



SPONSOR GUIDE

Finance and Accounting for
Bioscience

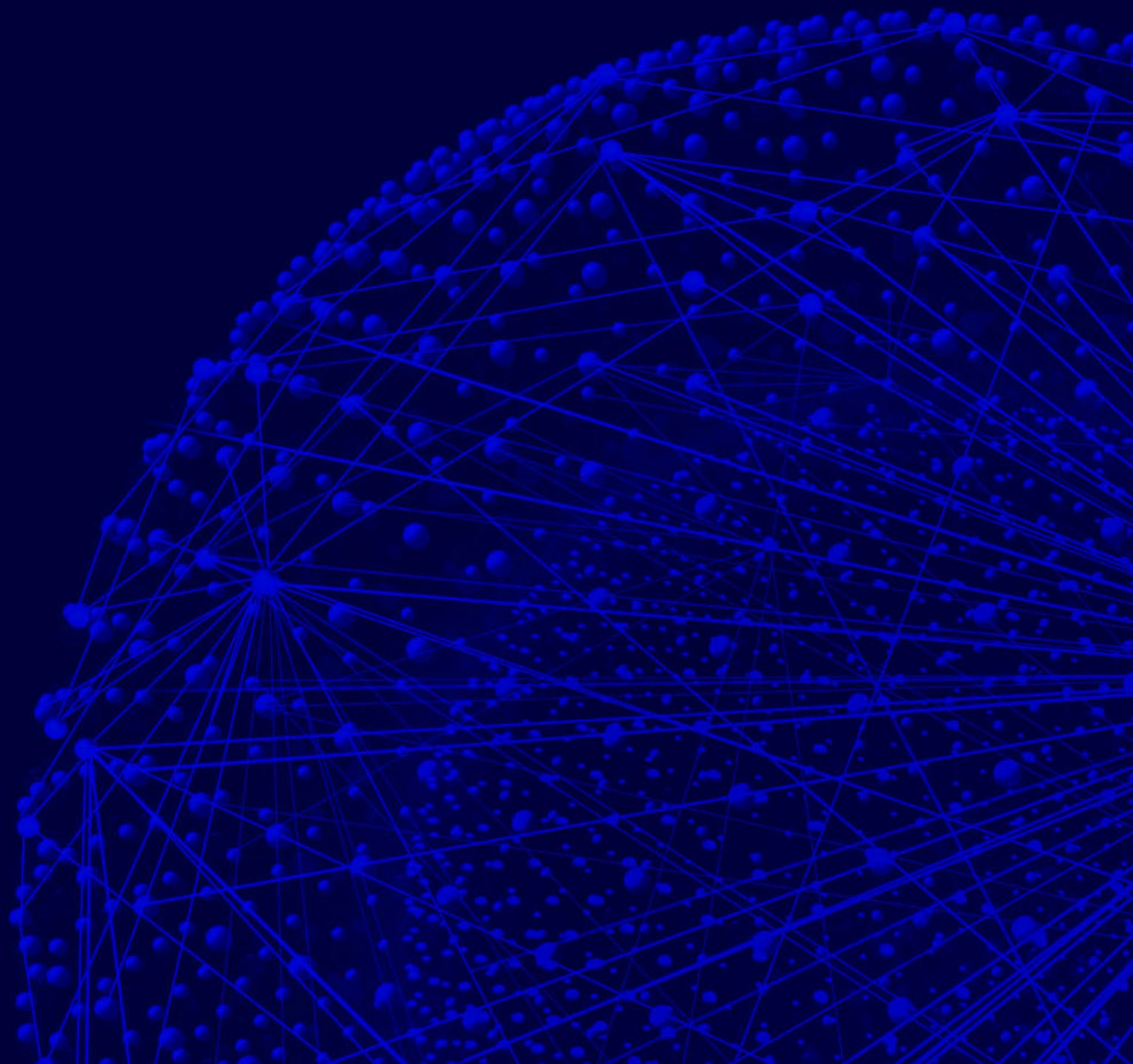


Table Of Contents

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

1. [How to Login to the ConnectMe Platform | \(Slides 3 – 7\)](#)
2. [How to Edit your Virtual Booth | Details \(Slides 8 – 12\)](#)
3. [How to Edit your Virtual Booth | Videos \(Slides 13 – 15\)](#)
4. [How to Edit your Virtual Booth | Downloads \(Slides 16 – 17\)](#)
5. [How to Edit your Virtual Booth | Staff \(Slide 18\)](#)
6. [How to Download QR codes for your Documents \(Slides 19 – 20\)](#)
7. [Who To Contact \(Slides 21-22\)](#)





How to Log In to the ConnectMe Platform

STEP 1 – LOGIN TO PLATFORM

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

Enter your registered "admin" email address and select "**Request Login PIN**".

Welcome to Life Sciences

 **Life Sciences**

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

Request Login PIN

Login with Password

[Support](#)

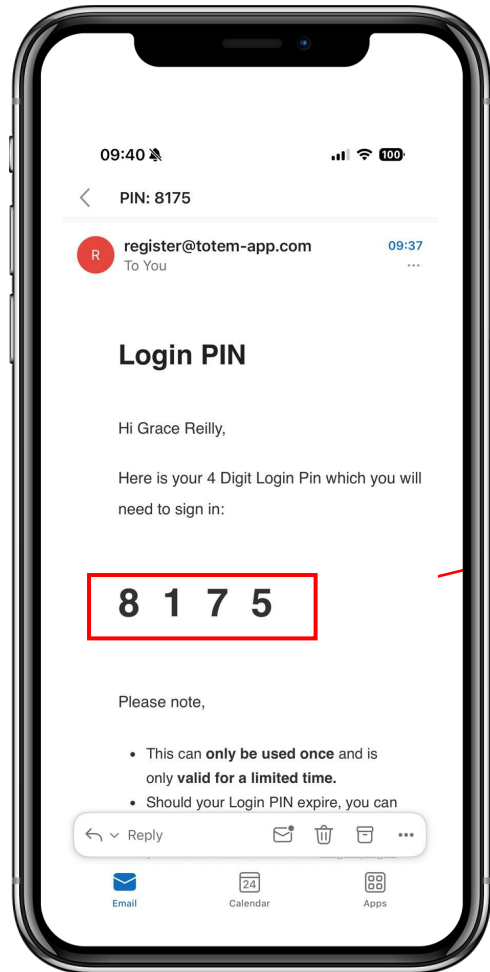
[Change Language](#)



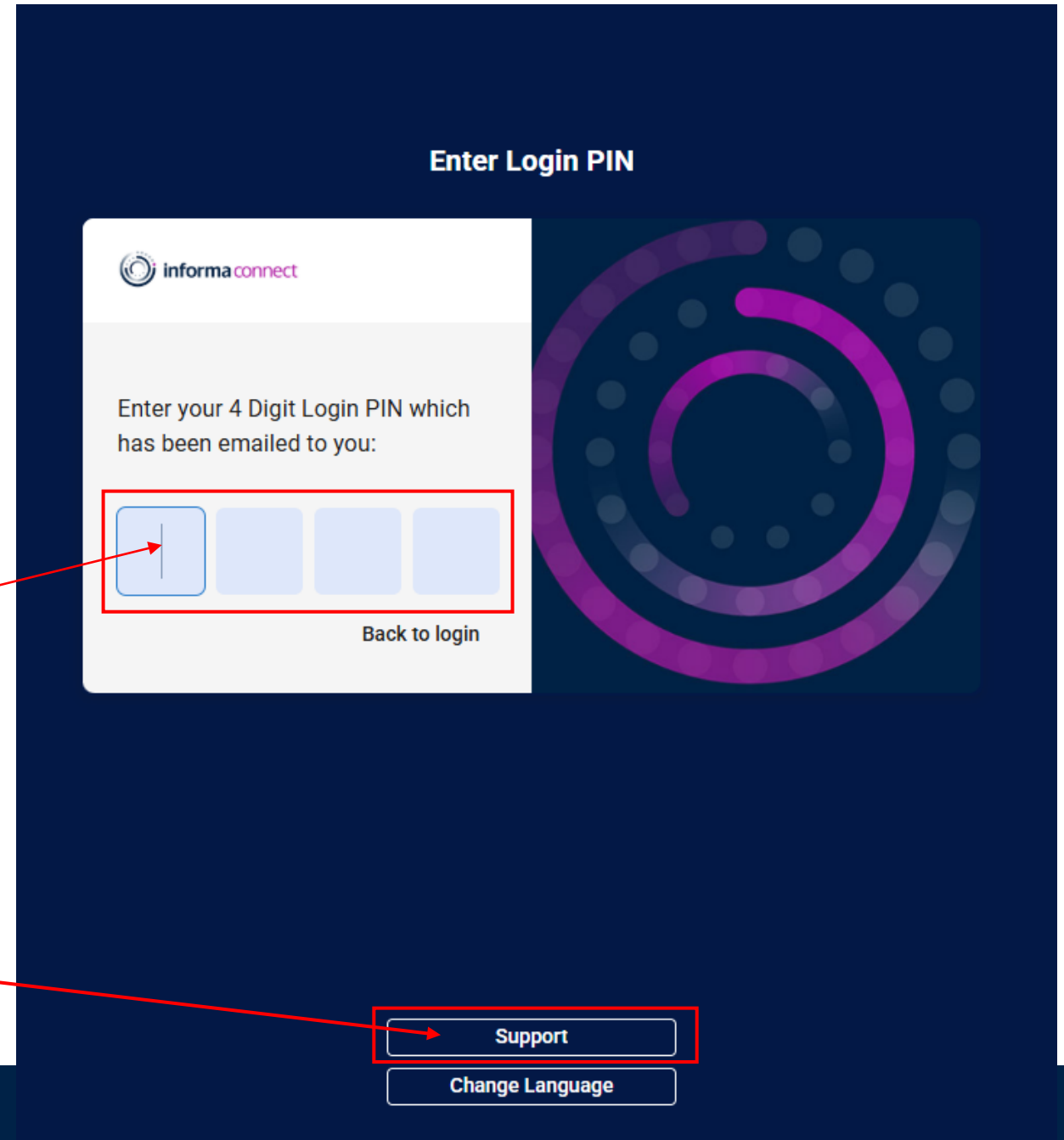
STEP 1 – LOGIN TO PLATFORM

Enter you 4-digital PIN to proceed

The e-mail will be sent from “Register@totem-app.com”.



If you encounter any problems, please click the “Support” button for assistance.



STEP 1 – LOGIN TO PLATFORM

You should see your event listed.

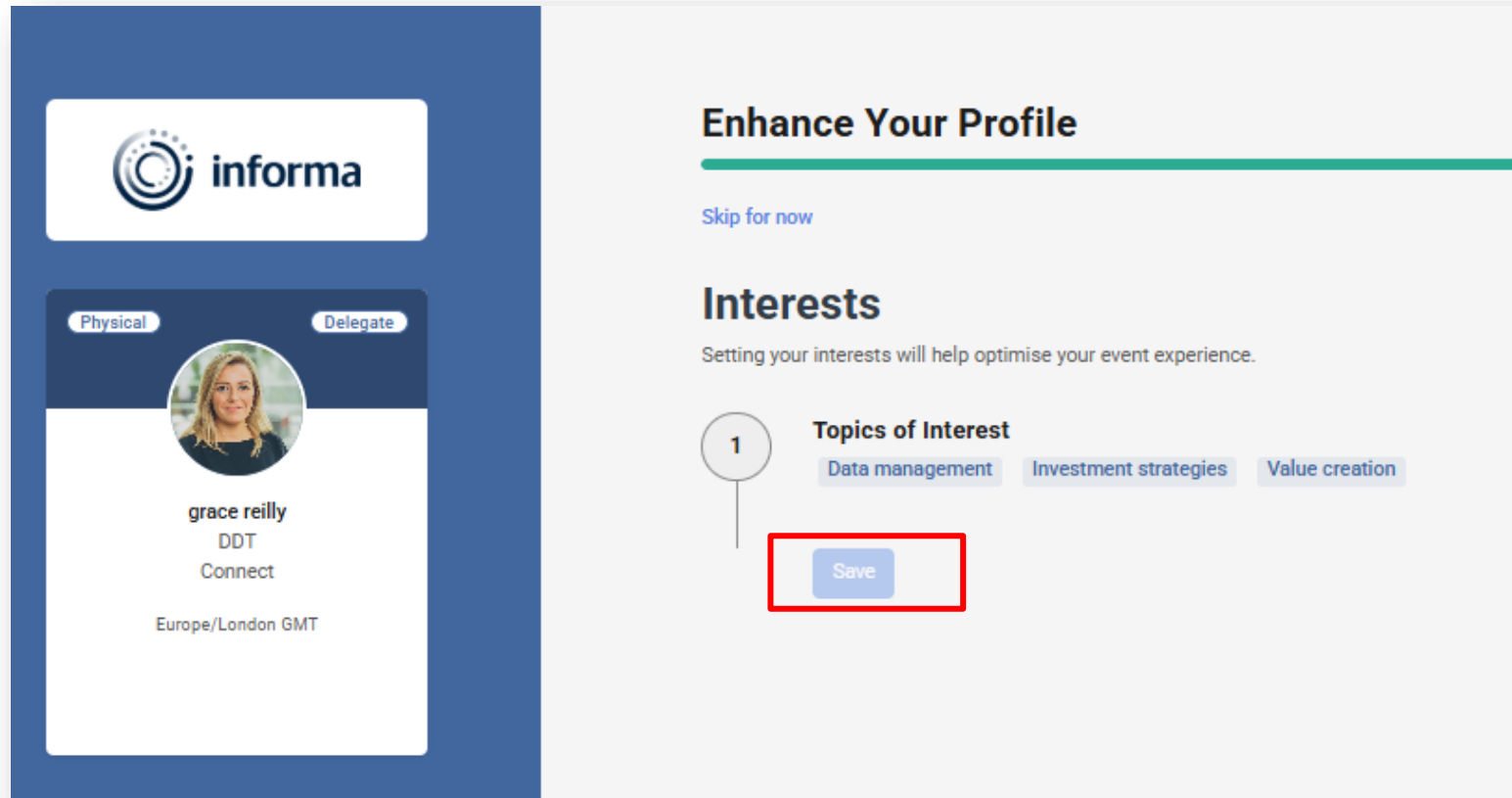
If you cannot find an event, please contact your organizer.
You may only see the events you are currently attending or any others for which you are registered.

Click “enter event”

The screenshot shows the Informa Connect platform interface. At the top, the navigation bar includes 'Home', 'Events', 'Webinars', 'Edit Profile', and 'Settings'. The main header area displays 'Hi, Grace' and 'Welcome Back' with the prompt 'Where will you go today?'. On the left sidebar, there is a profile section for 'Grace Reilly, Sponsor' with an 'Edit Profile' button, and a 'Support' section with links for 'Chat with Support', 'Device Settings', and 'Logout'. Below this is a promotional banner for 'RiskMinds International & RiskMinds Insurance' with a 'View Now' button. The main content area is divided into 'Events' and 'Webinars' sections. The 'Events' section features three event cards: 'Grace's Test Event' (Jan 12), 'One Informa Event' (Sep 30), and 'TEST EVENT - Connect Marketplace' (Aug 25). The 'One Informa Event' card is highlighted with a red box, and its 'Enter Event' button is pointed to by a red arrow from the text 'Click “enter event”'. The 'Webinars' section shows a 'Webinar Demo Event - FinTech Futures' (Sep 13) with an 'Enter Webinar' button. A 'View All >' link is located at the top right of the events section.

STEP 1 – LOGIN TO PLATFORM

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



The screenshot shows a two-panel interface. The left panel, with a blue background, displays the Informa logo at the top. Below it, there are two tabs: 'Physical' and 'Delegate'. A circular profile picture of a woman is shown, followed by the name 'grace reilly', the role 'DDT Connect', and the location 'Europe/London GMT'. The right panel, with a light gray background, is titled 'Enhance Your Profile' and includes a 'Skip for now' link. Below this is the 'Interests' section, which states 'Setting your interests will help optimise your event experience.' It features a numbered step indicator '1' and a 'Topics of Interest' section with three selectable tags: 'Data management', 'Investment strategies', and 'Value creation'. A 'Save' button is located at the bottom of this section and is highlighted with a red rectangular border.

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

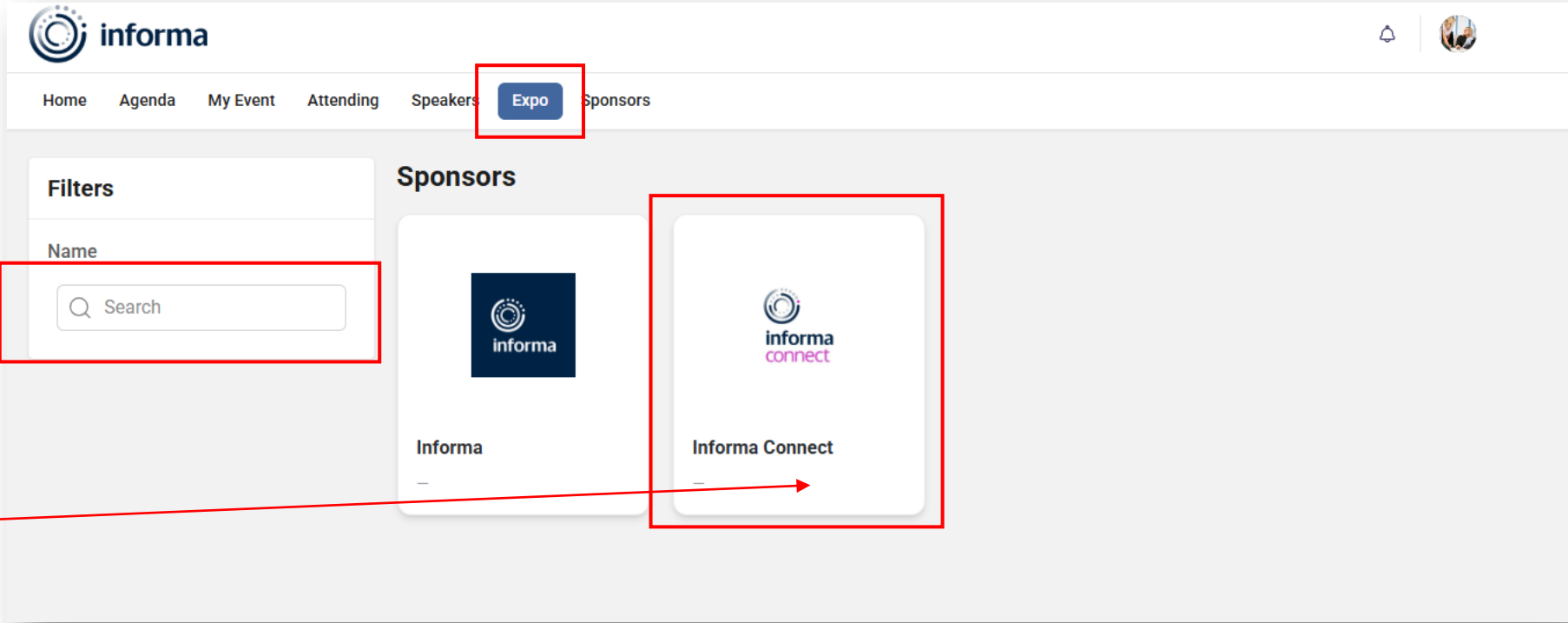
STEP 2 – FIND THE BOOTH REQUIRING EDITS

Click on the “Exhibit Hall” tab

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



The screenshot shows the Informa Connect Expo page. At the top is a navigation bar with links: Home, Agenda, My Event, Attending, Speakers, Expo (highlighted), and Sponsors. Below the navigation bar is a hero image with the text "Know more, do more, be more." and a "Back to Expo" link. The main content area features the Informa Connect logo, a "Booth location: (5)" indicator, and social media icons. Below these are two buttons: "Sign Guestbook" and "Edit Booth". A red arrow points from the "Edit Booth" button to a magnified view of the button on the right. The magnified view shows two buttons: "Sign Guestbook" and "Edit Booth", with the "Edit Booth" button highlighted by a red box.

Home Agenda My Event Attending Speakers Expo Sponsors

Know more, do more, be more.

← Back to Expo

informa connect

Booth location: (5)

Sign Guestbook Edit Booth

Information

Informa Connect delivers live and on-demand events, training, and specialist digital content to businesses and professionals. We work in close collaboration with industry leaders to curate and create unique and relevant content for our communities and audiences, giving them access to extraordinary people and exceptional insight.

Talk to us

No messages yet
Start the conversation — say hello.

Type your message

Guest Book

Sign Guestbook

Sign Guestbook Edit Booth

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 event contact.



STEP 4 – BUILD 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.

Details

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

Informa Connect is a division of Informa PLC.

105/150 characters left

About
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** **☒** **☒** **☒** **☒**

Informa Connect delivers live and on-demand events, training, and specialist digital content to businesses and professionals. We work in close collaboration with industry leaders to curate and create unique and relevant content for our communities and audiences, giving them access to extraordinary people and exceptional insight.

Logo / Picture *
Drop a PNG of your logo or picture here (300 x 300px recommended). Make sure the image is cropped to the very edges of the logo with no white space around it. Your logo / picture appears in the top left of your stand (PNG 5mb).

Header Banner
Enhance your stand with an eye-catching background (3750 x 450px recommended, under 5MB). Opt for high-quality abstract images in PNG format, avoiding text or logos since the background displays behind your stand content. If using images with text or logos, center them to ensure visibility on smaller devices.

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

https://informaconnect.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.

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

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.

https://informaconnect.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.

in

Enter Linkedin username / Profile URL

f

Enter Facebook username / Profile URL

Enter Instagram username

X

Enter Twitter/X username

Chat

Toggle this button off to hide chat from this expo

visible

Guest Book

Toggle this button off to hide guest book from this expo

visible

Update About Us

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

 **informa** Sponsor Guide



< 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"**

STEP 5 – ADD NEW VIDEOS

Upload File

Title *

Title (Required)

Description

Description

Thumbnail

Thumbnail

Upload Photo

File *

Media File

Drag & Drop Your File or BROWSE

Cancel

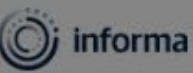
Upload

Complete video file details

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



STEP 5 – ADD NEW VIDEOS



HomeAgendaMy EventAttendingSpeakersExpoSponsors

Back to Stand

Informa Connect

Details

Videos

Downloads

Staff



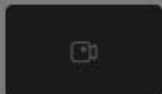
B&W

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

Informa Sponsor Guide



STEP 6 - 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

Informa Sponsor Guide

STEP 6 - ADD DOWNLOADABLE DOCUMENTS

Upload File

Title *

Colleague Guide to 240 Blackfriars

Description

A guide for new starters

Thumbnail

Thumbnail

Screenshot 2026-02-24 125042.png124 KB

Colleague Guide to 240 Blackfriars

File *

Media File

Colleague Guide to 240 Blackfriars - April 2021.pptx2.4 MB

Cancel

Upload

Library

Upload

Media Vault

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.



STEP 7 – 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 8 – QR CODES



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

< Back to Stand

Informa Connect

Details

Videos

Downloads

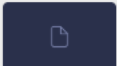
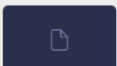
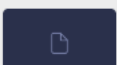
Staff



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



Colleague Guide to 240 Blackfriars



Scan this QR code to add this file to your bag
on the App

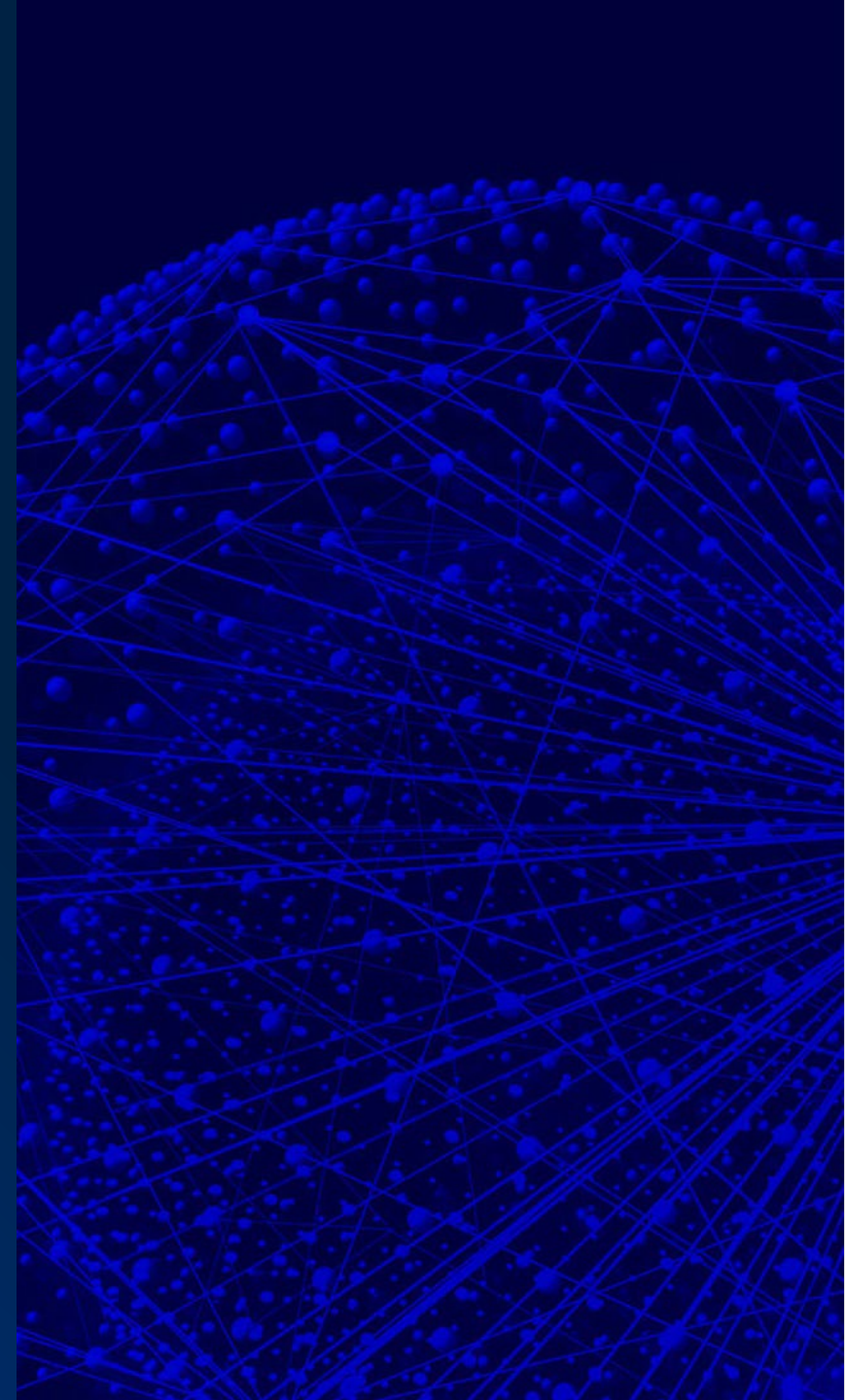
← Title to match uploaded file

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





ConnectMe Guide: 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
Nicholas.pappas@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(s)
Kodia.Baye-Cigna@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

