

Please review the steps below on how to upload your digital content onto the partneringONE® platform.

Companies presenting in person in San Francisco, CA: please remember to also upload your presentation by Friday, January 7 at the link provided in your timeslot email.

If you do not have your timeslot email, please email Ashley Mayo at amayo@demy-colton.com and/or Lawrence Joseph at ljoseph@demy-colton.com

Please note: EBD Group and Demy-Colton are not responsible for late submissions

1. Login to partneringONE: <https://informaconnect.com/biotech-showcase/pone/login/>
2. Enter the profile section on the left-hand menu.
3. Choose 'Company content' tab from the menu and click on tab 'Showcase'
4. Click on 'ADD NEW' to add your content assets

Personal Profile Company Profile Company Assets **Company content**

Company Presentation Content

Upload your content

Videos (MP4, AVI) should be uploaded in their entirety. Other acceptable file types are ppt, pptx, doc, docx, xls, xlsx, png, jpg, gif and pdf.

All content pieces will appear on your company profile, in alphabetical order.

For published profiles, only content pieces with keywords will appear in relevant search results. The number of keywords you can use is shared across all content pieces.

Best practice is to select from the keywords listed. The list is based on the most used search terms, and includes related searches and synonyms, so selecting the best match keyword will give you the best visibility for your content.

You may also enter free text in the "other" field which will count as one keyword.

Remaining amount of content elements for this section: 1 (0 already added)

Remaining amount of keywords for all content elements: 1 (0 already in use)

➕ ADD NEW

For company presentations we recommend using mp4 video format in 16:9.

IMPORTANT: All videos files must be named using the following format (no spaces):
BTS_PRS_<your_company_name>.mp4

▼ New content element
Updated 24 Nov 2021
× CANCEL **SAVE**

CONTENT SECTION

Name*

File* **UPLOAD**

Max file size 250 Mb

Keywords

<input type="checkbox"/> aging	<input type="checkbox"/> AI/digital/omics	<input type="checkbox"/> alliances
<input type="checkbox"/> Alzheimer's and dementia	<input type="checkbox"/> antibodies and conjugates	<input type="checkbox"/> anti-infectives
<input type="checkbox"/> biosimilars	<input type="checkbox"/> cardiovascular	<input type="checkbox"/> CDMO/CRO
<input type="checkbox"/> cell therapy	<input type="checkbox"/> clinical	<input type="checkbox"/> consumer health/OTC
<input type="checkbox"/> COVID-19	<input type="checkbox"/> dermatology	<input type="checkbox"/> devices
<input type="checkbox"/> diagnostics and biomarkers	<input type="checkbox"/> digestive system	<input type="checkbox"/> ear and hearing
<input type="checkbox"/> endocrinology and metabolism	<input type="checkbox"/> gene therapy	<input type="checkbox"/> immunology
<input type="checkbox"/> infectious diseases	<input type="checkbox"/> investors	<input type="checkbox"/> Mental and behavioural disorders
<input type="checkbox"/> microbiome	<input type="checkbox"/> musculoskeletal	<input type="checkbox"/> neurology and pain
<input type="checkbox"/> oncology and immunology	<input type="checkbox"/> ophthalmology	<input type="checkbox"/> orphan and rare diseases
<input type="checkbox"/> Parkinson's	<input type="checkbox"/> peptides	<input type="checkbox"/> pharma
<input type="checkbox"/> platform technologies	<input type="checkbox"/> protein	<input type="checkbox"/> respiratory
<input type="checkbox"/> RNA/mRNA	<input type="checkbox"/> small molecule	<input type="checkbox"/> stem cells/regenerative med
<input type="checkbox"/> structuring (M&A/IPO)	<input type="checkbox"/> technology transfer	<input type="checkbox"/> urology
<input type="checkbox"/> vaccines	<input type="checkbox"/> women's health	
<input type="checkbox"/> Other <input style="width: 80%;" type="text"/>		

Thumbnail **UPLOAD**

Please choose .png, .jpg, .gif. Max file size 1 Mb. Image ratio 16:9

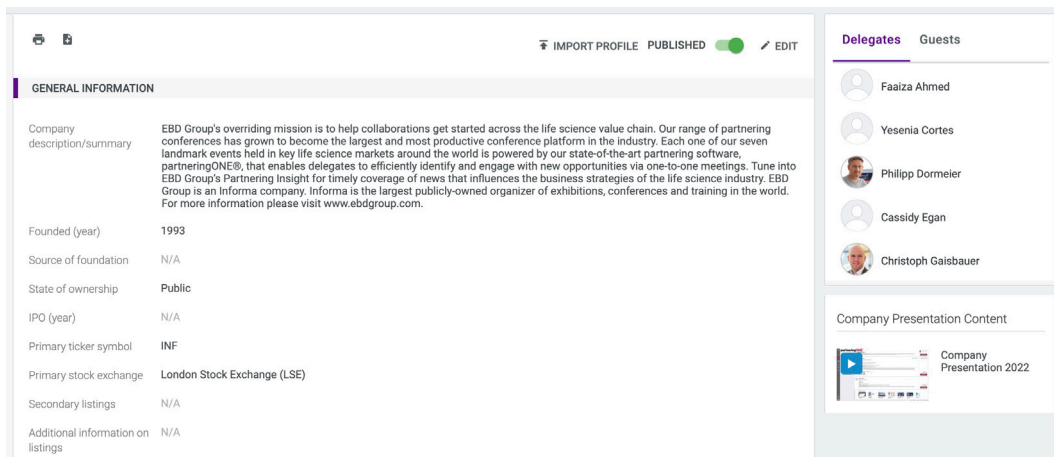
5. Insert a short and catchy file title – this can increase the actual number of clicks on your content.
6. If you assign keywords to your Content pieces, they will appear in relevant search results. You can upload your file with no keywords if desired.

Please note: keywords are not based on therapeutic areas, they are based on commonly used search terms (and behind the scenes the commonly searched related words and synonyms are included too) to increase the visibility of your content item. If nothing fits, feel free to use Other, but keep in mind that your preferred term may be a term that delegates are not searching for at all. It pays to be broad by selecting one of the offered keywords rather than getting too specific - for example, select dermatology rather than entering pemphigus to get your content in front of people with interests related to skin.

7. Upload a preview picture for your content file. This is not mandatory, partneringONE will auto create a thumbnail if you leave this empty.
8. Press 'Save' to finish the process
9. **IMPORTANT:** Don't forget to **publish your company profile** in partneringONE, as otherwise, your profile, as well as the content, won't be visible!

IMPORT PROFILE PUBLISHED EDIT

Once your content is uploaded and your profile is published, it will appear in your profile on the right-hand side. It will also show up in search results.



If you have to re-upload any content assets, please use the existing content item, click on edit and file upload. Do not use "ADD NEW". After the new upload adjust your Keywords if needed and click save

> **Company Presentation 2022**

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EDIT DELETE

To maximize your company's visibility we highly recommend submitting your content as soon as you have it available.