



SPONSOR GUIDE

Medtech Summit Europe 2026

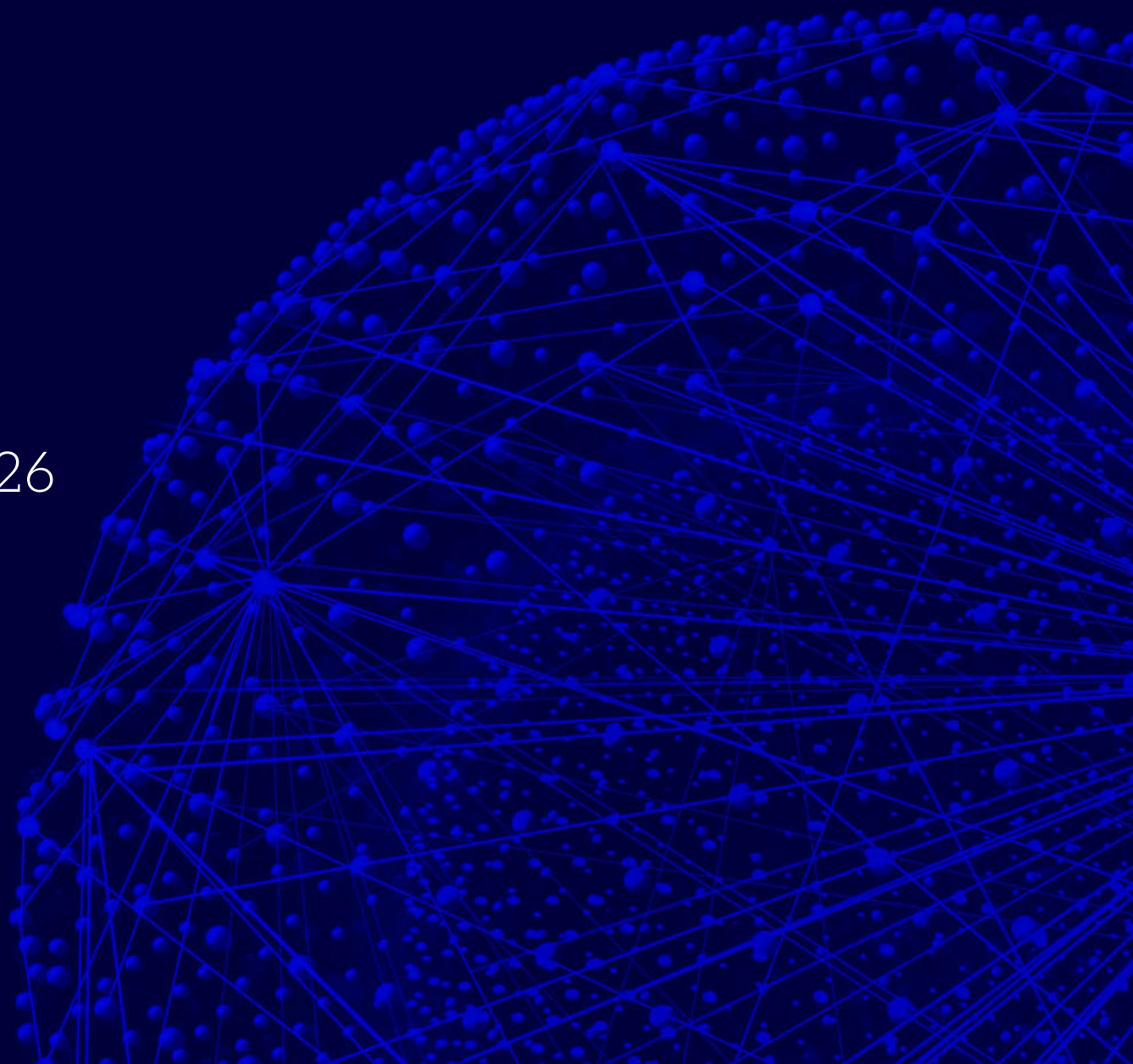


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How to Log In to the ConnectMe Platform

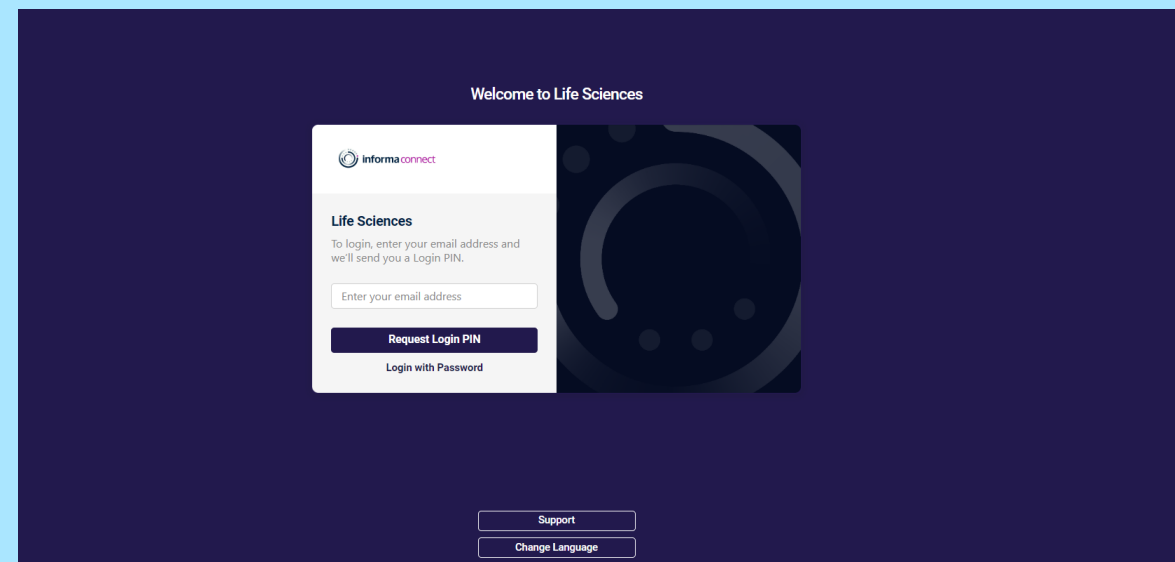
STEP 1 – LOGIN TO PLATFORM

Link to online platform:

<https://lifesciences.connectmeinforma.com/>

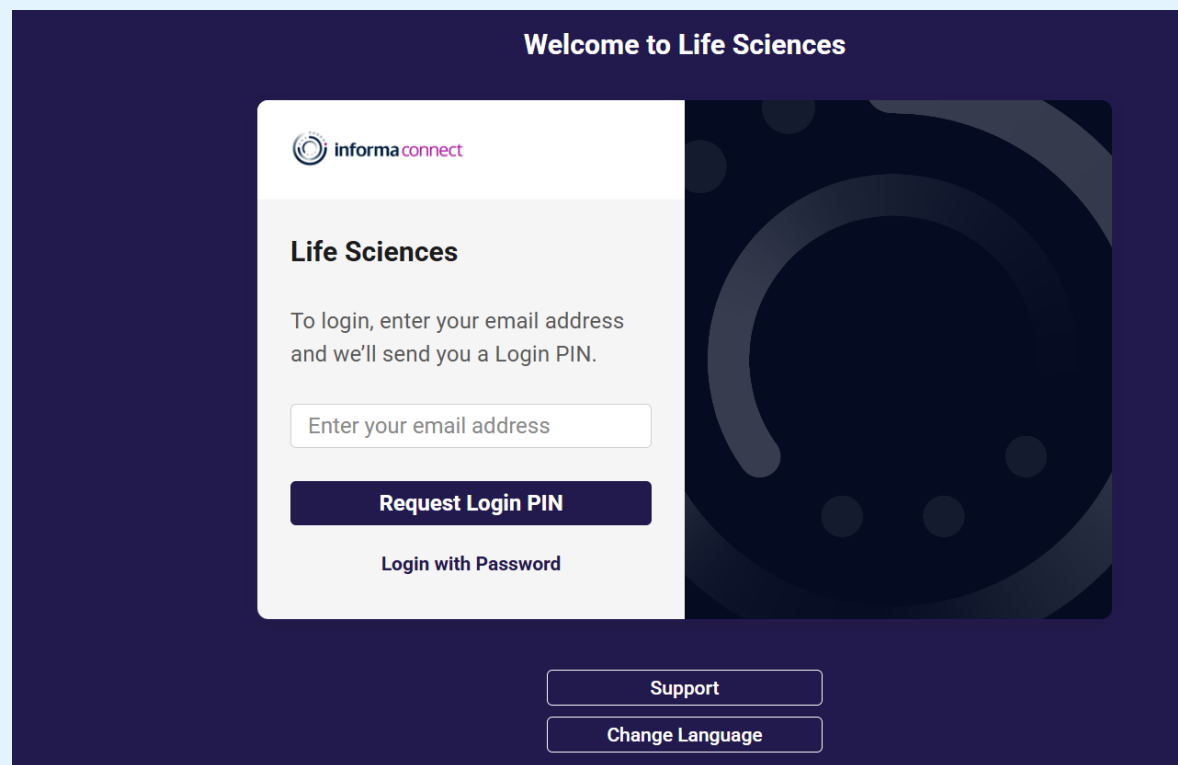
Please use the login details you have received by email.

Enter your email.



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 from “Totem”. Please use the ‘Chat with Support’ if you do not receive the email.



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 that you're registered for.

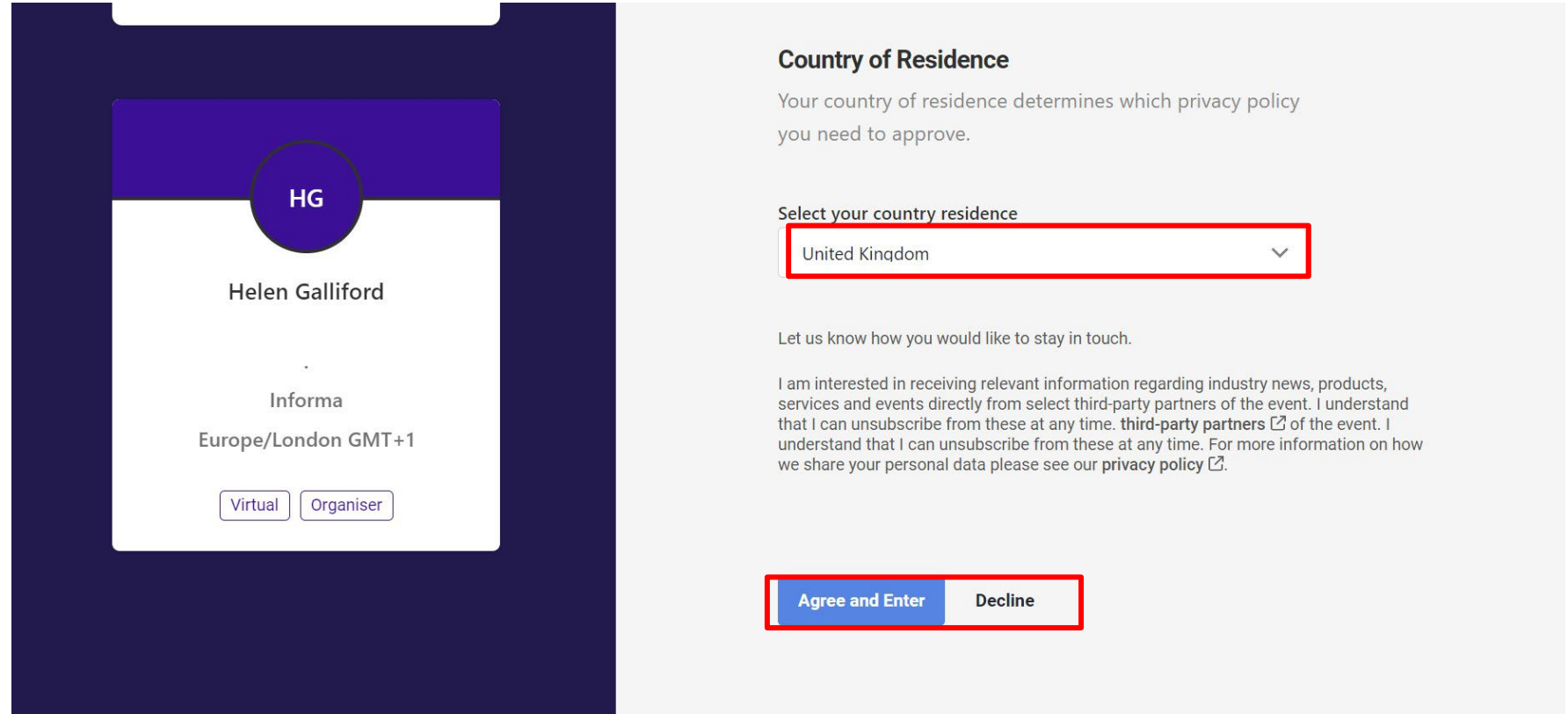
Click 'Enter Event'

The screenshot shows the Informa Connect user interface. At the top left is the 'informaconnect' logo. A navigation bar contains 'Home', 'Events', 'Edit Profile', and 'Settings'. The main header area displays 'Hi, Cheyanne' and 'Welcome Back' in large white text on a dark blue background, with the subtext 'Where will you go today?'. Below this, the dashboard is divided into three columns. The left column features a profile card for Cheyanne Rice, Senior Digital Event Operations Manager, with an 'Edit Profile' button. Below the profile is a 'Support' section with links for 'Chat with Support', 'Device Settings', 'Privacy Policy', 'Code of Conduct', and 'Logout'. The middle column is titled 'Events' and lists three event cards. The first card, 'Pharma Forum', is highlighted with a red box and includes a red-bordered 'Enter Event' button. The other two cards are 'Access USA 2026' and 'BioProcess International US West', each with an 'Enter Event' button. A 'View All >' link is located at the top right of the Events section.



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 displays a user profile card on the left and a registration form on the right. The profile card for Helen Galliford includes a purple header with the initials 'HG', her name, the Informa logo, the event name 'Europe/London GMT+1', and two buttons labeled 'Virtual' and 'Organiser'. The registration form, titled 'Country of Residence', explains that the user's residence determines the applicable privacy policy. It features a dropdown menu with 'United Kingdom' selected. Below this, there is a checkbox for staying in touch, a consent statement, and two buttons: 'Agree and Enter' and 'Decline'. Red boxes highlight the dropdown menu and the 'Agree and Enter' button.



STEP 1 – LOGIN TO PLATFORM

Fill out your required filters

*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





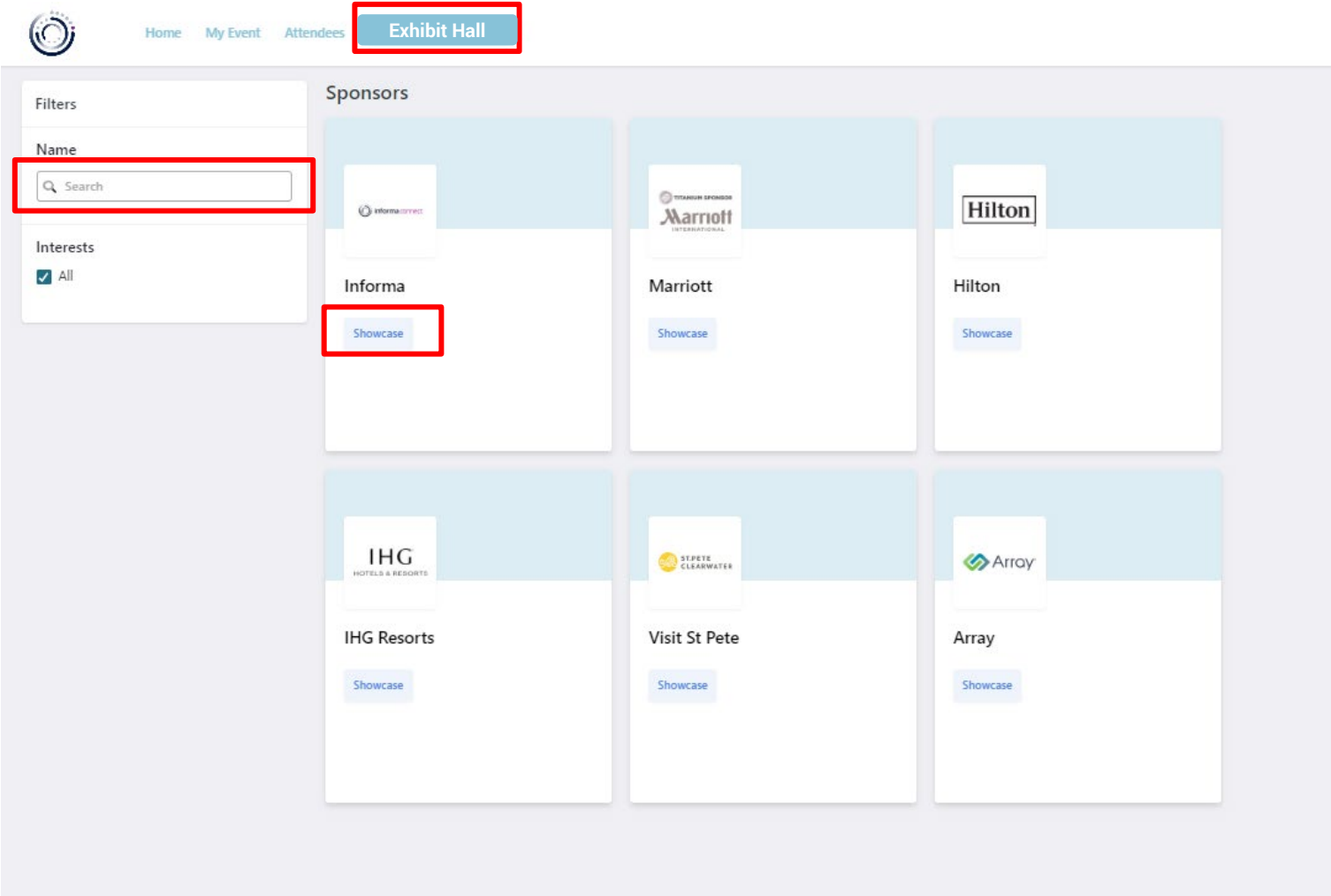
How to Edit Your Virtual Booth

STEP 2 – FIND YOUR BOOTH

Click on the **“Exhibit Hall”** 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.

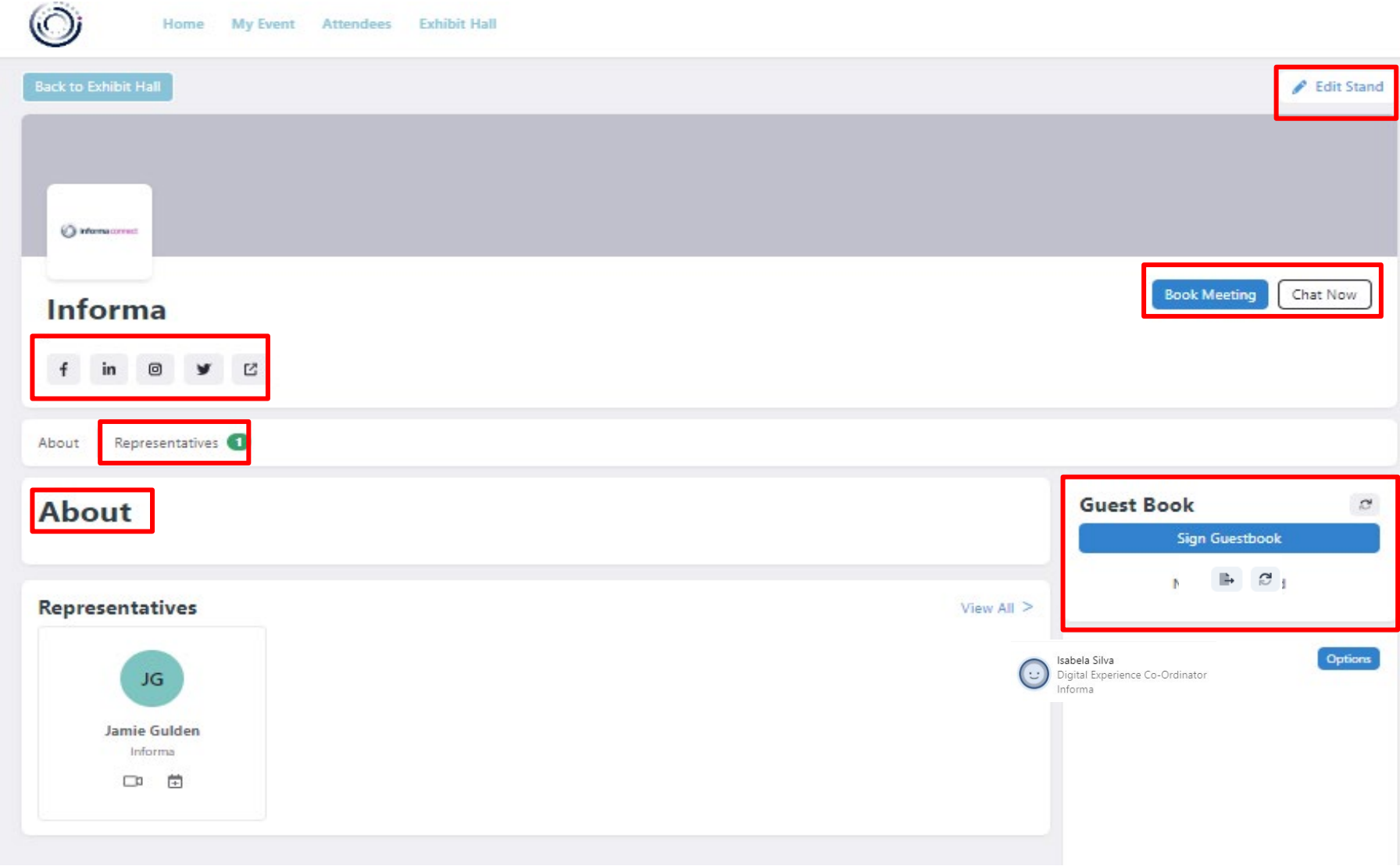
Book Meeting & Chat Now: Interactive tools that can be used by attendees to either book a meeting with Reps or send a message on Chat.

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.

Logo: The logo is automatically added from our records and can not be changed here. If this needs to be updated, please contact your Exhibitor Ops contact which can be found on the last page of this document.

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

Thumbnail: 600 x 250px recommended. This appears in the lobby of the Exhibit Hall.

The screenshot shows a web interface for building a booth. On the left is a sidebar with a 'Details' tab highlighted in red, and a QR code. The main area is titled 'Details' and contains several sections:

- About us header:** A text box for a header (max 150 characters).
- About Us:** A rich text editor with a toolbar and a paragraph of text about Cytiva.
- Logo:** A dashed box for a logo image (400 x 180px recommended) with a 'browse' button. The Cytiva logo is shown as an example.
- Header Banner:** A dashed box for a banner image (1250 x 150px recommended) with a 'browse' button.
- Thumbnail:** A dashed box for a thumbnail image (600 x 250px recommended) with a 'browse' button.
- Website URL:** A text box containing 'https://www.cytivalifesciences.com/'.
- Social Links:** A section with icons and input fields for Instagram, LinkedIn, Twitter, and Facebook.



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"**

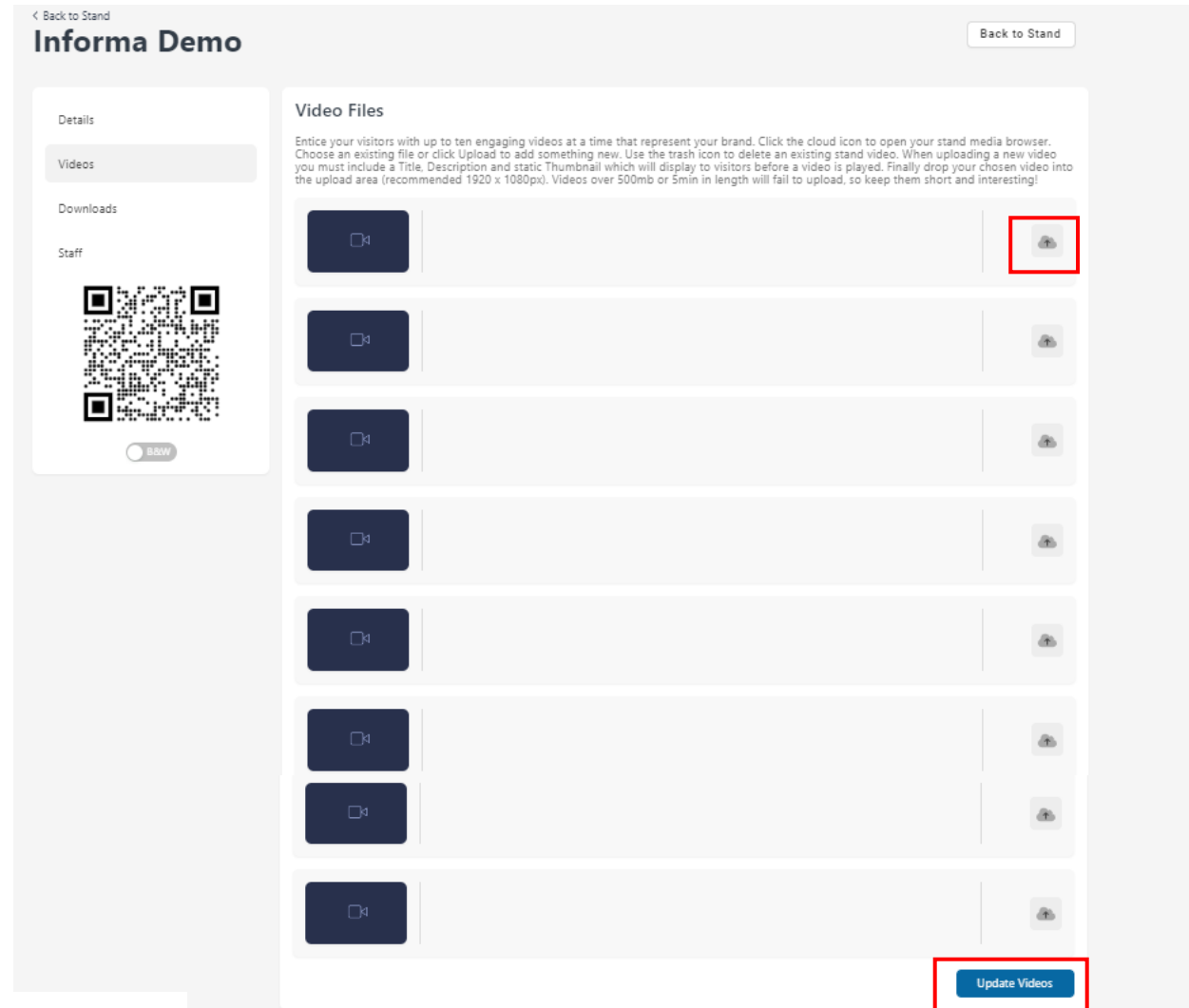
The screenshot shows a configuration interface for a stand. It is divided into several sections:

- Website URL:** A text input field containing "https://www.cytivalifsciences.com/". Below it is a note: "Link to your company website in the top left of your stand by adding your URL here."
- Social Links:** A section with a note: "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." It contains four input fields with icons: Instagram, LinkedIn, Twitter, and Facebook.
- Chat:** A toggle switch labeled "visible" which is currently turned on. Below it is the text: "Toggle this button off to hide chat from this expo".
- Guest Book:** A toggle switch labeled "visible" which is currently turned on. Below it is the text: "Toggle this button off to hide guest book from this expo".

At the bottom right of the interface, there is a dark blue button labeled "Update About Us" which is highlighted with a red rectangular box. Red curly brackets on the left side of the interface group the "Website URL" and "Social Links" sections together, and the "Chat" and "Guest Book" sections together.



STEP 5 – ADD NEW 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.

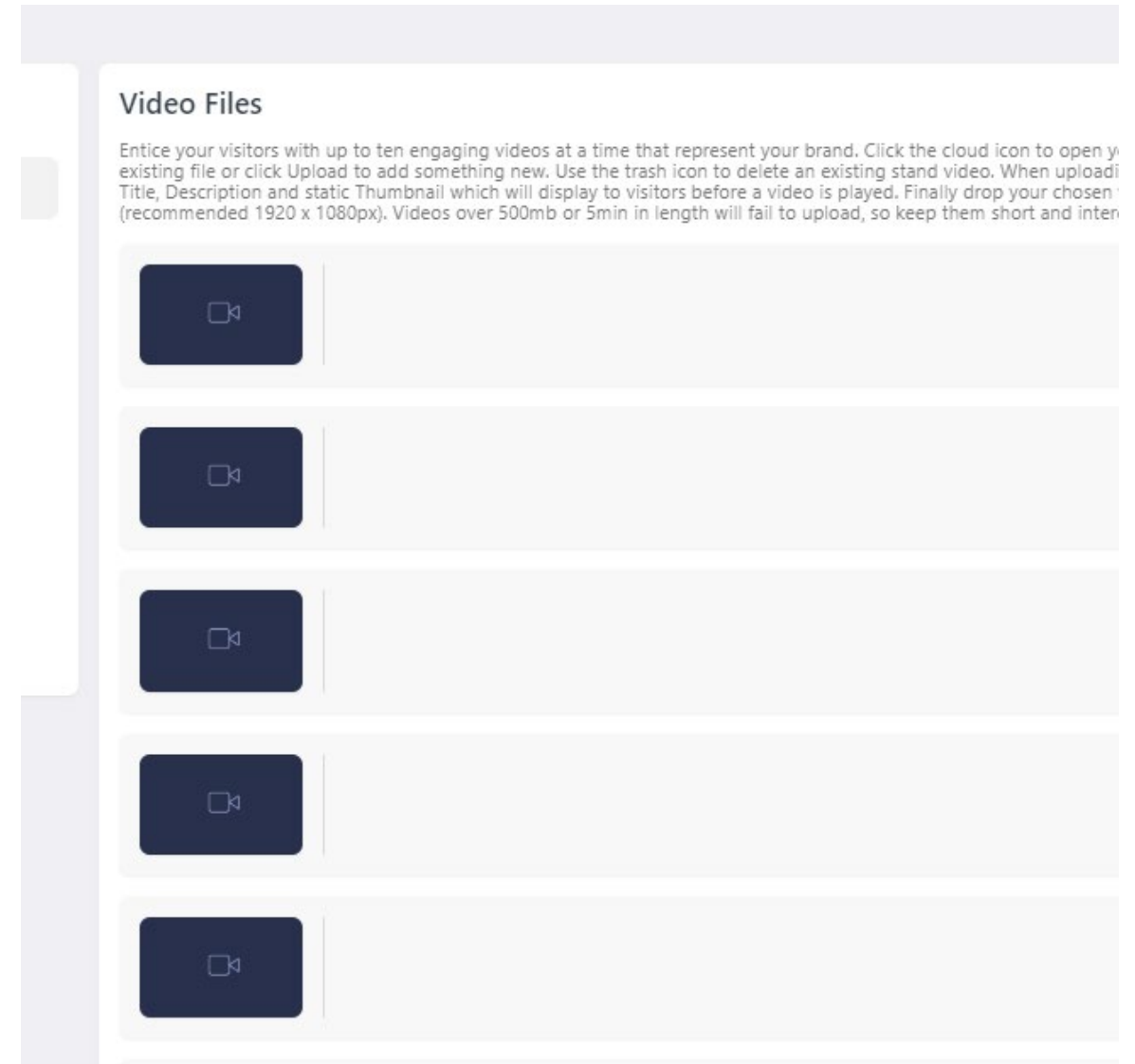
Thumbnail: Pause your video and take a snapshot of the video (5MB PNG image).

The screenshot displays the 'Informa' stand management interface. On the left, a sidebar contains navigation options: 'Details', 'Videos' (selected), 'Downloads', and 'Staff'. Below 'Staff' is a QR code and a 'B&W' toggle. The main area is titled 'Video Files' and includes a detailed instruction: '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!'. Below this instruction is a list of eight video slots, each with a video icon and a trash icon. On the right, an 'Upload File' modal is open, featuring a close button (X) in the top right. The modal has three sections: 'Title' with a 'Title (Required)' input field; 'Description' with a 'Description (Required)' input field; and 'Thumbnail' with a large 'UPLOAD PHOTO' area. Below these is a 'Media File' section with a 'DRAG & DROP YOUR FILE OR BROWSE' area. At the bottom of the modal are 'Cancel' and 'Upload' buttons.



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 an existing file or click Upload to add something new. Use the trash icon to delete an existing stand video. When uploading, provide a Title, Description and static Thumbnail which will display to visitors before a video is played. Finally drop your chosen video file (recommended 1920 x 1080px). Videos over 500mb or 5min in length will fail to upload, so keep them short and interesting.

The interface displays a vertical list of five video slots. Each slot consists of a dark blue square icon with a white video camera symbol on the left, and a light gray rectangular area on the right for the video content.



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.

The screenshot shows the 'Informa' stand management interface. On the left, there are tabs for 'Details', 'Videos', 'Downloads', and 'Staff'. The 'Downloads' tab is active, showing a list of five downloadable PDFs. Each item has a document icon and an upload icon. The second item's upload icon is highlighted with a red box. Below the list, there is a QR code and a 'BSW' button. At the top right of the interface, there is a 'Back to Stand' button.

The 'Upload File' modal form is shown on the right. It has a close button (X) in the top right corner. The form contains the following fields and sections:

- Title:** A text input field with the placeholder text 'Title (Required)'. The label 'Title' is highlighted with a red box.
- Description:** A text input field with the placeholder text 'Description (Required)'. The label 'Description' is highlighted with a red box.
- Thumbnail:** A large rectangular area with the text 'UPLOAD PHOTO' in the center. The label 'Thumbnail' is highlighted with a red box.
- File:** A large rectangular area with the text 'DRAG & DROP YOUR FILE OR BROWSE' in the center. The label 'File' is highlighted with a red box.

At the bottom of the modal, there are two buttons: 'Cancel' and 'Upload'. The 'Upload' button is highlighted with a red box.



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.

The screenshot shows the Informa stand management interface. At the top left, there is a 'Back to Stand' link and the 'Informa' logo. Below the logo are tabs for 'Details', 'Videos', 'Downloads', and 'Staff'. The 'Downloads' tab is selected. The main content area is titled 'Downloads' and contains a list of five document thumbnails, each with a file icon and a trash icon. A 'Back to Stand' button is located at the top right of the interface.

The screenshot shows a 'Library' selection dialog. At the top, there is a search bar labeled 'Search by file name' and an 'Upload' button. Below the search bar is a list of documents. The first document, titled 'BESTBUDDIES', is highlighted with a red border. Below the document list are navigation arrows and a page number '1'. At the bottom of the dialog are 'Cancel' and 'Confirm Selection' buttons.



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.

The screenshot shows a web interface for 'Informa Demo'. At the top left, there is a '< Back to Stand' link. The main title 'Informa Demo' is centered at the top. On the right side, there is a 'Back to Stand' button. A left-hand navigation menu contains links for 'Details', 'Videos', 'Downloads', and 'Staff', with 'Staff' currently selected. Below the 'Staff' link is a QR code and a 'B&W' toggle switch. The main content area is titled 'Staff Availability' and includes a descriptive paragraph: '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.' Below this text is a list of staff members. The first entry is for 'Jamie Gulden', featuring a profile picture and a 'Show' button with a toggle switch, which is highlighted with a red rectangular box.




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.



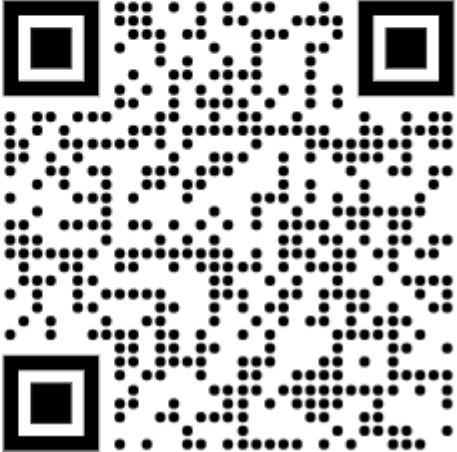
STEP 8 – QR CODES (cont'd)

QR Code: Beacon Optofluidic System ✕

Download All QR Codes Download

Select QR Type ▼

QR Code



Beacon Optofluidic System

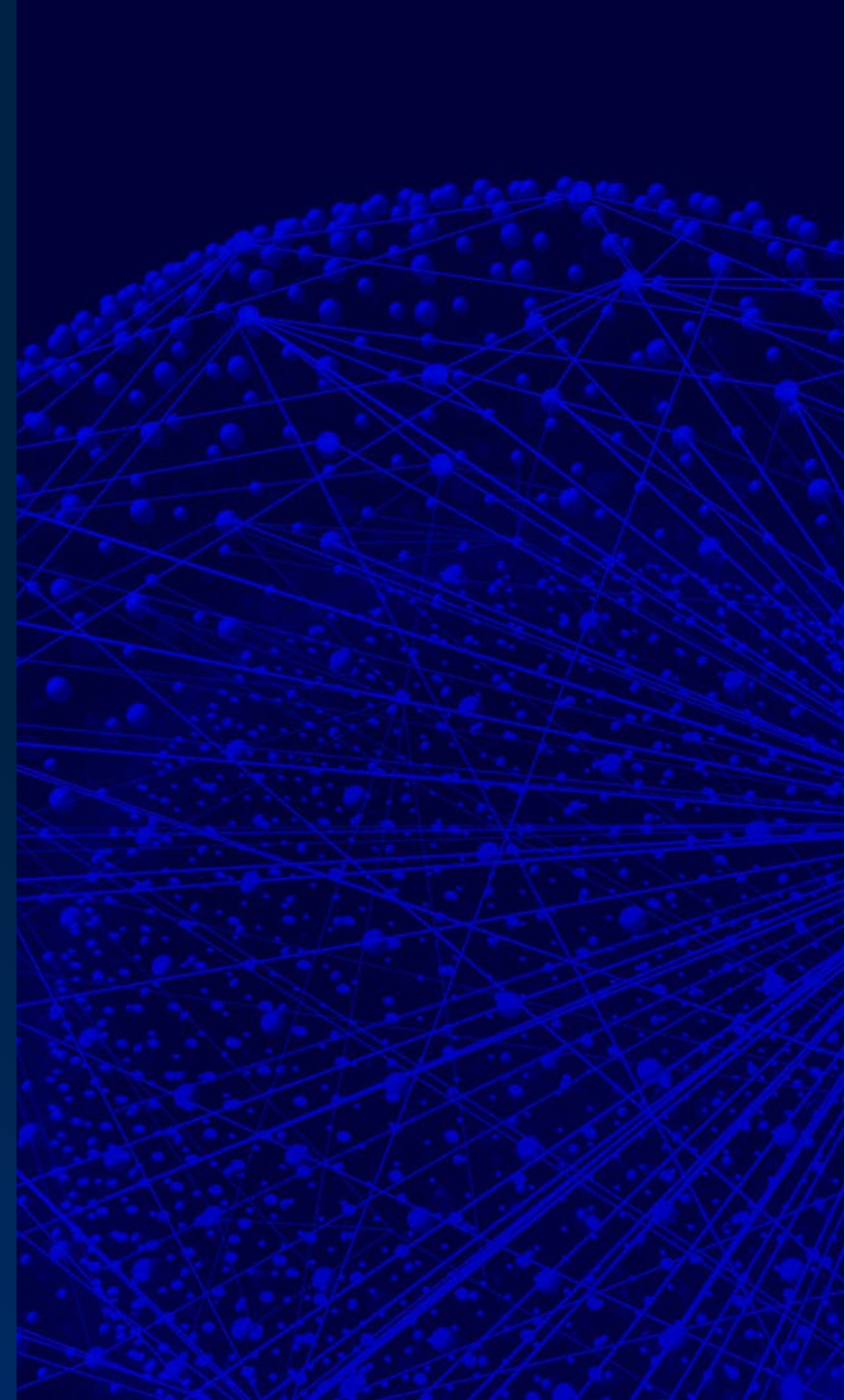


When you click download, all your uploaded documents will be linked to the respective QR codes for you to print and bring onsite.





ConnectMe Guide: How to Edit your Personal Profile

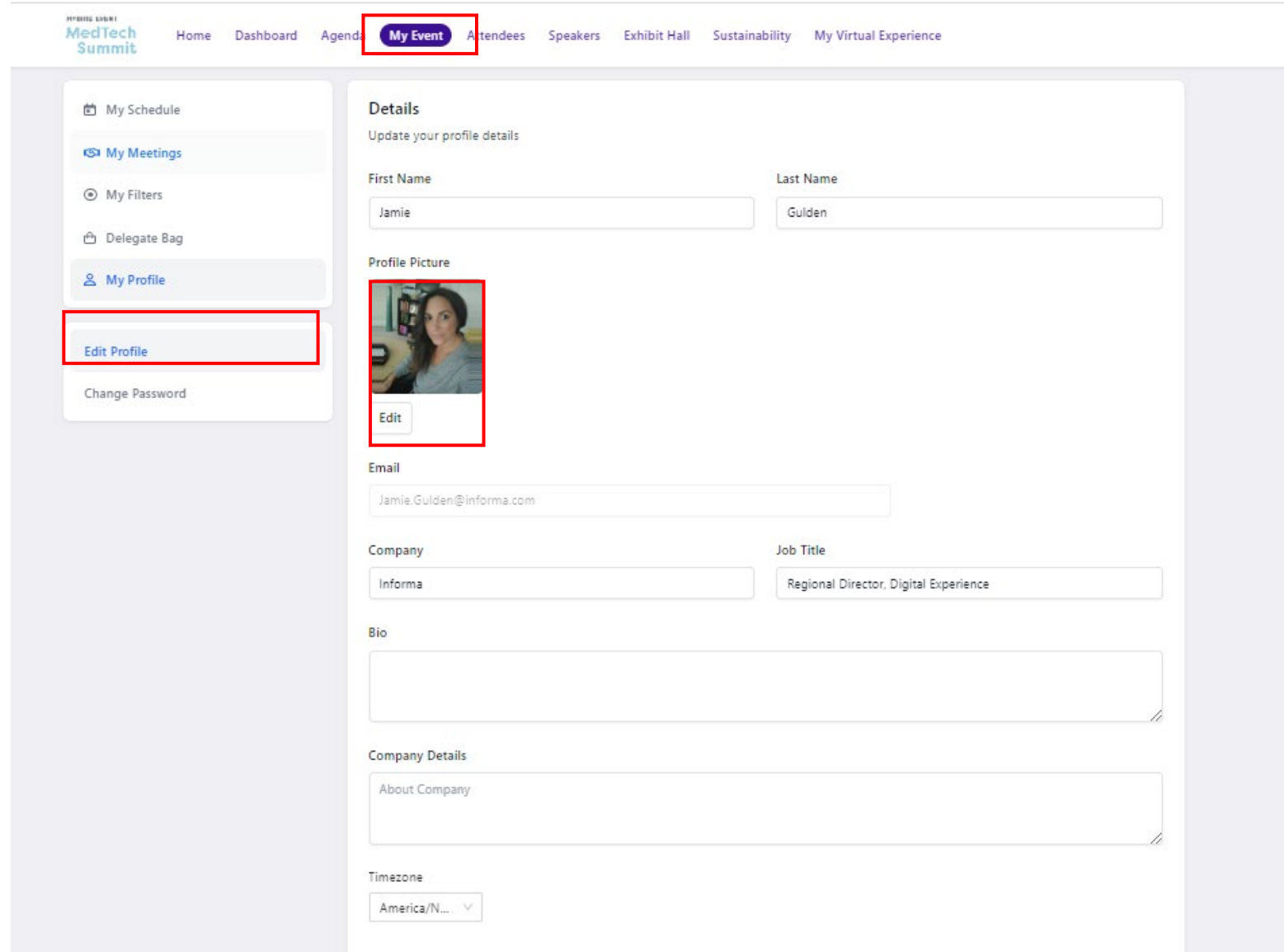


STEP 1 – EDIT MY PROFILE

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, time zone, job title etc. here too.



The screenshot displays the user profile editing interface for the MedTech Summit. The navigation bar at the top includes 'Home', 'Dashboard', 'Agenda', 'My Event' (highlighted), 'Attendees', 'Speakers', 'Exhibit Hall', 'Sustainability', and 'My Virtual Experience'. The left sidebar contains a menu with 'My Schedule', 'My Meetings', 'My Filters', 'Delegate Bag', 'My Profile', 'Edit Profile' (highlighted), and 'Change Password'. The main 'Details' section is titled 'Update your profile details' and contains the following fields: 'First Name' (Jamie), 'Last Name' (Gulden), 'Profile Picture' (with an 'Edit' button), 'Email' (Jamie.Gulden@informa.com), 'Company' (Informa), 'Job Title' (Regional Director, Digital Experience), 'Bio' (text area), 'Company Details' (About Company), and 'Timezone' (America/N...).



STEP 2 – SET MY AVAILABILITY

You can set your availability on both the desktop platform and app.

When on the desktop platform, select "My Event" tab. From there navigate to "Availability" in the left side menu. Any times that are selected in green indicate that you are available to meet onsite at that time. For each day of event, make sure to update your availability. To mark yourself as unavailable, simply click on the time. It will then appear to have a grey line above it.

The screenshot shows the 'My Event' page with a navigation menu at the top. The 'My Event' tab is highlighted with a red box. Below the navigation menu, the left sidebar contains several menu items, with 'Availability' at the bottom highlighted by a red box. The main content area is titled 'Meetings Availability' and includes a legend for 'Available' (green dot) and 'Unavailable' (grey dot). Below the legend, there is a grid of time slots for the days Mar 22, Mar 23, Mar 24, and Mar 25. Each time slot is represented by a box with a time label and a green bar above it, indicating availability.

Home Agenda **My Event** Attendees Speakers Exhibit Hall LeadInsights FAQ Speaker Club Booking Appointments Resource Toolkit Code of Conduct Sustainability Virtual Booth Build

- My Schedule
- Meetings
- My Filters
- Delegate Bag
- Saved Profiles
- Scanned Connections
- Scan History
- My Profile
- Availability**

Meetings Availability

● Available ● Unavailable

To disable your time slot as unavailable, click it to grey it out. If you want to revert this, click it again to make it green

Mar 22 Mar 23 Mar 24 Mar 25

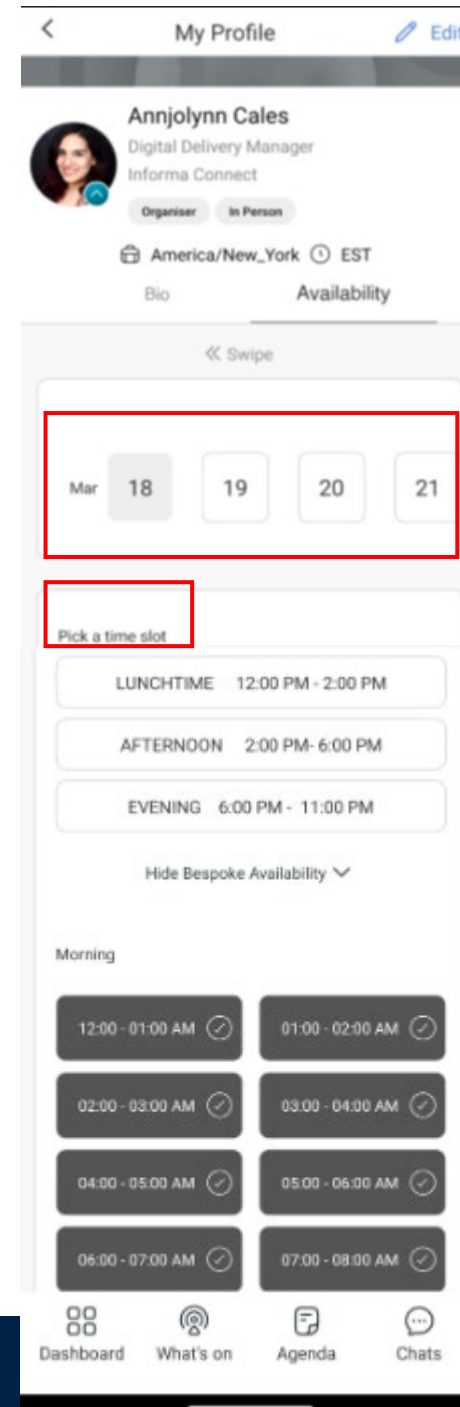
00:00	00:15	00:30	00:45	01:00	01:15	01:30	01:45
02:00	02:15	02:30	02:45	03:00	03:15	03:30	03:45
04:00	04:15	04:30	04:45	05:00	05:15	05:30	05:45
06:00	06:15	06:30	06:45	07:00	07:15	07:30	07:45
...



STEP 2 – SET MY AVAILABILITY

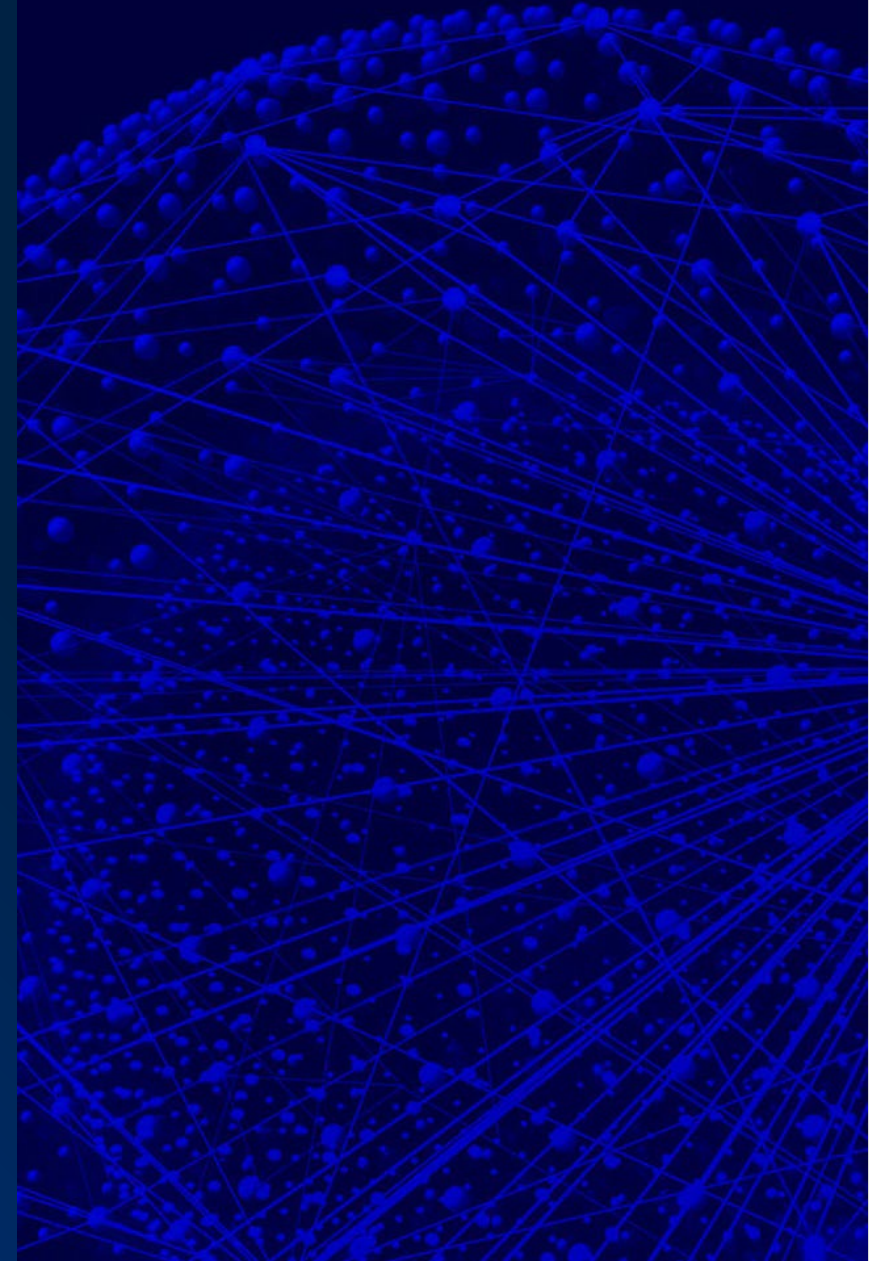
Within the app, you can set your availability to be:

- All day each day
- Specific windows during the day (morning, afternoon, evening)
- Specific time (by the hour)





ConnectMe Guide: Who To Contact



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: LS2026

(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
Event Ops

Sai.Ballatan@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

Maureen.Azoro@informa.com

LEAD REPORTING & ANALYTICS



- 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

leadinsights.ls@informa.com



Thank You

