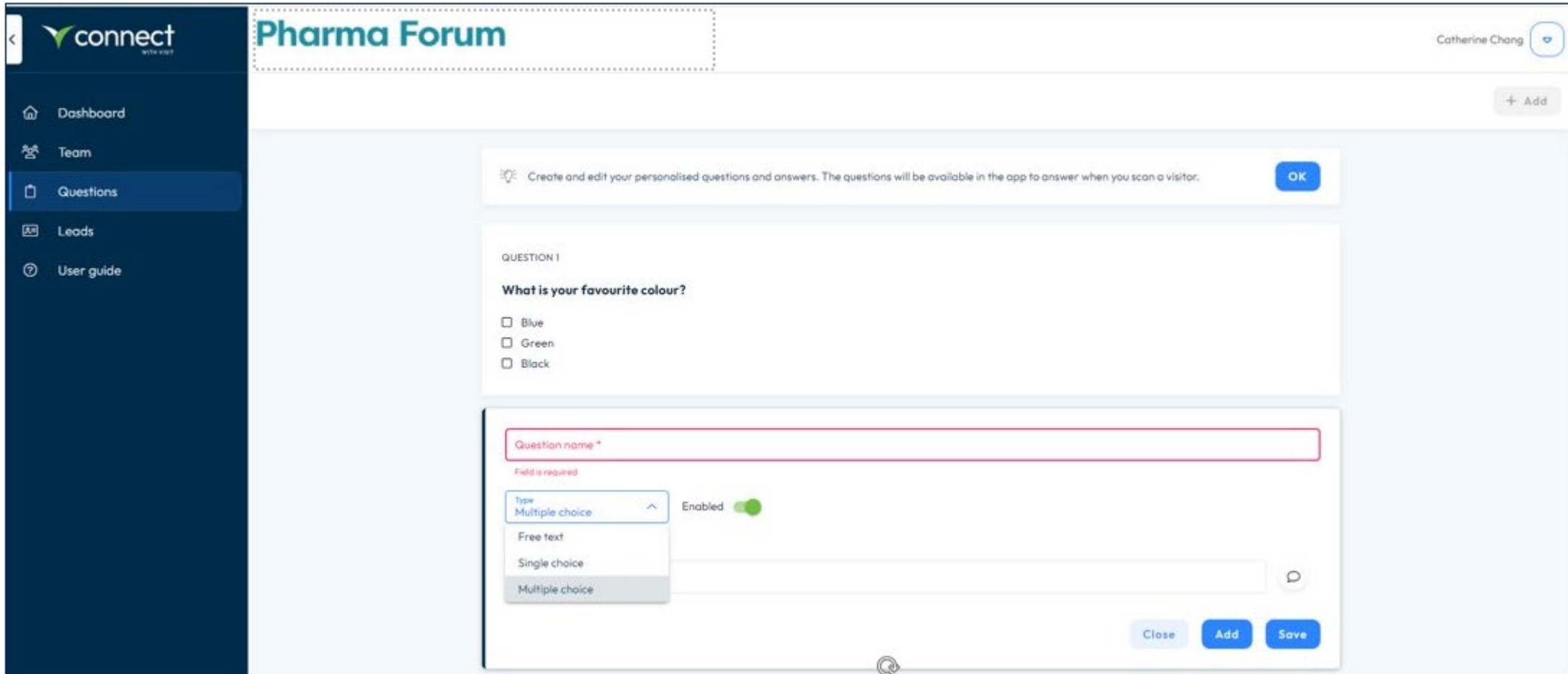
[Add staff](#) [Actions](#)

<input type="checkbox"/>		Name	Email	Type	State	Attendance	Permissions
<input type="checkbox"/>		Isabella Pulley	ip@informa.com	Booth Staff	Registered	No show	
<input type="checkbox"/>		Perri Lucatello	perri.l@informa.com	Main Conference Only	Registered	No show	
		Catherine chang	catherine.chang@informa.com				
		Chelcie	chelcie.bird@informa.com				

1. As the main contact from your company, you will need to ensure that your team is registered on the pass registration portal to enable lead retrieval. This should be done 4 weeks before the show starts by going to your unique link.

*Please contact your exhibitor operations lead if you need the link to be resent to you.*

# LEAD RETRIEVAL - SETUP

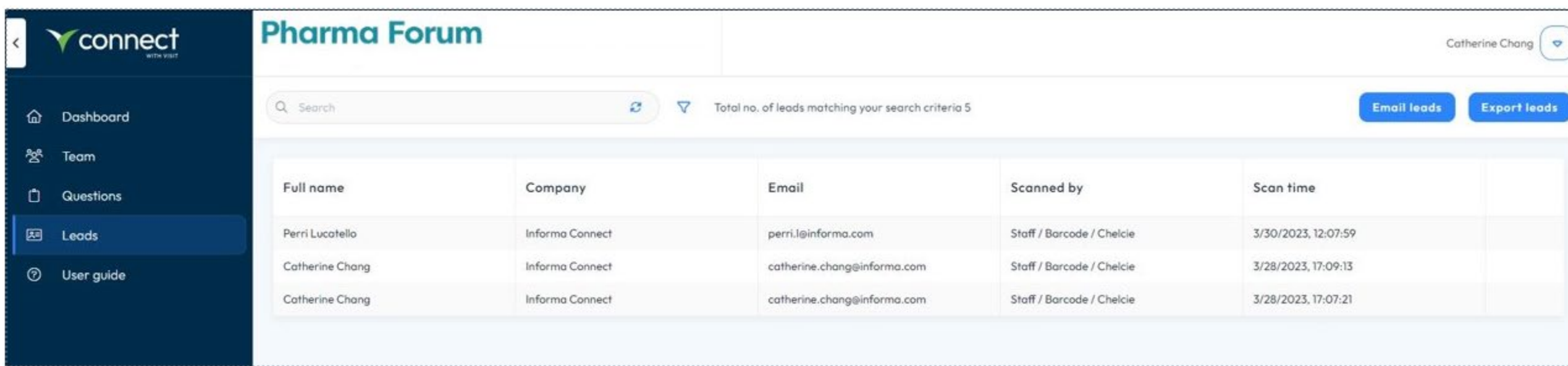


The screenshot shows the 'Pharma Forum' app interface. On the left is a dark blue sidebar with navigation options: Dashboard, Team, Questions (highlighted), Leads, and User guide. The top header includes the 'connect' logo, the app name 'Pharma Forum', and the user 'Catherine Chang'. A '+ Add' button is in the top right. The main content area has a light blue background. At the top, a message says 'Create and edit your personalised questions and answers. The questions will be available in the app to answer when you scan a visitor.' with an 'OK' button. Below this, a question card is shown with the title 'QUESTION 1' and the text 'What is your favourite colour?'. It has three radio button options: Blue, Green, and Black. At the bottom, a form for creating a new question is visible. It has a 'Question name \*' field with a red border and a 'Field is required' error message. Below the field is a 'Type' dropdown menu with options: Multiple choice (selected), Free text, Single choice, and Multiple choice. To the right of the dropdown is an 'Enabled' toggle switch that is turned on. At the bottom right of the form are 'Close', 'Add', and 'Save' buttons.

2. After your team has been registered, you can select *Questions* to create custom questions that your team can complete when scanning badges onsite with attendees.

- You can have an unlimited number of questions.
- The character limit per question is 100.
- Answers can either be free text, single choice or multiple choice.

# LEAD RETRIEVAL - SETUP



**connect** WITH VISIT

## Pharma Forum

Catherine Chang

Search

Total no. of leads matching your search criteria 5

Email leads Export leads

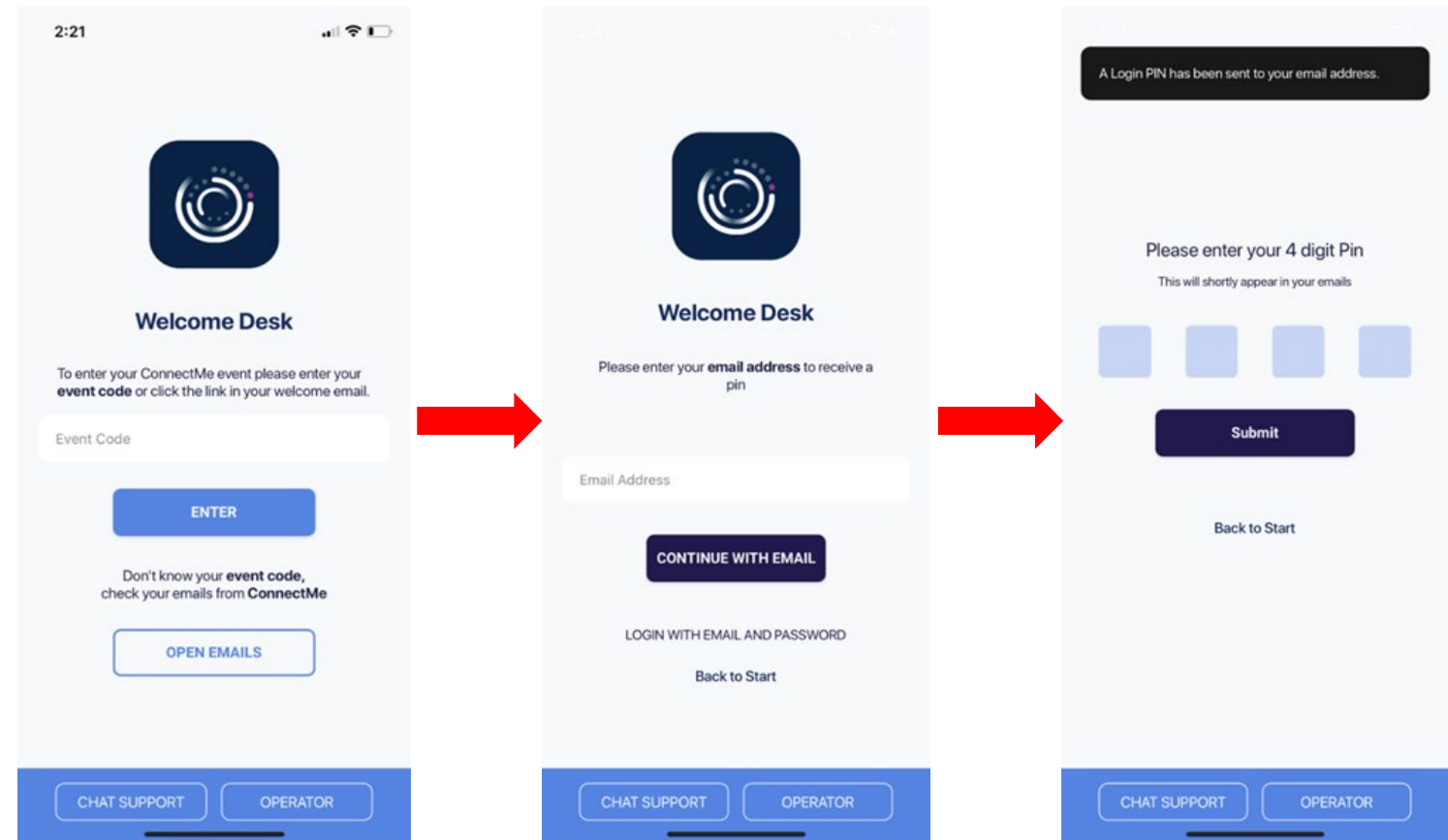
Full name	Company	Email	Scanned by	Scan time
Perri Lucatello	Informa Connect	perri.l@informa.com	Staff / Barcode / Chelcie	3/30/2023, 12:07:59
Catherine Chang	Informa Connect	catherine.chang@informa.com	Staff / Barcode / Chelcie	3/28/2023, 17:09:13
Catherine Chang	Informa Connect	catherine.chang@informa.com	Staff / Barcode / Chelcie	3/28/2023, 17:07:21

3. The *Leads* option on the left hand side will show a summary of all leads scanned after the show which can be exported with your custom questions and notes included.

Leads will also be provided post-event via your [LeadsInsight Dashboard](#)

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

1. On your personal 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: **LS2025**.
3. Enter your email address used to register for the conference, to which you will receive a 4-digit pin to login

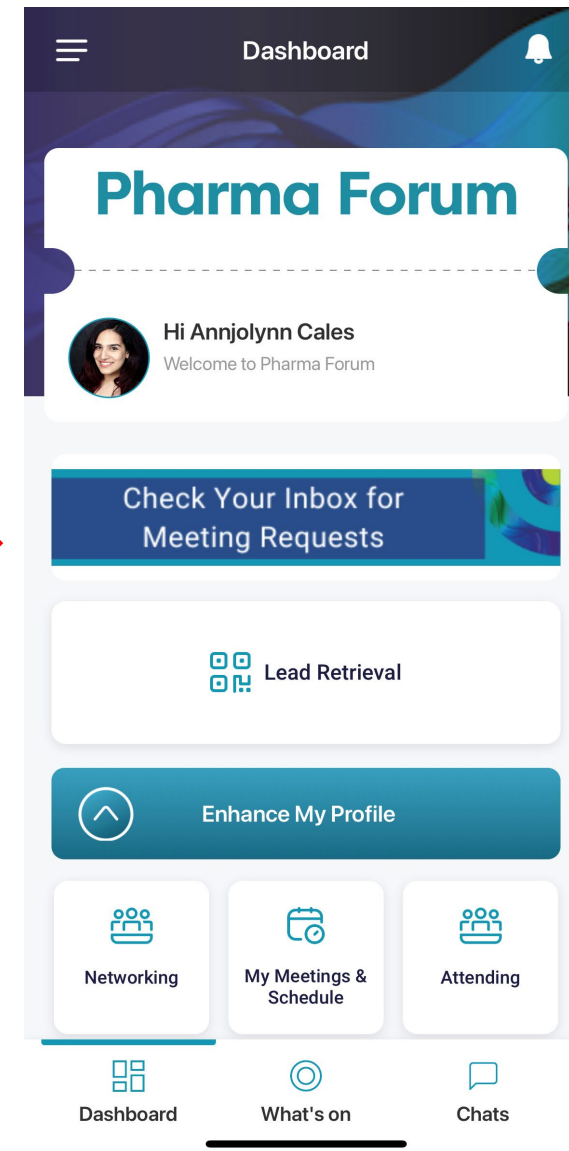
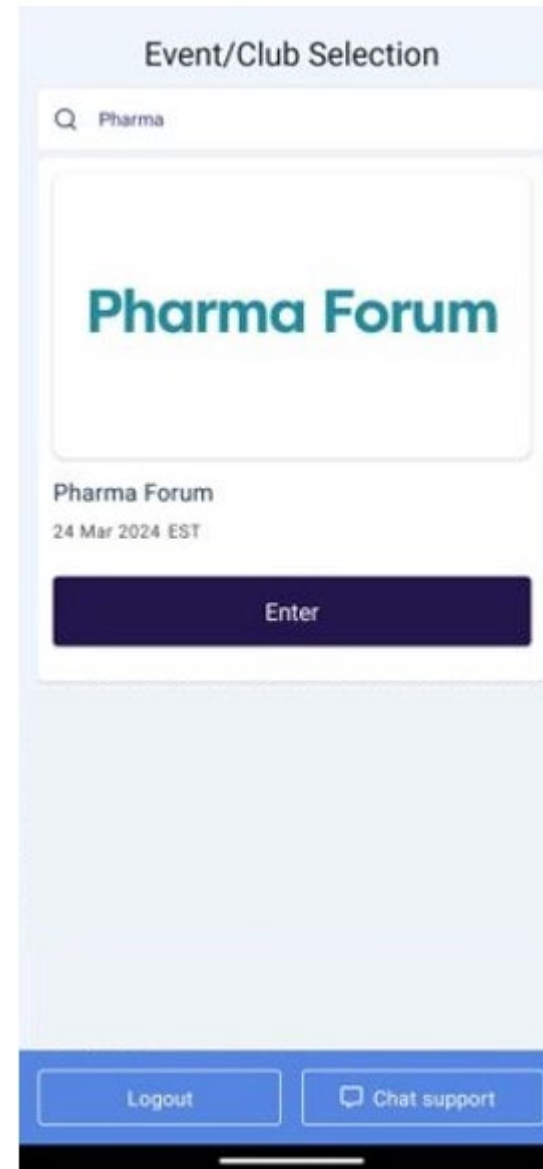


If you do not receive a 4-digit pin, please email [cheyanne.dawson@informa.com](mailto:cheyanne.dawson@informa.com).

# LEAD RETRIEVAL – SCAN AND COLLECT LEADS ONSITE

4. Once entered, please select the BPI Europe 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 your operations manager.*

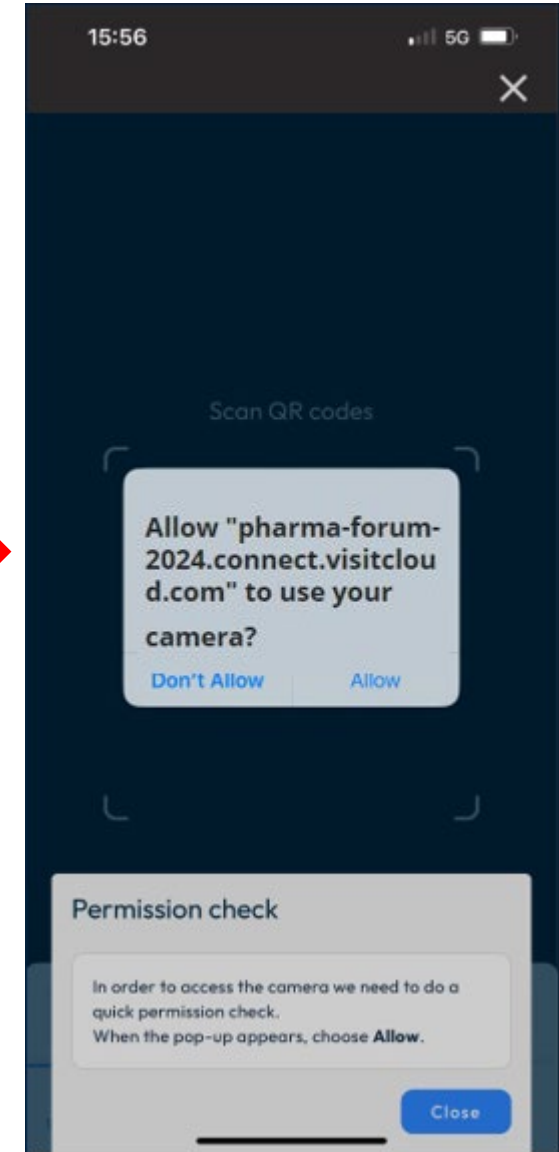
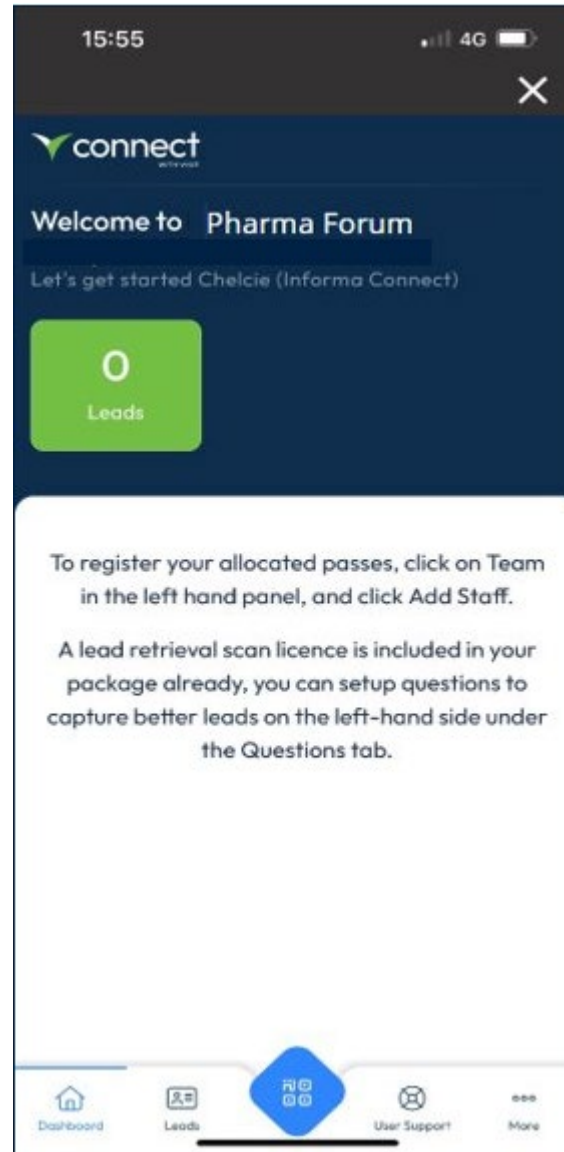


# LEAD RETRIEVAL – SCAN AND COLLECT LEADS ONSITE

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

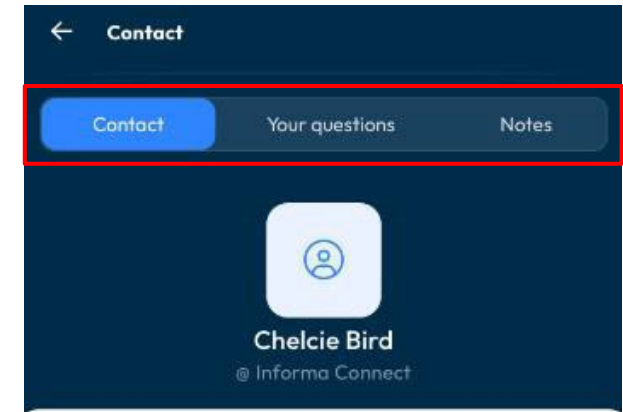
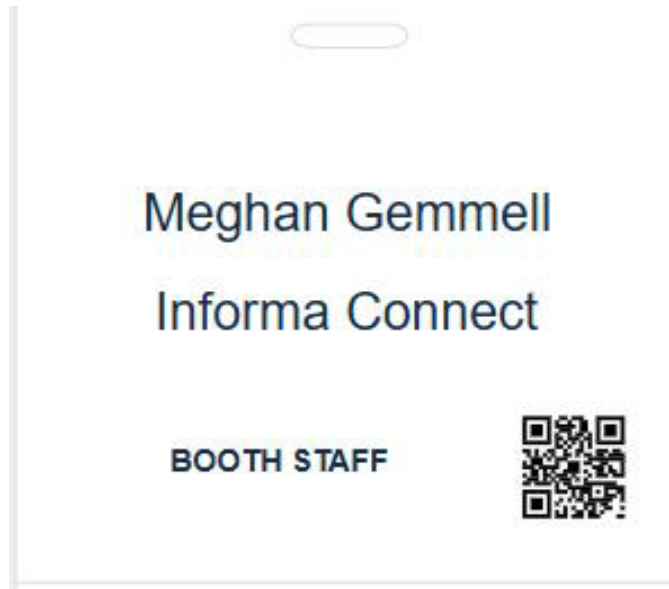
6. Make sure your camera permissions are set to “allowed” in order to scan.

*If you do not see this button on your screen, please contact your operations manager*



# LEAD RETRIEVAL – SCAN AND COLLECT LEADS ONSITE

7. Scan the QR code to test:



8. These QR codes will be printed on attendee badges onsite which will be easier to scan.

Once scanned, the page will show the attendee details and you are then able to add your own notes/media files and answer any preset questions.

Click the back button at the top left to go back to your main dashboard, which will show all your scanned leads in one place.



# FAQs - 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?**

Unfortunately, it is not possible to use your own lead retrieval system. 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.

# FAQs - LEAD RETRIEVAL

## DURING THE EVENT

### Require help onsite?

Visit the Helpdesk at registration for all Lead Retrieval Support.

#### How do I access the lead scanner?

Download *ConnectMe by Informa* via your smart-device's app store. Do not let your team of booth scan staff log in directly to the VISIT Connect website as it may cause issues with your data.

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

LS2025

#### 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
- *Allow export leads* – when enabled, the user can export the leads

# FAQs - LEAD RETRIEVAL

## POST EVENT

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

By accessing Visit Connect from a desktop, you can export a .csv file of your team's leads including any notes that were made. Your main contact from each company can do this.

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

Your leads will be consolidated post event by our team and included in your Lead Insights account. You'll receive instructions for access before the event begins.

### **What is Lead Insights?**

Your dashboard contains all your event lead data in a single view. You will receive an email from Sofia Munoz with directions on how to access your data on the first day of the event. Your dashboard will continue to be updated during and after the event – all accessible through the same login credentials. To enable your colleagues with direct access, just log in, click on your account settings in the top right corner, click "My Team" then add your colleagues so they will receive an automated invitation to set up their accounts. For any questions related to your lead data, contact [Sofia Munoz](#).

### **Why doesn't my Lead Insights dashboard show the booth scan notes my team entered?**

All booth scan notes and answers can be found on the *VISIT Connect* portal. Go to *Leads* on the left-hand side navigation bar and click *Export*. This will contain your scan notes. You can also access your booth scan notes via Lead Insights by navigating to the detail page on that individual lead or by exporting all your lead data from the "Data Management" section. Your booth scan notes are not yet available from the "Leads" section export.

# Your Lead Insights Dashboard

## Access your Lead data

### Lead Data Details

Your dashboard contains all event lead data in a single view. Pre-event, you will receive an automated email from Lead Insights ([leadinsights@informa.com](mailto:leadinsights@informa.com)) and Sofia Munoz ([sofia.munoz@informa.com](mailto:sofia.munoz@informa.com)) with instructions for setting up your account. The timing for data to populate your report will vary by event so contact Sofia or your account manager for more details.

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 [Meghan.gemmell@informa.com](mailto:Meghan.gemmell@informa.com).

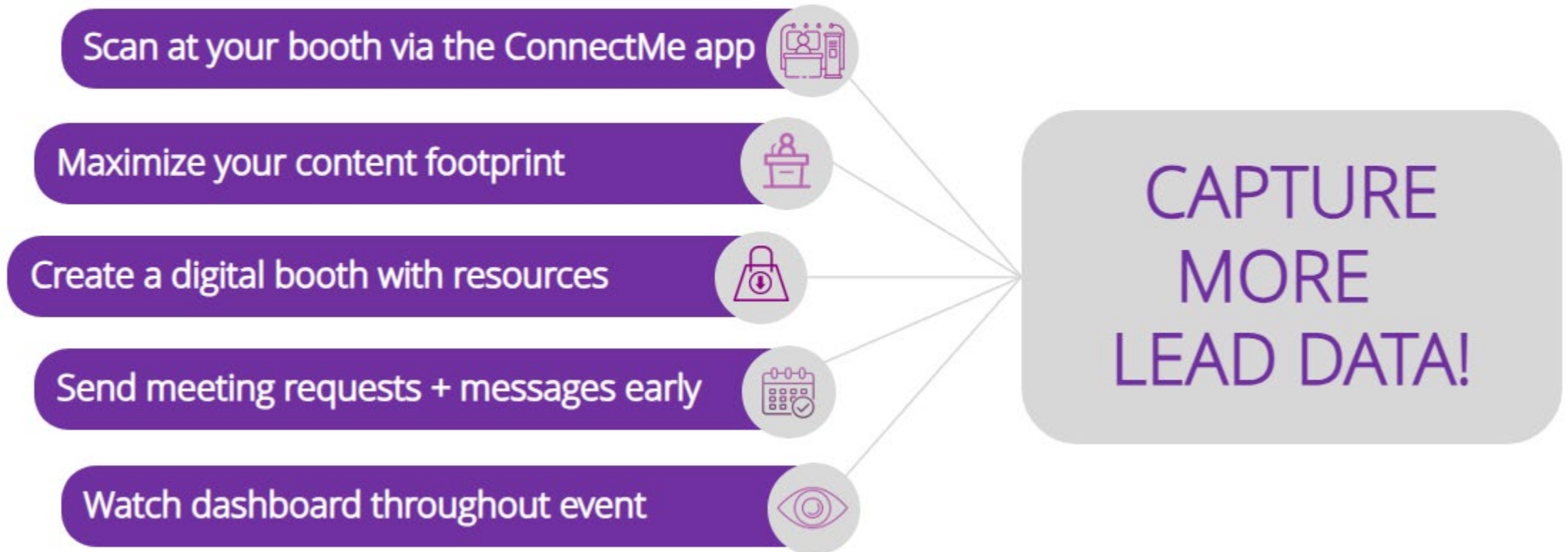
Demo Video: <https://assets.informa.com/leadinsights/Lead%20Insights%20Demo%20Video.mp4>

Lead Insights Benefits: <https://assets.informa.com/leadinsights/Benefits.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 Lead Insights report

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

## 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: LS2025

(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**

[cheyanne.dawson@informa.com](mailto:cheyanne.dawson@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**

[meghan.gemmell@informa.com](mailto:meghan.gemmell@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**

[Sofia.Munoz@informa.com](mailto:Sofia.Munoz@informa.com)