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Sponsor Guide

PBM Contracting Summit

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ConnectMe Guide:
How to Edit Virtual Booths

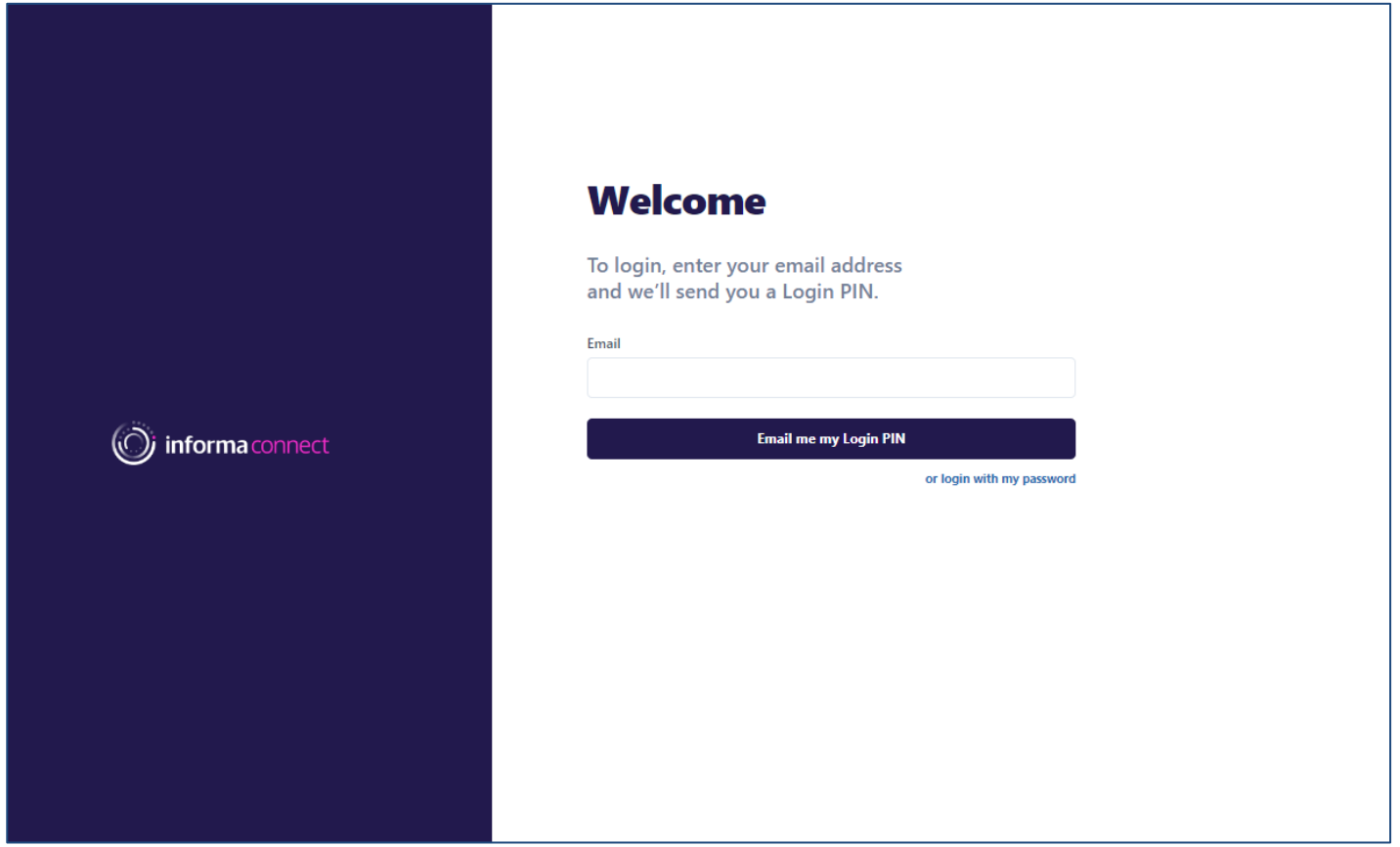
STEP 1 – LOGIN TO PLATFORM

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”

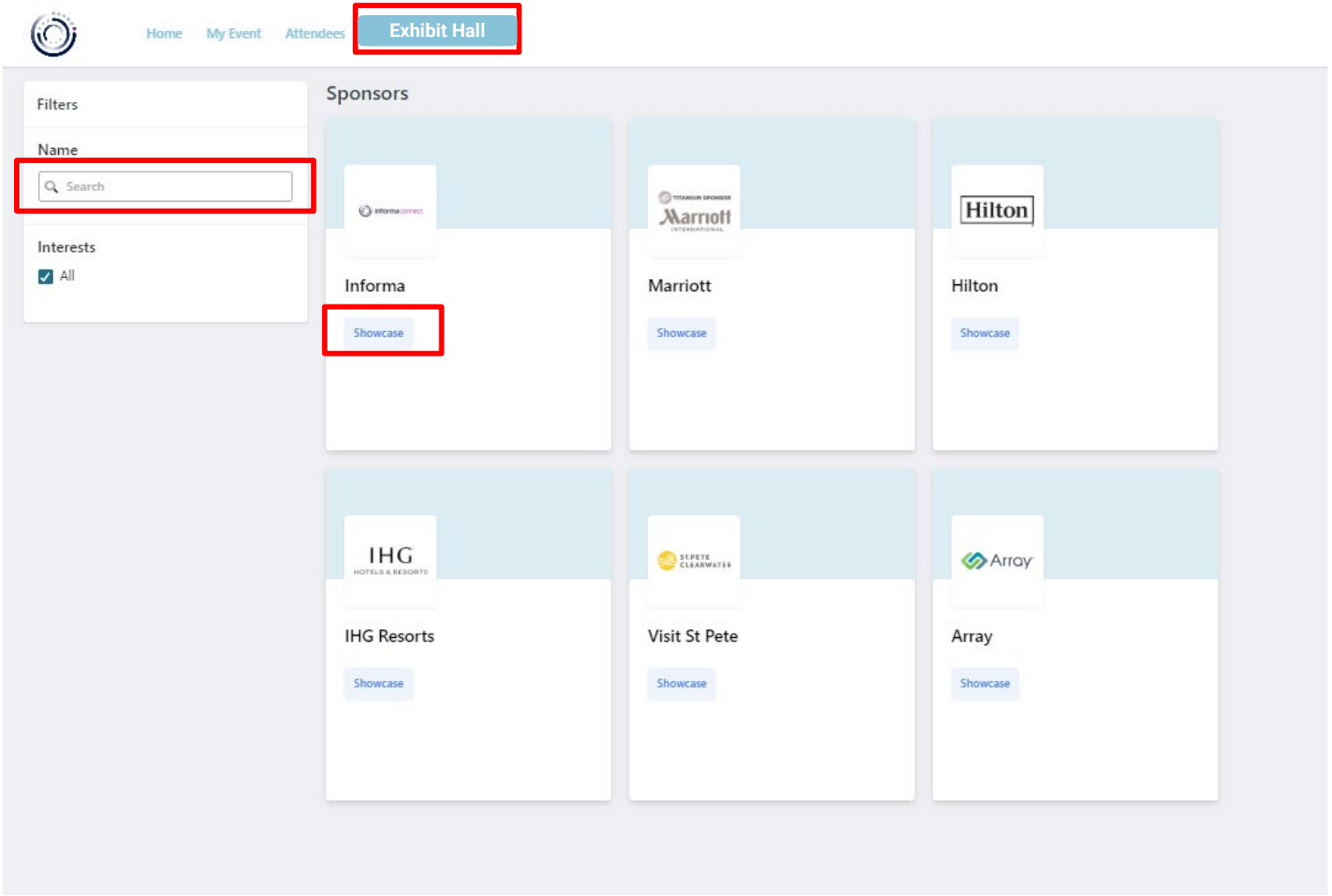


STEP 2 – FIND YOUR BOOTH

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.

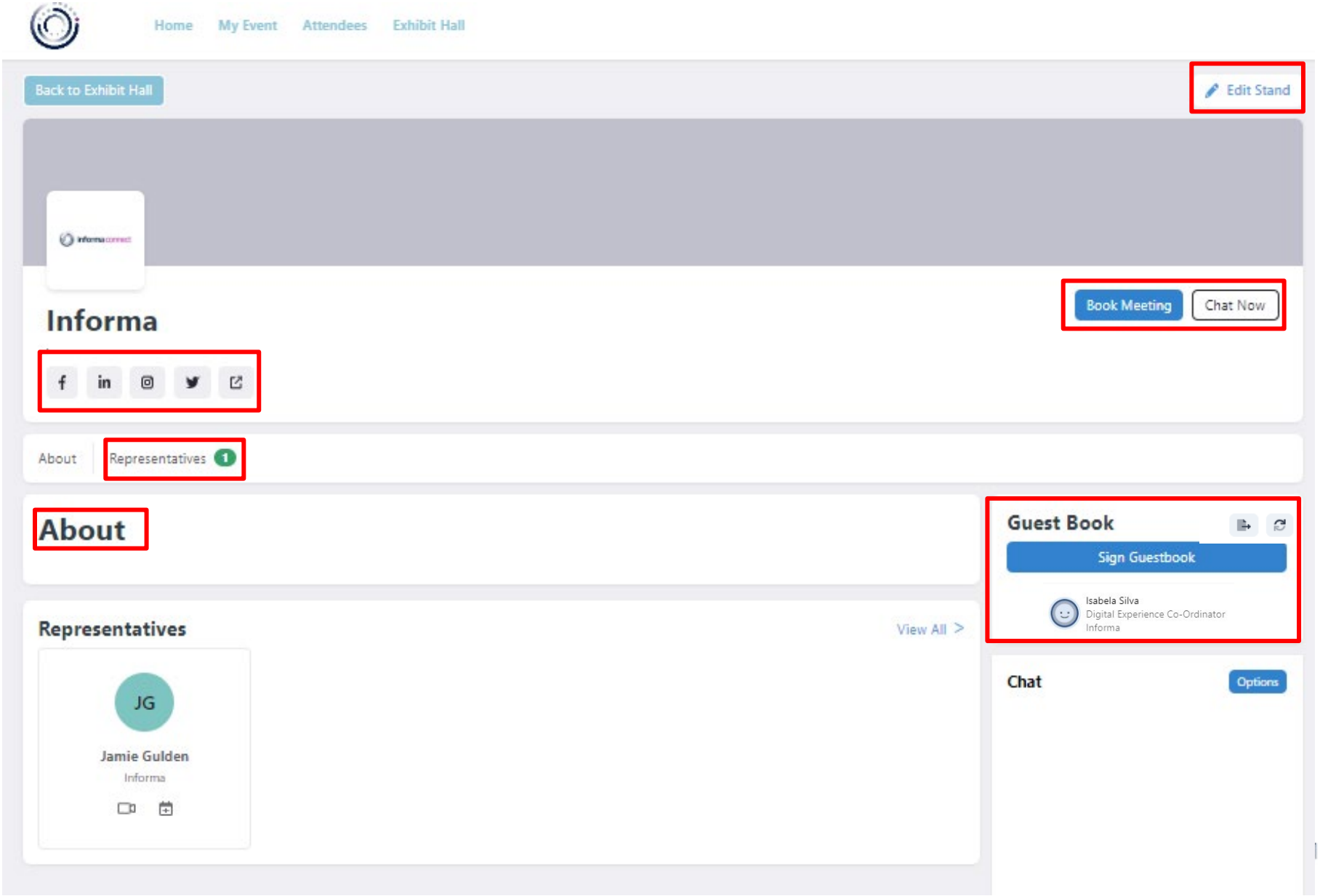
Book Meeting & Chat Now: Interactive tools that can be used by attendees to either book a meeting with Reps or send a message on Chat.

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.



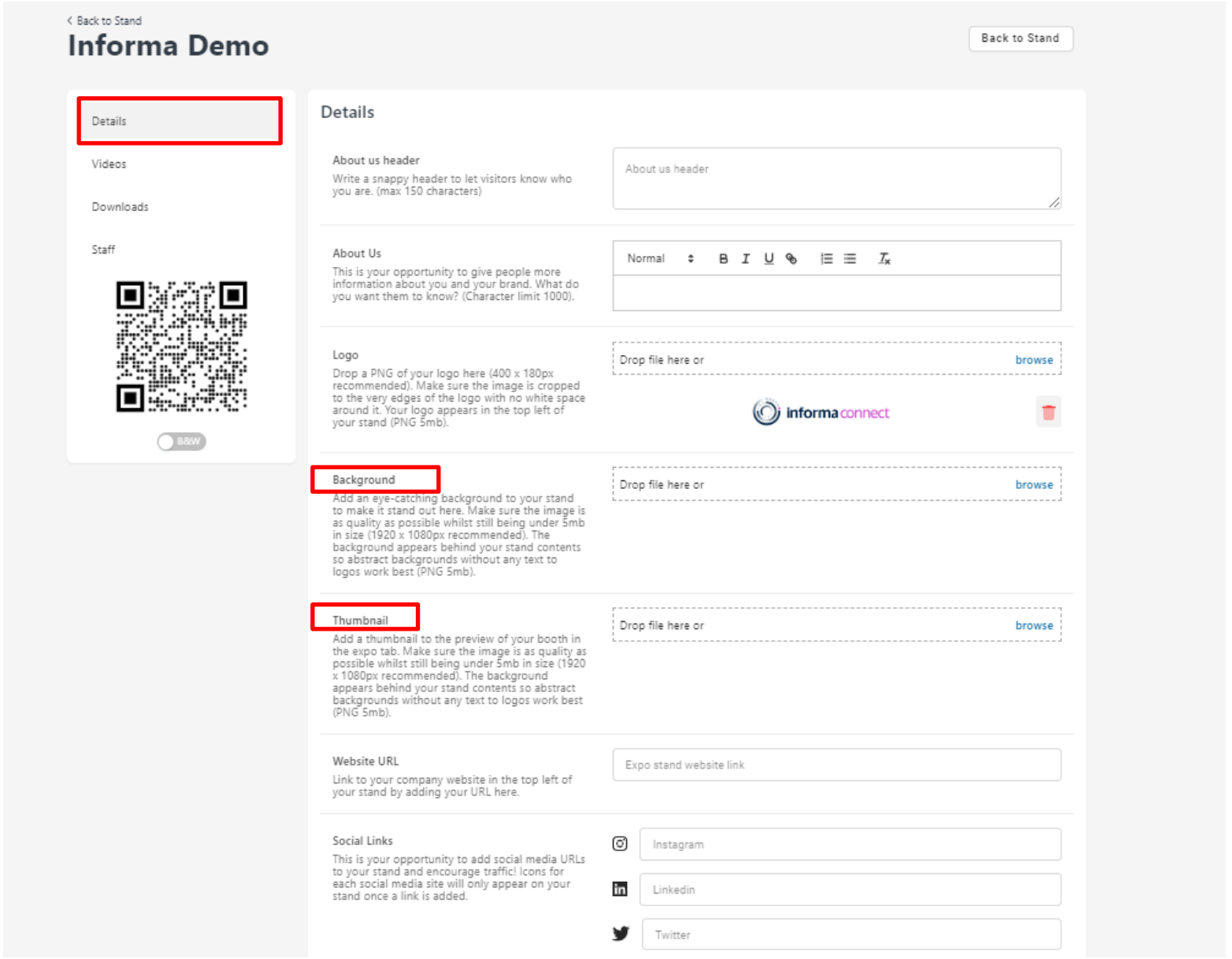
STEP 4 – BUILD YOUR BOOTH

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, and is in the lobby of the Exhibit Hall - we will provide one for you if you choose not to add one of your own.



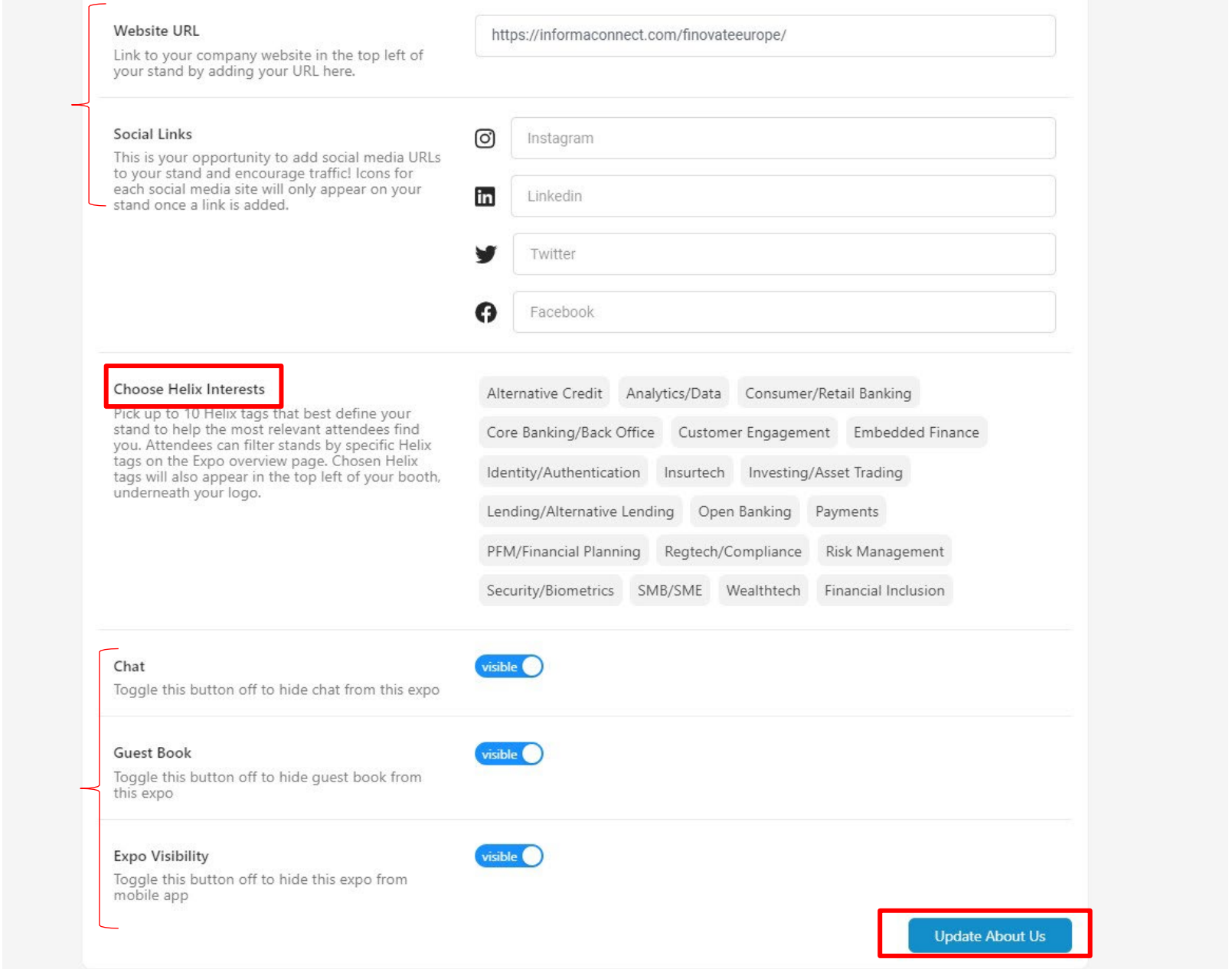
Website & Social links: The links must include the prefix https://

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.

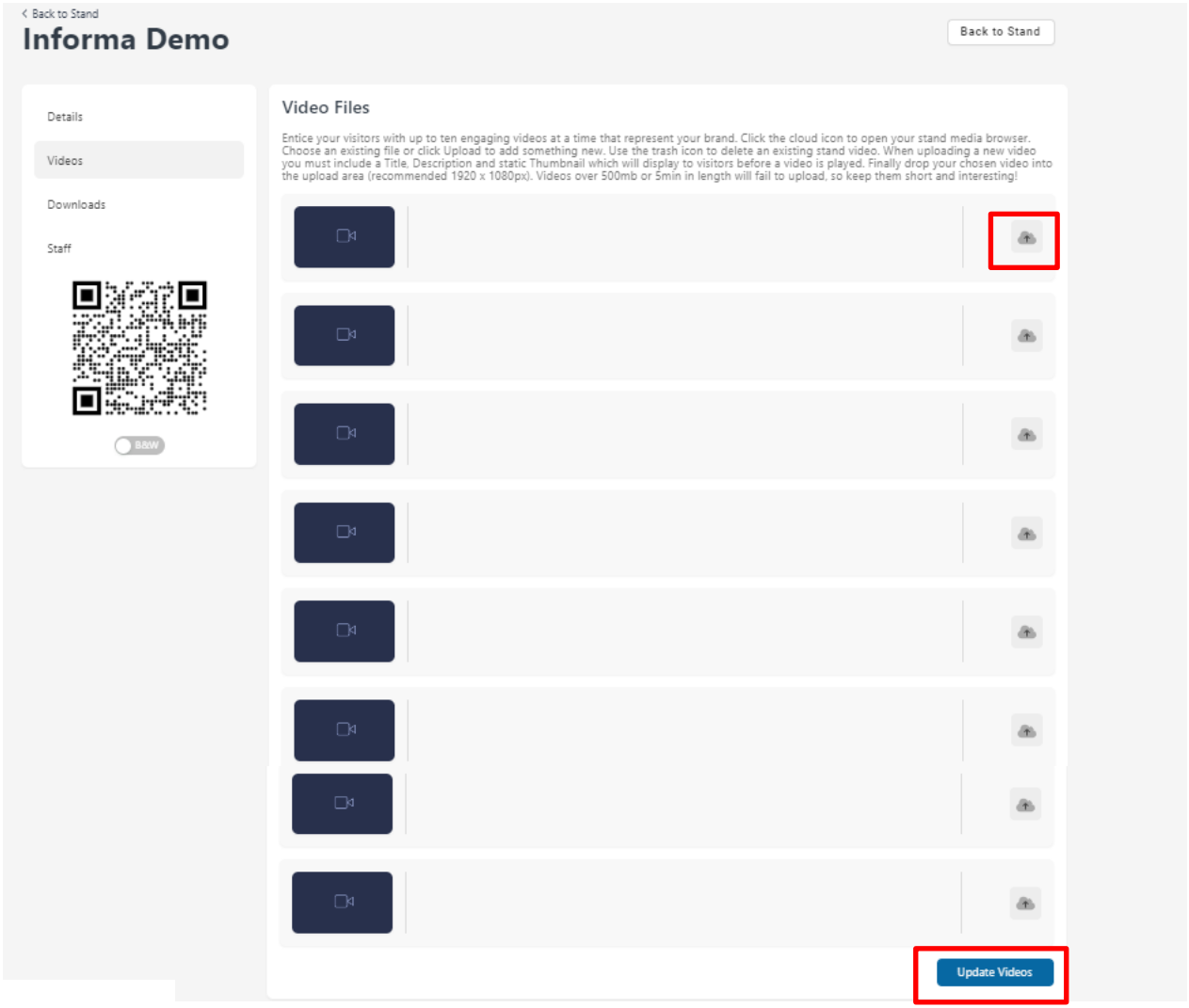
Chat & Guest book list: Interactive tools. We recommend keeping both of these toggled on.

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"**



STEP 5 – ADD NEW VIDEOS



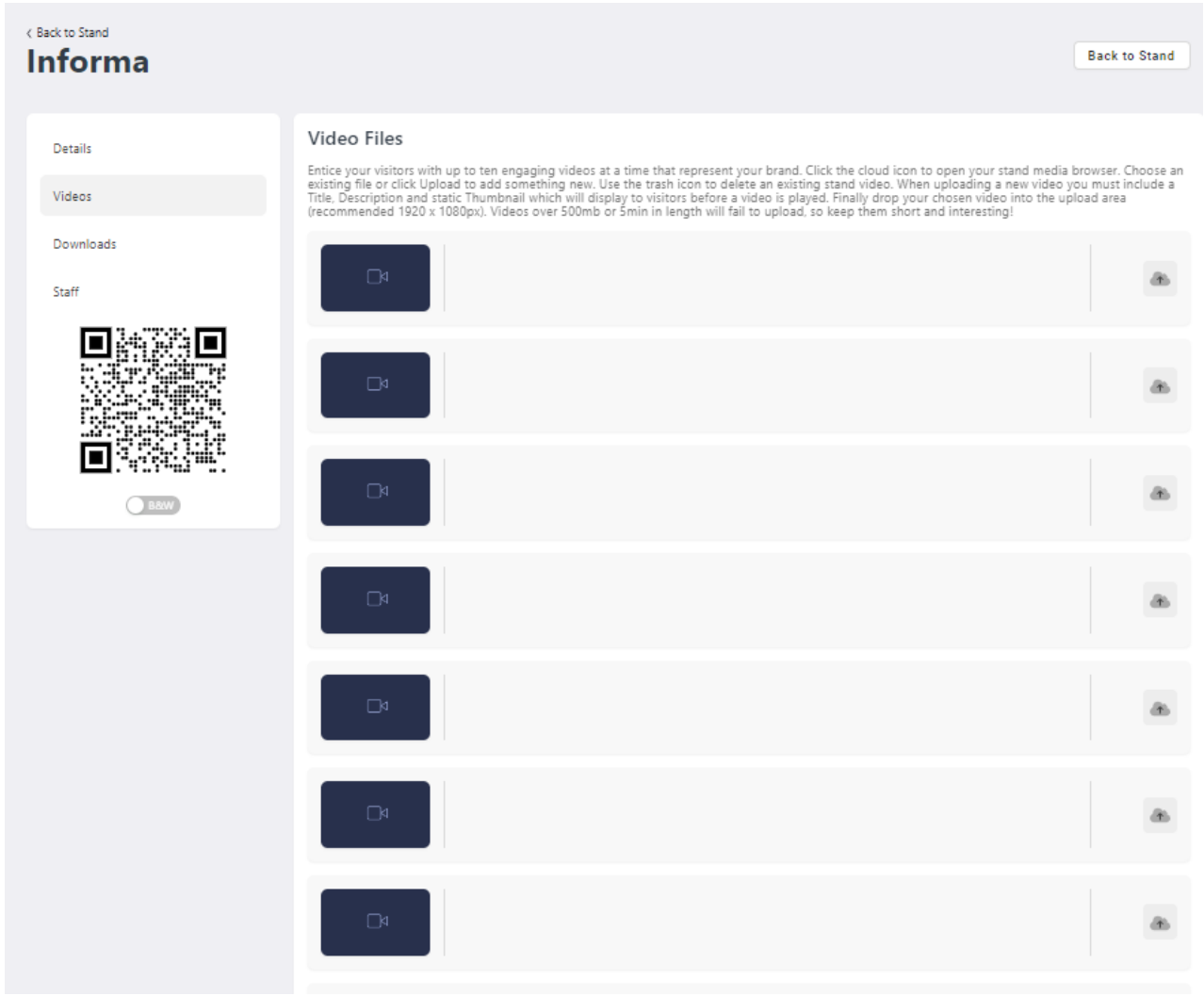
Videos: An overview of all your videos. To add new videos please click on the icon highlighted.

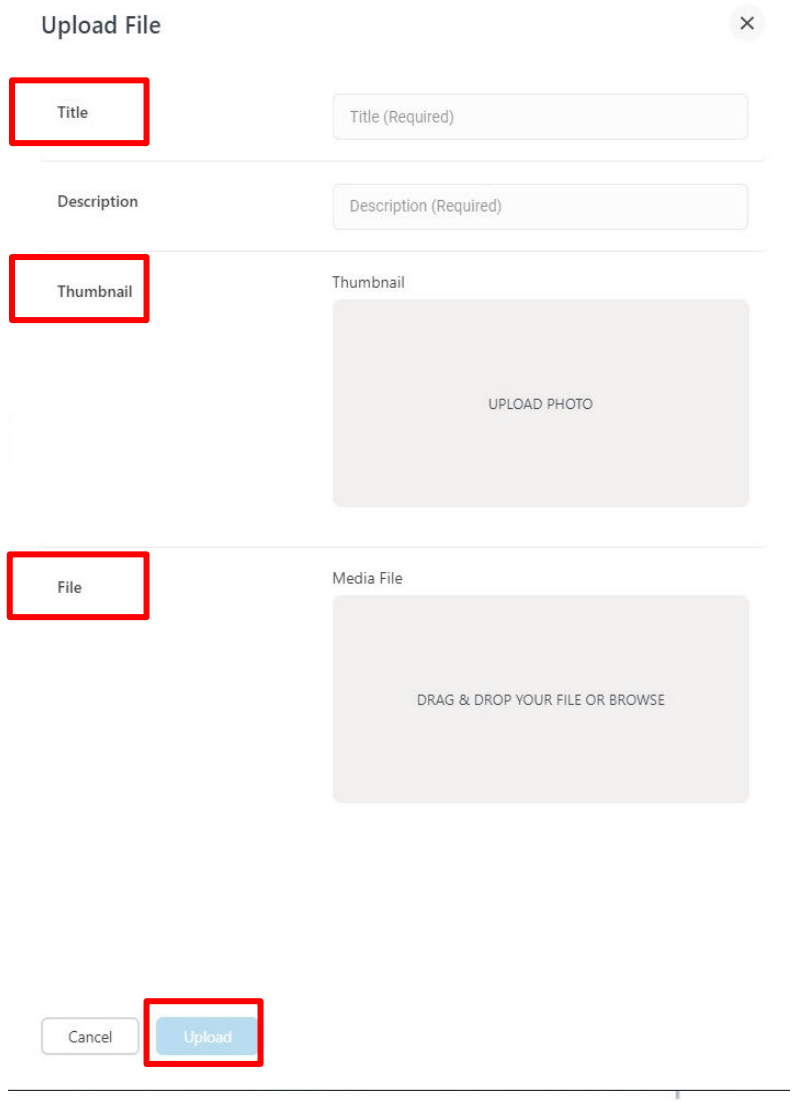
Don't forget to save all changes by clicking on **"Update Videos"**

STEP 5 CONT.– ADD NEW VIDEOS

Add all required information – Title, description, thumbnail and the file.

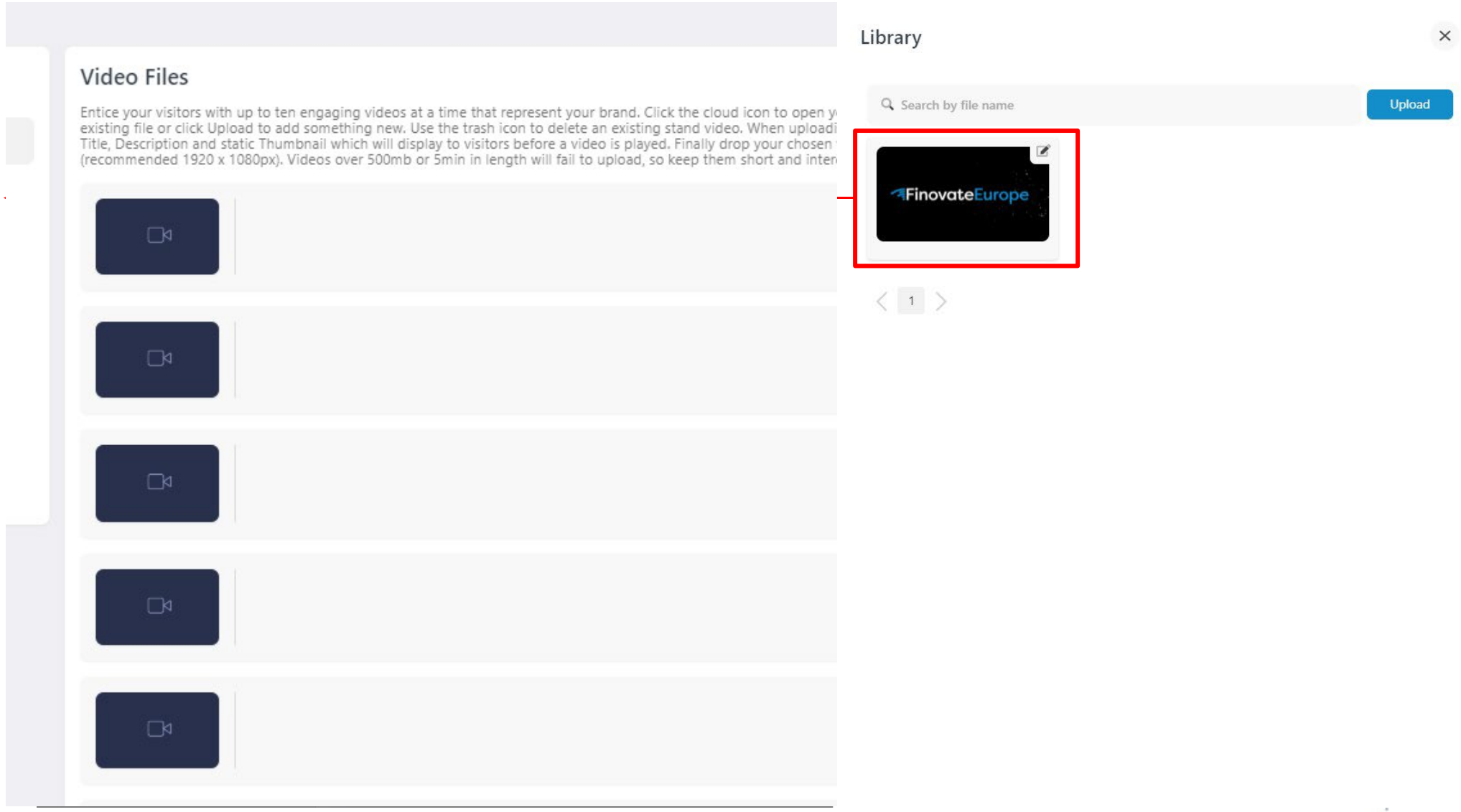
Thumbnail: Pause your video and take a snapshot of the video (5MB PNG image).





STEP 5 CONT. – ADD NEW VIDEOS

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



STEP 6 - ADD DOWNLOADABLE DOCUMENTS

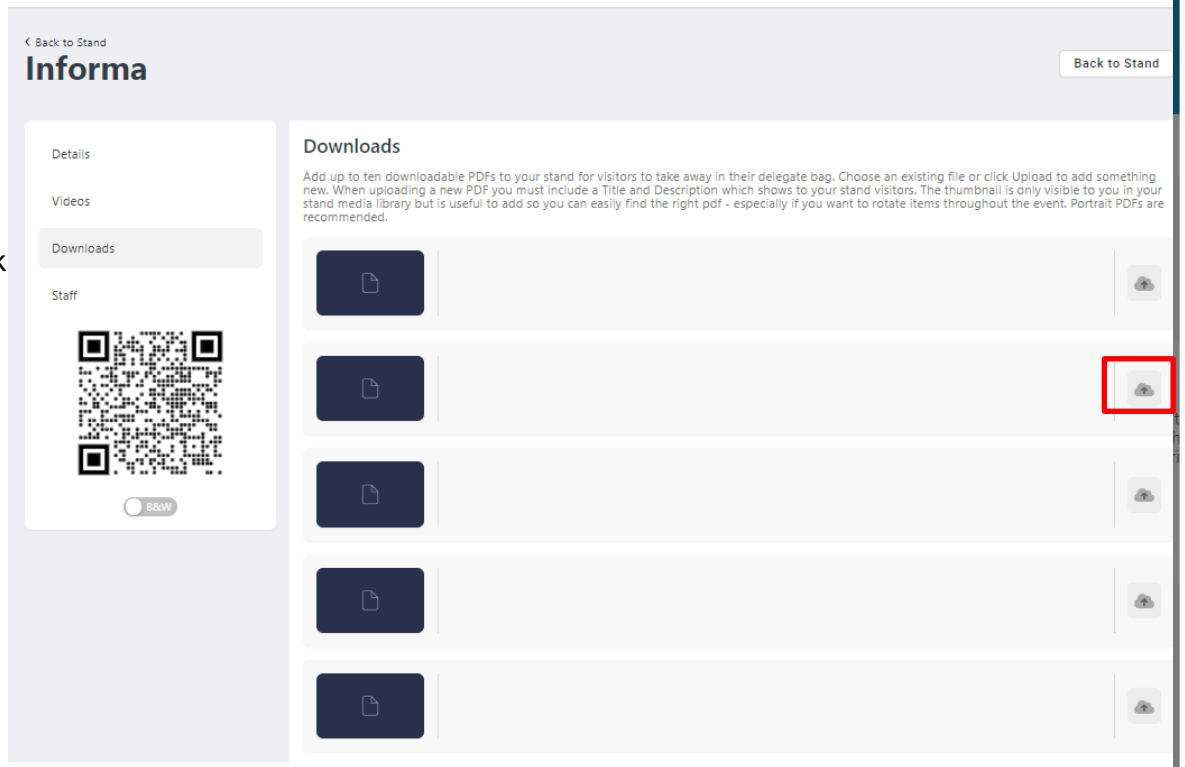
Downloads: Add up to 10 downloadable PDFs to your stand.

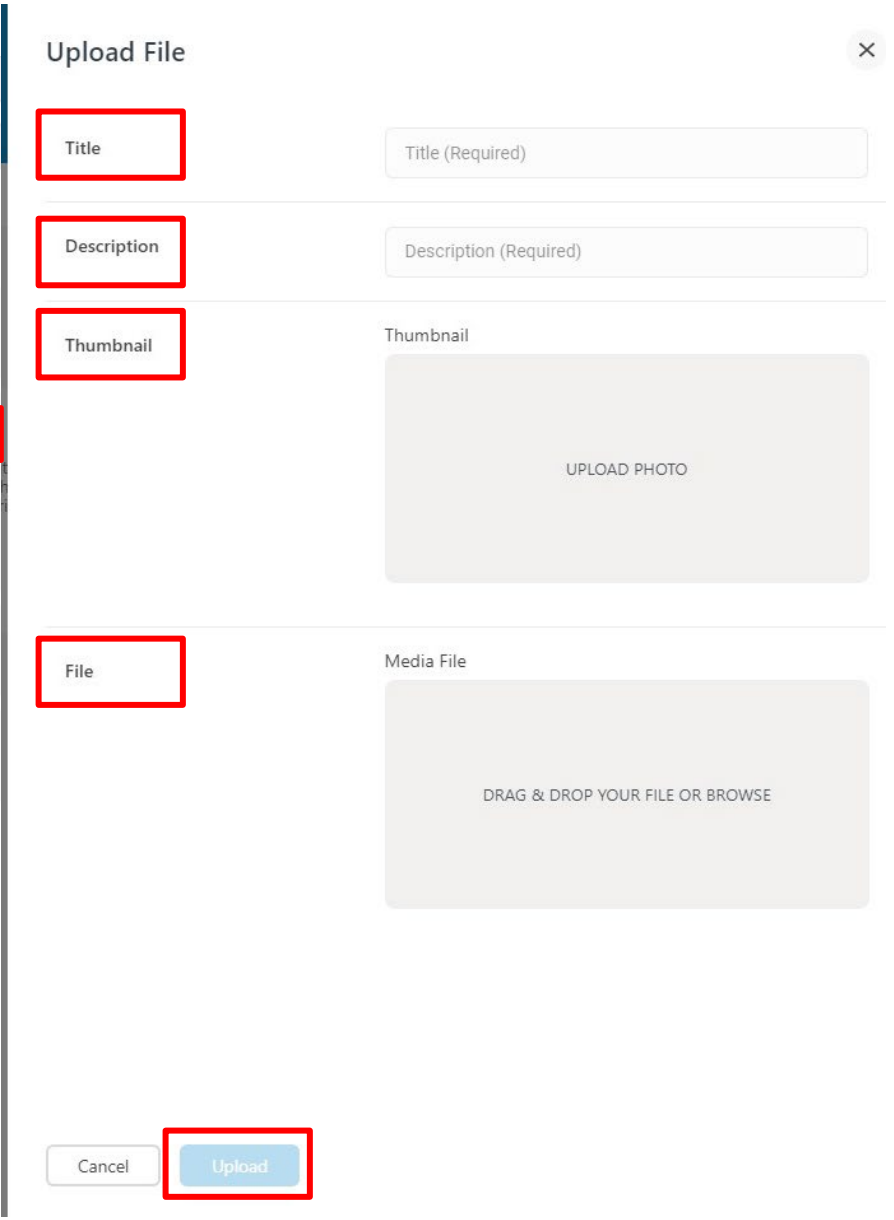
Choose an existing file or click **“the Icon”** to add something new. Click the upload button to add.

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.



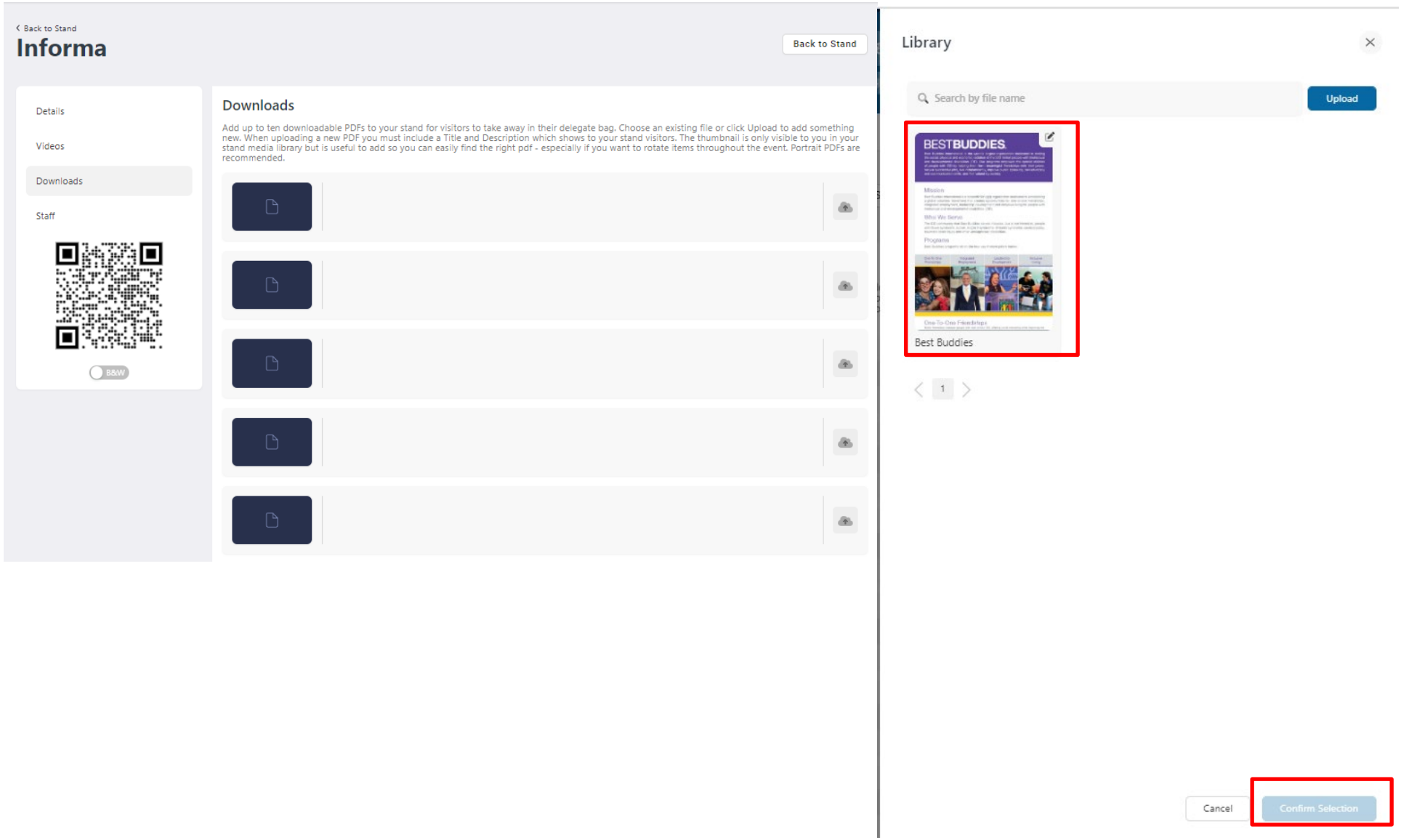


STEP 6 CONT. – ADD DOWNLOADABLE DOCUMENTS

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

Your new document will appear on this page.

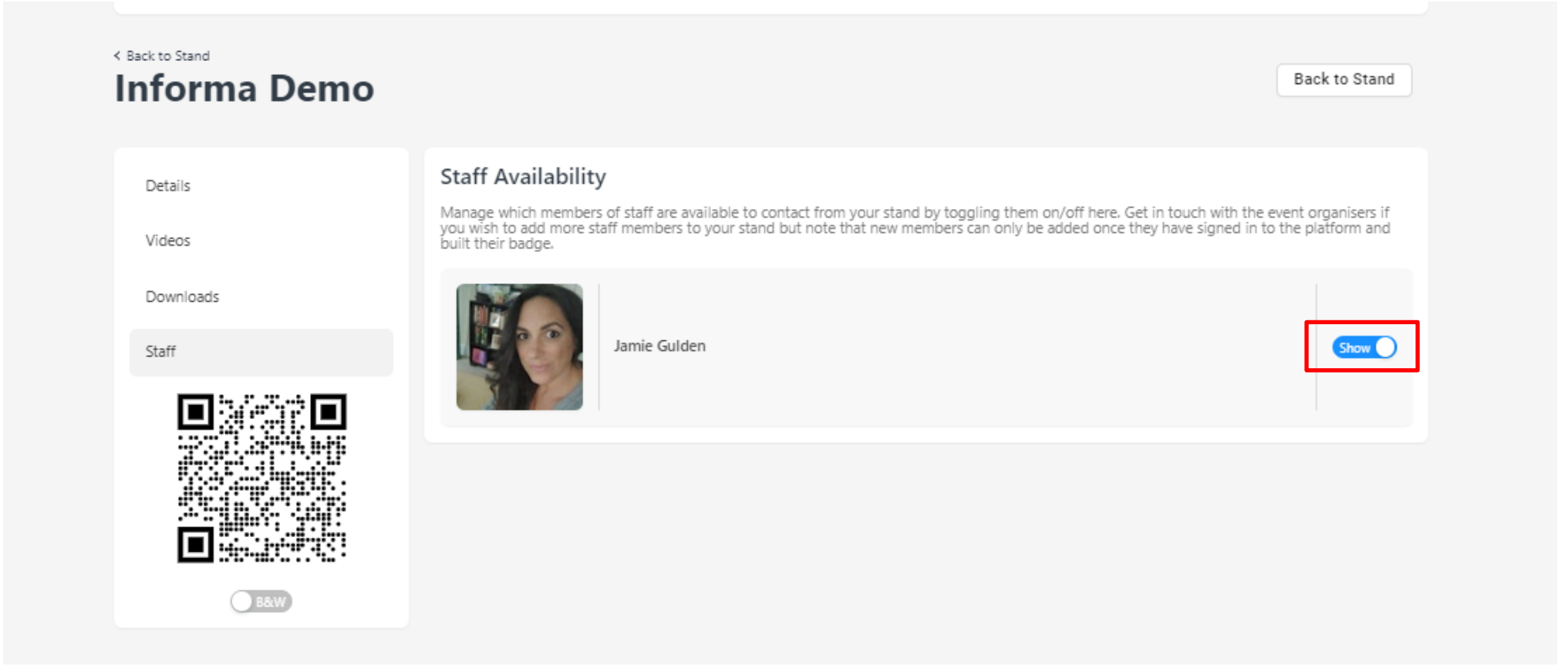
You can always come back to this page and edit the title and description if needed.



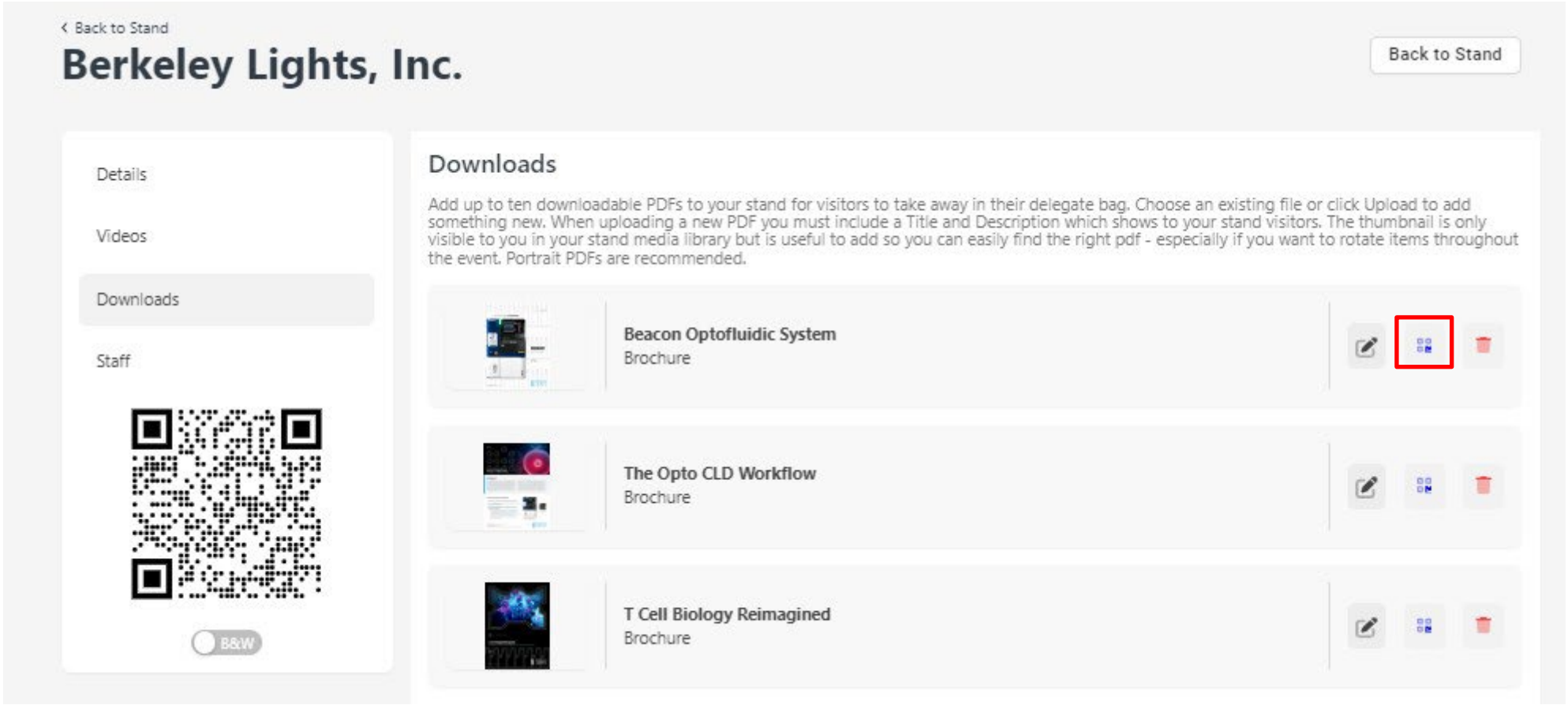
STEP 7 – MANAGE STAFF AVAILABILITY

Staff: Manage staff availability by toggling them on/off.

Get in touch with your operations manager if you team is missing. Full team will be added to your page when the pltform officialy launches 1-2 weeks out from the event



STEP 8 – QR CODES



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

Information Classification: General

STEP 8 – QR CODES (cont'd)

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.

Information Classification: General

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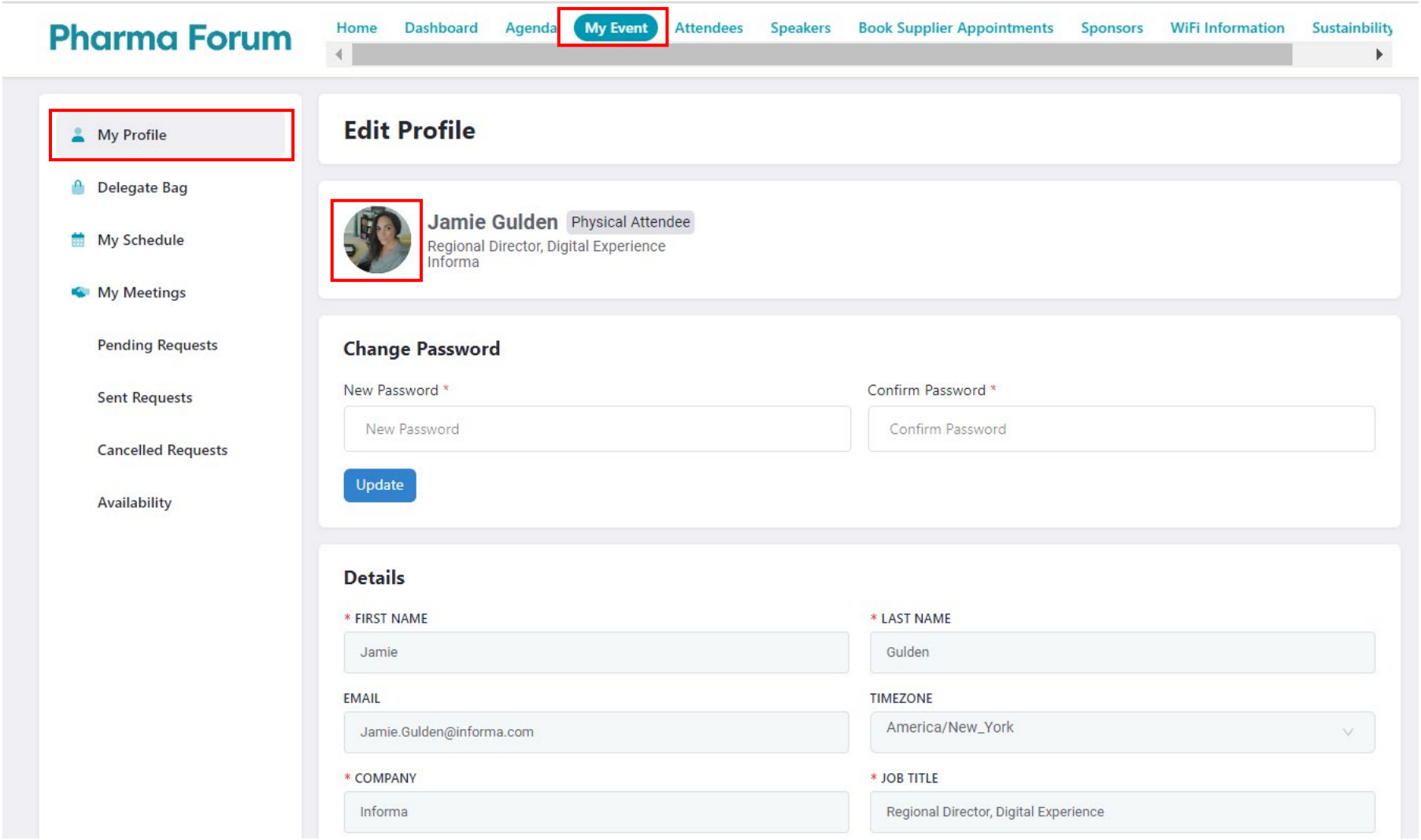
ConnectMe Guide:
How to Edit your Personal Profile

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.



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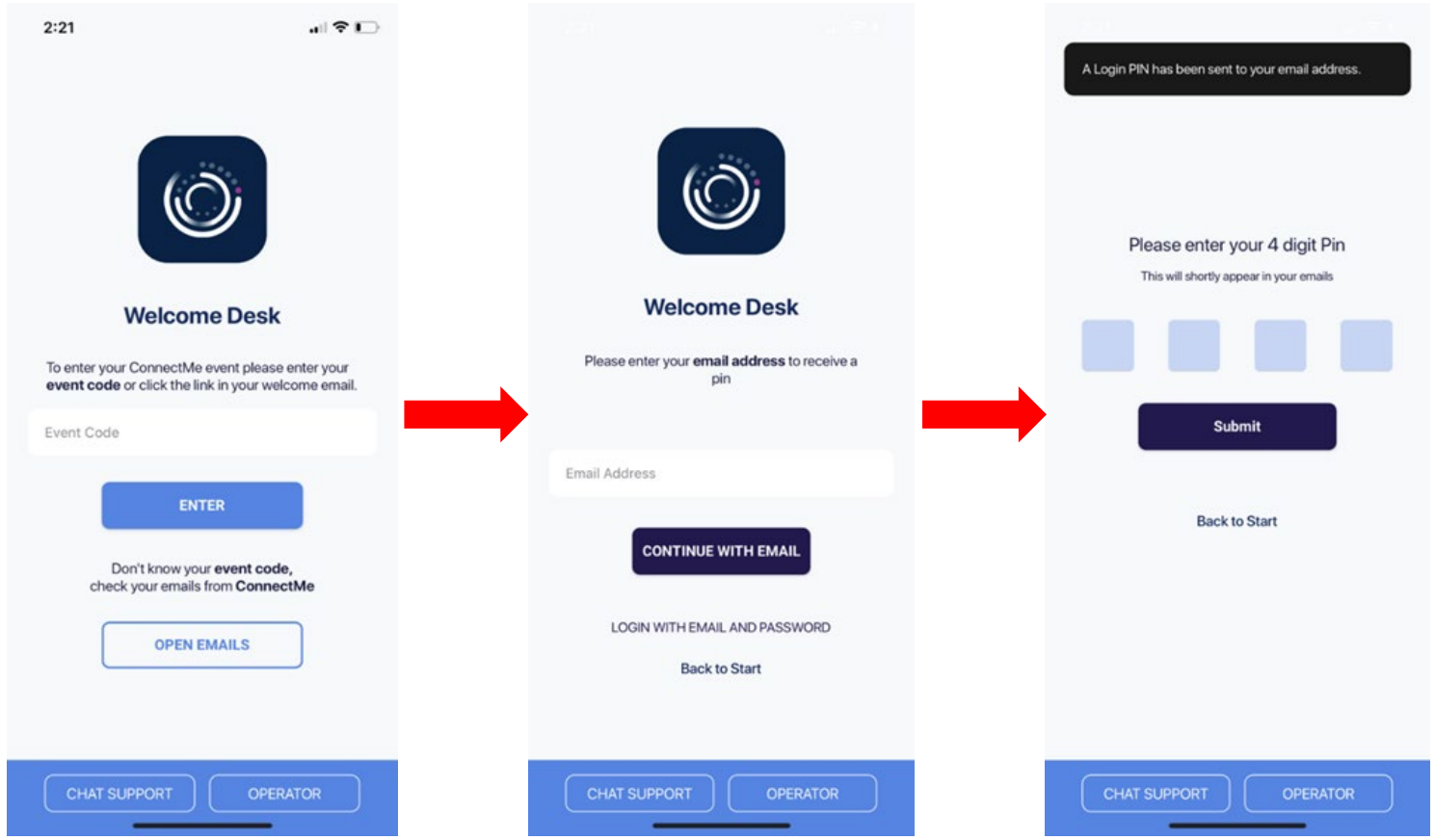
Lead Retrieval

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

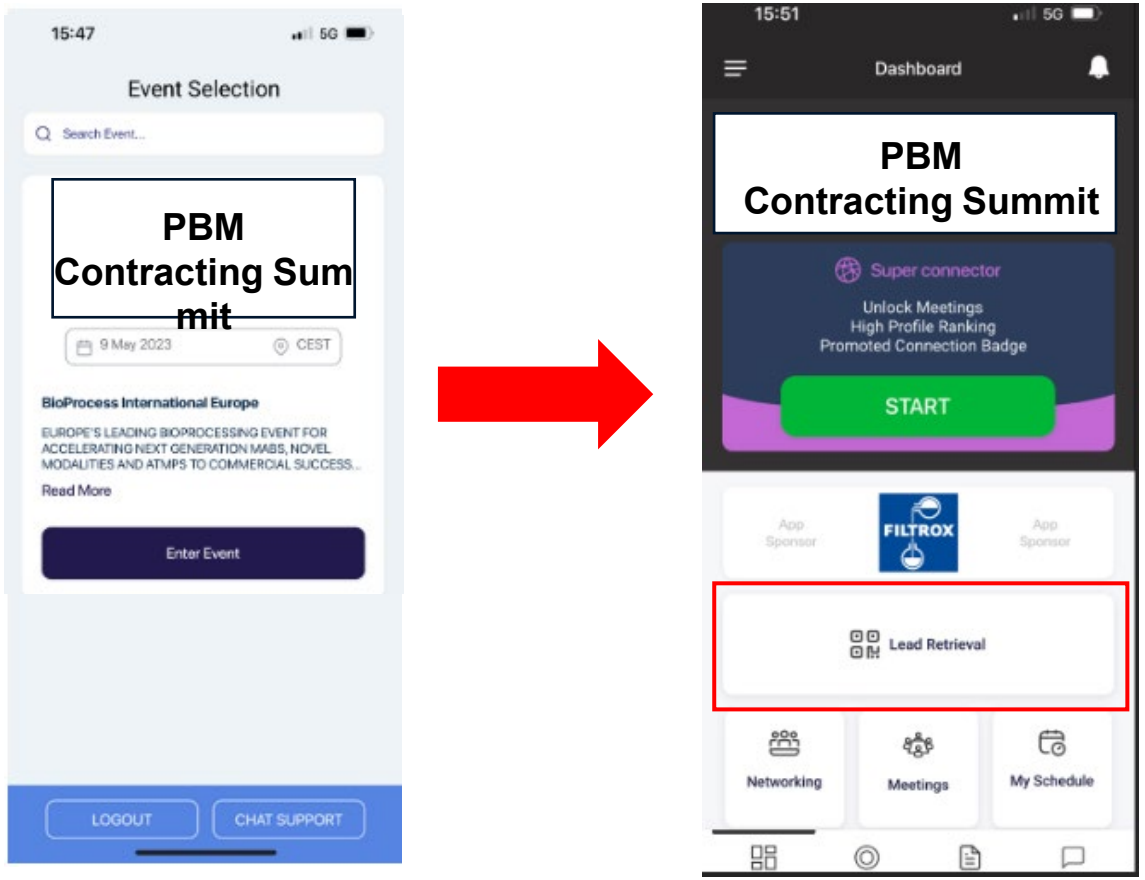


*If you do not receive a 4-digit pin, please email **cheyanne.dawson@informa.com**.*

LEAD RETRIEVAL

4. Once entered, please select the **PBM Contracting 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 or jaclyn.bianchi@informa.com

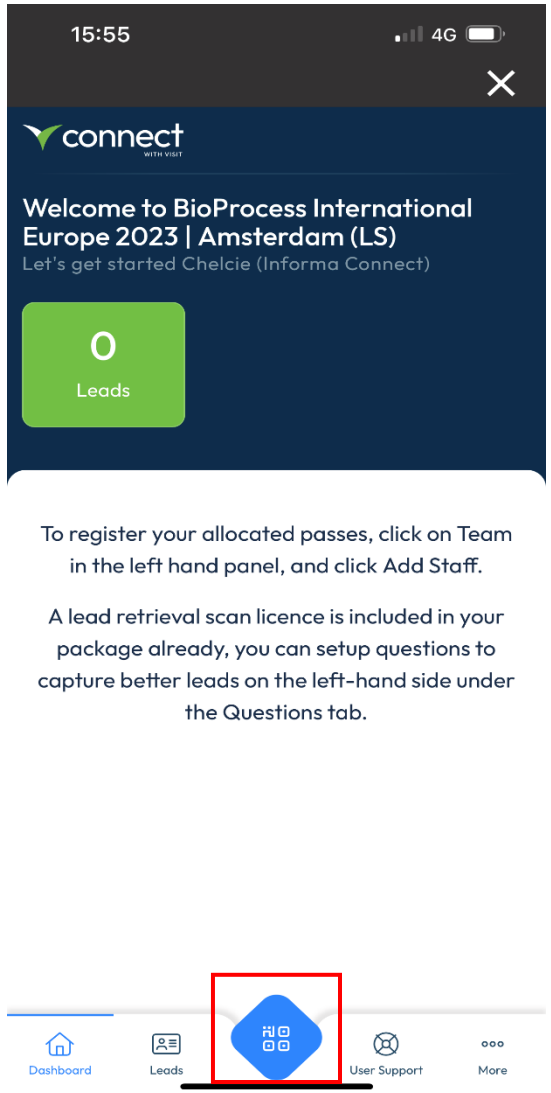


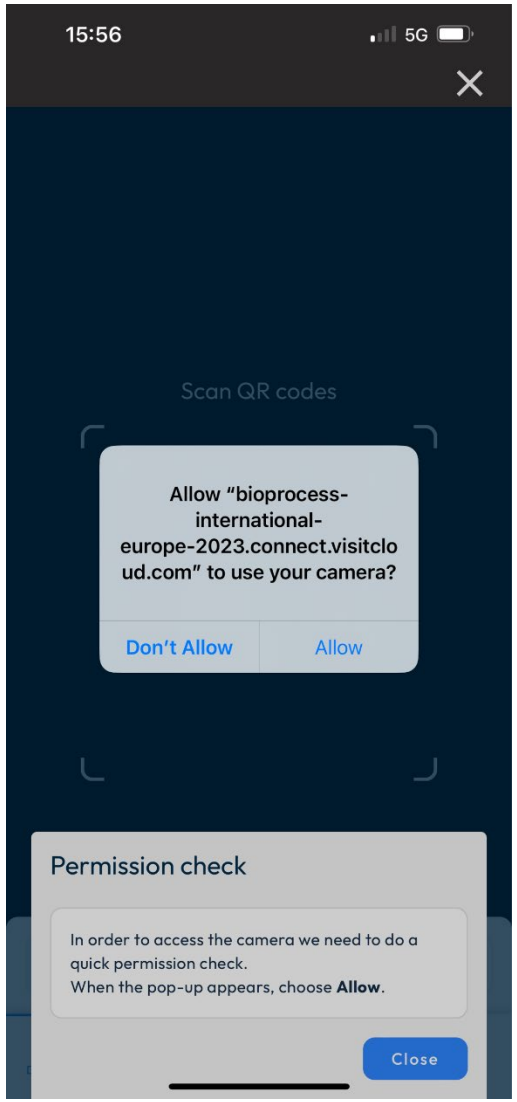
LEAD RETRIEVAL

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.

If you do not see this button on your screen, please contact meghan.gemmell@informa.com

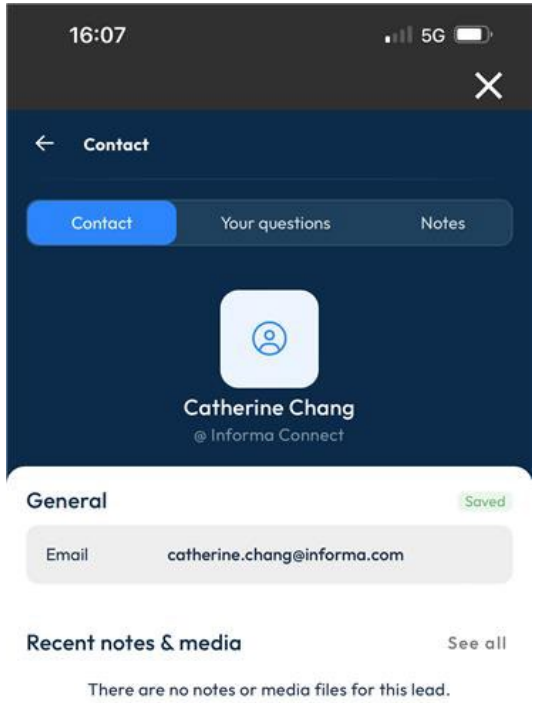




LEAD RETRIEVAL

7. Scan the test QR code to test:

Catherine Chang



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.

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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.

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

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!

Activity Type	Description	Engagement Score
Meeting Schedule	Pre-arranged meeting with a specific time accepted between your staff and a delegate	20
Inbound Call	Call to your staff initiated by delegate who visited your digital exhibition page	15
Session Question	Question submitted in association with your session (live or on-demand)	15
Session Attend - Onsite	Attended a live face-to-face session sponsored by or presented by your staff	12
Session Attend – Live Digital	Attended a live session sponsored by or presented by your staff on the digital platform	12
Meeting unconfirmed	Delegate requested a meeting with your staff with no response from your staff	10
Session Attend - OD	Delegate viewed an on-demand session sponsored by your company	10
Ad Click	Delegate clicked an in-platform banner ad from your company (not applicable to most sponsors)	7
Booth Visit - Onsite	Delegate scanned by your staff at the onsite exhibition	7
Poll Respondent	Delegated answered your sponsored poll question	7
Poster View	Delegate viewed and/or downloaded your sponsored poster presentation	7
QR Code Scan - Onsite	Delegate scanned a QR code at your onsite booth to add your collateral or booth listing to their delegate bag	7
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)	7
Scheduled Session	Delegate added your sponsored session to their custom agenda	7
Connection Enabled	A connection request was accepted between a delegate and your staff (not applicable to some events)	5
Booth Visit - Digital	Attendee visited your company's showcase page	4

IIRIS Alchemy

LS Demo

Unique Leads
384
512

Please select from an Event below:
Select

Export Your Leads

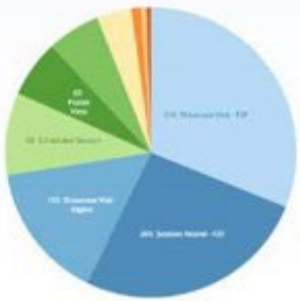
This report contains insight into the contact details, demographics, interest areas, and behaviors of delegates who engaged with your organization's event presence. Full contact details including email and phone (if available) are displayed in your report. It is your responsibility to process and protect this data based on your internal policies and the regulations in effect at each delegate's location captured during registration. Contact your account manager for further clarification on the process used to capture delegate consent.

Hover over the Purple Button to the Right and click the Export icon. This will download all your raw lead data in CSV format.

Export

Your Event Activity

Showcase Visit - F2F	316
Session Attend - F2F	265
Showcase Visit - Digital	155
Scheduled Session	93
Poster View	65
Session Attend - OD	60
Resource Download - Digital	39
Session Attend - Live Digital	11
Ad Click	6
Meeting Scheduled	5



Top Content (Click to Filter)

Activity Type	Activity Title	Number of Views
Session Attend - F2F	Luncheon Presentation: Leveraging modular single-use bioreactor systems with harmonized automation platform to optimize seed train operations in commercial biomanufacturing	102
Session Attend - F2F	Cell Line Development Tools For Rapid Prototyping of Intensified Bioprocesses	61
Session Attend - F2F	Innovative and Scalable Transient Transfection Processes for GMP Manufacture of AAV and LV	58
Session Attend - F2F	Rapid Analysis of AAV Viral Titer, Infectivity and Characterization	55
Session Attend - F2F	The Leap-In Transposase Platform: Past, Present and Future	52
Session Attend - F2F	Effective Cell Line Development: Reducing Risk, Decreasing Timelines, and Optimizing Outcomes	48
Session Attend - F2F	Scaling viral vector production processes into HyPerforma DynaDrive Single-Use Bioreactors	43
Session Attend - F2F	In-line and real-time monitoring of critical process parameters and quality attributes in CHO cell perfusion cultures using Raman spectroscopy	43
Session Attend - F2F	Applications of ISO Cell Counting Standards to Improve the Quality of Cell Counting in Cell and Gene Therapy	41
Session Attend - F2F	Bring Product Quality Assessment into Early Clone Selection with Opto Cell Line Development	40

YOUR EVENT CONTACTS

- ConnectMe Contact: jaclyn.bianchi@informa.com
- Operations Contact: meghan.gemmell@informa.com
- Alchemy Reporting Contact: Sofia.Munoz@informa.com