

Sponsor Guide



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ConnectMe Guide: How to Edit Virtual Booths

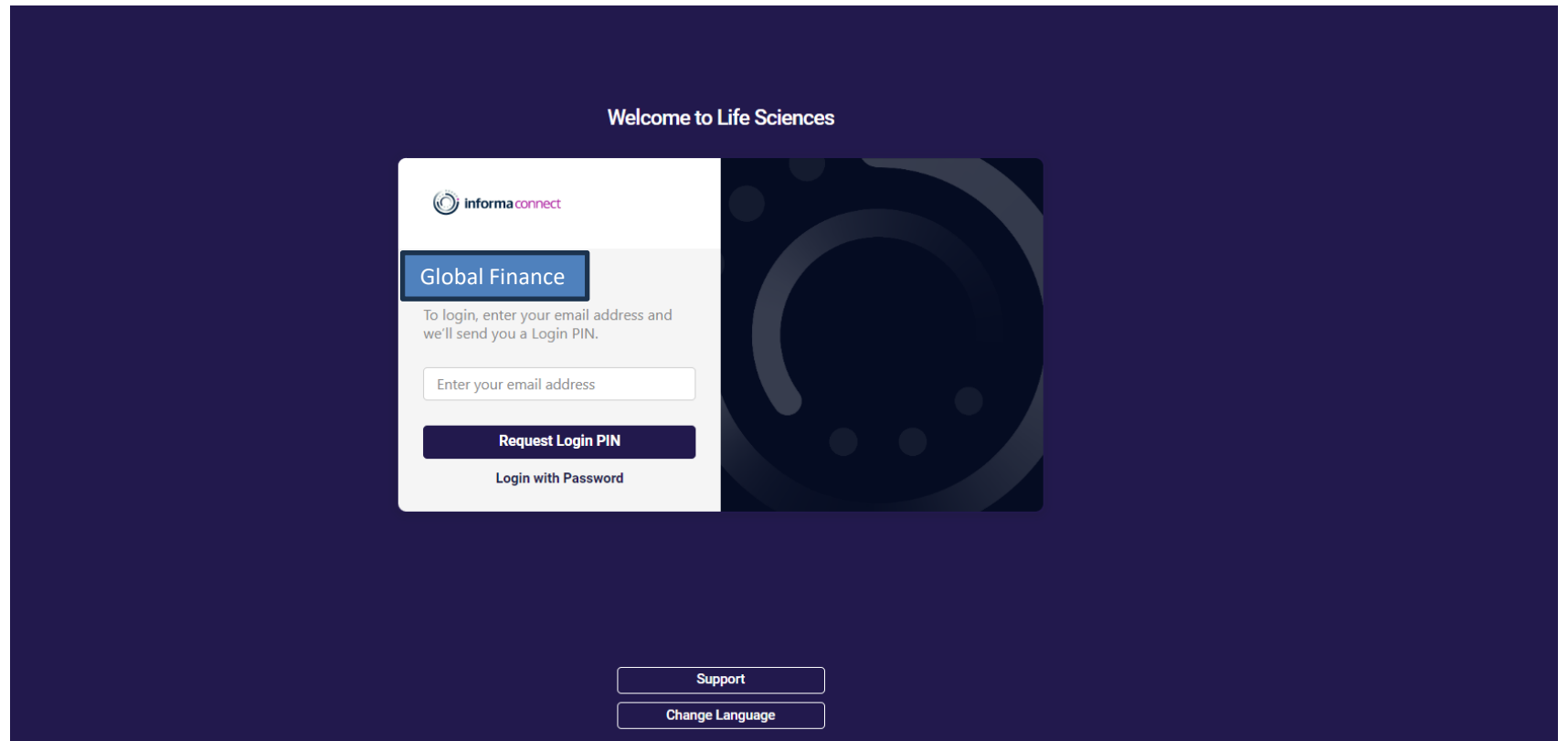
STEP 1 – LOGIN TO PLATFORM

Link to online platform:

<https://globalfinance.connectmeinforma.com/278/dashboard>

Please use the login details you have received by email.

Enter your email.



Welcome to Life Sciences

 Global Finance

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

Enter your email address

Request Login PIN

Login with Password

Support

Change Language

STEP 1 – LOGIN TO PLATFORM

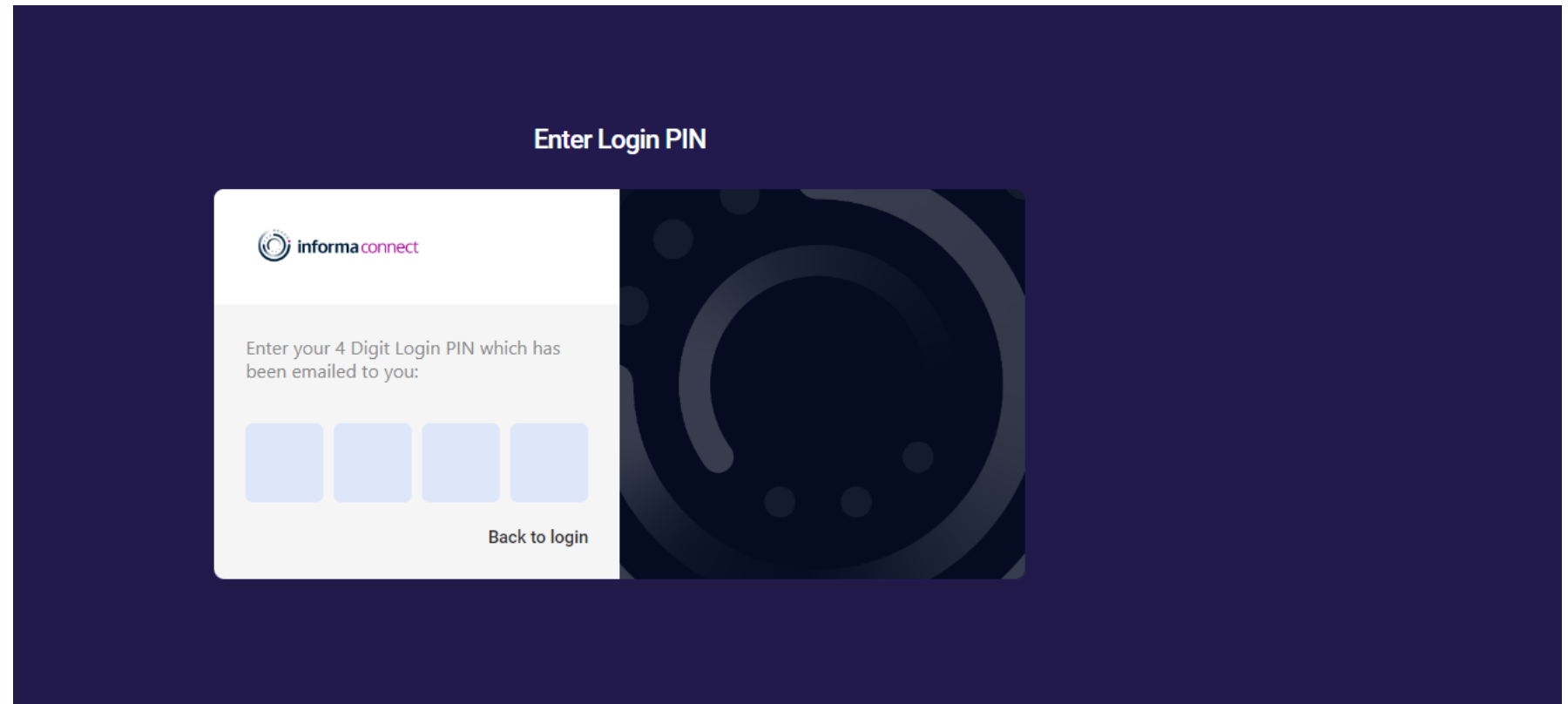
Link to online platform:

<https://globalfinance.connectmeinforma.com/278/dashboard>

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 louiza.charalambous@informa.com 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

[Home](#)
[Index](#)
[Edit Profile](#)
[Settings](#)
[Admin](#)

Welcome Back

Where will you go today?

Hi, Jamie Gulden

Regional Director, Digital Experience
Informa

[Edit](#)

Profile Complete

Support:

Notice Something not right?

Stay connected everywhere by linking your socials and showing the badges on your profile

[Contact Support](#)

Events

[View All](#)

19
Jun 2023

Events

SuperReturn Asia

Bringing EU Commission, Competent Authority, Notified Body and Industry experts together to discuss the evolving global regulatory...

[Enter Event](#)

6
Jun 2023

Events

Antibody Engineering & Therapeutics Europe

THE INDUSTRY'S EUROPEAN EVENT FOR ANTIBODY AND PROTEIN THERAPEUTIC SCIENCE, TECHNOLOGY AND NETWORKING

[Enter Event](#)

23
May 2023

Events

EU Pharmaceutical Law Forum

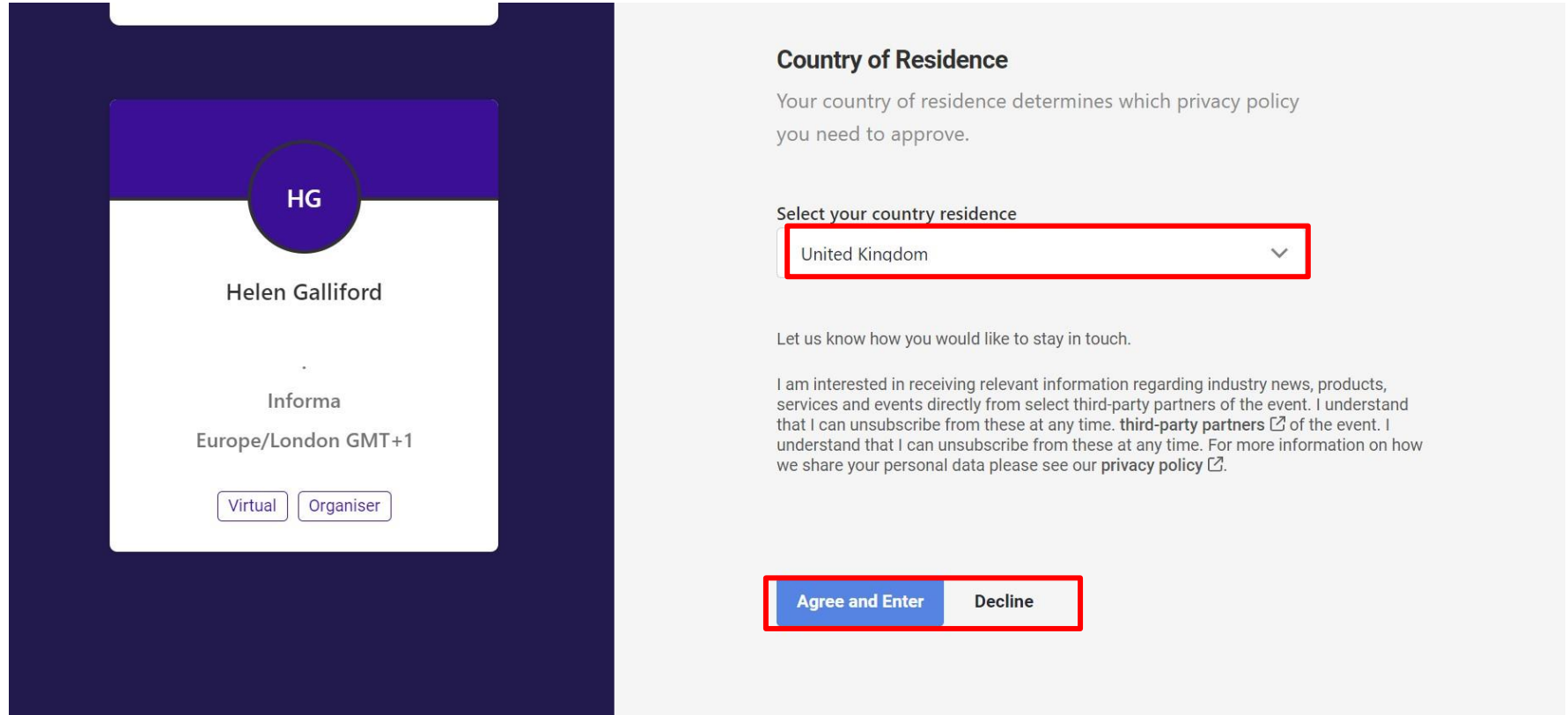
Cutting-Edge Discussions on EU Pharmaceutical Legislation Revisions, New Theories of Harm & the New Era of Digital...

[Enter Event](#)

Communities

STEP 1 – LOGIN TO PLATFORM

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



The screenshot shows a user profile card on the left and a 'Country of Residence' selection screen on the right. The profile card displays the initials 'HG' in a purple circle, the name 'Helen Galliford', the Informa logo, the event location 'Europe/London GMT+1', and two buttons: 'Virtual' and 'Organiser'. The 'Country of Residence' screen has a heading 'Country of Residence', a subtext 'Your country of residence determines which privacy policy you need to approve.', a label 'Select your country residence', a dropdown menu showing 'United Kingdom' with a red border, a text 'Let us know how you would like to stay in touch.', a paragraph of consent text, and two buttons at the bottom: 'Agree and Enter' and 'Decline', both with red borders.

Country of Residence

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

Select your country residence

United Kingdom ▼

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

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

Agree and Enter Decline

STEP 1 – LOGIN TO PLATFORM

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

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

Helix: Content I am interested in

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

1

Please select your key interest areas

Computational/Artificial Intelligence

Scaffolds

Immune-Oncology

Antibody Screening

Antibody Selection

Antibody Discovery

T-Cell Engagers

Multi/Bispecific mAbs

Non-Cancer Antibodies

Machine Learning

Technologies

Developability

Therapeutic Window

Beyond mAb Modalities

ADCs & Conjugates

Fc & Albumin Engineering

Immunocytokines

Conditional/Targeted Activation

Agonist Antibodies

Back

Next

2

My job title is/I work in

3

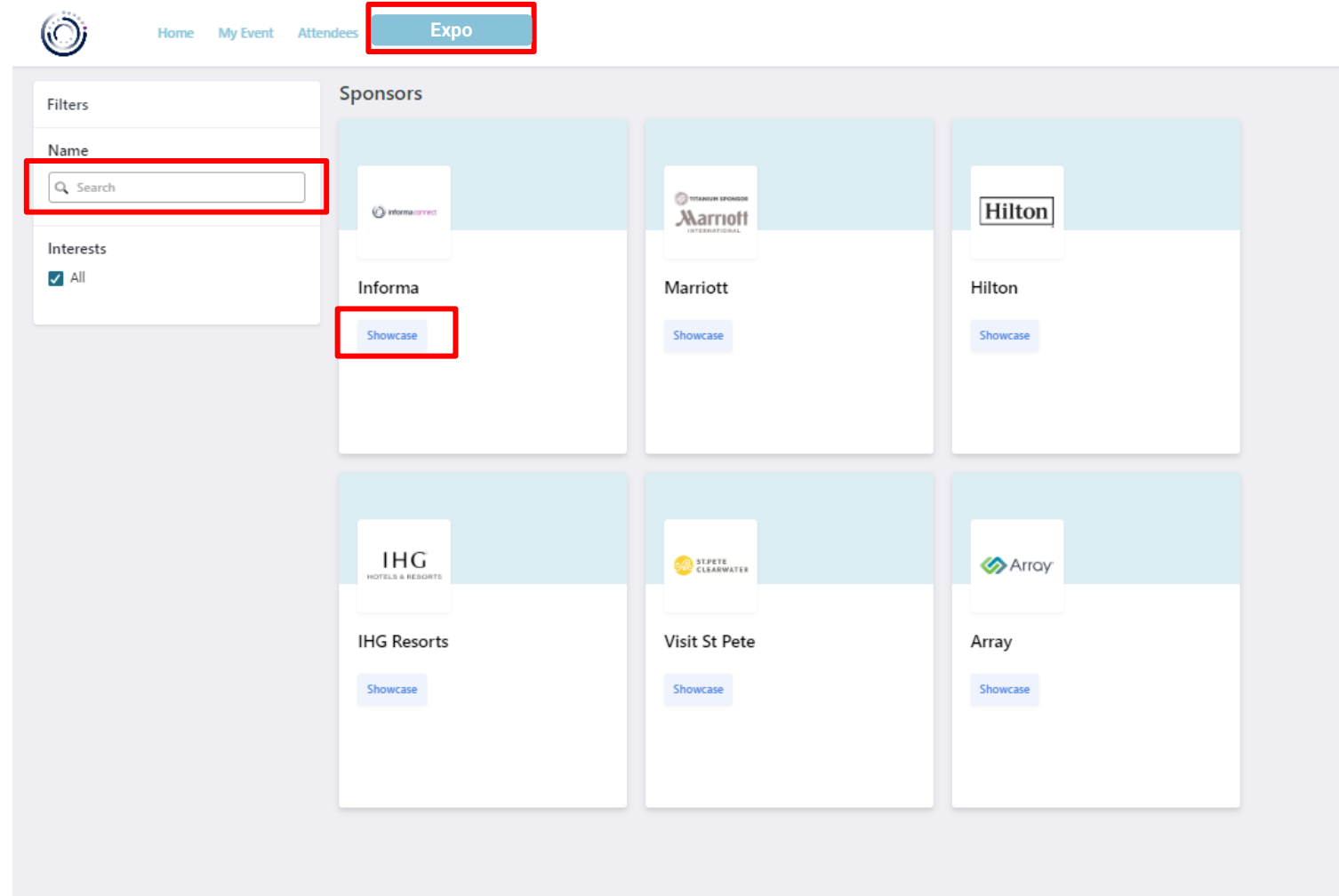
I would like to network with

STEP 2 – FIND YOUR BOOTH

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

Search for your company name

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



The screenshot shows the Informa Connect Expo page. At the top, the navigation bar includes 'Home', 'My Event', 'Attendees', and 'Expo', with 'Expo' highlighted by a red box. On the left, a 'Filters' sidebar contains a 'Name' section with a search input field (highlighted by a red box) and an 'Interests' section with a checked 'All' option. The main content area is titled 'Sponsors' and displays a grid of sponsor cards. Each card features a logo, the company name, and a 'Showcase' button. The first card for 'Informa' has its 'Showcase' button highlighted by a red box. Other visible sponsors include Marriott, Hilton, IHG Resorts, Visit St Pete, and Array.

STEP 3 – BUILD YOUR BOOTH



[Home](#)
[My Event](#)
[Attendees](#)
[Exhibit Hall](#)

[Back to Exhibit Hall](#)

[Edit Stand](#)



Informa



[Book Meeting](#)

[Chat Now](#)

[About](#)

[Representatives](#) 1

[About](#)

Representatives

[View All >](#)

JG

Jamie Gulden

Informa



Guest Book



[Sign Guestbook](#)



Isabela Silva
Digital Experience Co-Ordinator
Informa

Chat

[Options](#)

Presentation title

You can change the settings, by clicking on “Edit Stand”. Only **representatives** can edit the booth.

If you don’t have this permission, please send an email to your Informa contact.

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

Social media links

Representatives: will show all registered staff from your company attending the show (all attendee’s will be registered 2 weeks before the event).

About: short company description

Guest book: Lead capture tool that can be used by attendees. You can export a list of all guests who signed by clicking on the Spreadsheet icon.

STEP 4 – BUILD YOUR BOOTH

Details: An overview of your booth. You can edit all your company details such as 'About Us', 'Logo', 'Background', etc. Specs are listed besides each editable option.

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

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

Thumbnail: 600 x 250px is in the lobby of the Exhibit Hall - we will provide one for you if you choose not to add one of your own.

Details

Videos

Downloads

Staff

Details

About us header *

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

About Us

This is your opportunity to give people more information about you and your brand. What do you want them to know? (Character limit 1000).

Normal

B

I

U

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

Logo *

Drop a PNG of your logo here (400 x 180px recommended). Make sure the image is cropped to the very edges of the logo with no white space around it. Your logo appears in the top left of your stand (PNG 5mb).

Drop file here or [browse](#)

Header Banner

Add an eye-catching background to your stand to make it stand out here. Make sure the image is as quality as possible whilst still being under 5mb in size (1250 x 150px recommended). The background appears behind your stand contents so abstract backgrounds without any text to logos work best (PNG 5mb).

Drop file here or [browse](#)

Thumbnail

Add a thumbnail to the preview of your booth in the expo tab. Make sure the image is as quality as possible whilst still being under 5mb in size (600 x 250px recommended). The background appears behind your stand contents so abstract backgrounds without any text to logos work best (PNG 5mb).

Drop file here or [browse](#)

Website URL

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

https://www.cytivalifesciences.com/

Social Links

This is your opportunity to add social media URLs to your stand and encourage traffic! Icons for each social media site will only appear on your stand once a link is added.

Instagram

LinkedIn

Twitter

Facebook

Presentation title

1

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

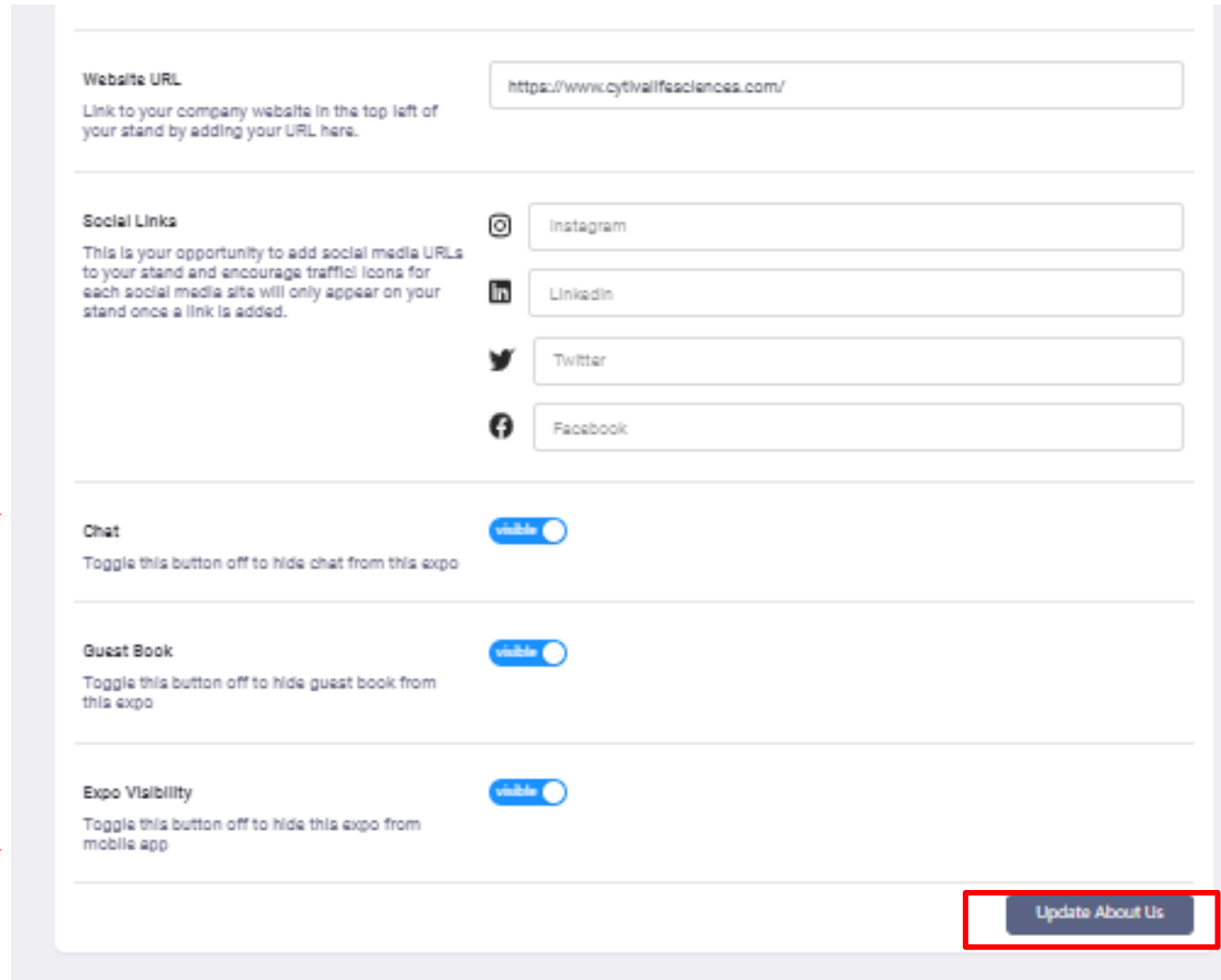
Helix Tags: If these have been provided for the event, pick up to 10 Helix tags that best define your stand to help the most relevant attendees find you. Attendees can filter stands by specific Helix tags on the Expo overview page. Chosen Helix tags will also appear in the top left of your booth, underneath 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"**

Presentation title



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

Social Links
This is your opportunity to add social media URLs to your stand and encourage traffic! Icons for each social media site will only appear on your stand once a link is added.

Chat
Toggle this button off to hide chat from this expo

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

Expo Visibility
Toggle this button off to hide this expo from mobile app

Update About Us

STEP 5 – ADD NEW VIDEOS

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Informa Demo

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[Downloads](#)
[Staff](#)



☐

Video Files

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

[Update Videos](#)

Videos: An overview of all your videos. To add new videos please click on the icon highlighted.

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

Presentation title

1

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).

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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

Presentation title

STEP 5 CONT. – ADD NEW VIDEOS

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

Presentation title

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

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1
>

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.

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Informa

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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

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.

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[Downloads](#)

[Staff](#)

☐ B&W

Downloads

Add up to ten downloadable PDFs to your stand for visitors to take away in their delegate bag. Choose an existing file or click Upload to add something new. When uploading a new PDF you must include a Title and Description which shows to your stand visitors. The thumbnail is only visible to you in your stand media library but is useful to add so you can easily find the right pdf - especially if you want to rotate items throughout the event. Portrait PDFs are recommended.

[Library](#)

Search by file name

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.

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☐ B&W

[Back to Stand](#)

Staff Availability

Manage which members of staff are available to contact from your stand by toggling them on/off here. Get in touch with the event organisers if you wish to add more staff members to your stand but note that new members can only be added once they have signed in to the platform and built their badge.



Jamie Gulden

☒ Show

STEP 8 – QR CODES

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Berkeley Lights, Inc.

Back to Stand

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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

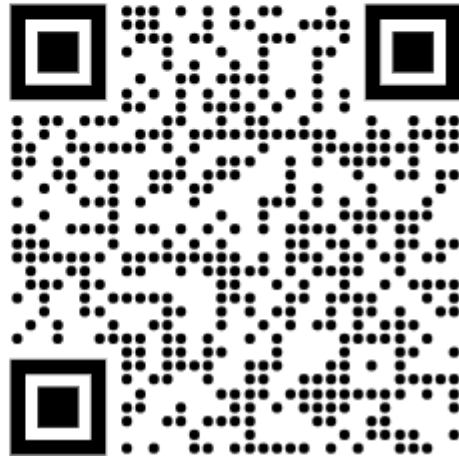
Download

Select QR Type

bw



QR Code



Beacon Optofluidic System



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

Presentation title

ConnectMe Guide: How to Edit your Personal Profile

STEP 1 – EDIT MY PROFILE

To edit your profile, go to My Event in the Navigation Bar and select My Profile.

To change/add a photo, click on the profile picture icon. Images should be no larger than 500x500px.

You can also change your password, timezone, job title etc. here too.

Navigation Bar: Home, Dashboard, Agenda, **My Event**, Attendees, Speakers, Exhibit Hall, Sustainability, My Virtual Experience

Left Sidebar: My Schedule, My Meetings, My Filters, Delegate Bag, My Profile, **Edit Profile**, Change Password

Details Section:

Update your profile details

First Name: Jamie, Last Name: Gulden

Profile Picture: Edit

Email: Jamie.Gulden@informa.com

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

Bio:

Company Details:

Timezone: America/N...