

Sponsor Guide

Biotech Week Boston

- BioProcess International
- Cell & Gene Therapy Manufacturing & Commercialization US



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ConnectMe Guide: How to Edit Virtual Booths

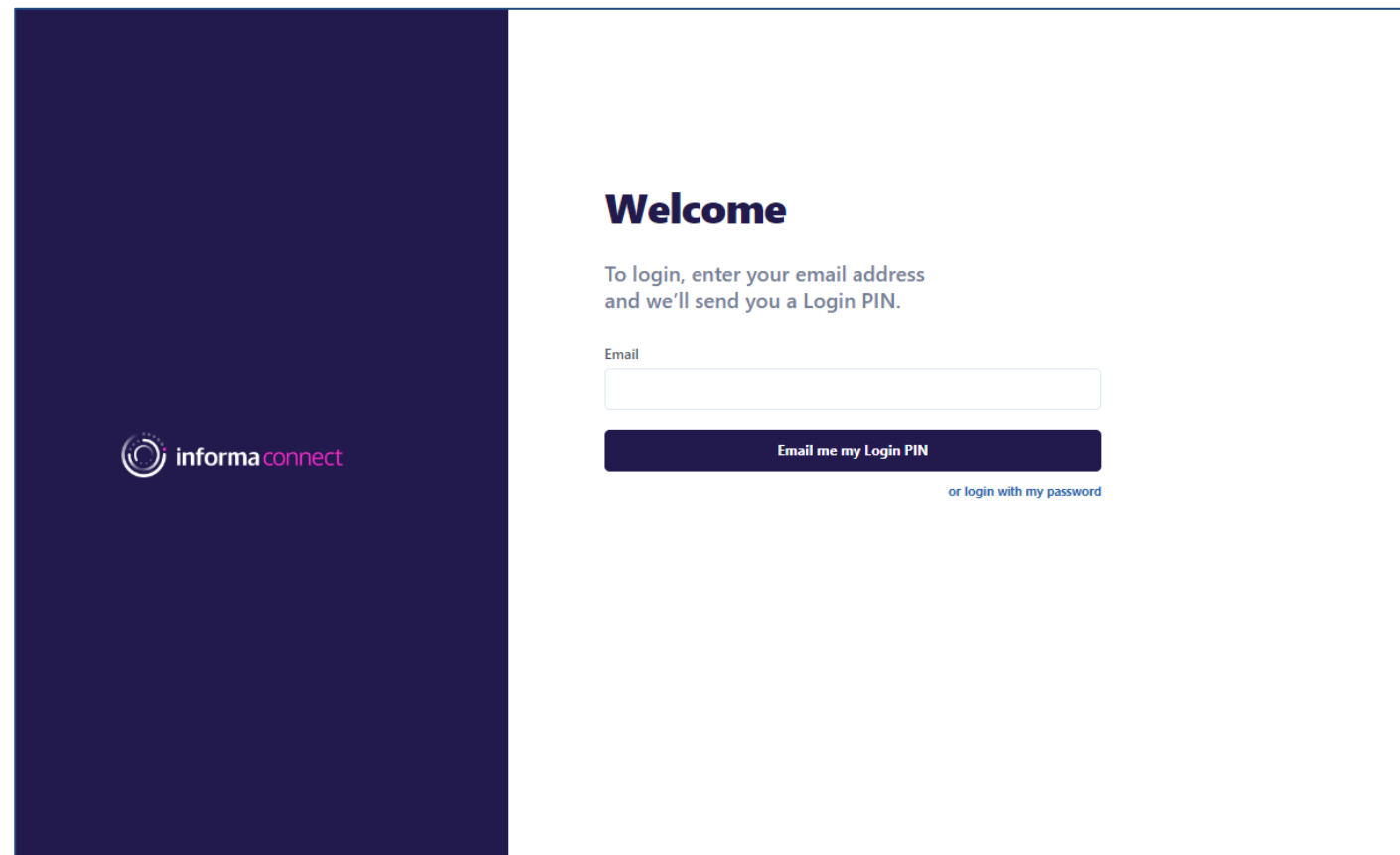
STEP 1 – LOGIN TO PLATFORM

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”



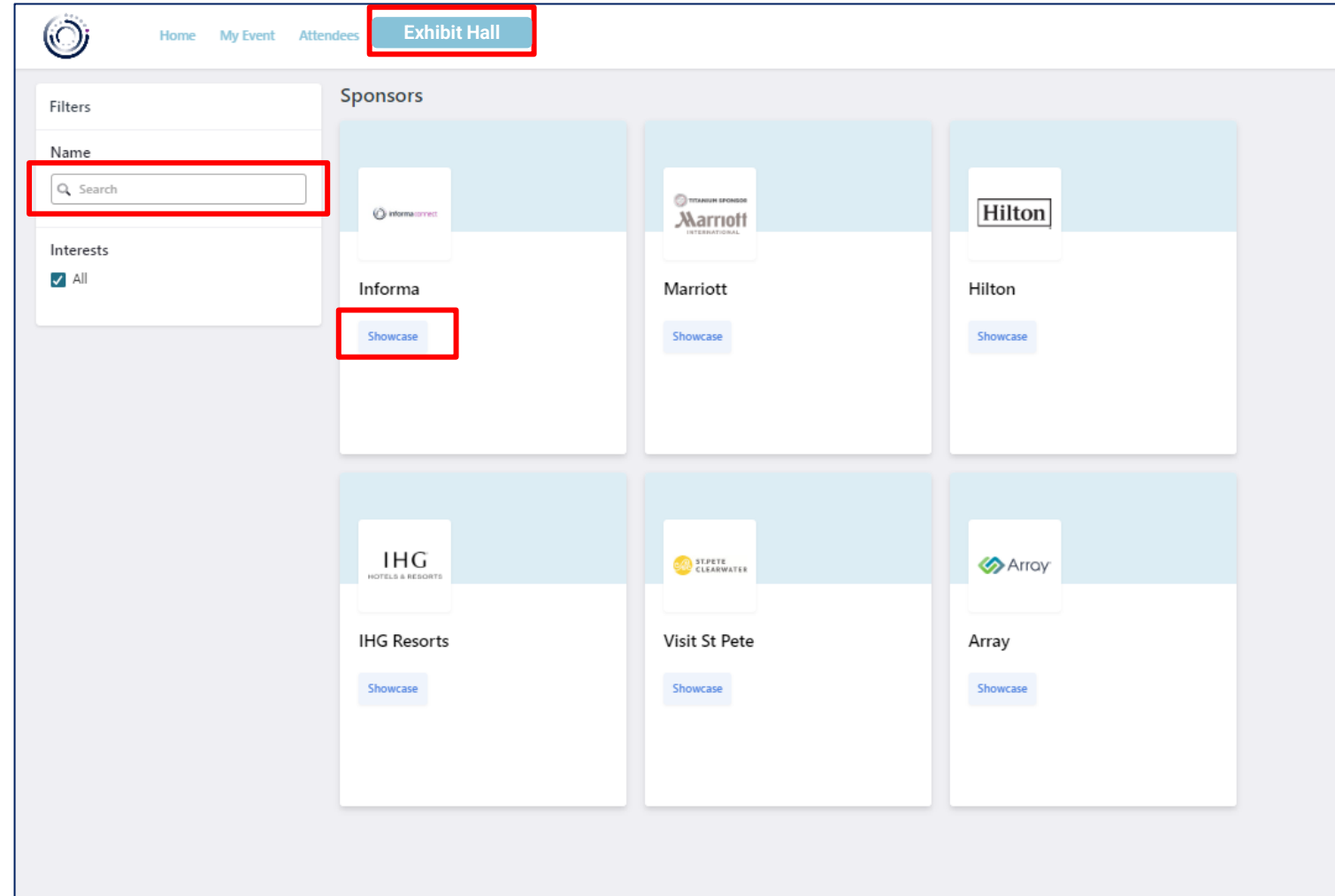
The screenshot shows a login interface for Informa Connect. On the left is a dark blue sidebar with the Informa Connect logo. The main content area has a white background with the heading "Welcome". Below the heading, it says "To login, enter your email address and we'll send you a Login PIN." There is an "Email" label above a text input field. Below the input field is a dark blue button labeled "Email me my Login PIN". At the bottom right of the button area, there is a link that says "or login with my password".

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.

The screenshot shows the Informa Connect booth interface. At the top, there is a navigation bar with 'Home', 'My Event', 'Attendees', and 'Exhibit Hall'. Below this is a 'Back to Exhibit Hall' button and an 'Edit Stand' button (highlighted with a red box). The main content area features the Informa logo and a 'Book Meeting' button (highlighted with a red box) next to a 'Chat Now' button. Below the logo are social media icons for Facebook, LinkedIn, Instagram, Twitter, and Email (highlighted with a red box). A tabbed interface shows 'About' and 'Representatives' (highlighted with a red box and a notification badge). The 'About' section is currently selected and highlighted with a red box. The 'Representatives' section shows a card for Jamie Gulden, Informa, with a 'View All >' link. On the right side, there is a 'Guest Book' section (highlighted with a red box) with a 'Sign Guestbook' button and a profile card for Isabela Silva, Digital Experience Co-Ordinator, Informa. Below the Guest Book is a 'Chat' section with an 'Options' button.

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.

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: 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.

< Back to Stand
Back to Stand


Informa Demo

Details

Videos

Downloads

Staff



BSW

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 🔗 ☰ ☰ ☰ ✖

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.

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.

@

in

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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.

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.

@

in

✈

f

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 visible
Toggle this button off to hide chat from this expo

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

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

Update About Us

STEP 5 – ADD NEW VIDEOS

< Back to Stand

Informa Demo


Back to Stand

Details

Videos

Downloads

Staff



BAR

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"**

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).

Upload File [Close]

Title [Title (Required)]

Description [Description (Required)]

Thumbnail [Thumbnail]
[UPLOAD PHOTO]

File [Media File]
[DRAG & DROP YOUR FILE OR BROWSE]

[Cancel] [Upload]

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 upload 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 ×

Search by file name Upload

< 1 >

STEP 6 - ADD DOWNLOADABLE DOCUMENTS

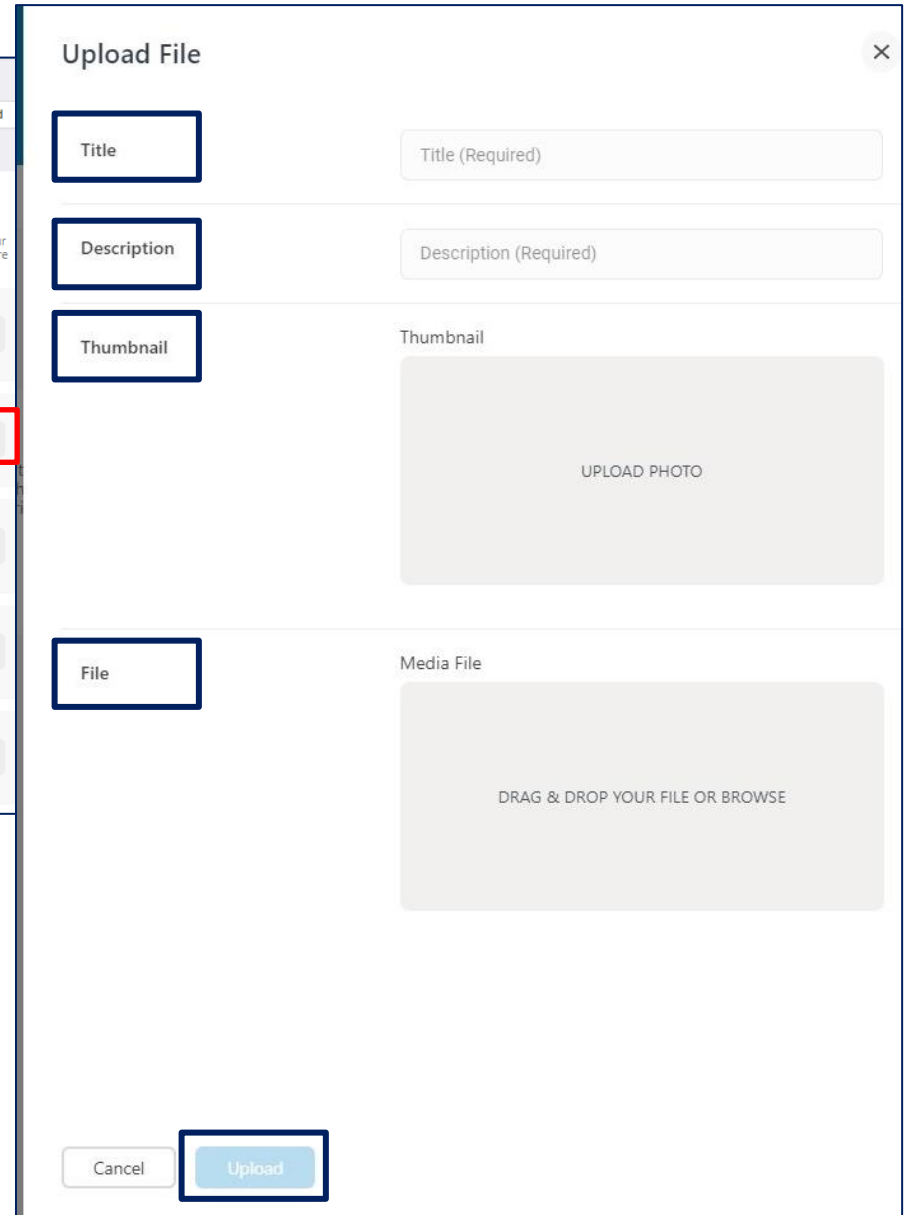
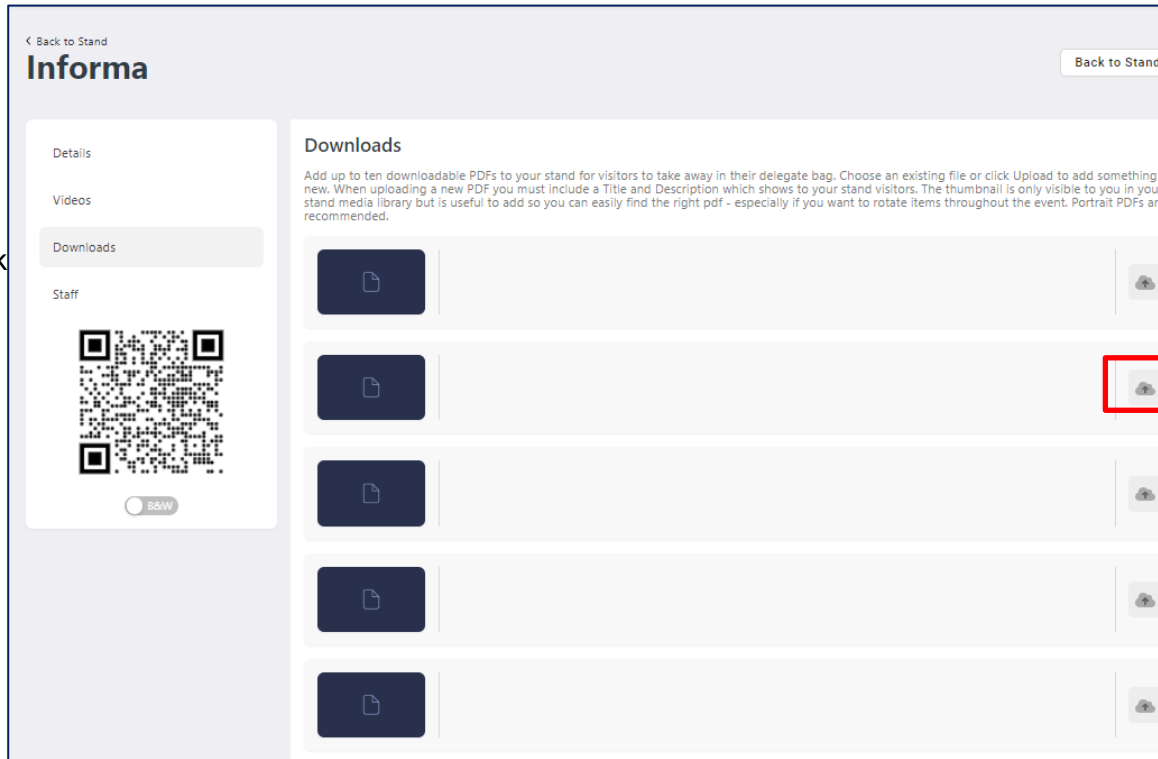
Downloads: Add up to 10 downloadable PDFs to your stand.

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.



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 '< 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 includes 'Details', 'Videos', 'Downloads', and 'Staff' (which is highlighted). Below the 'Staff' menu item is a QR code and a 'B&W' toggle switch. 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 for 'Jamie Gulden', featuring a profile picture and a 'Show' button with a toggle switch, which is highlighted with a red rectangle.

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 (annjolynn.cales@informa.com).

STEP 8 – QR CODES

< Back to Stand
Back to Stand


Berkeley Lights, Inc.

Details

Videos

Downloads




Staff



B&W

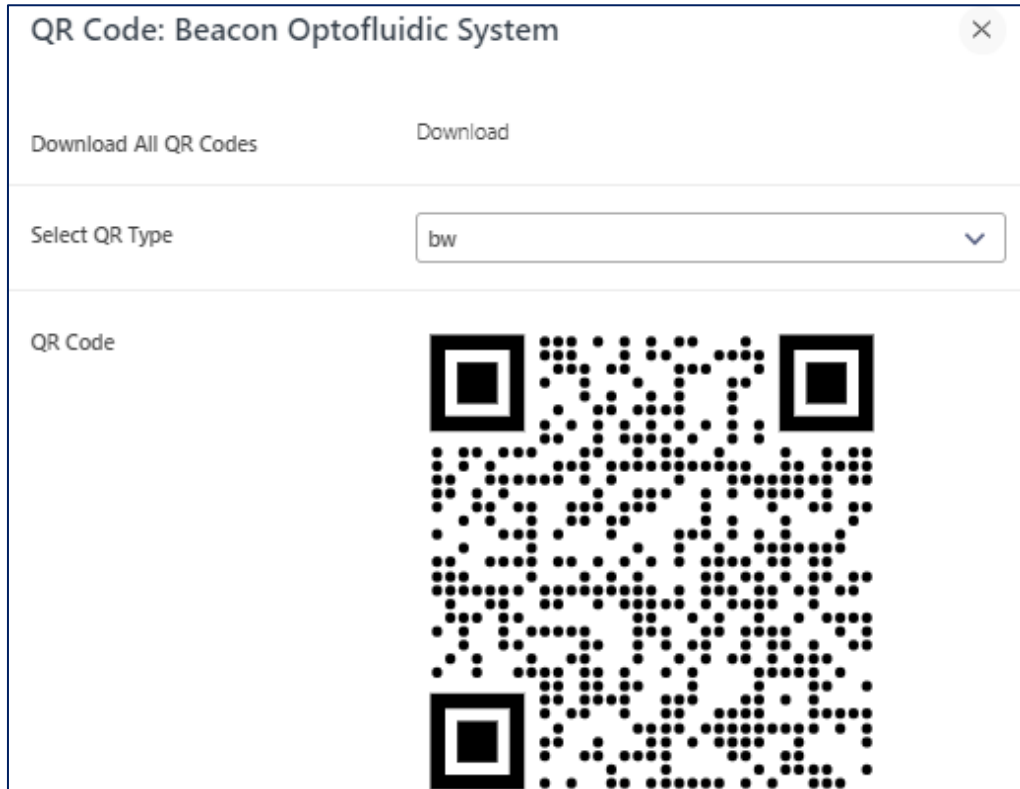
Downloads

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.

	<p>Beacon Optofluidic System Brochure</p>	✎ 📄 🗑️
	<p>The Opto CLD Workflow Brochure</p>	✎ 📄 🗑️
	<p>T Cell Biology Reimagined Brochure</p>	✎ 📄 🗑️

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

STEP 8 – QR CODES



BioProcess
International

Cell & Gene Therapy
Manufacturing &
Commercialization
US

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.

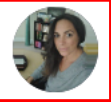
To change/add a photo, click on the profile picture icon. Images should be no larger than 500x500px.

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

Pharma Forum Home Dashboard Agenda **My Event** Attendees Speakers Book Supplier Appointments Sponsors WiFi Information Sustainability

My Profile Delegate Bag My Schedule My Meetings Pending Requests Sent Requests Cancelled Requests Availability

Edit Profile

 **Jamie Gulden** Physical Attendee
Regional Director, Digital Experience
Informa

Change Password

New Password * Confirm Password *

Details

* FIRST NAME <input type="text" value="Jamie"/>	* LAST NAME <input type="text" value="Gulden"/>
EMAIL <input type="text" value="Jamie.Gulden@informa.com"/>	TIMEZONE <input type="text" value="America/New_York"/>
* COMPANY <input type="text" value="Informa"/>	* JOB TITLE <input type="text" value="Regional Director, Digital Experience"/>

Lead Retrieval

LEAD RETRIEVAL - SETUP

connect WITH VISIT

BioProcess International

Catherine Chang

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

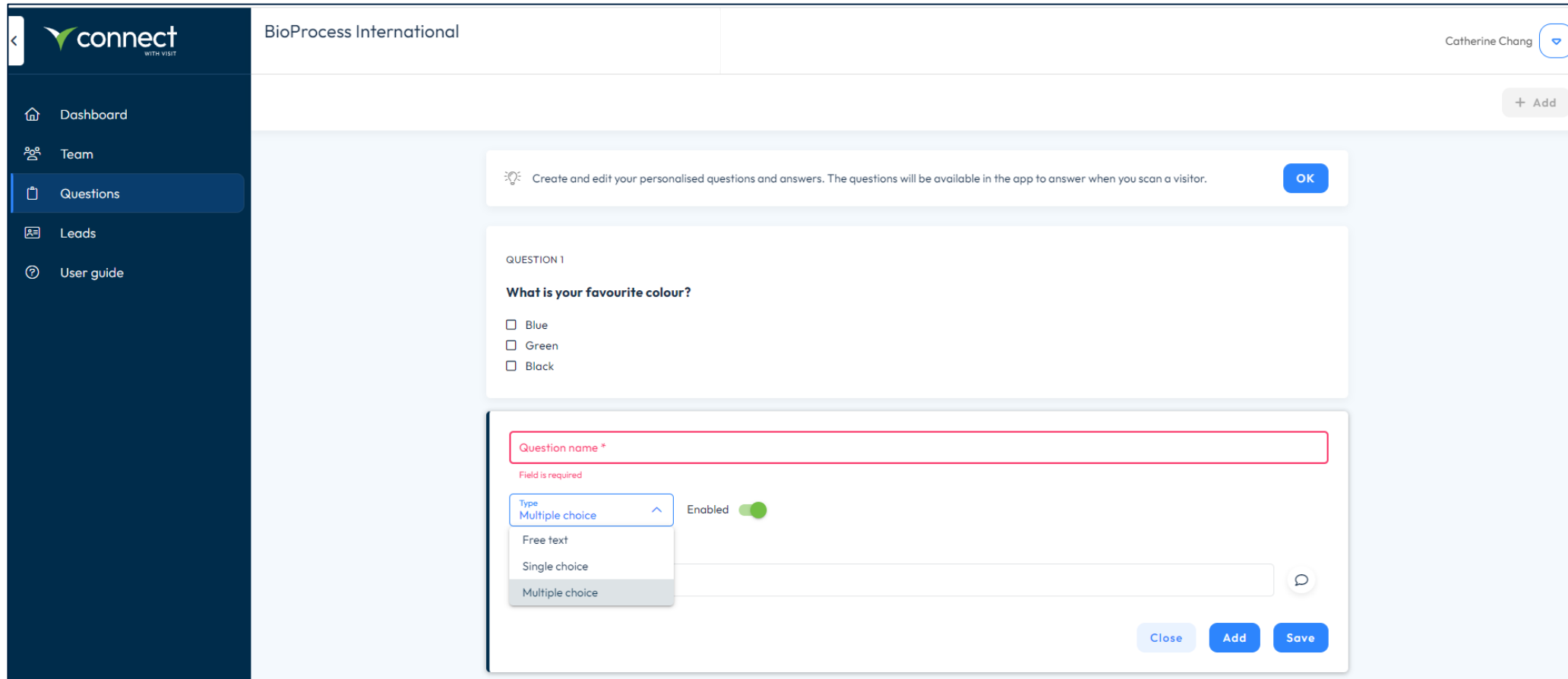
Search Add staff Actions

<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	
<input type="checkbox"/>	Catherine chang	catherine.chang@informa.com				
<input type="checkbox"/>	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 operations manager if you need the link to be resent to you.

LEAD RETRIEVAL - SETUP



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

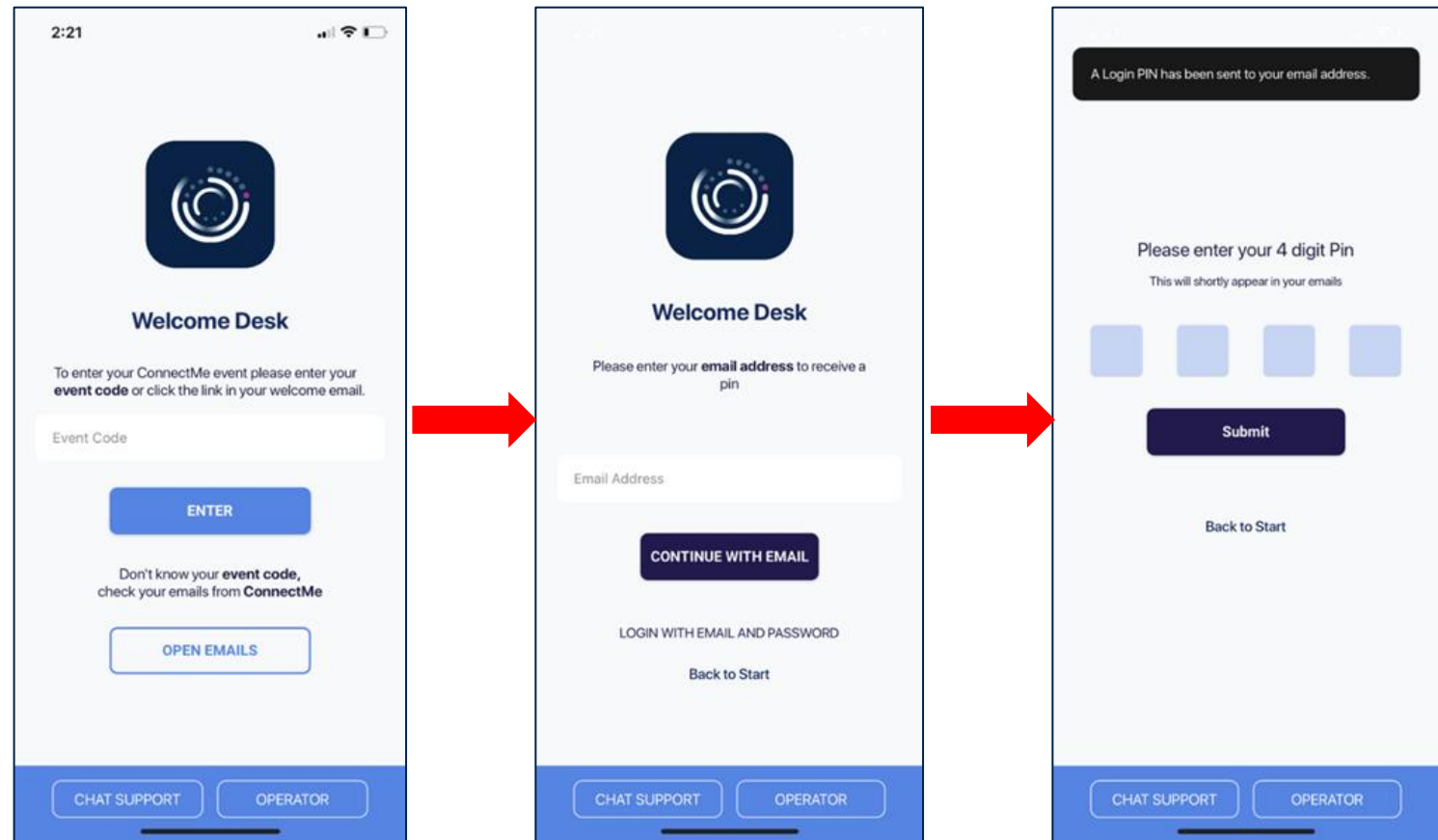
Full name	Company	Email	Scanned by	Scan time
Perri Lucatello	Informa Connect	perri.l@informa.com	Staff / Barcode / Chelcie	3/30/2023, 12:07:59
Catherine Chang	Informa Connect	catherine.chang@informa.com	Staff / Barcode / Chelcie	3/28/2023, 17:09:13
Catherine Chang	Informa Connect	catherine.chang@informa.com	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 [Lead Dashboard - ALCHEMY](#)

LEAD RETRIEVAL – 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: **LS2023**.
3. Enter your email address used to register for the conference, to which you will receive a 4-digit pin to login

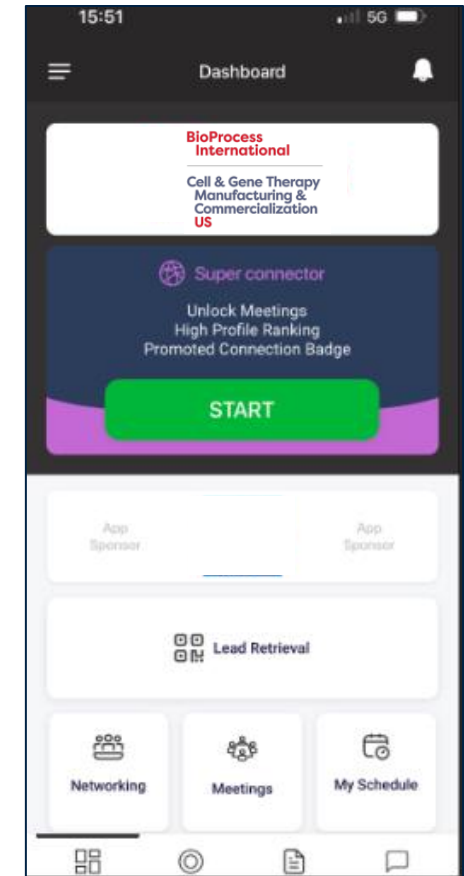
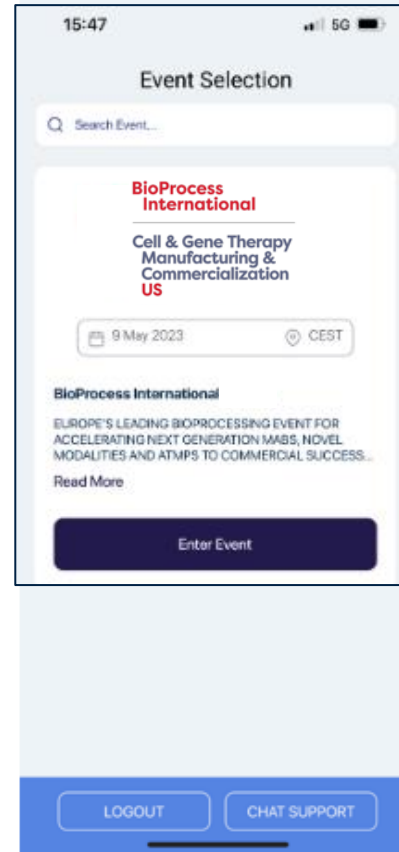


If you do not receive a 4-digit pin, please email annjolynn.cales@informa.com

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.

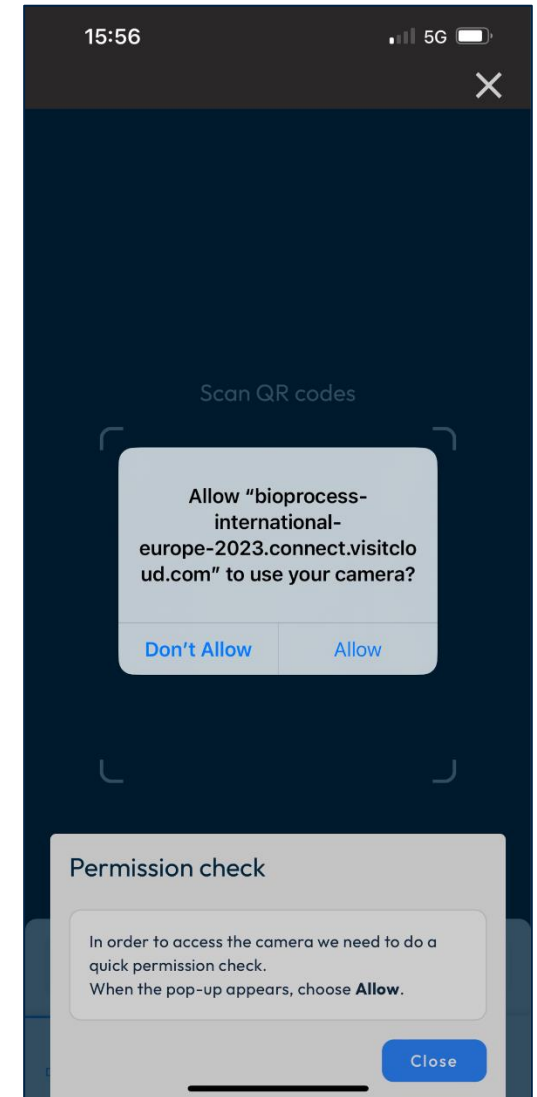
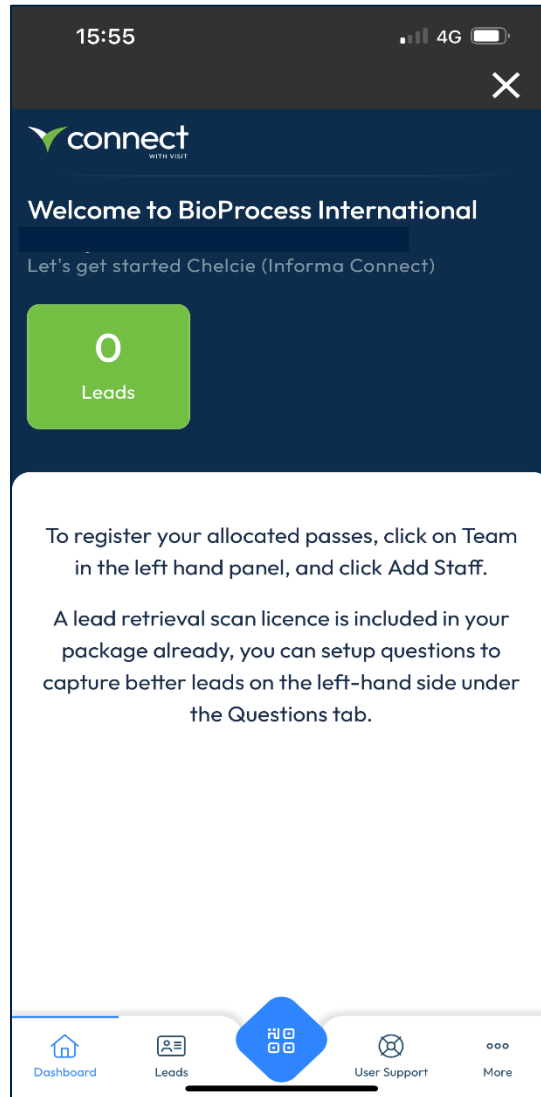


LEAD RETRIEVAL – SCAN AND COLLECT LEADS ONSITE

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

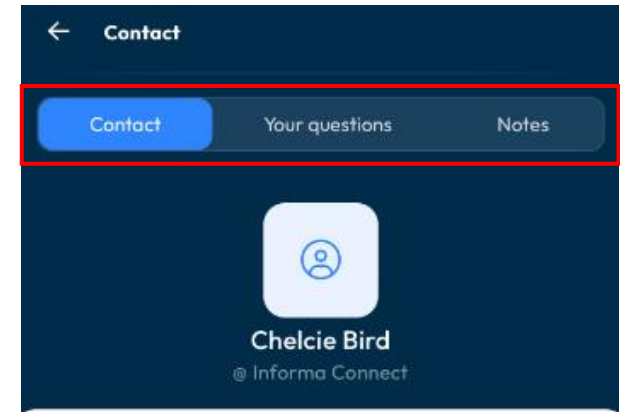
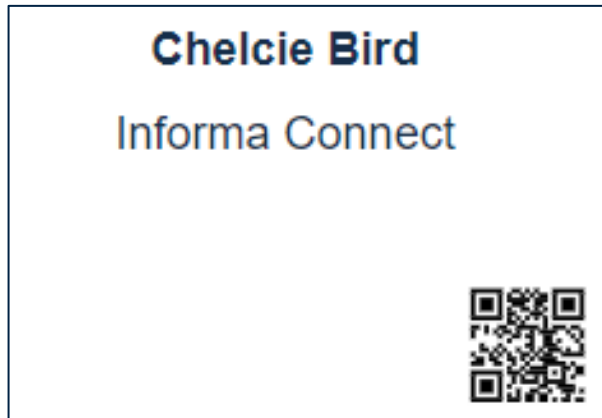
6. Make sure your camera permissions are set to "allowed" in order to scan.

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.



FAQ - 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?

No, it is not possible. 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.

FAQ -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.

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

LS2023

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

FAQ -LEAD RETRIEVAL

POST EVENT

Where can I find my 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 ALCHEMY Report.

What is ALCHEMY?

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. You can then feel free to share your unique login credentials with anyone from your team. For any questions related to your lead data, contact [Sofia Munoz](#).

How do I use the ALCHEMY dashboard?

Please click the link [here](#) to view an example of the Alchemy Dashboard.

I can't see the notes my team made in my ALCHEMY dashboard?

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.

Your Alchemy Dashboard

ACCESS YOUR LEAD DATA

LEAD DATA DETAILS

Your dashboard contains all your event lead data in a single view. You will receive an email from Sofia Munoz (sofia.munoz@informa.com) with login credentials and instructions to enable access to your company's lead data dashboard. Data delivery timing varies by event so contact Sofia or your account manager to find out when your dashboard will become available.

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 your operations manager:

- Bridget.Sullivan@informa.com (CGT Exhibitors 0 - 420)
- Chelcie.Bird@informa.com (BPI Exhibitors 421 – 1000)
- Bridget.Lacey@informa.com (BPI Exhibitors 1000+)

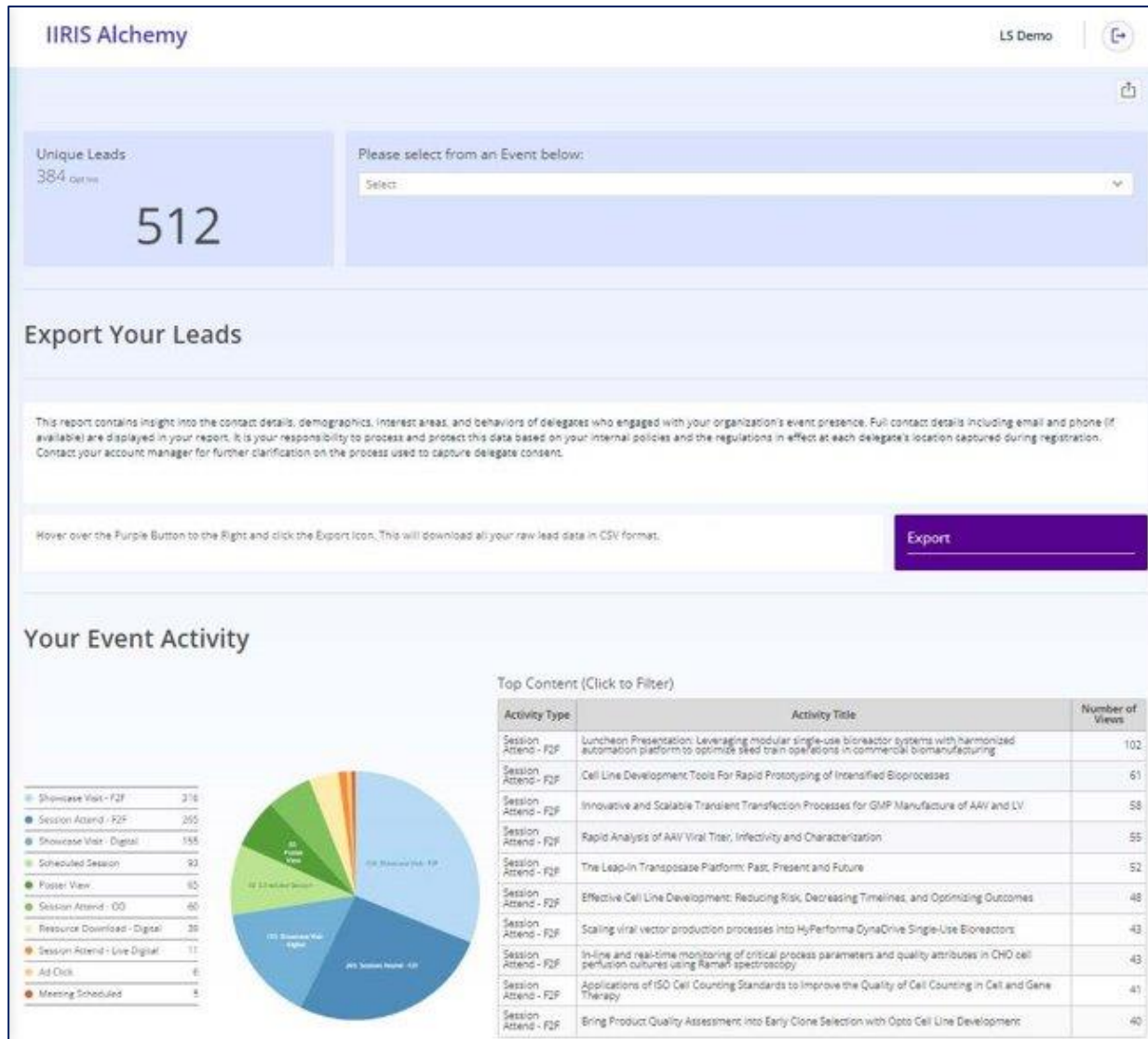
ALCHEMY USER

Guide: https://assets.informa.com/connectIs/SPEX/LeadAnalyticsDashboard/LeadReportGuide_AlchemyIRIS.pdf

Third-party Consent Capture Details:

https://assets.informa.com/connectIs/SPEX/LeadAnalyticsDashboard/ConnectMe_GDPR-Consent-Capture.pdf

ALCHEMY DASHBOARD



On the right is an example of what your lead dashboard may look like based on your leads from the event.

Please look at the tips below on making the most out of lead retrieval!

Tips to Maximize Lead Capture

Scan at your booth via VISIT app



Maximize your content footprint



Create a digital booth with resources



Send meeting requests + messages early



Watch dashboard throughout event



CAPTURE
MORE
LEAD DATA!

YOUR EVENT CONTACTS

ConnectMe Contact:

Annjollynn.Cales@informa.com

Operations Managers:

Bridget.Sullivan@informa.com (Exhibitors 0 – 420)

Chelcie.Bird@informa.com (Exhibitors 421 – 1000)

Bridget.Lacey@informa.com (Exhibitors 1000+)

Alchemy Reporting Contact:

Sofia.Munoz@informa.com