

Sponsor Guide

Medicaid Drug Rebate Program
Summit 2024



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 | \(Slides 3 – 8\)](#)
2. [How to Edit your Virtual Booth | Details \(Slides 9 – 12\)](#)
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. [How to Edit your Personal Profile \(Slides 21 – 22\)](#)
8. [Lead Retrieval \(Slides 23 – 29\)](#)
9. [Your Alchemy Dashboard \(Slides 30 – 34\)](#)
10. [Your Event Contacts \(Slide 36\)](#)

ConnectMe Guide: How to Edit Virtual Booths

STEP 1 – LOGIN TO PLATFORM


Link to online platform: <https://lifesciences.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”

Welcome to Life Sciences

 informa connect

Life Sciences

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

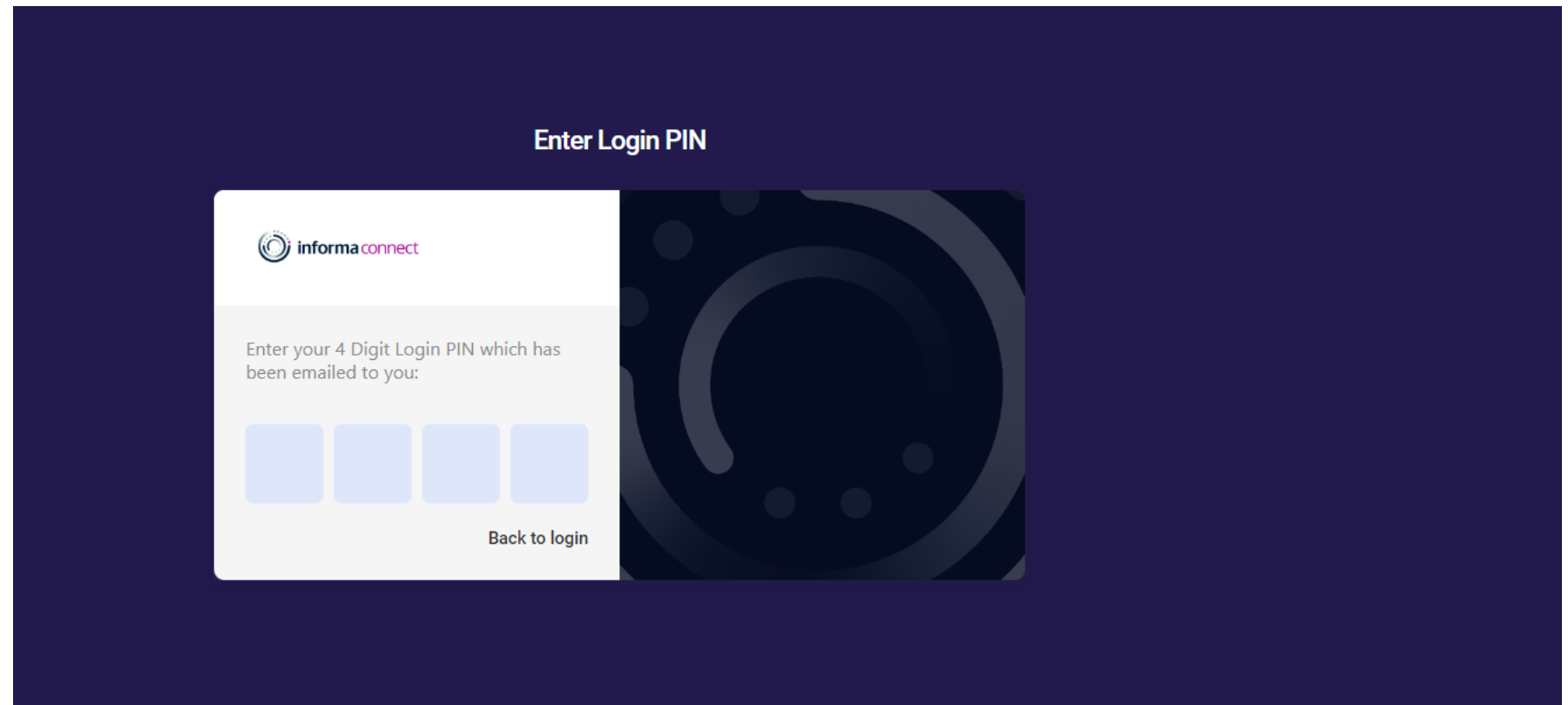
STEP 1 – LOGIN TO PLATFORM

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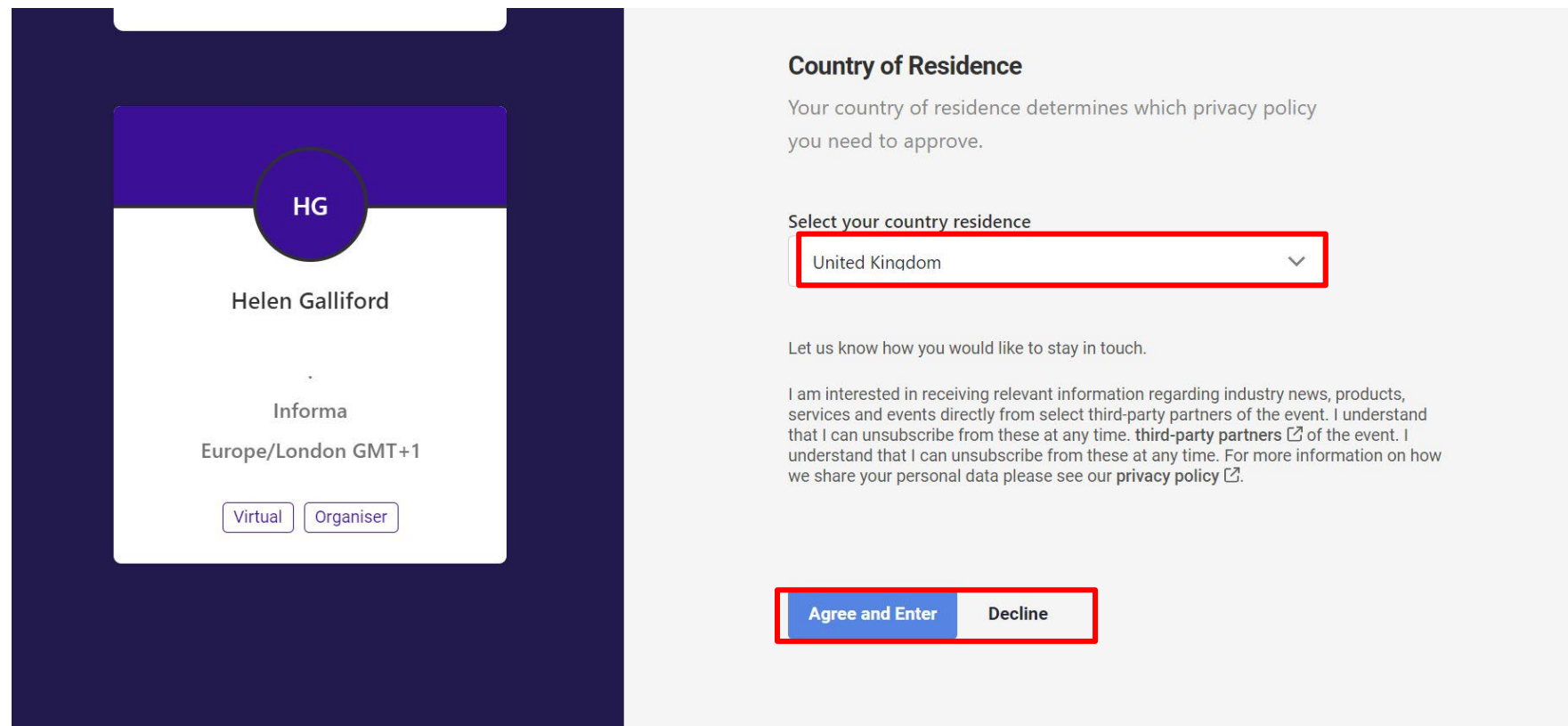
STEP 1 – LOGIN TO PLATFORM

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



The screenshot shows a user profile card on the left and a registration form on the right. The profile card for Helen Galliford (HG) includes the Informa logo and 'Europe/London GMT+1' time zone, with 'Virtual' and 'Organiser' roles. The registration form, titled 'Country of Residence', explains that the user's residence determines the privacy policy. It features a dropdown menu with 'United Kingdom' selected. Below this is a consent section with 'Agree and Enter' and 'Decline' buttons.

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 **“Exhibit Hall”** 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 interface. At the top, there are navigation links: Home, My Event, Attendees, and Exhibit Hall (highlighted with a red box). Below the navigation is a 'Filters' sidebar on the left. It contains a 'Name' section with a search input field (highlighted with a red box) and an 'Interests' section with a checked 'All' option. The main content area is titled 'Sponsors' and displays a grid of six sponsor cards. Each card features a logo, the company name, and a 'Showcase' button. The first card is for 'Informa' (highlighted with a red box around the 'Showcase' button), followed by 'Marriott', 'Hilton', 'IHG Resorts', 'Visit St Pete', and 'Array'.

STEP 3 – BUILD YOUR BOOTH

Edit Stand

Book Meeting Chat Now

f in @ t e

About Representatives 1

About

Guest Book Sign Guestbook Isabela Silva Digital Experience Co-Ordinator Informa

Representatives View All > JG Jamie Gulden 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.

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

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 contains 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".
- Expo Visibility:** A toggle switch labeled "visible" which is currently turned on. Below it is the instruction: "Toggle this button off to hide this expo from mobile app".

At the bottom right of the form, there is a dark blue button labeled "Update About Us" which is highlighted with a red rectangular box.

STEP 5 – ADD NEW VIDEOS

< Back to Stand Back to Stand


Informa Demo

Details

Videos

Downloads

Staff



BAW

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).

Informa Back to Stand

Details

Videos

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!

Upload File ×

Title

Description

Thumbnail

Thumbnail

UPLOAD PHOTO

File

Media File

DRAG & DROP YOUR FILE OR BROWSE

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

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.

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 you 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 menu is a QR code and a 'B&W' toggle switch. The main content area is titled 'Staff Availability' and contains a descriptive paragraph: '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 blue 'Show' button with a toggle switch, which is highlighted with a red rectangle.

STEP 8 – QR CODES

< Back to Stand

Berkeley Lights, Inc.


Back to Stand

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.

	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 ▼

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.

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.

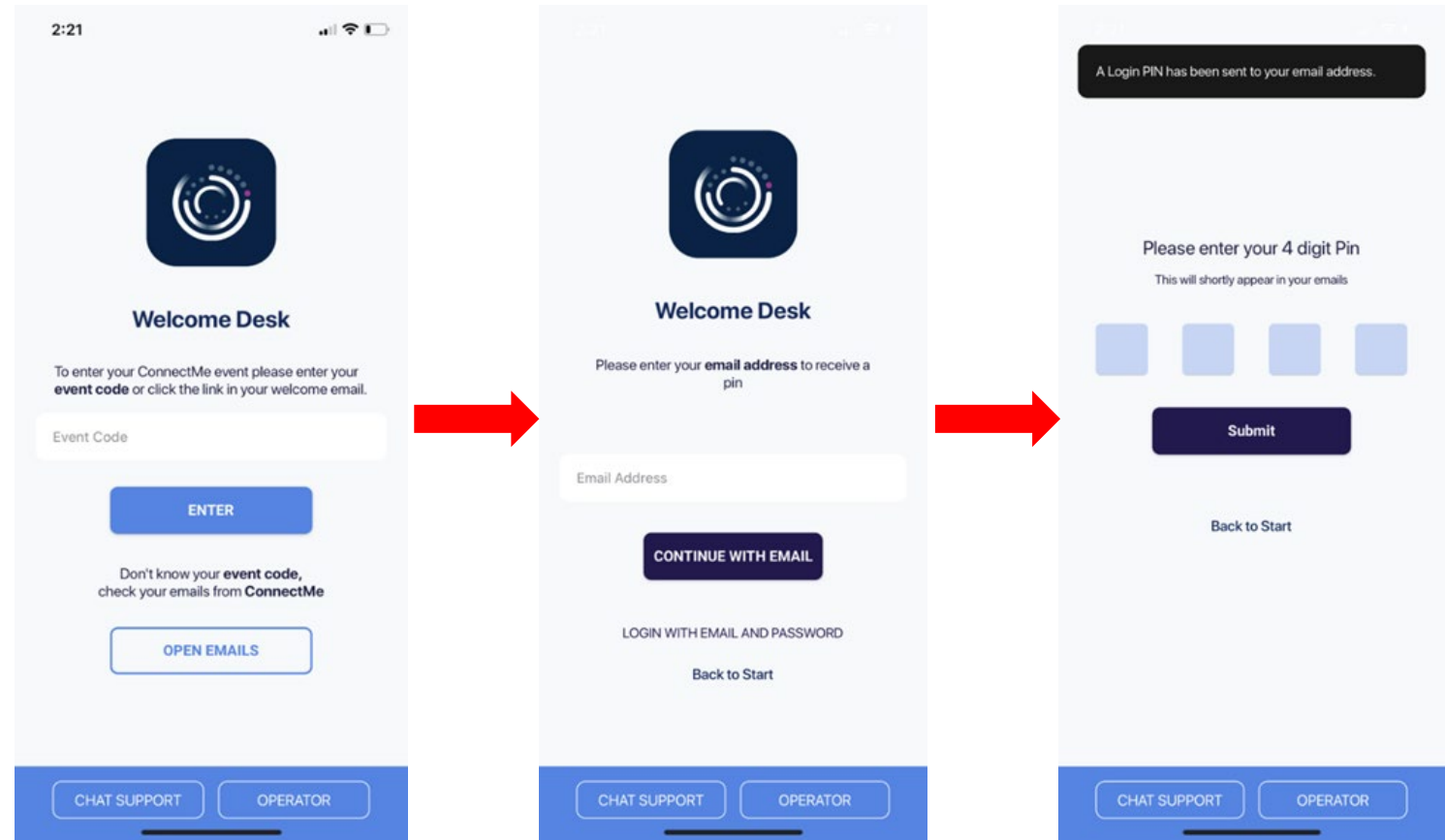
The screenshot shows the user interface for editing a profile. The navigation bar at the top includes 'My Event', which is highlighted with a red box. The left sidebar contains several options, with 'Edit Profile' highlighted by a red box. The main content area is titled 'Details' and contains the following fields:

- First Name:** Jamie
- Last Name:** Gulden
- Profile Picture:** A photo of a woman with a red 'Edit' button below it.
- Email:** Jamie.Gulden@informa.com
- Company:** Informa
- Job Title:** Regional Director, Digital Experience
- Bio:** A large text area for a bio.
- Company Details:** A text area for 'About Company'.
- Timezone:** A dropdown menu currently set to 'America/N...'.

Lead Retrieval

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

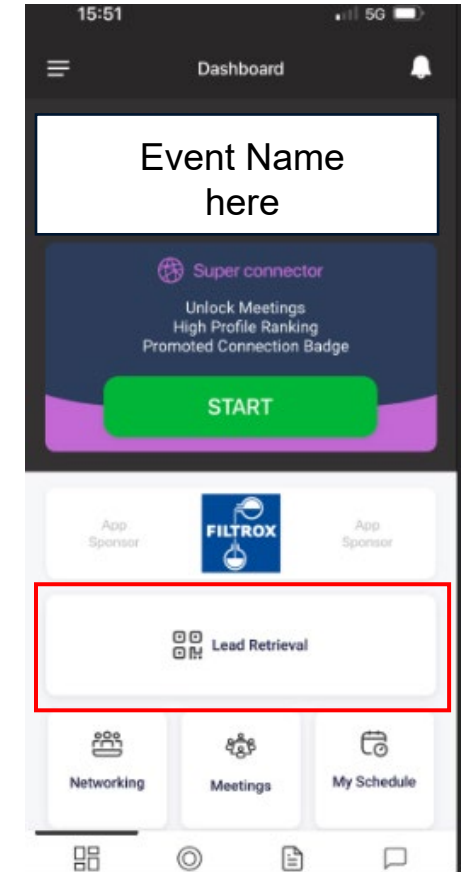
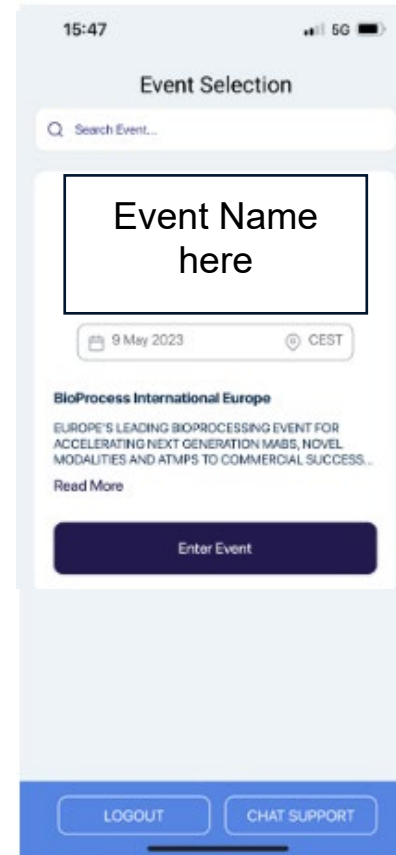
1. On your personal device, please download the ConnectMe app. To find it in the App Store / Google Play, please search 'ConnectMe by Informa'.
2. Once downloaded, please enter the event code: **LS2024**.
3. Enter your email address used to register for the conference, to which you will receive a 4-digit pin to login



LEAD RETRIEVAL

4. Once entered, please select the **Medicaid Drug Rebate Program** Summit 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 Meghan.Gemmell@informa.com and Justine.Comeau@informa.com



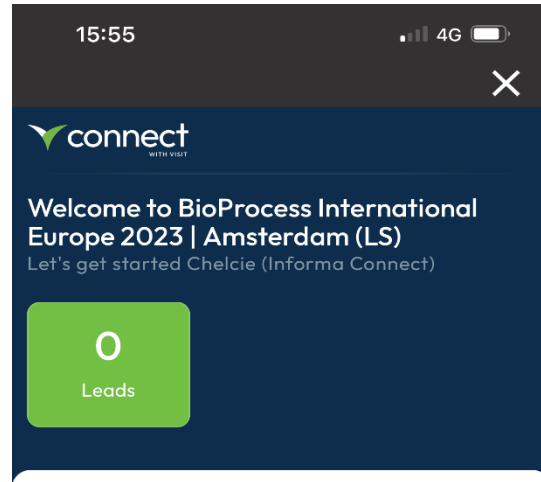
LEAD RETRIEVAL

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.

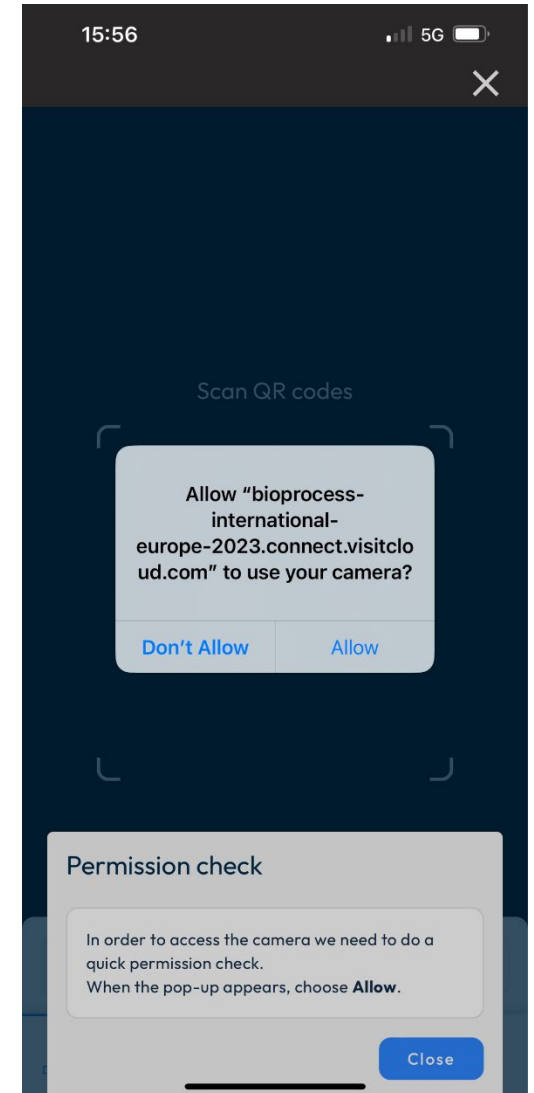
**The specific name of your event will be shown*

If you do not see this button on your screen, please contact Meghan.Gemmell@informa.com and Justine.Comeau@informa.com



To register your allocated passes, click on Team in the left hand panel, and click Add Staff.

A lead retrieval scan licence is included in your package already, you can setup questions to capture better leads on the left-hand side under the Questions tab.

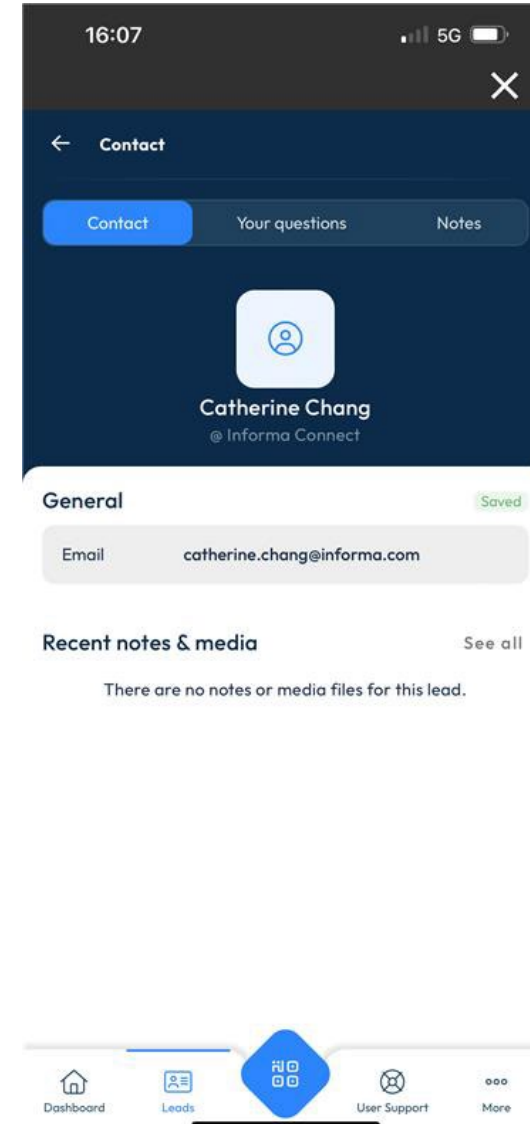


LEAD RETRIEVAL

7. 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?

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 *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. Do not let your team of booth scan staff log in directly to the VISIT Connect website as it may cause issues with your data.

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

LS2024

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 booth scan 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 Lead Insights account. You'll receive instructions for access before the event begins.

What is Lead Insights?

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. 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. For any questions related to your lead data, contact [Sofia Munoz](#).

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 *VISIT Connect* portal. Go to *Leads* 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

Lead Data Details

Your dashboard contains all event lead data in a single view. Pre-event, you will receive an automated email from Lead Insights (leadinsights@informa.com) and Sofia Munoz (sofia.munoz@informa.com) with instructions for setting up your account. The timing for data to populate your report will vary by event so contact Sofia 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 VISIT platform, which is the only way to access your booth notes. For questions on this contact Meghan.Gemmell@informa.com and Justine.Comeau@informa.com.

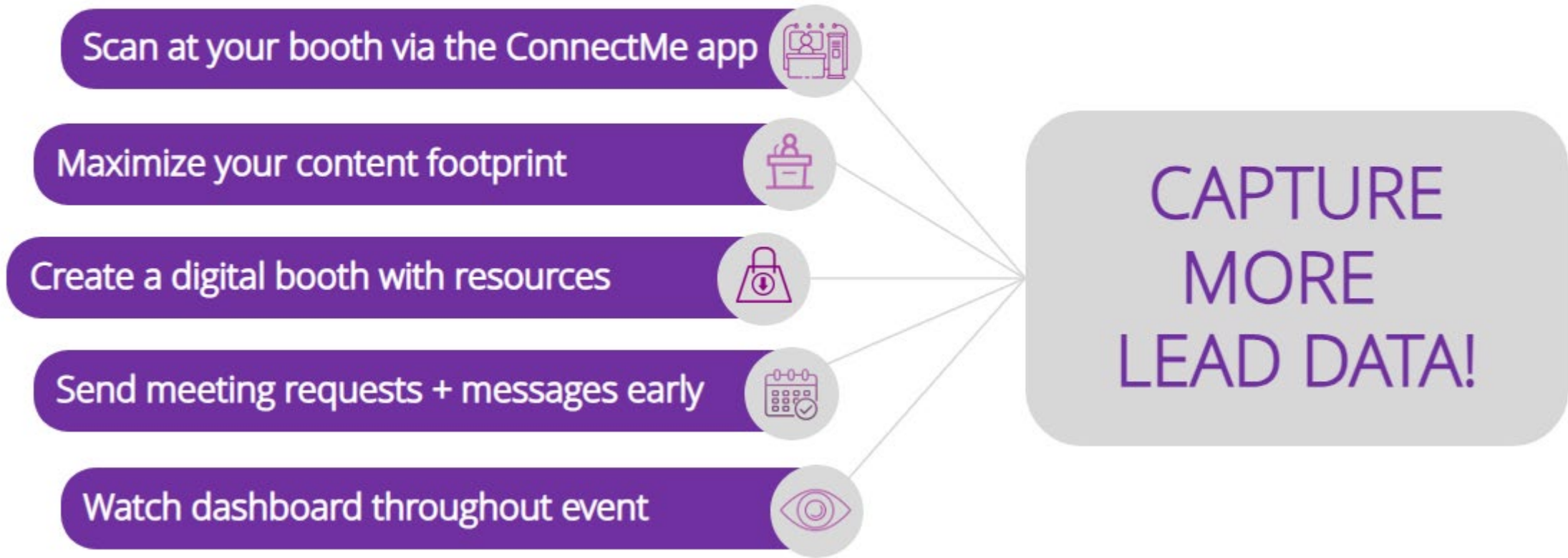
Demo Video: <https://assets.informa.com/leadinsights/Lead%20Insights%20Demo%20Video.mp4>

Lead Insights Benefits: <https://assets.informa.com/leadinsights/Benefits.pdf>

Third-party Consent Capture Details:

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

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
Connection Enabled	A connection request was accepted between a delegate and your staff (not applicable to some events)
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)
Inbound Call	Call to your staff initiated by delegate who visited your digital exhibition page
Meeting Schedule	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



- 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: LS2024

(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

justine.comeau@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

meghan.gemmell@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

Sofia.Munoz@informa.com