



Sponsor Guide

PBM Contracting Summit

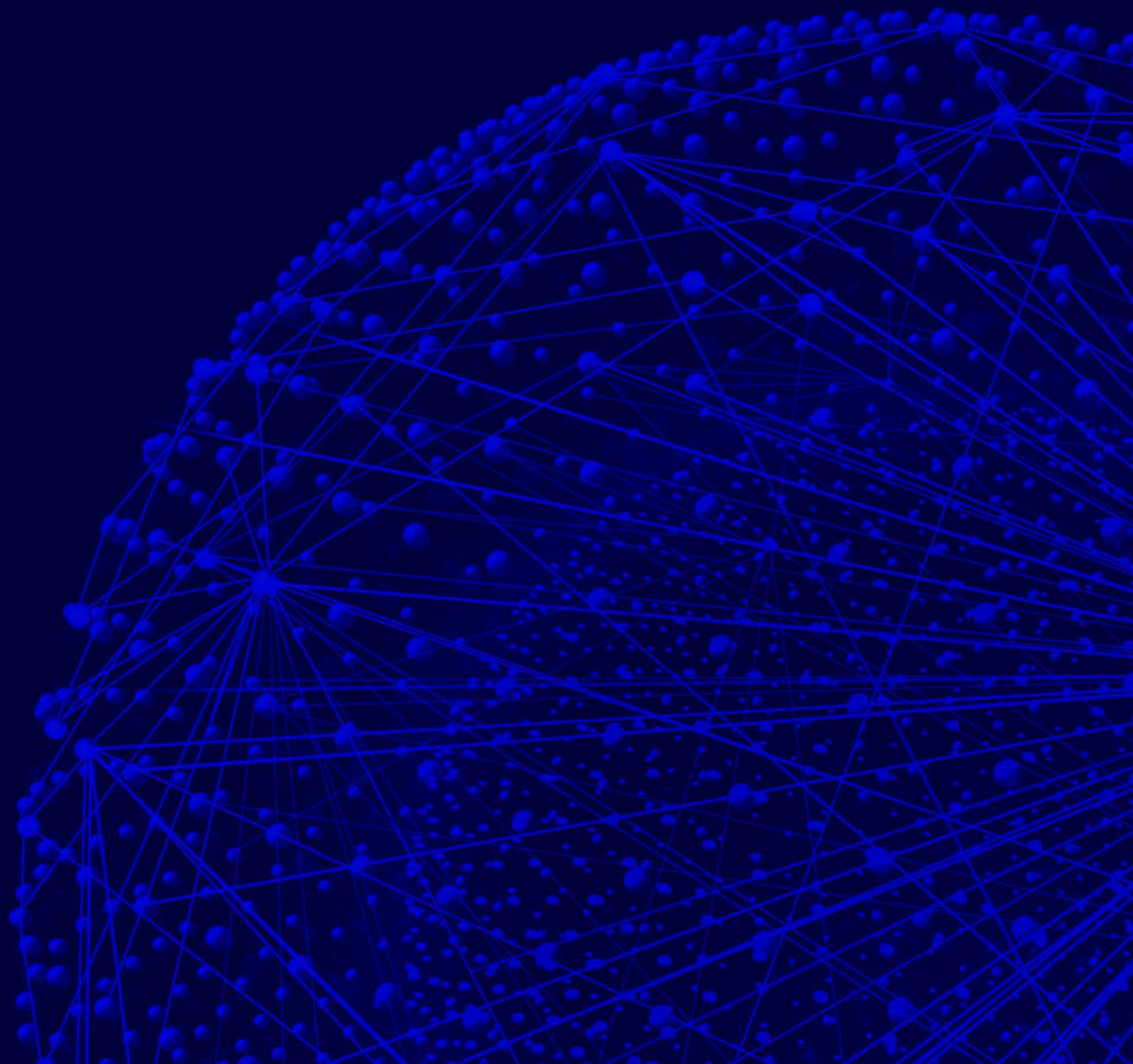


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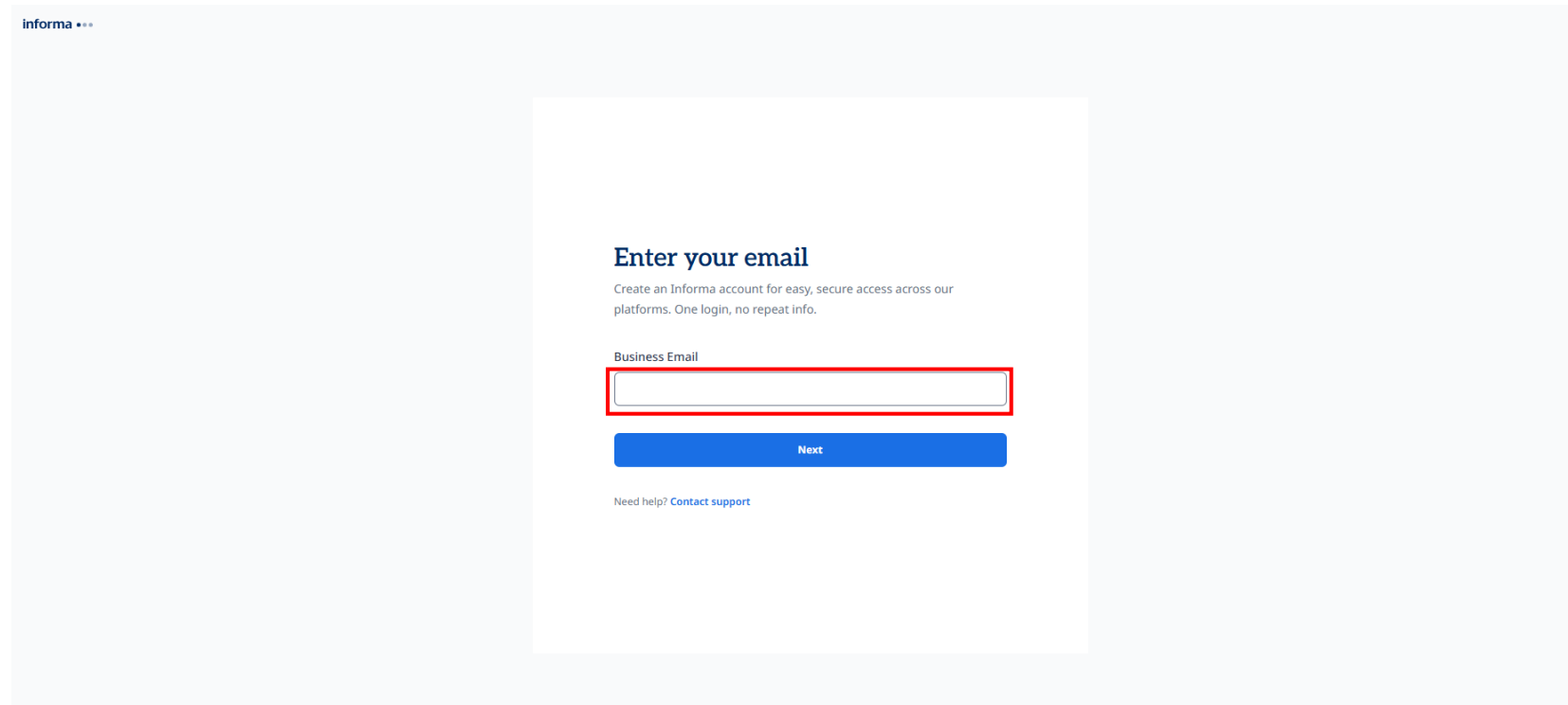


How to Log In to the ConnectMe Platform

STEP 1 – LOGIN TO PLATFORM

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

Create your Informa account
by entering your business
email address

A screenshot of the Informa account creation interface. The page has a light gray background. In the top left corner, the word "informa" is followed by three dots. The main content area is a white card. At the top of the card, the heading "Enter your email" is displayed in a bold, dark blue font. Below this heading is a subtext: "Create an Informa account for easy, secure access across our platforms. One login, no repeat info." Further down, the label "Business Email" is positioned above a text input field. The input field is highlighted with a red rectangular border. Below the input field is a solid blue button with the word "Next" in white text. At the bottom of the card, there is a link that says "Need help? Contact support".

informa ...

Enter your email

Create an Informa account for easy, secure access across our platforms. One login, no repeat info.

Business Email

Next

Need help? [Contact support](#)



LOGIN TO PLATFORM cont...

Complete your profile

informa •••

< Back

Fill in your details

One Account, One Informa, More Events

Business Email

First Name

Last Name

Country or Region of Residence



🔍 Select Location



Save and Continue

Need help? [Contact support](#)



LOGIN TO PLATFORM cont...

Your Informa sign-in code



Informa <noreply@informa.com>
To: Gulden, Jamie

☺️ ↩️ Reply ↩️ Reply All ➡️ Forward 👤 ⋮
Thu 3/26/2026 9:22 AM



Your one-time passcode from Informa

Use the code below to complete your sign-in:

682106

This code will expire in 5 minutes. If you didn't request it, you can safely ignore this email.

Privacy Statement

5 Howick Pl, Greater, London SW1P 1WG, United Kingdom

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informa ⋮



We've just sent a verification code to your email

Please check jac*****@informa.com for your one time password.

—	—	—	—	—	—
---	---	---	---	---	---

Didn't receive an email? [Resend](#) in 0:56

Need help? [Contact support](#)

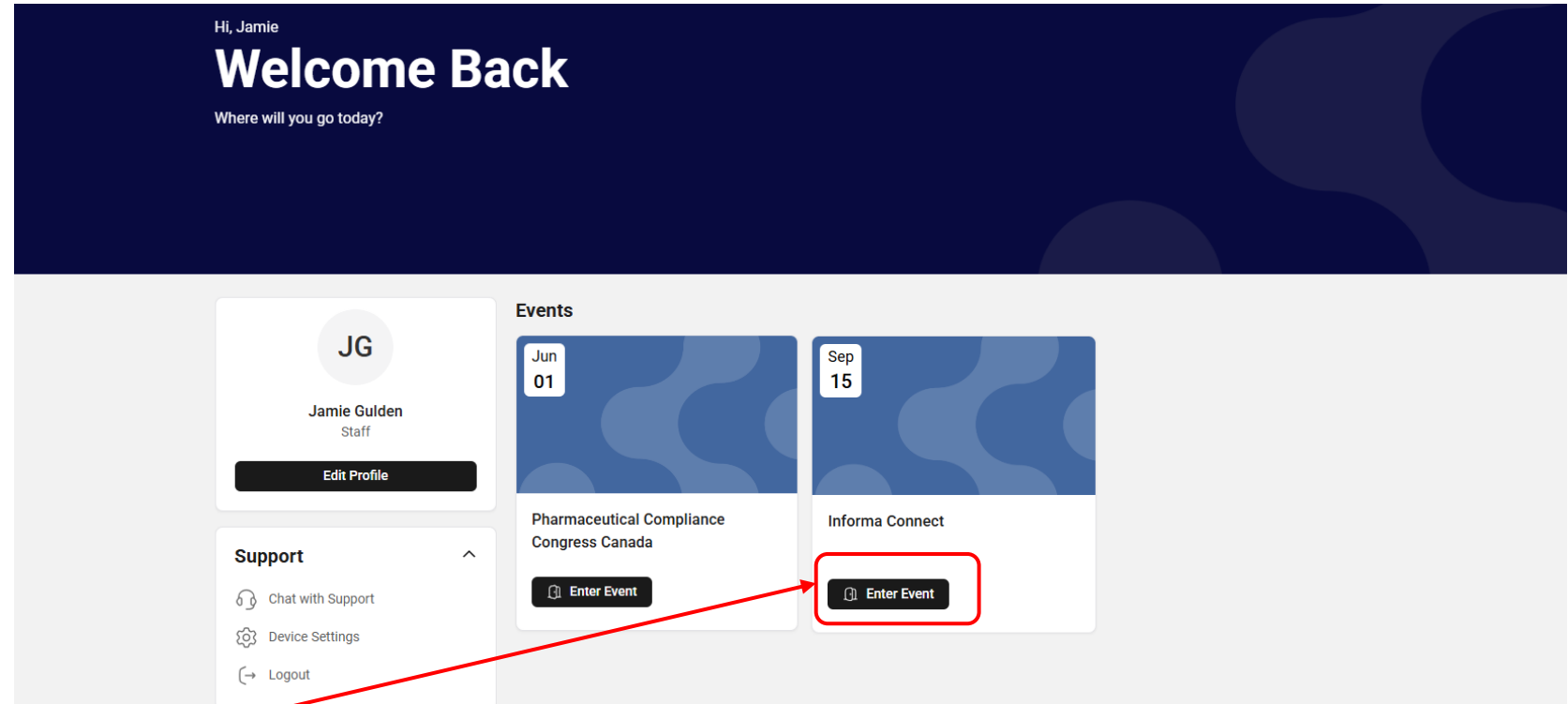
*If you encounter any issues, Click
“[Contact support](#)”*



LOGIN TO PLATFORM cont...

You should see your event listed.

If you cannot find an event, please contact your organizer. You will only see the events you are currently attending or any others for which you are registered.



Click "enter event"



LOGIN TO PLATFORM cont...

Some events may require you to answer filter questions upon entry. If your event has this setup, it will look something like this.

Enhance Your Profile

[Skip for now](#)

Interests

Setting your interests will help optimise your event experience.

Topics of Interest

[Data management](#) [Investment strategies](#) [Value creation](#)

Save

Make your selection from the options available and “save”. Alternatively, you should be able to click on the “Skip for now” button if you are not actually attending the event.

You will be able to update these options later by selecting “**Edit profile**” on the homepage and clicking on “**Filters**”.





How to Edit Your Virtual Booth

STEP 2 – FIND THE BOOTH

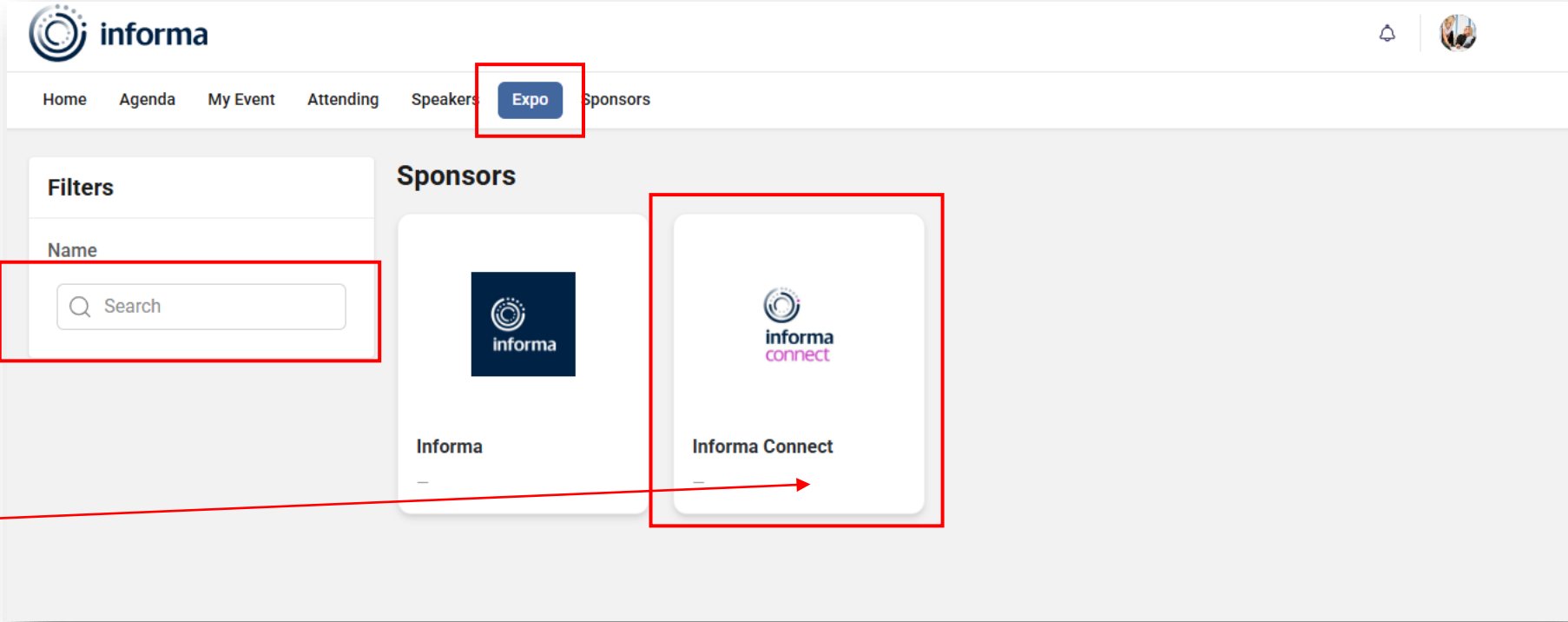
Click on the “Expo” tab.

Please note that your event may have renamed this tab. Common alternatives include *Exhibit Hall*, *Sponsor List*, *Sponsor Booths*, or *Virtual Showcase*.

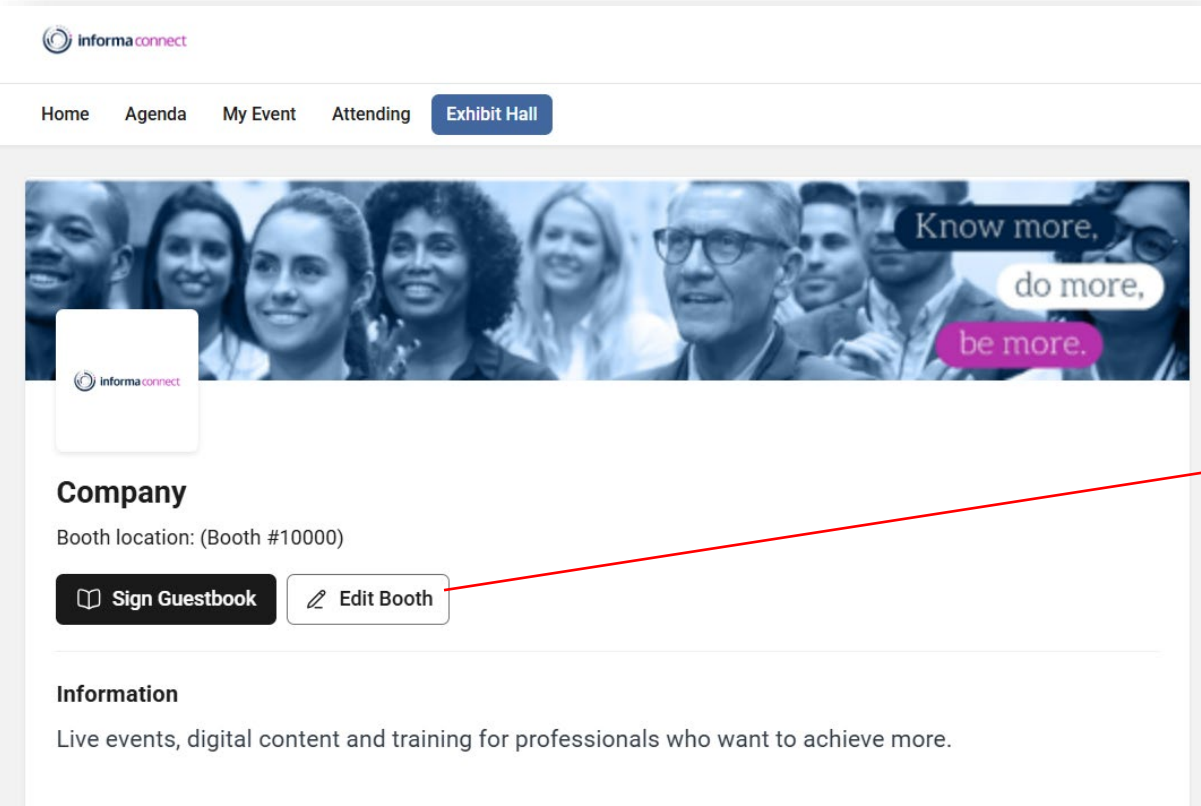
If you do not have a full registered pass to attend onsite, your access will be limited to the virtual exhibit hall, and will not include feature such as the agenda and attendee list.

Search for your company name

Click on the preview tile to access your booth



FIND THE BOOTH cont...



Booth location: (Booth #10000)



Select the **"Edit Booth"** button. **Click it to update the virtual booth.**

Please note: if you are unable to see the "Edit Booth" option, you will need to reach out to your Exhibitor Ops Lead contact for assistance. If you're not sure who they are, their contact details can be found at the end of this document.



STEP 3 – EDIT BOOTH

Details: edit company details such as 'About Us', 'background', etc. Specs are listed beside each editable option.

Logo: The logo is automatically uploaded by our system and can not be edited here. If this needs to be changed, please contact the Exhibitor Ops Lead(s) to ensure it is updated. If you're not sure who they are, their contact details can be found at the end of this document.

Header Banner: **1250 x 150px recommended.** The background should be an abstract design without text or logos for the top of the virtual booth stand.

Please be aware that if a banner is not uploaded, none will be displayed.

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

The screenshot displays the 'Edit Booth' interface. On the left is a sidebar with navigation links: Details, Videos, Downloads, and Staff. The main area contains several sections:

- Details:** Includes an 'About header' field (105/150 characters left) and an 'About' field (1000 character limit) with a rich text editor.
- Logo / Picture:** A section for uploading a logo or picture (300 x 300px recommended).
- Header Banner:** A section for uploading a banner (1250 x 150px recommended).
- Website URL:** A field for the website link (https://informaconnect.com/).
- Social Links:** Fields for LinkedIn, Facebook, Instagram, and Twitter/X usernames.
- Chat:** A toggle switch to show or hide the chat button.
- Guest Book:** A toggle switch to show or hide the guest book.

A red arrow points from the text 'Don't forget to save changes by clicking on “Update About Us” at the bottom of the page.' to the 'Update About Us' button located at the bottom right of the interface.

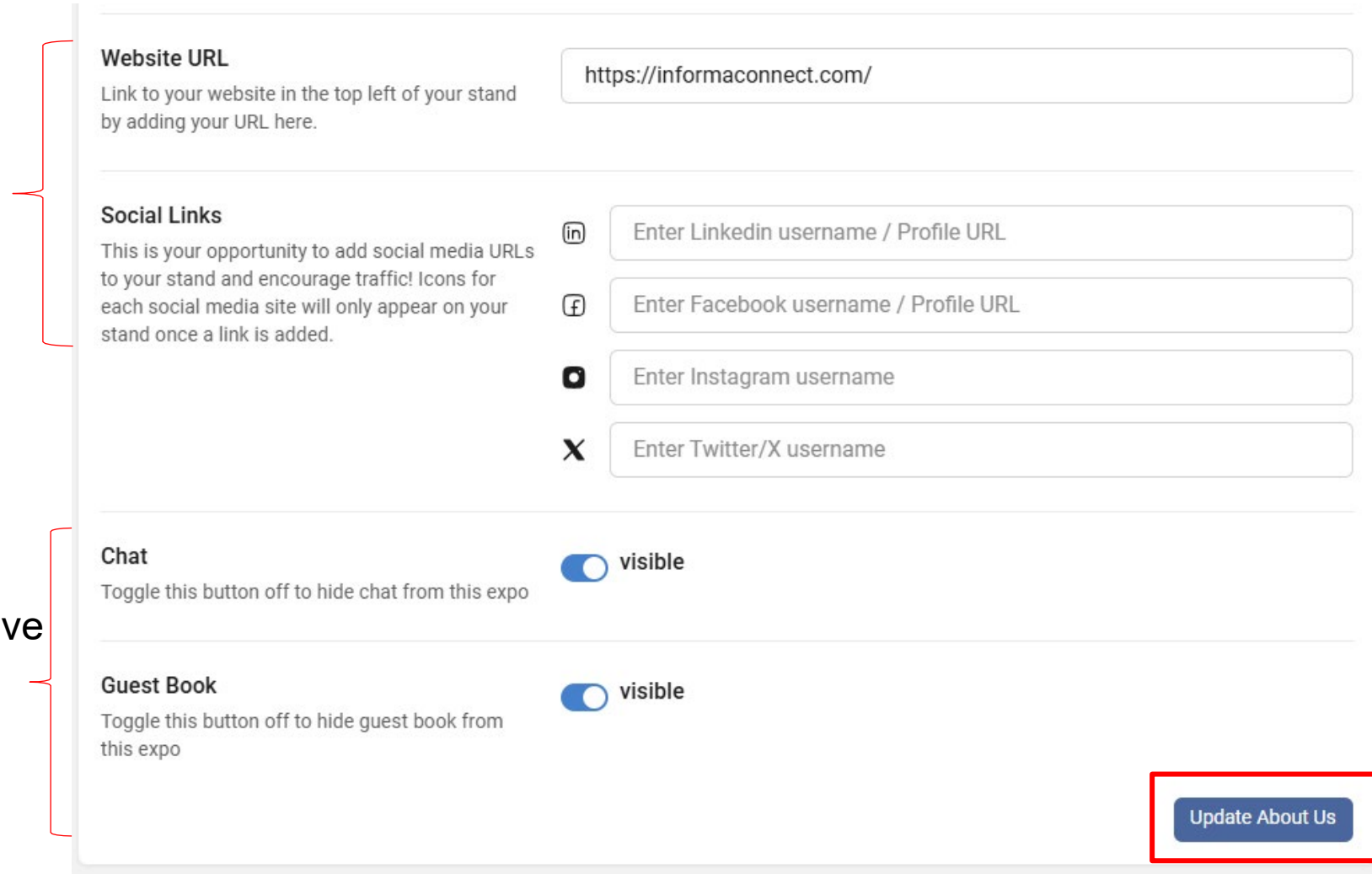


EDIT BOOTH cont..

Website & Social links: Only enter the username and not the entire URL

Chat & Guest book list: These interactive features are optional.

They can be toggled “on” or “off”.



Website URL
Link to your 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

Guest Book
Toggle this button off to hide guest book from this expo

Update About Us

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

< Back to Stand

Informa Connect

Details

Videos

Downloads

Staff

☐ B&W

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, Upload to add something new and embed videos from Youtube or Vimeo. 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!

Q2 Town Hall Session

Update Videos

You can “embed” a video

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

ADD NEW VIDEOS cont...

Upload File

Title *

Title (Required)

Description

Description

Thumbnail

Thumbnail

Upload Photo

File *

Media File

Drag & Drop Your File or BROWSE

Cancel

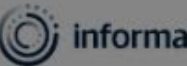
Upload

Complete video file details

Add your video file and select **“upload”**



ADD NEW VIDEOS cont...



HomeAgendaMy EventAttendingSpeakersExpoSponsors

Back to Stand

Informa Connect

Details

Videos

Downloads

Staff



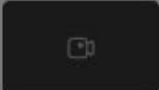
B&W

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, Upload to add something new and embed videos from Youtube or Vimeo. 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!

Q2 Town Hall Session











Library

Q2 Town Hall Session



<1>

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

Cancel

Confirm Selection

Sponsor Guide



2026

STEP 5 - ADD DOWNLOADABLE DOCUMENTS

Details

Videos

Downloads

Staff

QR Code

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.

Downloads: Add up to 10 downloadable PDFs to the stand.

Choose an existing file or click **“the cloud icon”** to add something new. Complete details, and then select the **“upload”** button to add.

Video Thumbnail: add a screenshot of the first page or an image of your choice. Without a thumbnail, the preview on the front end will be a blank image (5MB PNG image).

Upload File

Title *

Title (Required)

Description

Description

Thumbnail

Thumbnail

Upload Photo

File *

Media File

Drag & Drop Your File or BROWSE

Cancel

Upload



ADD DOWNLOADABLE DOCUMENTS cont...

Upload File

Title *

Colleague Guide to 240 Blackfriars

Description

A guide for new starters

Thumbnail

Thumbnail

Screenshot 2026-02-24 125042.png

124 KB

Colleague Guide to 240 Blackfriars

APR 2021

File *

Media File

Colleague Guide to 240 Blackfriars - April 2021.pptx

2.4 MB

Cancel

Upload

Library

Upload

Media Vault

Colleague Guide to 240 Blackfriars

Colleague Guide to 240 Blackfriars

<

1

>

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

Cancel

Confirm Selection

Once your file has been uploaded, it will appear in the “Library”.

Select the video file and then click "confirm upload" to add it to your virtual booth.

If your video doesn't appear in the library immediately, try refreshing the page, closing the library, and clicking the upload icon again.

Informa Sponsor Guide

2026

STEP 6 – STAFF

< Back to Stand

Informa Connect

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.



Grace Reilly

Show

JG

Jamie Gulden

Hide



Jacob Brettle

Show

Existing Representatives can be managed here.

You can toggle their visibility to attendees on or off using the “Show” and “Hide” toggles.

If additional staff need to be added, this will need to be actioned by the event organiser. Please contact your Exhibitor Ops Lead for assistance. If you’re not sure who they are, their contact details can be found at the end of this document.



STEP 7 – QR CODES



Home Agenda My Event Attending Speakers **Expo** Sponsors

< Back to Stand

Informa Connect

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.

	Colleague Guide to 240 Blackfriars A guide for new starters	  
		
		
		

Download QR Code for Colleague Guide to 240 Blackfriars

QR Style

Black

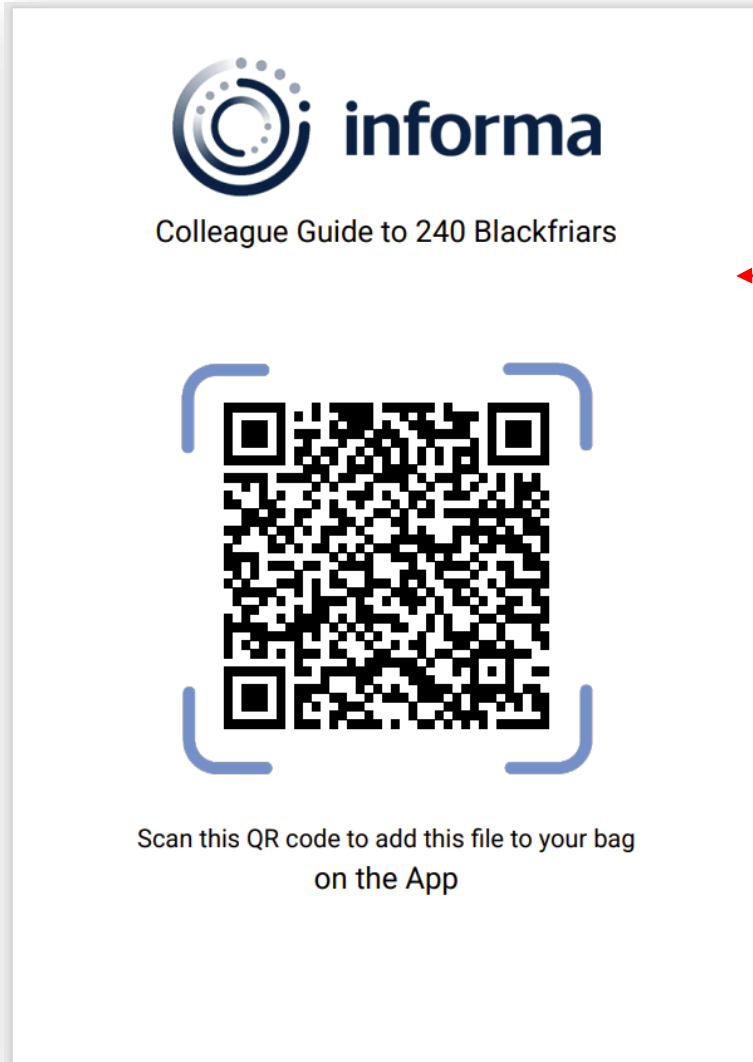
Preview



[Download PDF](#)

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.

QR CODES cont...



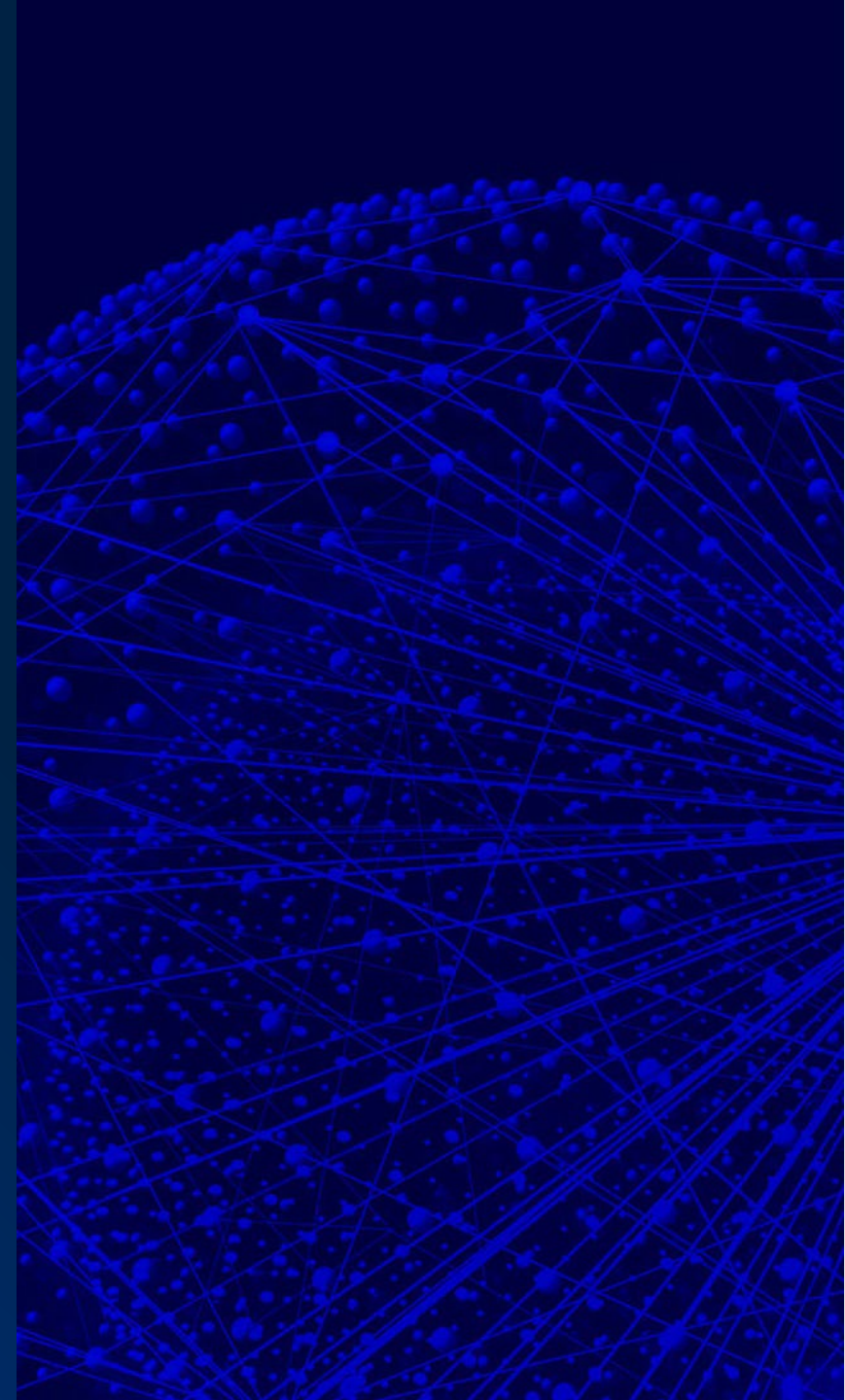
← Title to match uploaded file

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





Who To Contact



CONFERENCE APP

ConnectMe

- 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
Digital Event Ops Lead
cheyanne.rice@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 Lead
Kaylie.Keating@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

