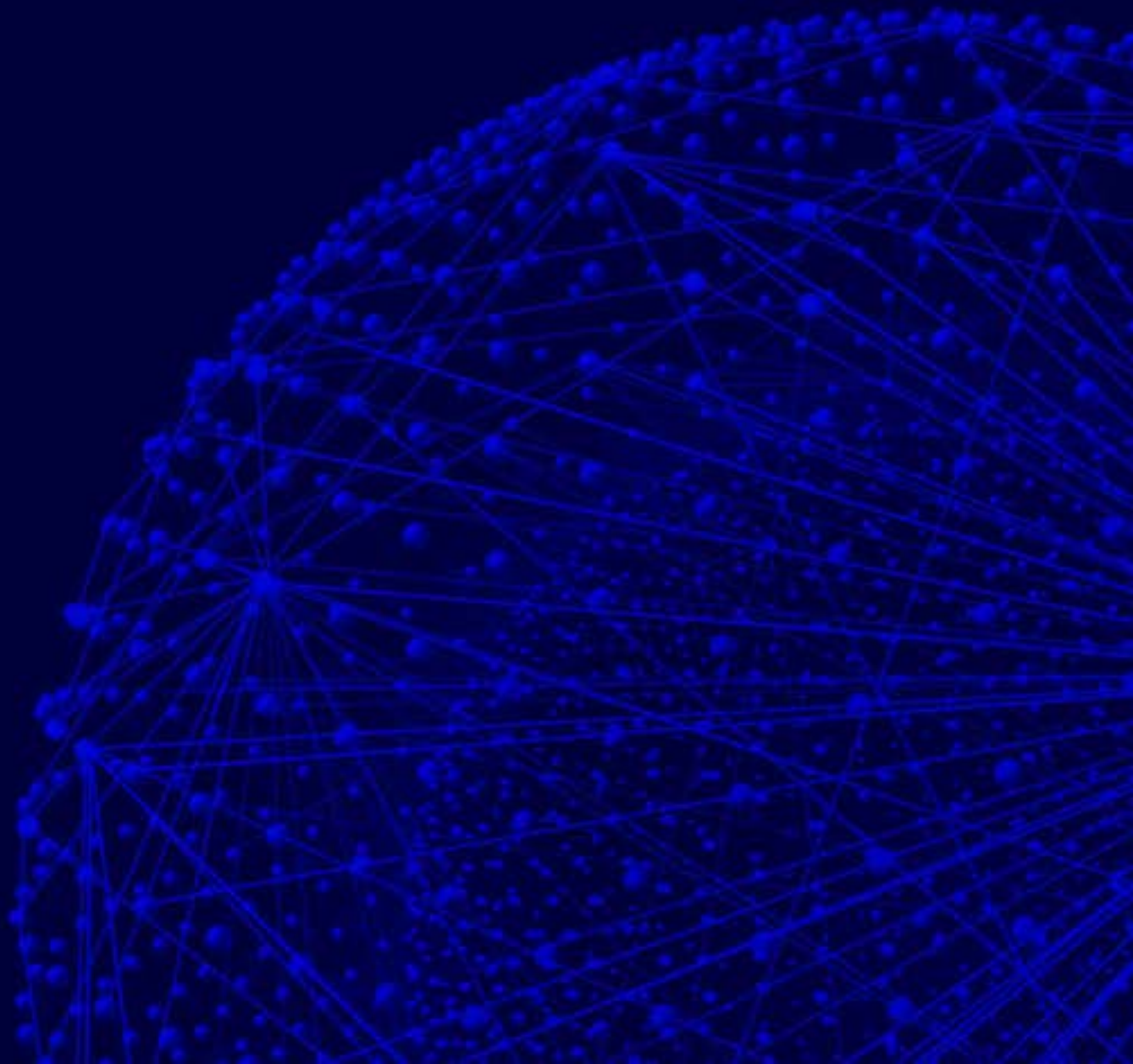




Sponsor Guide  
FUNDFORUM



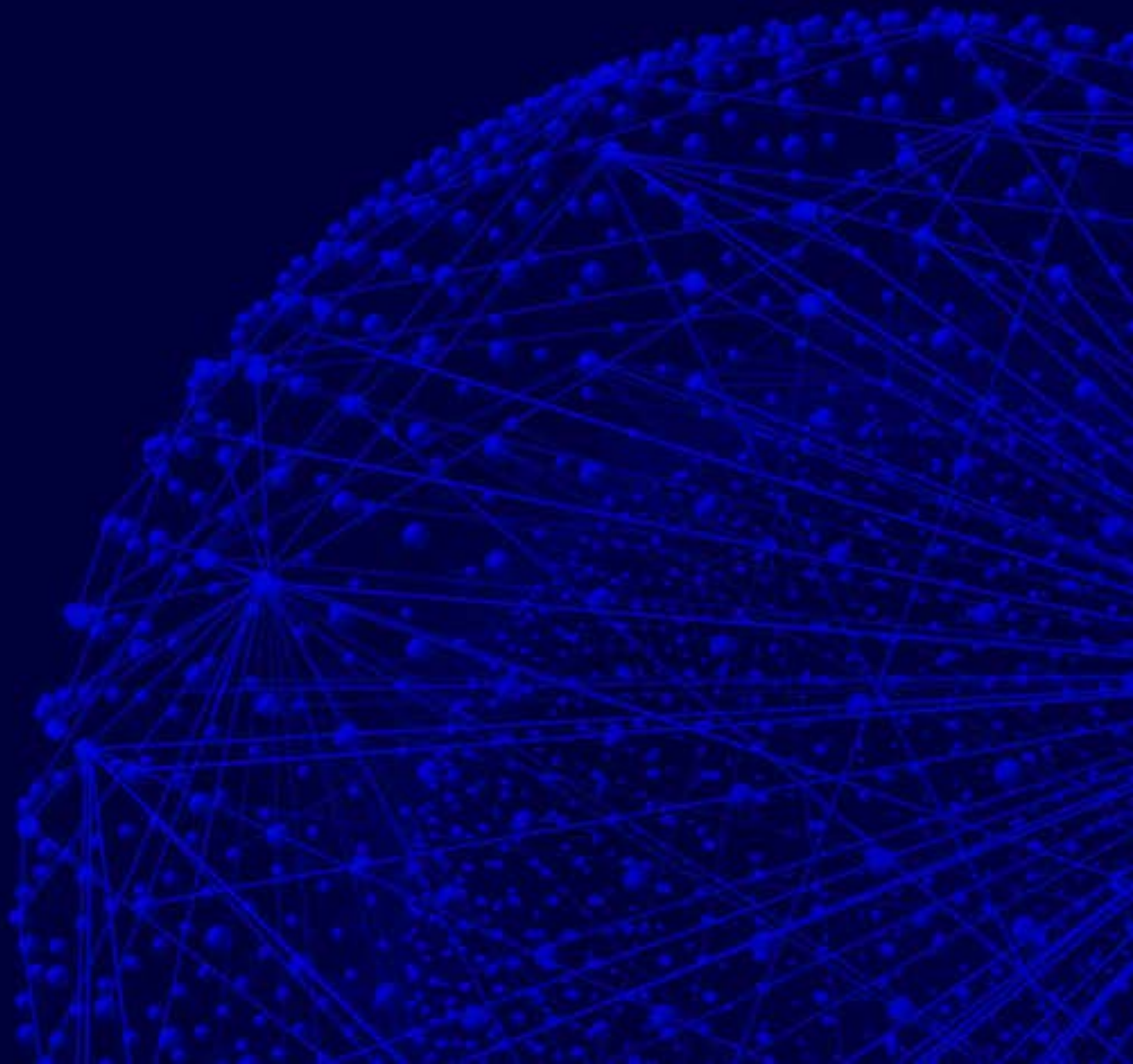
# Table Of Contents

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

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2. [How to Edit your Virtual Booth | Details \(Slides 9 – 12\)](#)
3. [How to Edit your Virtual Booth | Videos \(Slides 13 – 15\)](#)
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6. [How to Download QR codes for your Documents \(Slides 19 – 20\)](#)
7. [Lead Retrieval \(Slides 21 – 29\)](#)
8. [Your Lead Insights Dashboard \(Slides 30 – 32\)](#)
9. [Your Event Contacts \(Slide 33\)](#)



# ConnectMe Guide: How to Edit Virtual Booths

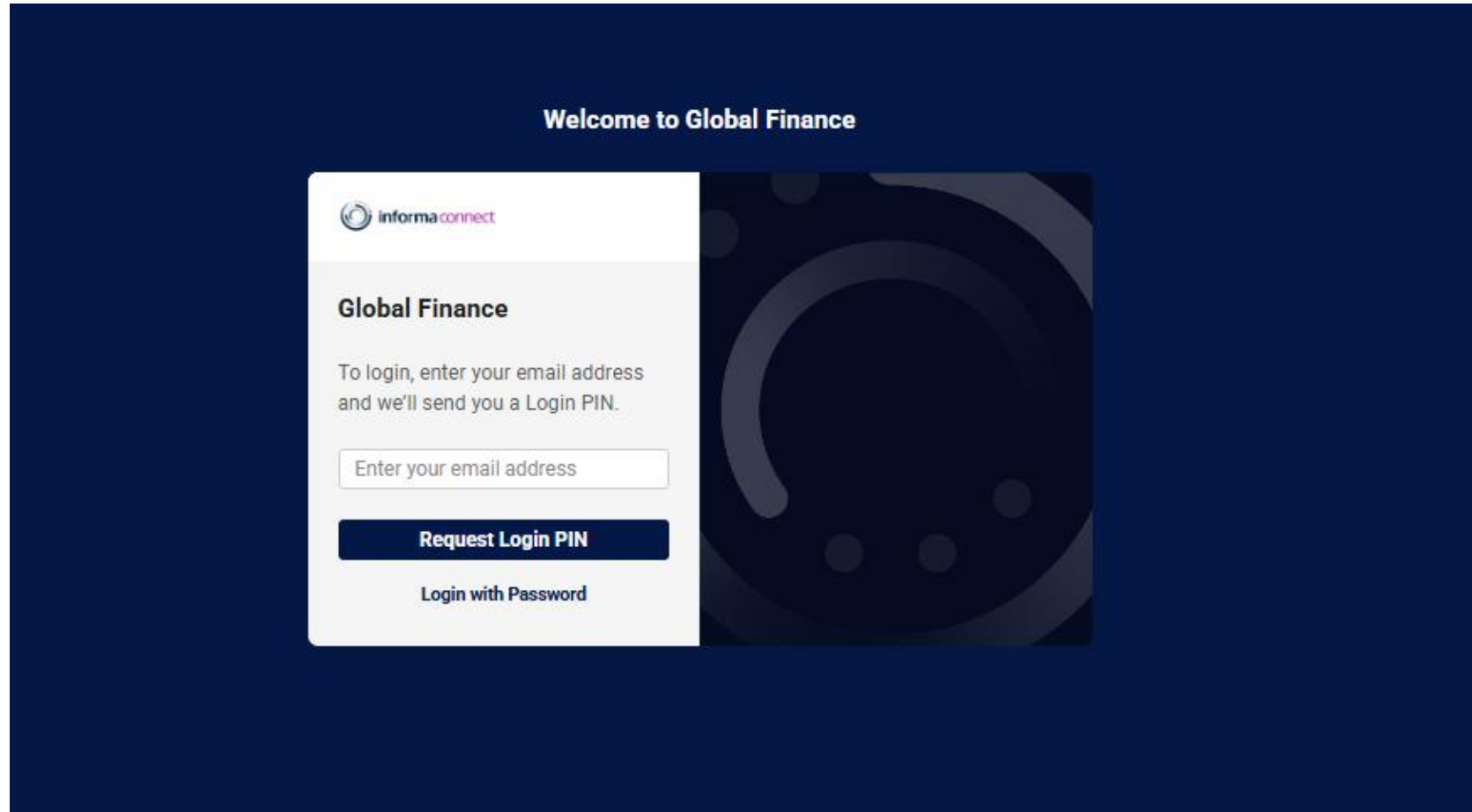


## STEP 1 – LOGIN TO PLATFORM

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

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

Enter your email.

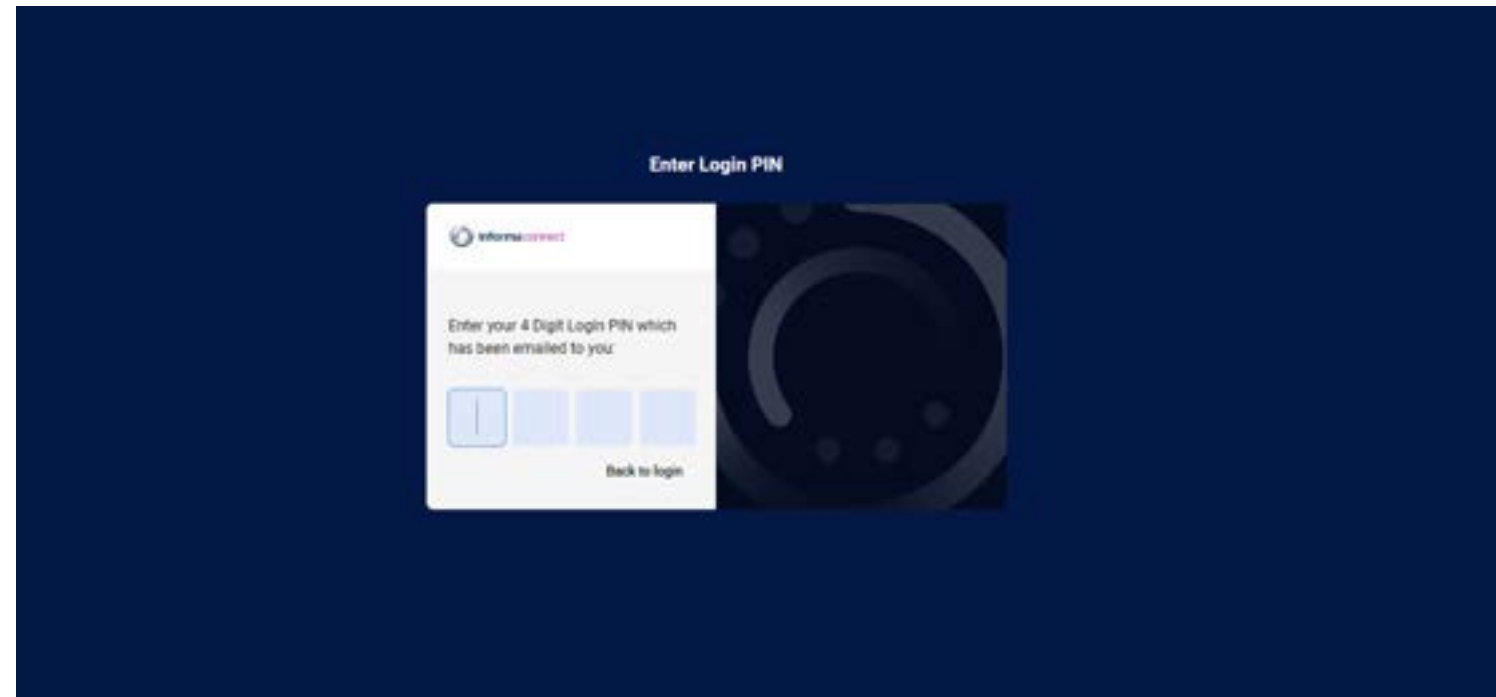


The screenshot shows a login interface for Global Finance. At the top, it says "Welcome to Global Finance". Below this is the Informa Connect logo. The main heading is "Global Finance". The instructions state: "To login, enter your email address and we'll send you a Login PIN." There is a text input field with the placeholder "Enter your email address". Below the input field are two buttons: a dark blue button labeled "Request Login PIN" and a lighter blue button labeled "Login with Password". The background of the login card features a large, stylized circular graphic.

## STEP 1 – LOGIN TO PLATFORM

Enter your email.

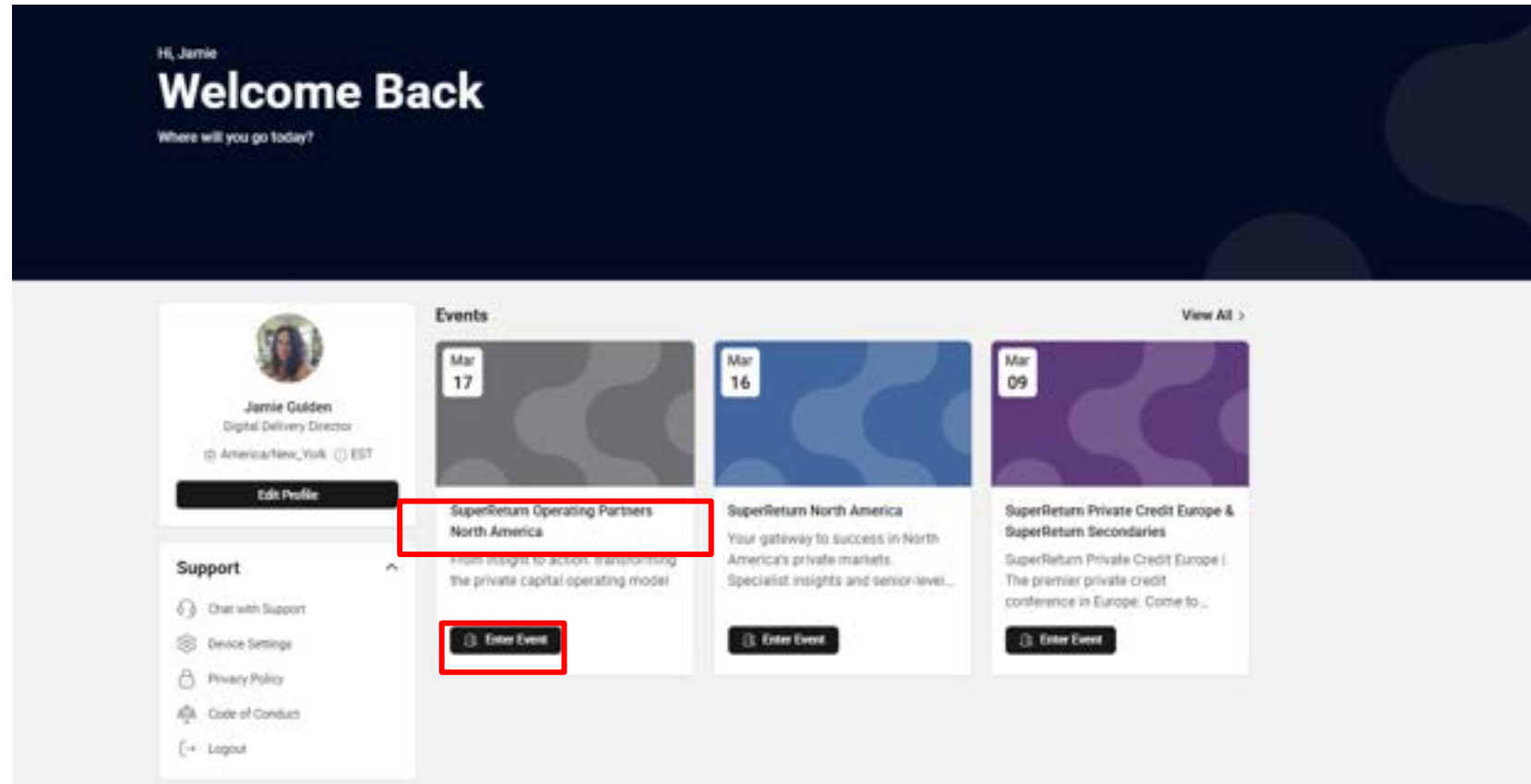
You will be emailed a 4-digit code that will redirect you to the platform. Please use the 'Chat with Support' if you do not receive the email. It will come from "Totem"



# STEP 1 – LOGIN TO PLATFORM

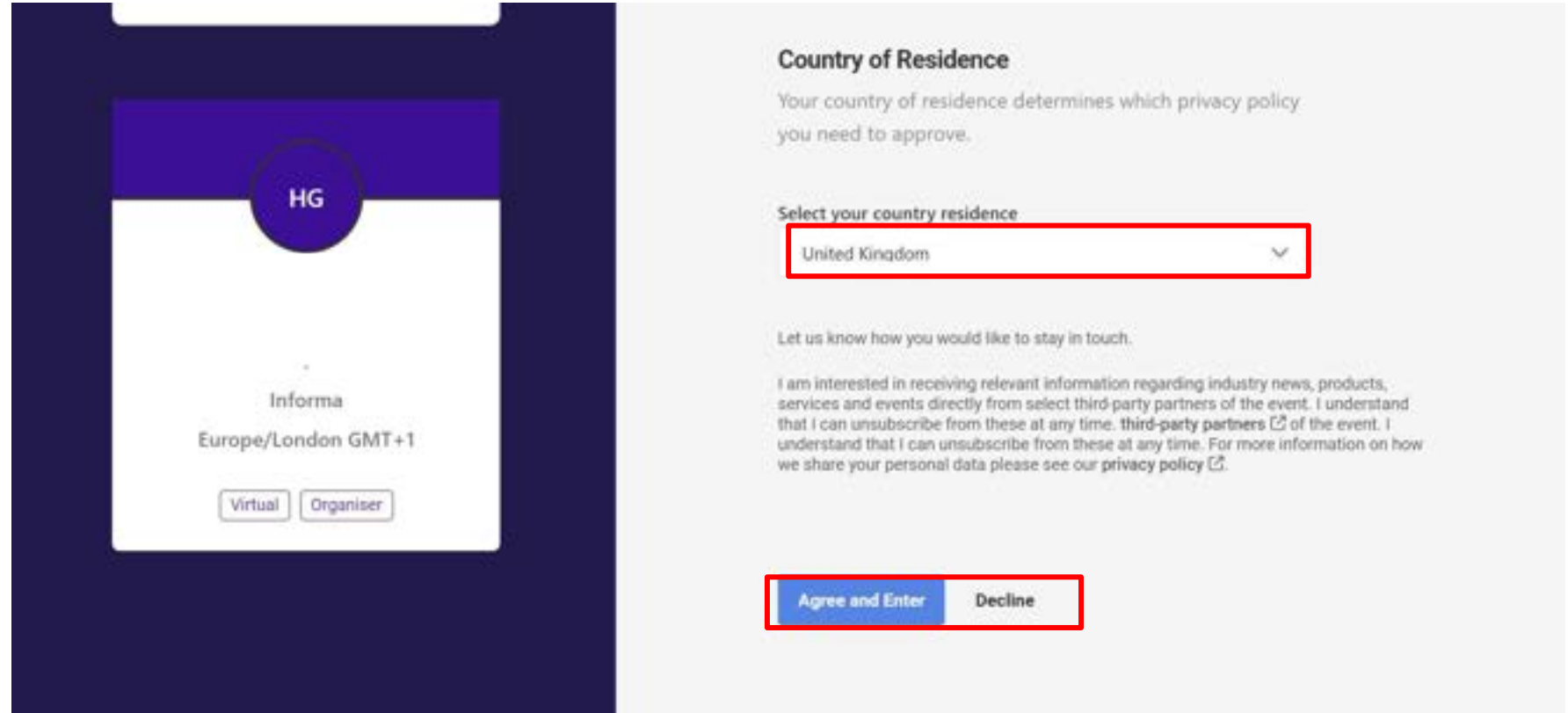
Your event name will be located here. If you do not see an event, please reach out to your contact. You may only see the current event you are attending or others if you may be registered for.

Click enter event



# STEP 1 – LOGIN TO PLATFORM

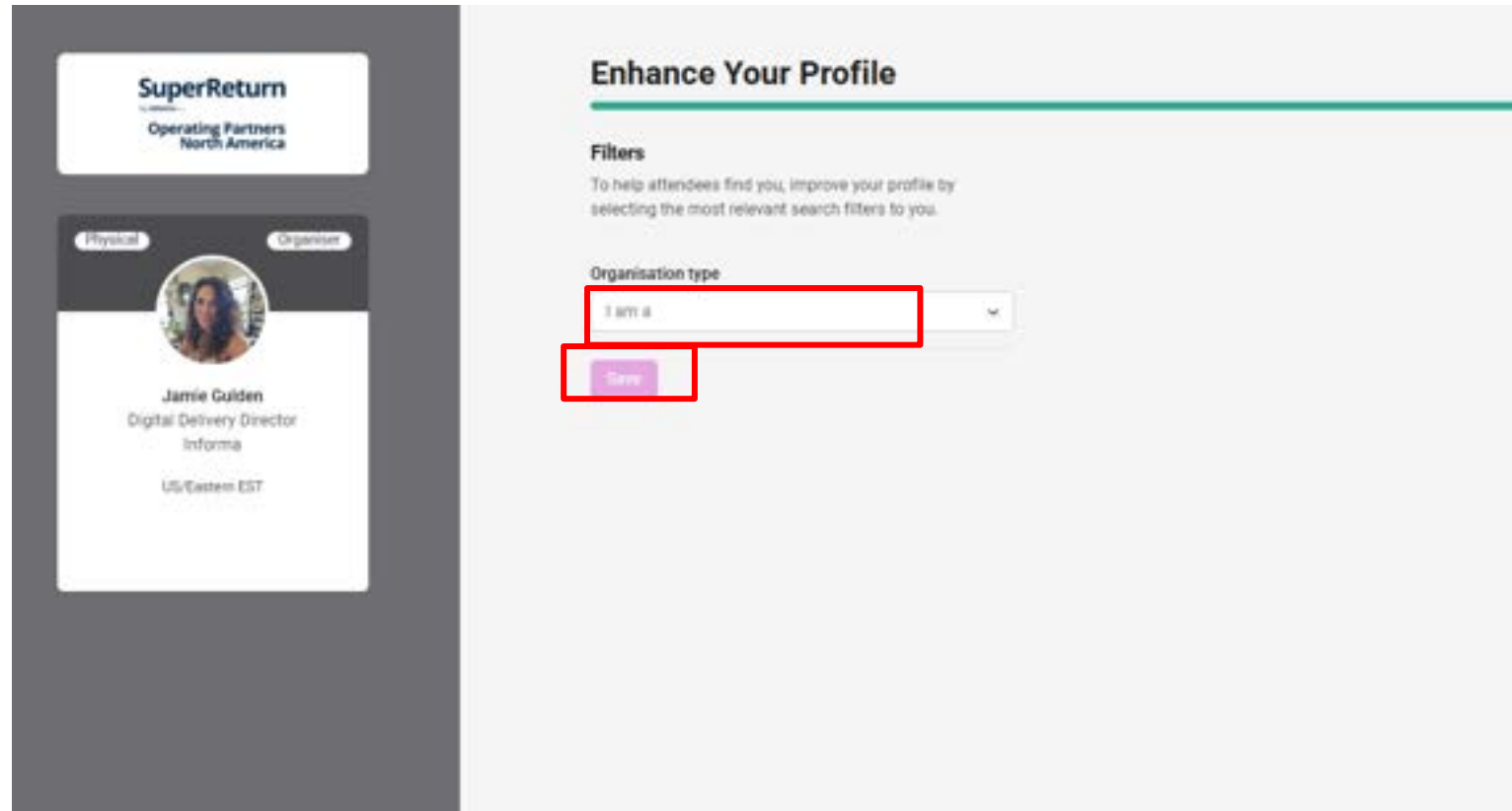
If this is your first time entering the event, You will be asked to choose your country of residence from the drop down



# STEP 1 – LOGIN TO PLATFORM

Some events will first ask you to choose 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*

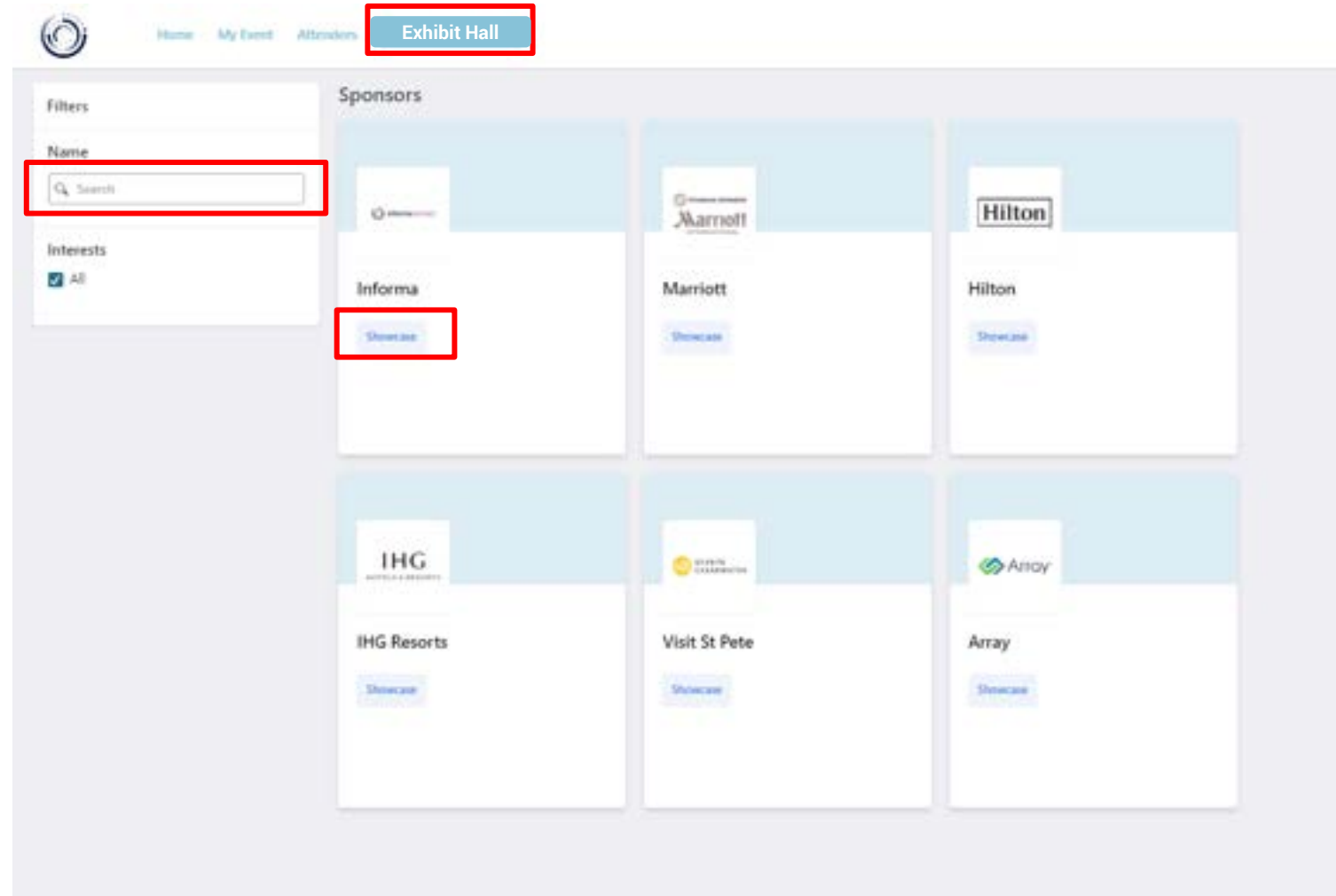


## STEP 2 – FIND YOUR BOOTH

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.



# STEP 3 – BUILD YOUR BOOTH

The screenshot shows the Informa booth editor interface. At the top right, there is a button labeled "Edit Stand". Below the main header, there are two buttons: "Book Meeting" and "Chat Now". A row of social media icons (Facebook, LinkedIn, Instagram, Twitter, and Email) is also visible. Below the social media icons, there are two tabs: "About" and "Representatives", with a notification badge on "Representatives". The "About" section is currently selected and highlighted. Below the "About" section, there is a "Representatives" section showing a card for Jamie Gulden, with a "View All >" link. On the right side of the interface, there is a "Guest Book" section with a "Sign Guestbook" button and a profile card for Natália Silva. At the bottom right, there is a "Chat" section with an "Options" button.

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.

Presentation title

## 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 [idit.ginsberg@informa.com](mailto:idit.ginsberg@informa.com)

**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

**Header Banner**

Drop file here or

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).

**Thumbnail**

Drop file here or

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).

**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.

**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.

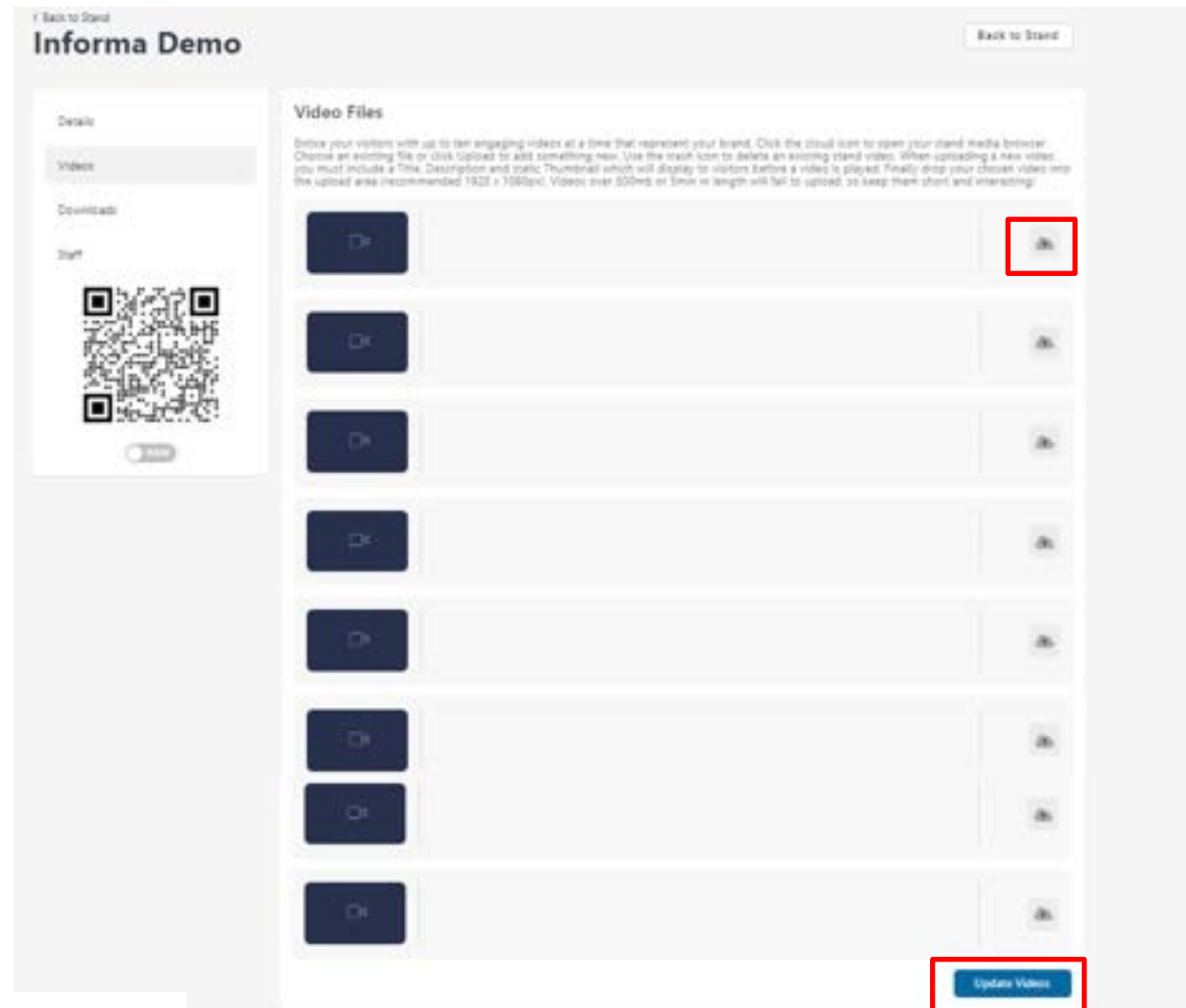
**Chat & Guest book list:** Interactive tools. We recommend keeping both of these toggled on.

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

The screenshot shows a form with the following sections:

- Website URL:** A text input field containing "https://www.cytivalifeasciences.com/". Below it is the instruction: "Link to your company website in the top left of your stand by adding your URL here."
- Social Links:** A section with the instruction: "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 includes 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 instruction: "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 instruction: "Toggle this button off to hide guest book from this expo".
- Update About Us:** A dark blue button with white text, highlighted by a red box at the bottom right of the form.

# 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).

Presentation title

# STEP 5 CONT. – ADD NEW VIDEOS

Select the file in the library and press "Confirm Selection."

### Video Files

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

### Library

Upload

< | >

Presentation title

# STEP 6 - ADD DOWNLOADABLE DOCUMENTS

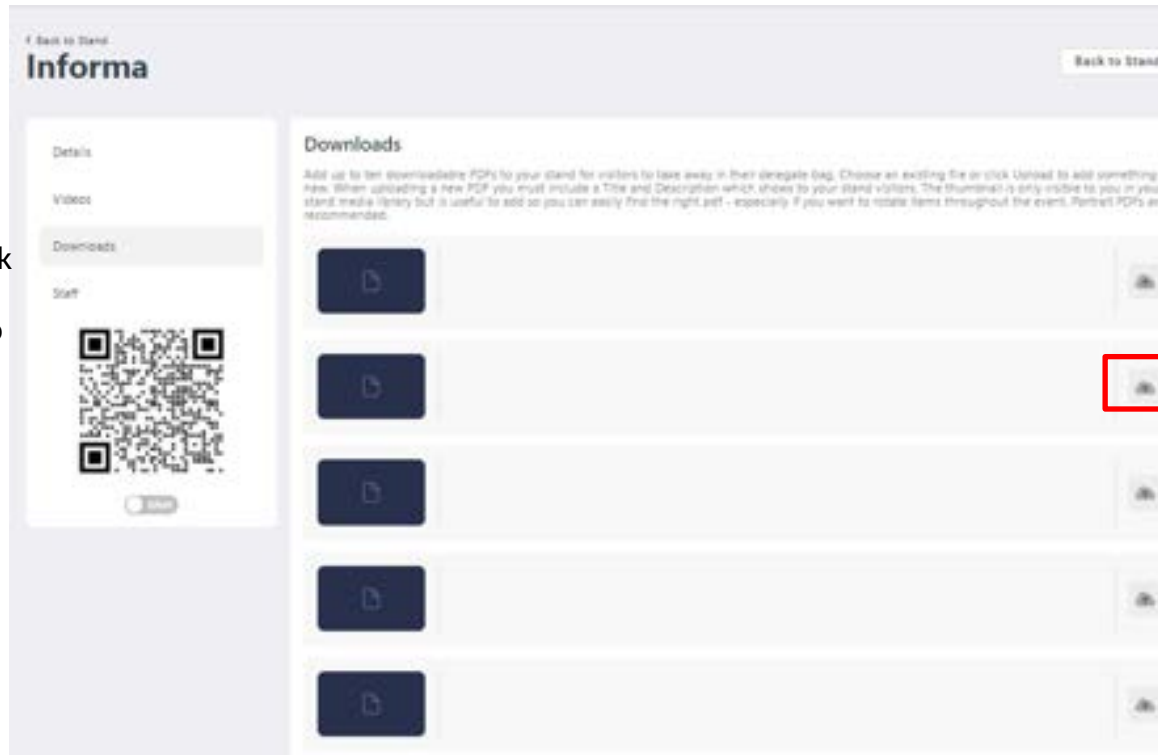
**Downloads:** Add up to 10 downloadable PDFs to your stand.

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.*



### Upload File ✕

Title

Title (Required)

Description

Description (Required)

Thumbnail

Thumbnail  

UPLOAD PHOTO

File

Media File  

DRAG & DROP YOUR FILE OR BROWSE

Cancel

Upload

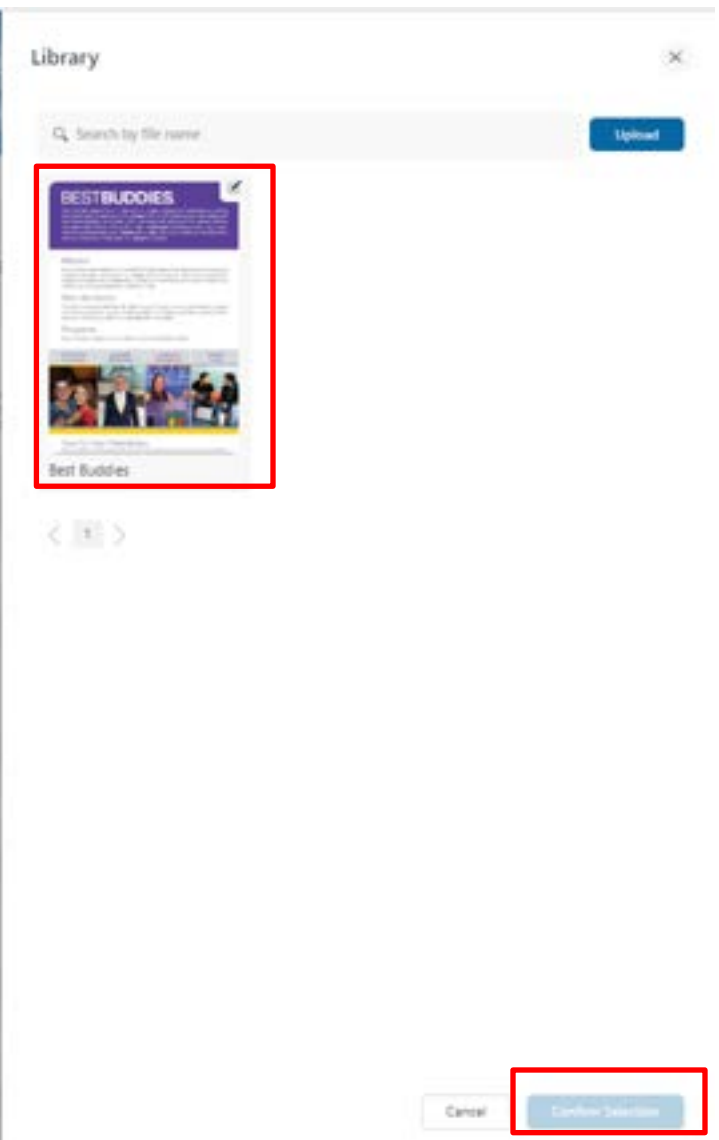
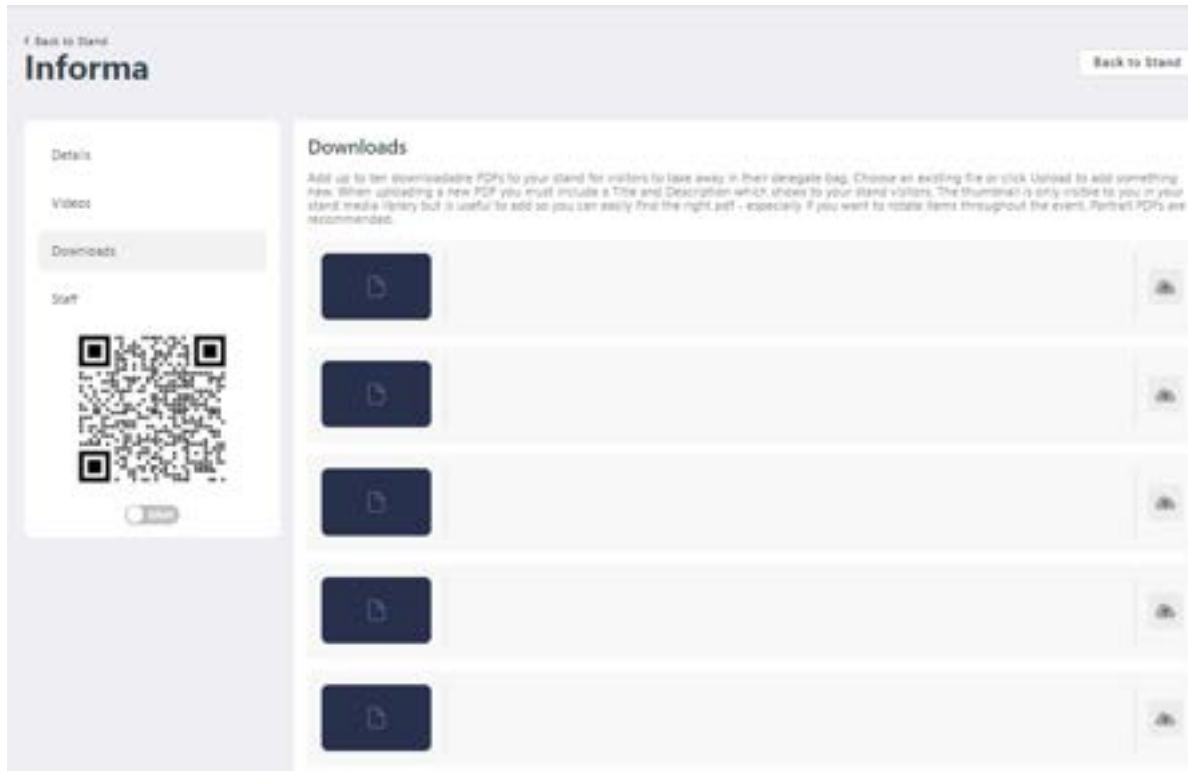
Presentation title

## 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.



# 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 the 'Informa Demo' interface. At the top left, there is a link '< Back to Stand'. The main title 'Informa Demo' is centered at the top. On the right, there is a 'Back to Stand' button. A left-hand navigation menu includes 'Details', 'Videos', 'Downloads', and 'Staff' (which is highlighted). Below the menu is a QR code and a small 'i&w' button. The main content area is titled 'Staff Availability' and contains the following text: '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 'Jamie Gulden', which includes a profile picture and a blue 'Show' toggle switch highlighted with a red box.

# STEP 8 – QR CODES

[← Back to Stand](#)
[Back to Stand](#)


## Berkeley Lights, Inc.

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

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

## STEP 8 – QR CODES (cont'd)

QR Code: Beacon Optofluidic System ✕

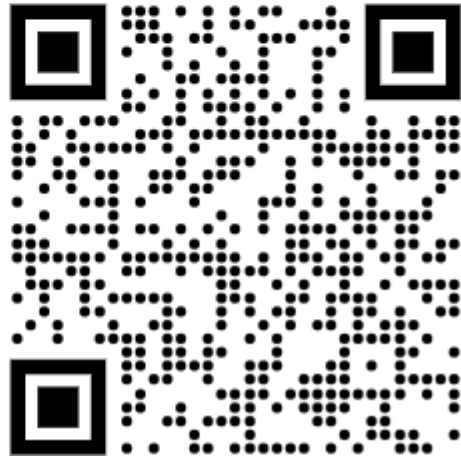
Download All QR Codes

Download

Select QR Type

bw

QR Code



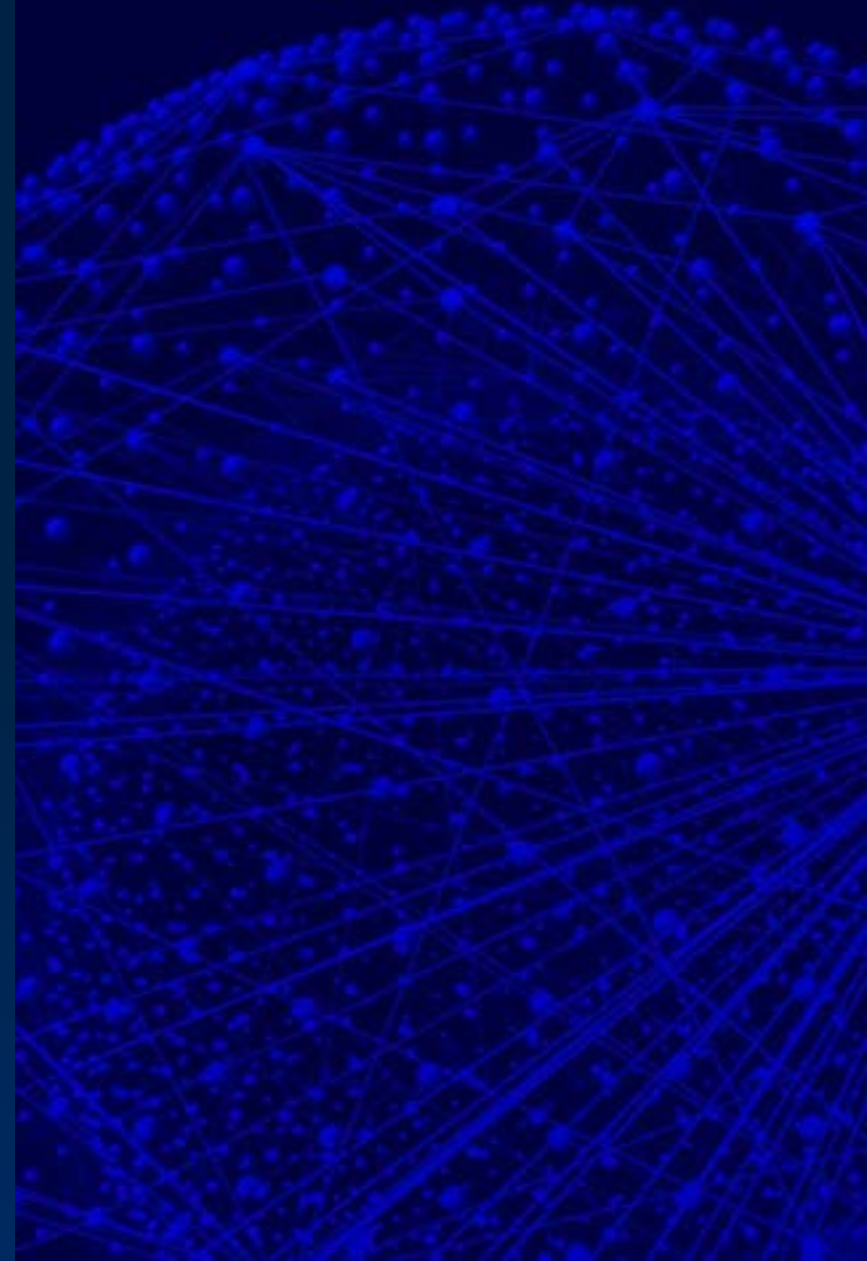
Beacon Optofluidic System



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

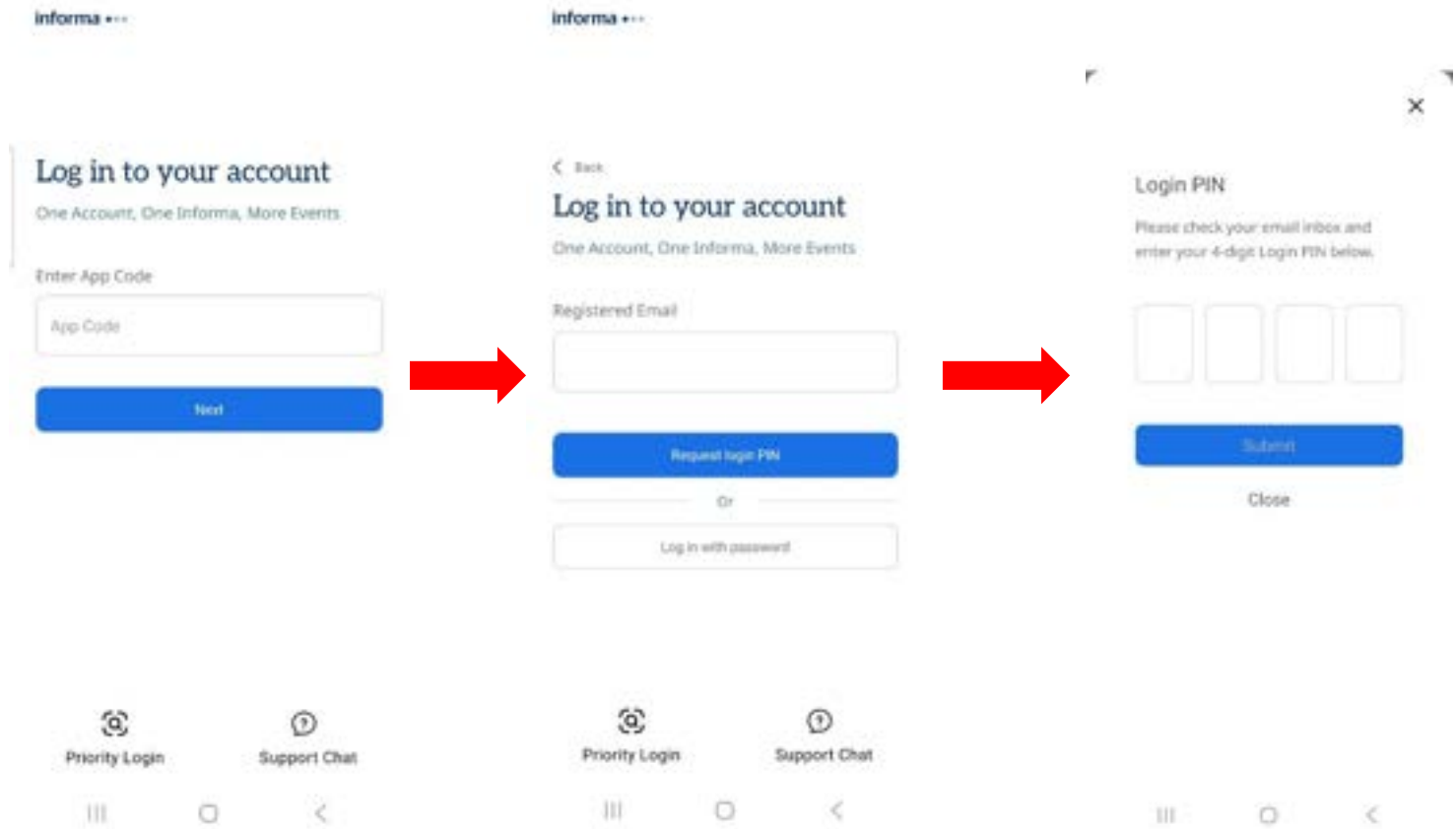


# Lead Retrieval



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

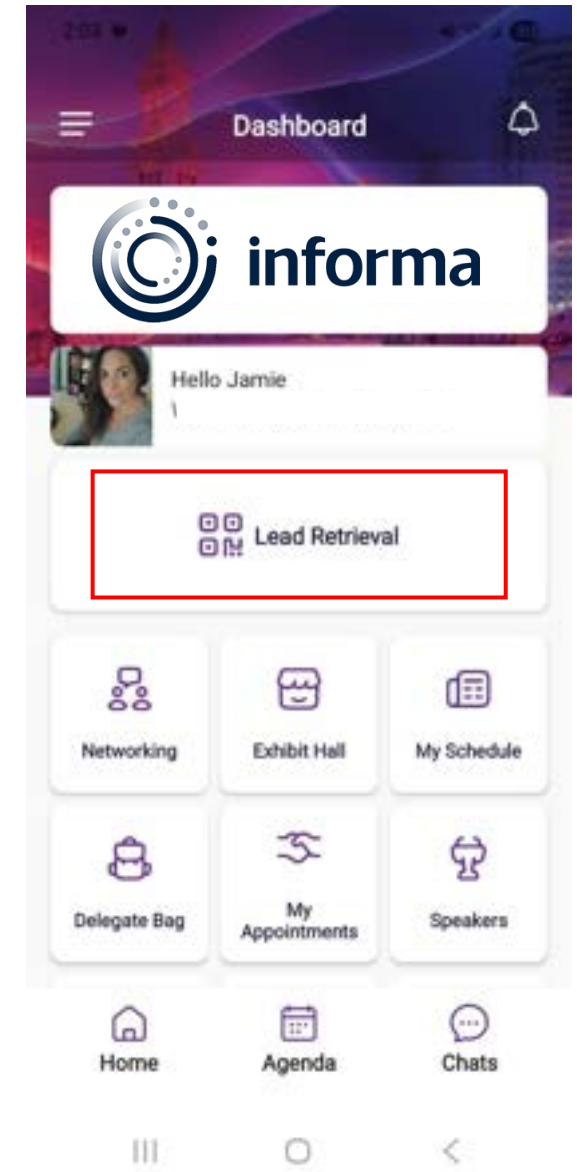
1. On your personal device, please download the ConnectMe app. To find it in the App Store / Google Play, please search ['ConnectMe by Informa'](#).
2. Once downloaded, please enter the event code: **GF2026**.
3. Enter your email address used to register for the conference, to which you will receive a 4-digit pin to login



## LEAD RETRIEVAL

4. Once entered, please select the FundForum 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: [Chrystal.Udenweze@informa.com](mailto:Chrystal.Udenweze@informa.com)*



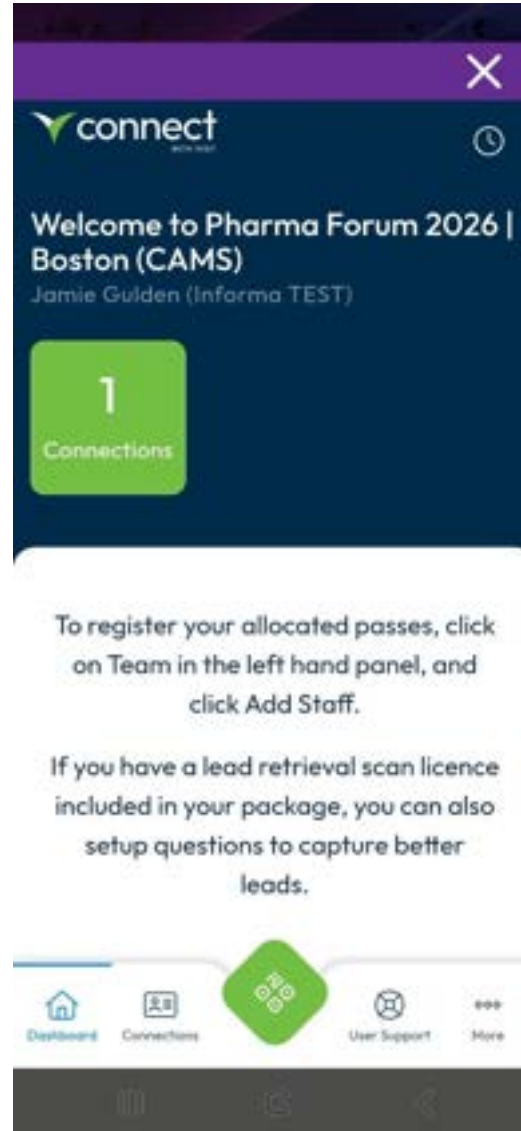
# LEAD RETRIEVAL

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

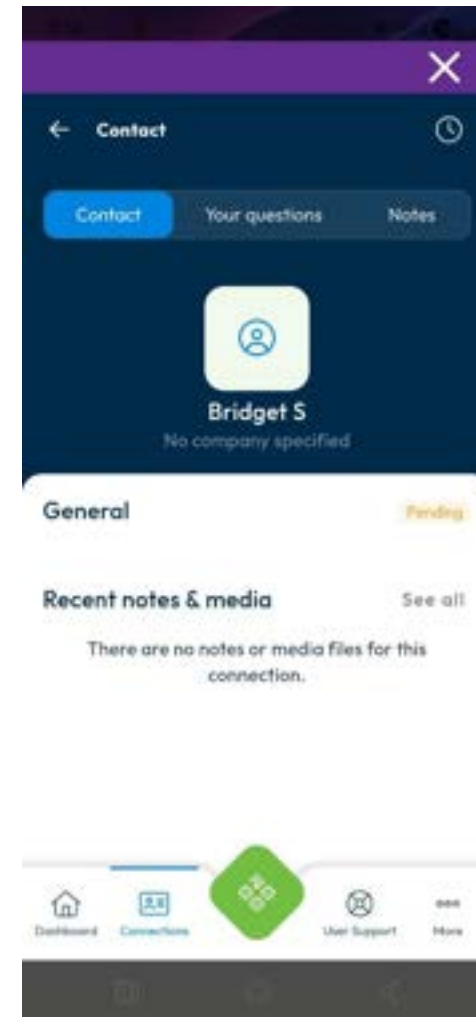
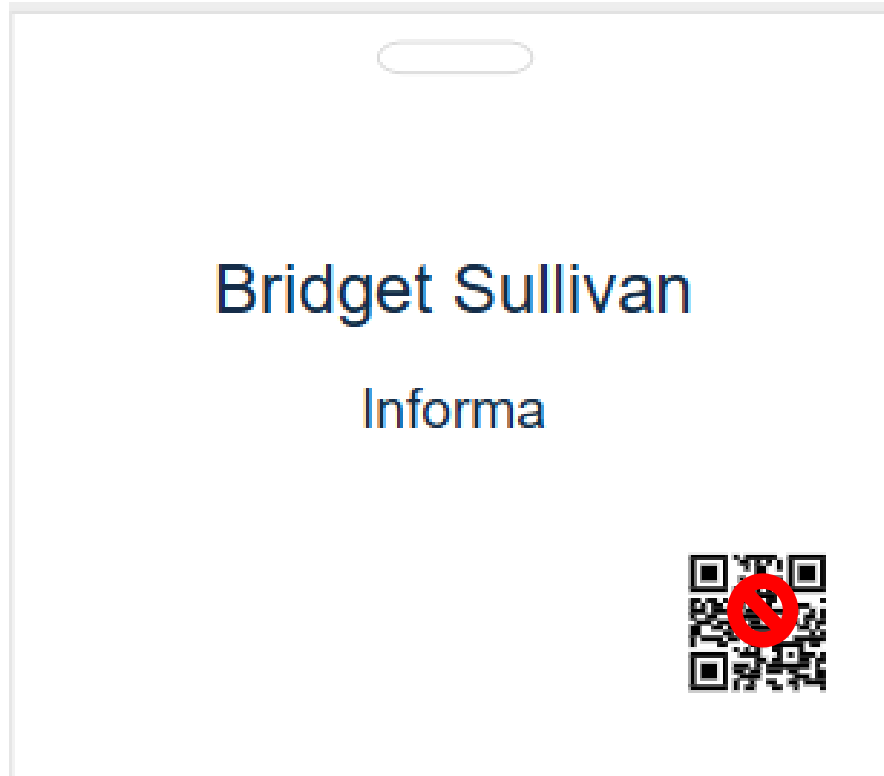
6. Make sure your camera permissions are set to "allowed" in order to scan.

*\*The specific name of your event will be shown*

*If you do not see this button on your screen, please contact: Chrystal.Udenweze@informa.com*



# LEAD RETRIEVAL



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

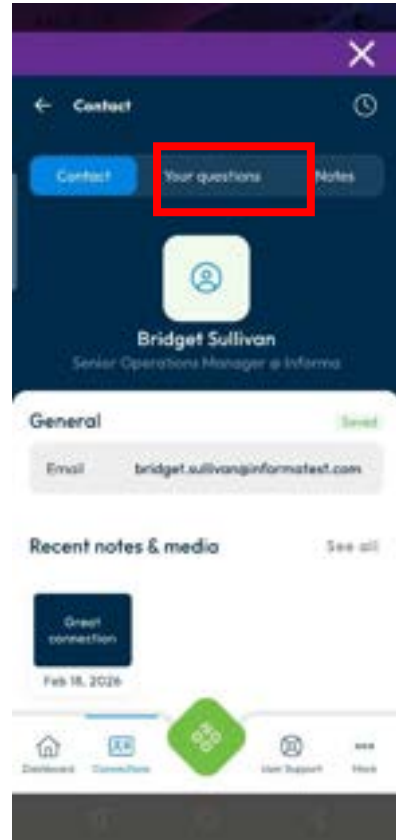
Once scanned, the page will show the attendee details and you are then able to add your own notes/media files and answer any preset questions.

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.

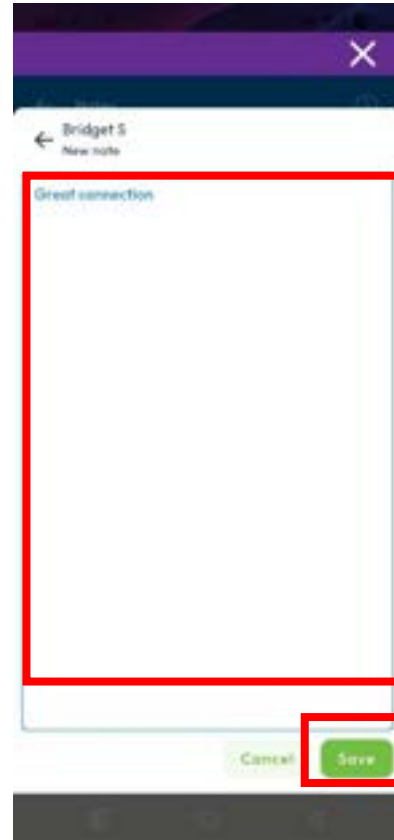
# LEAD RETRIEVAL



Scanned badges will be listed under connections



Preset questions and notes can be added at the time of scanning or later



Scanned leads can be exported to your email in real time, or accessed by your main contact in the *Visit Connect Portal*



# LEAD RETRIEVAL FAQ's

## 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 *Create with Visit* 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 *Create with Visit* 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 *Create with Visit* 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.

# LEAD RETRIEVAL FAQ's

## 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 Create with Visit website as it may cause issues with your data.

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

GF2026

### **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 Create with Visit. 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*

# LEAD RETRIEVAL FAQ's

## POST EVENT

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

1. Access 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.
2. In the ConnectMe app- click the Lead Retrieval Button. Choose Connections on the bottom of the screen, and then on the top right is an export option to email your leads to yourself.
3. Your booth scan data can also be accessed within Lead Insights.

### **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. Contact [leadinsights@informa.com](mailto:leadinsights@informa.com) for assistance.

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

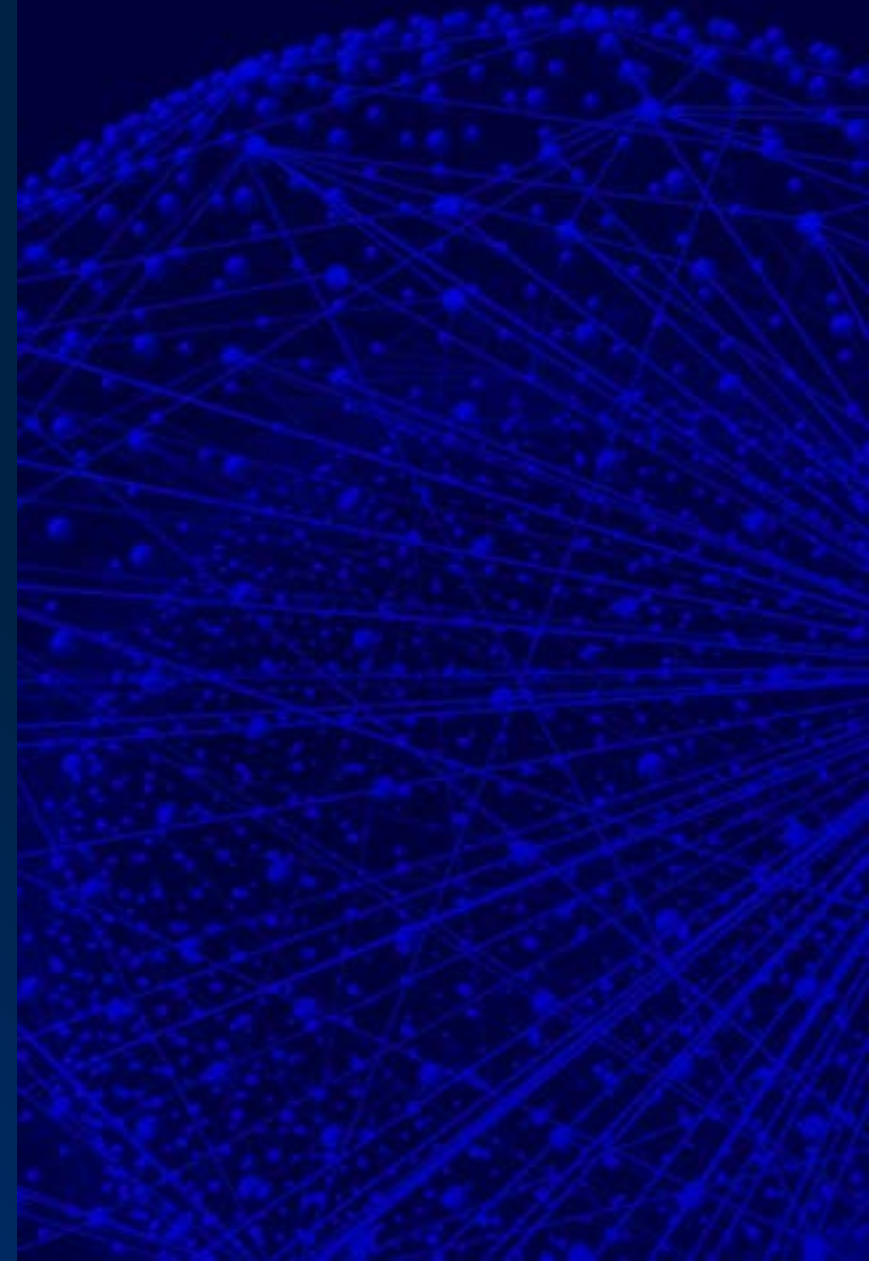
Your dashboard contains all your event lead data in a single view. You will receive an email from "Lead Insights" with directions on how to access your data on at the start of the event. Your dashboard will continue to be updated during and after the event – all accessible through the same login credentials. 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. [Contact us](#) for assistance.

### **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 Create with Visit portal. Go to *Connections* 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

Your dashboard contains all event lead data in a single view. Pre-event, you will receive an automated email from "Lead Insights" with instructions for setting up your account. The timing for data to populate your report will vary by event so contact [leadinsights@informa.com](mailto:leadinsights@informa.com) 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 "Lead Retrieval" section in ConnectMe. For questions [contact us](#).

### 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
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)
Meeting Scheduled	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

# 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
- Scan exhibit booth QR codes

### Who has access?

**Sponsors, speakers and all attendees**

[Download the app](#)

Enter App code: GF2026

(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**

[Insert-email@informa.com](mailto:Insert-email@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**

[Insert-spexops@informa.com](mailto:Insert-spexops@informa.com)

## LEAD REPORTING & ANALYTICS



- Access all your event leads, including session attendance, booth/badge scans, 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@informa.com](mailto:leadinsights@informa.com)