informa connect

FinovateFall

Sponsor & Demo Guide to Edit Virtual Booth

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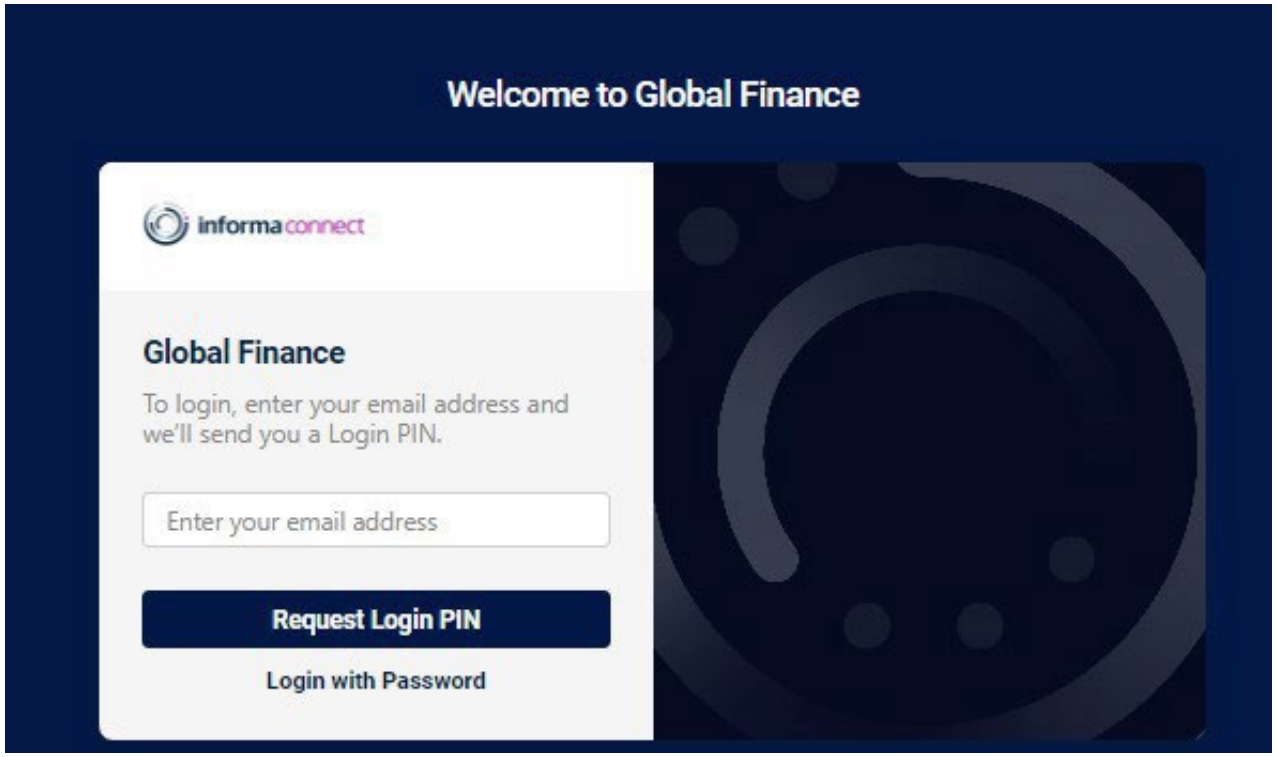
STEP 1 – LOGIN TO PLATFORM

Link to online platform: https://globalfinance.connectmeinforma.com

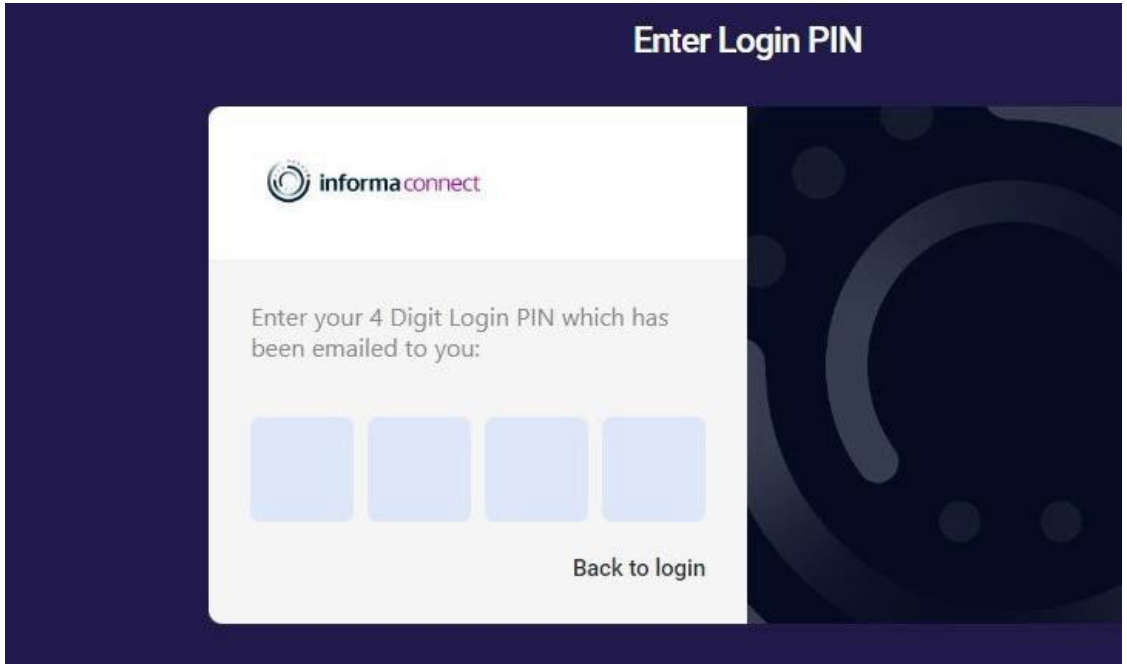
Please use the login details you have received by email.

Download the app http://www.connectmeinforma.com/download

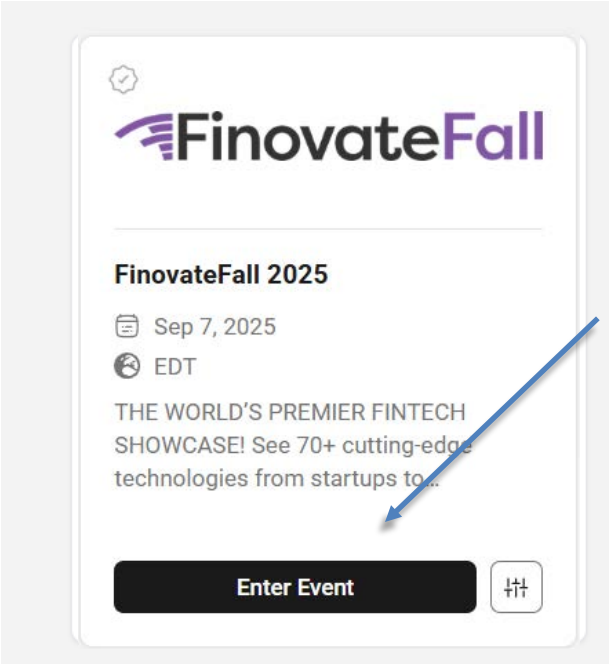


Please note, the booth can only be edited on the desktop platform and will also be visible on the event app.

Enter your email (that you registered with)



You will be emailed a 4-digit pin – it can take up to 5min.



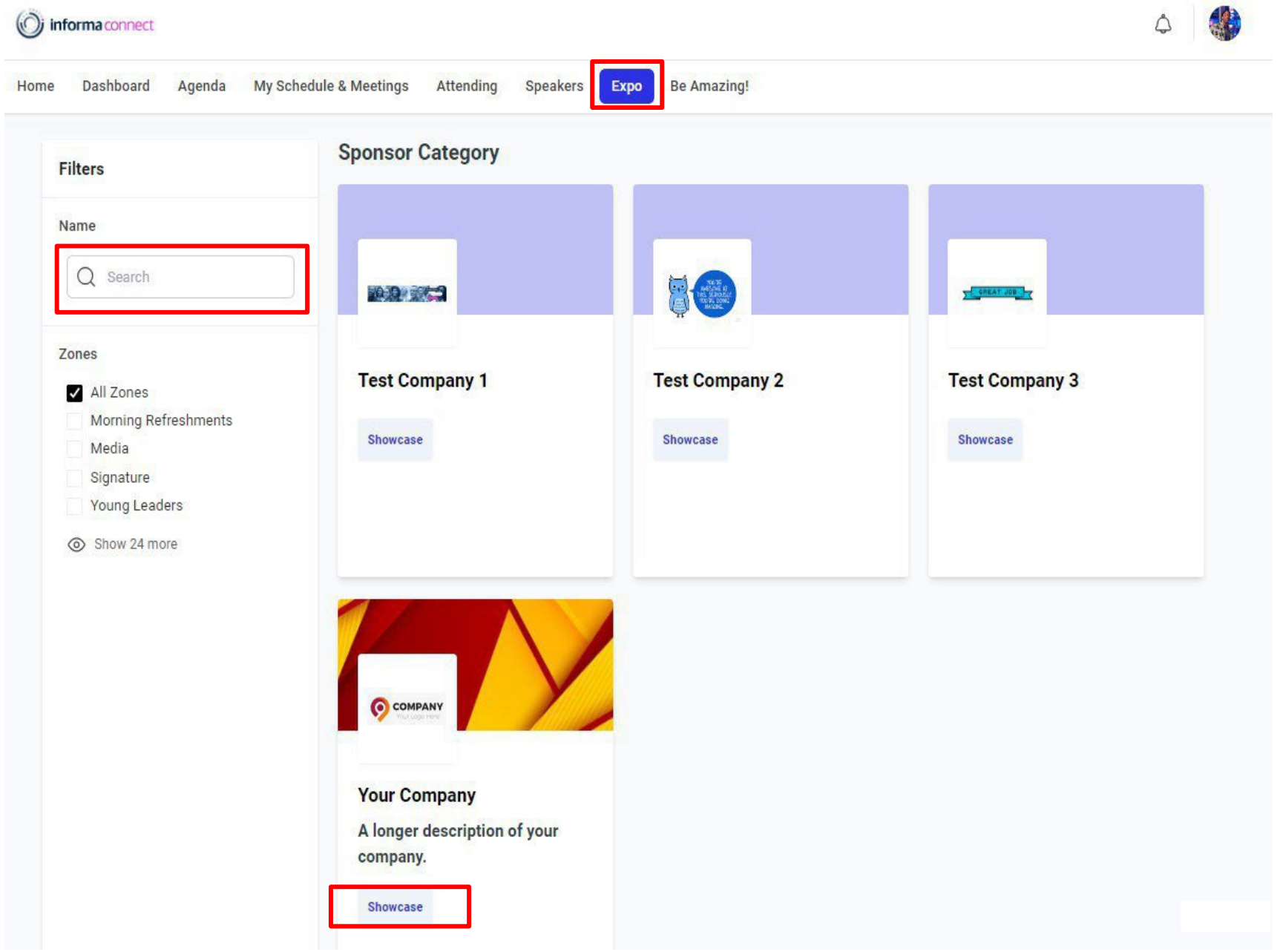
Enter the **FinovateFall** event

STEP 2 – FIND YOUR BOOTH

Click on the **"Expo"** 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 **SCROLLING UP** and 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.

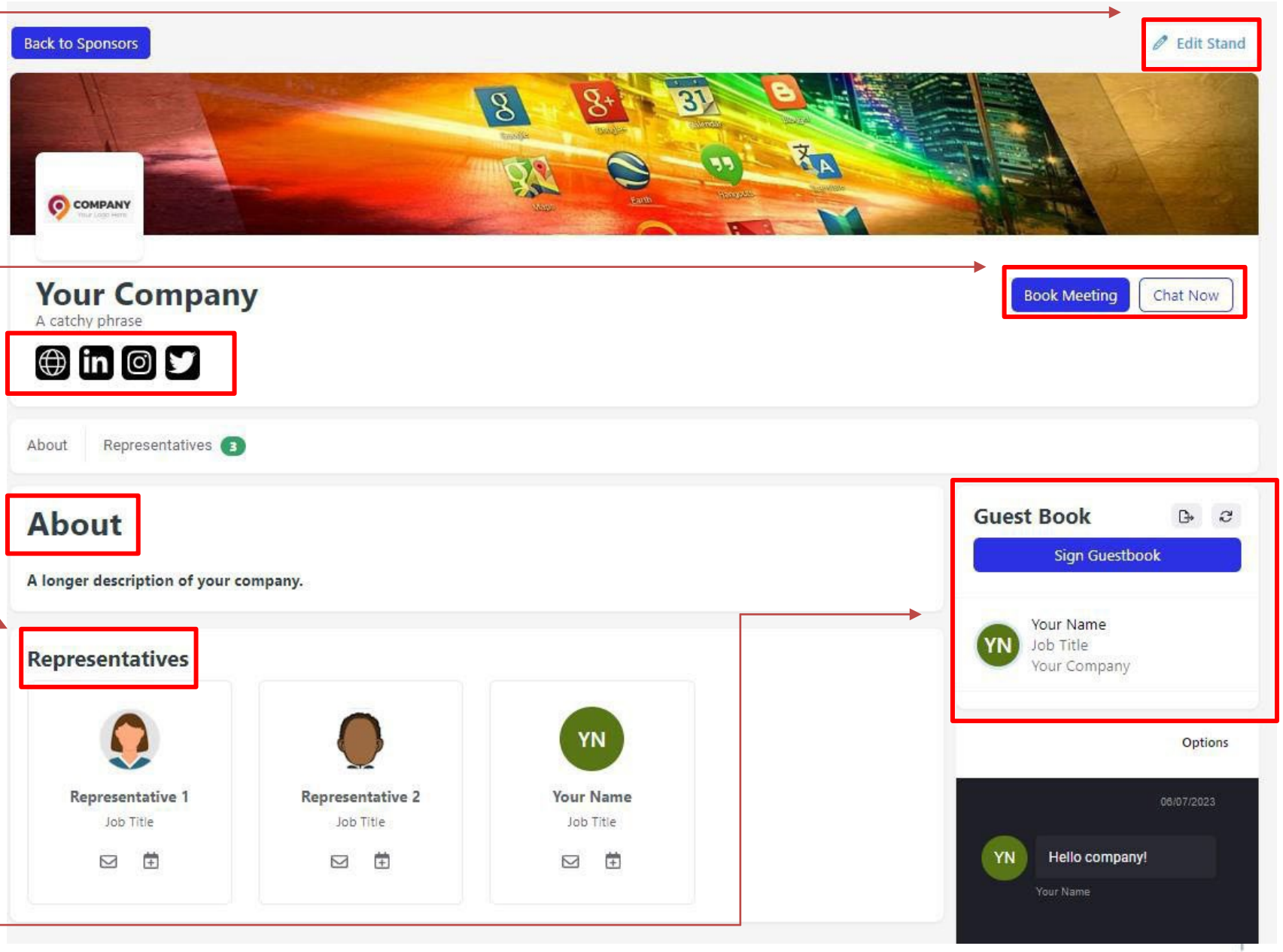
Book Meeting & Chat Now: Interactive tools that can be used by attendees to either book a meeting with Reps or send a message on Chat.

Social media links

About: short company description

Representatives: will show all registered staff from your company attending the show (all attendee's will be registered 2 weeks before the event).

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.



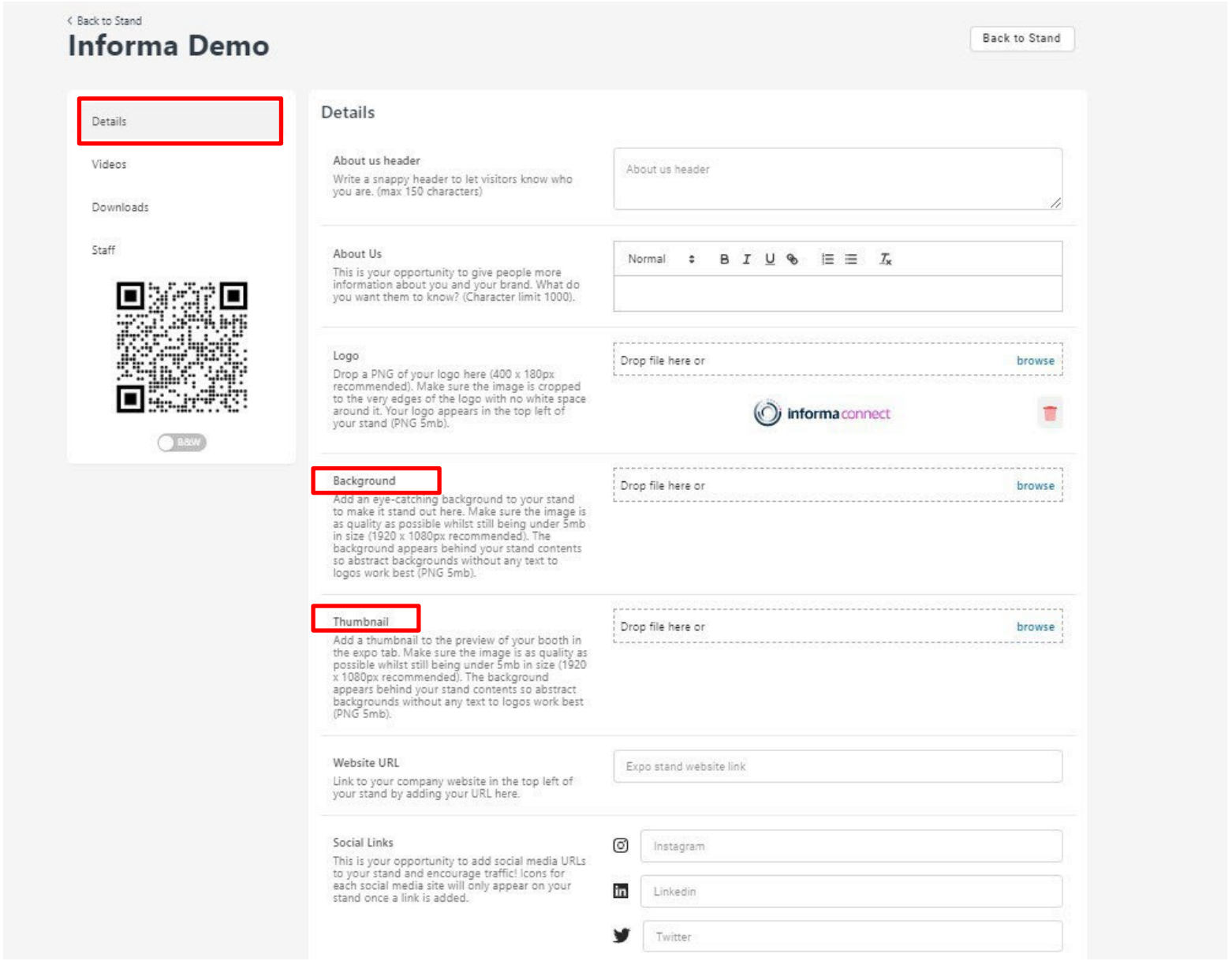
STEP 4 – BUILD YOUR BOOTH

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



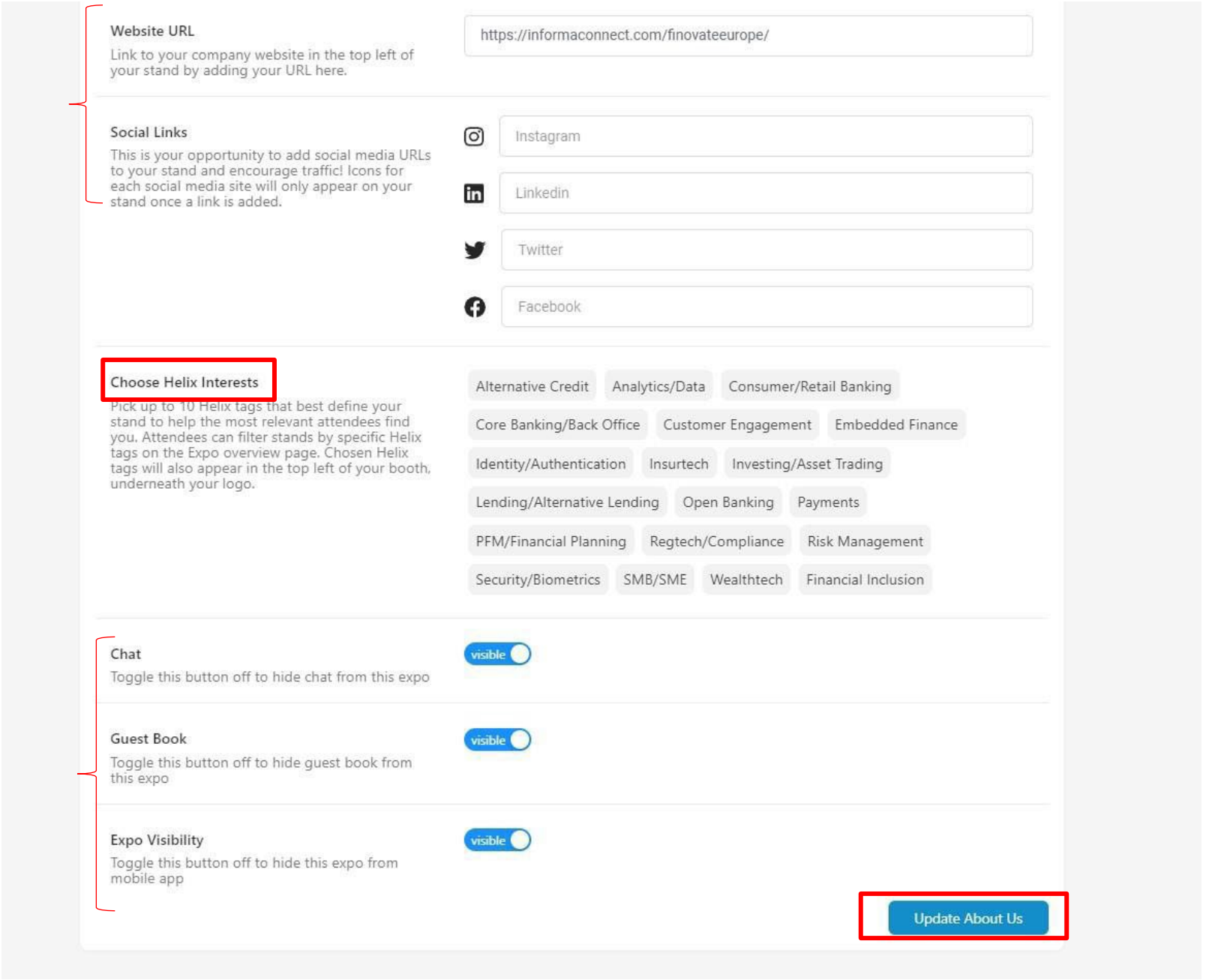
! **Website& Social links:** The links must include the prefix https://

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.

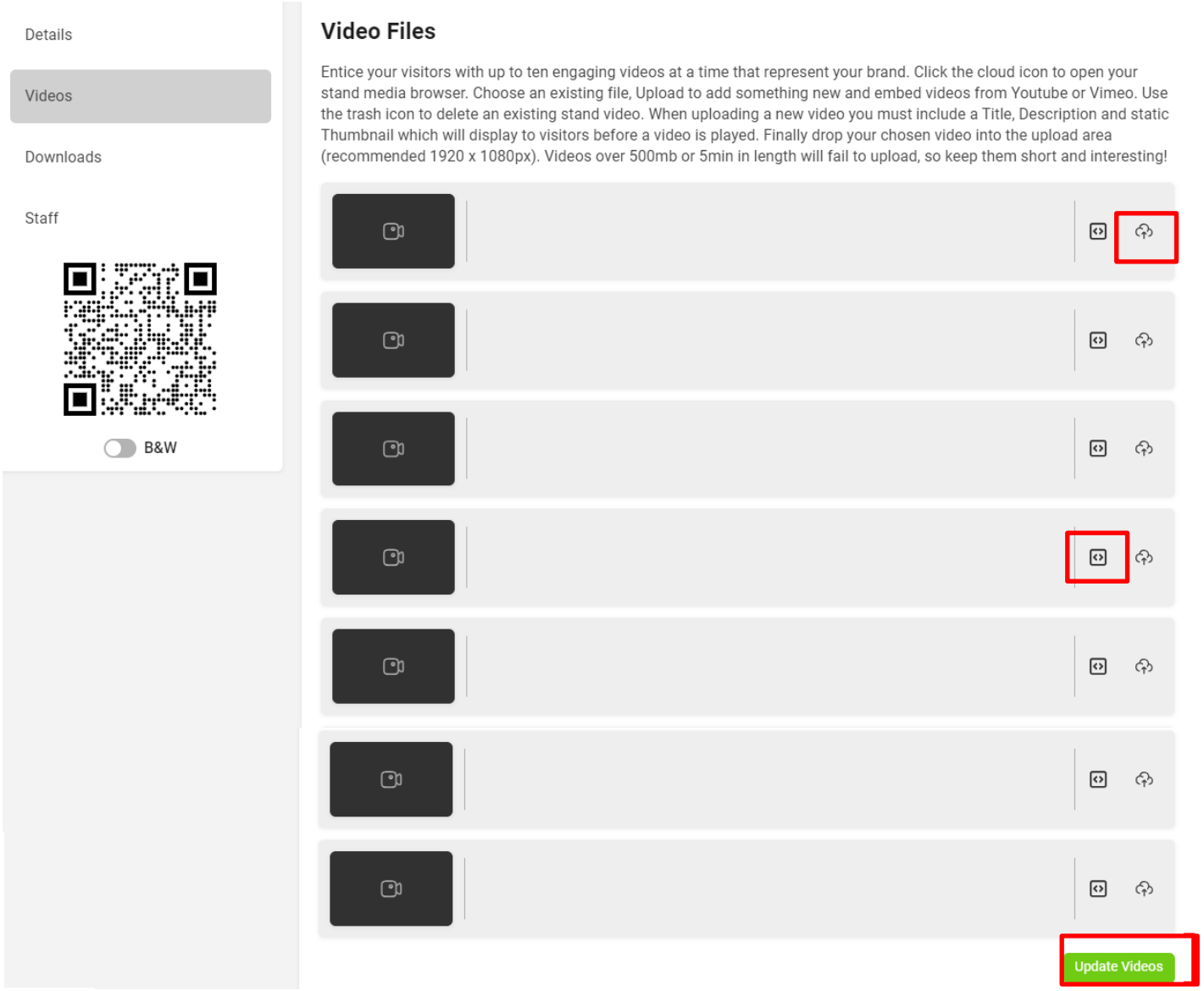
Chat & Guest book list: Interactive tools. We recommend keeping both of these toggled on.

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



Upload Video: To upload a new video file, click on the cloud icon

Embed Existing Video: To input a video link that'd already hosted on an external site, click on the embed icon

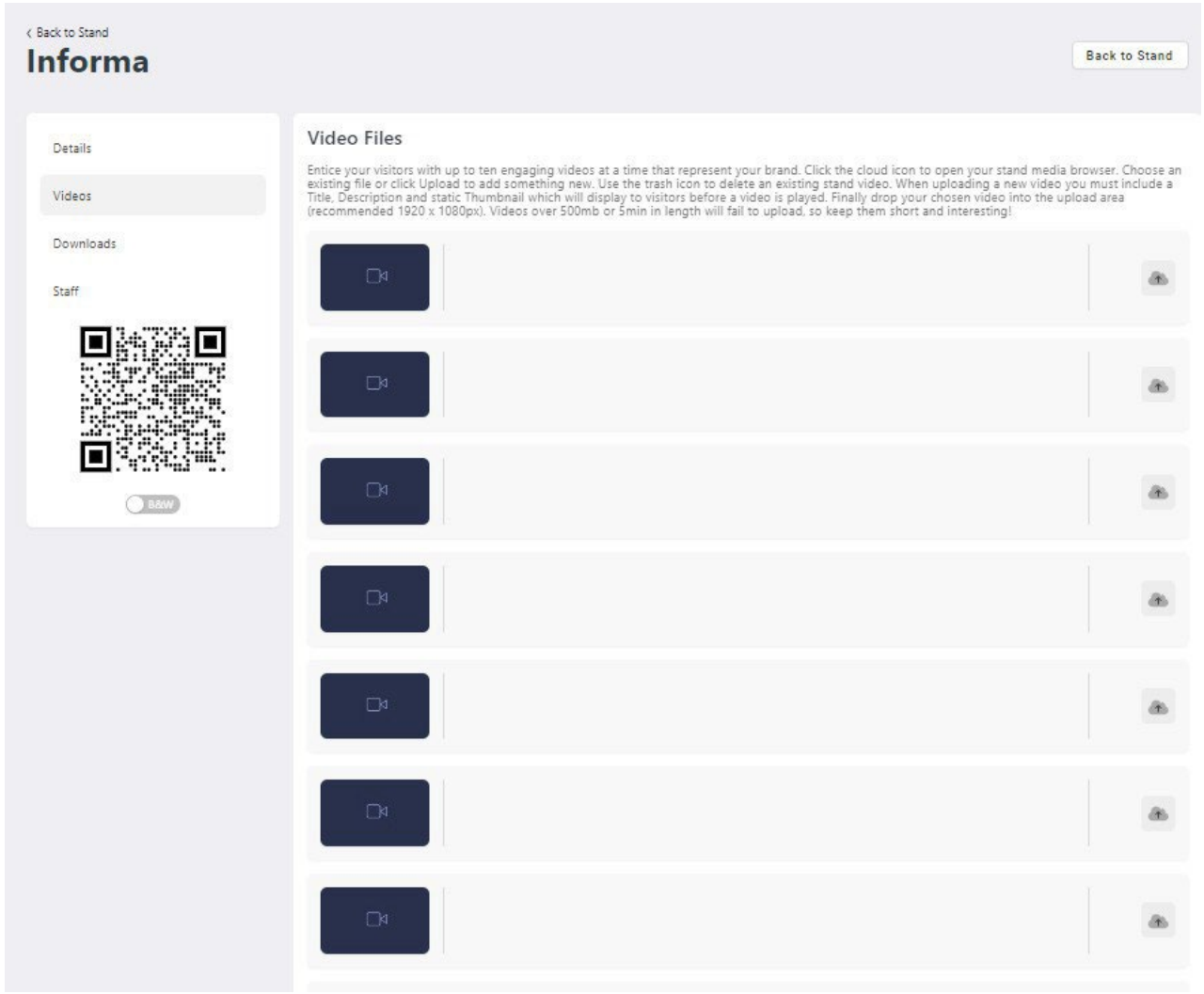
Don't forget to save all changes by clicking on **"Update Videos"**

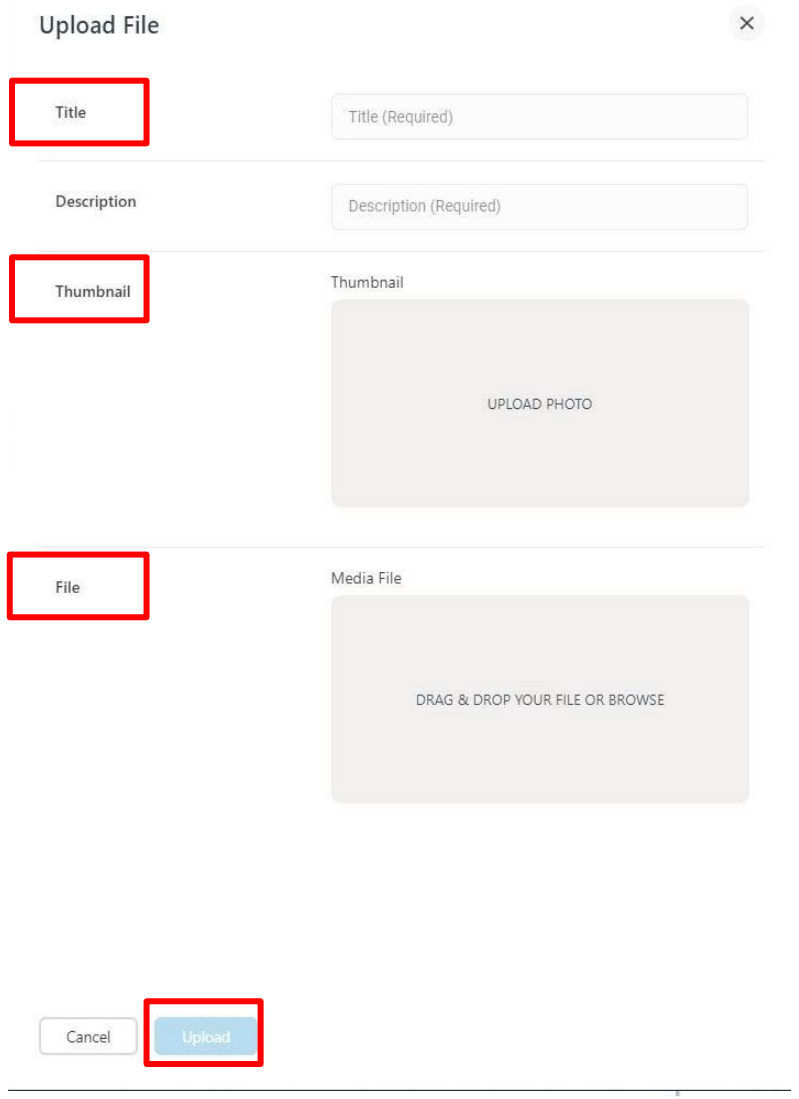
STEP 5 CONT.– ADD NEW VIDEOS

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

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

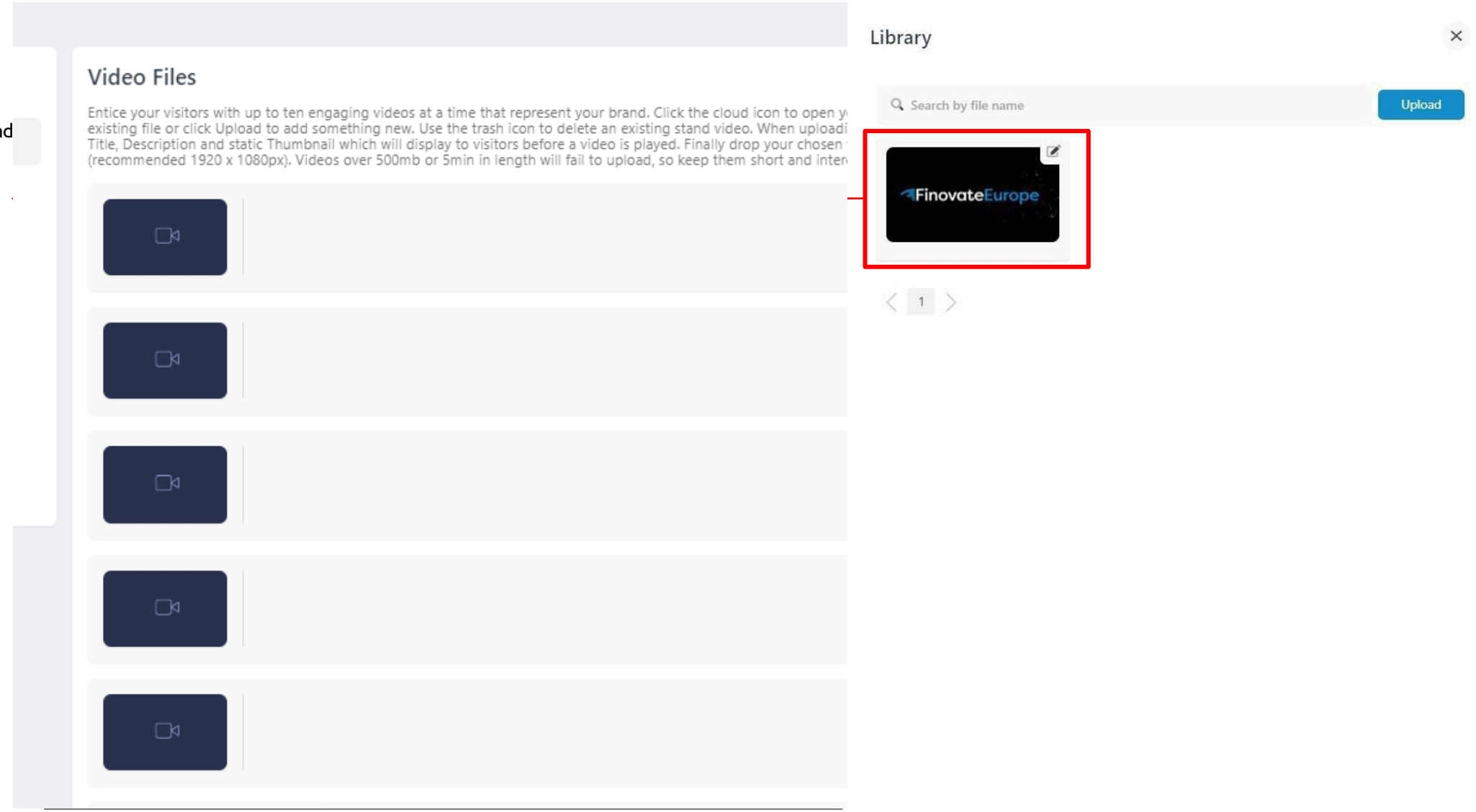
Don't forget to save all changes by clicking on **"Update Videos".**





STEP 5 CONT.– ADD NEW VIDEOS

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



STEP 6 - ADD DOWNLOADABLE DOCUMENTS

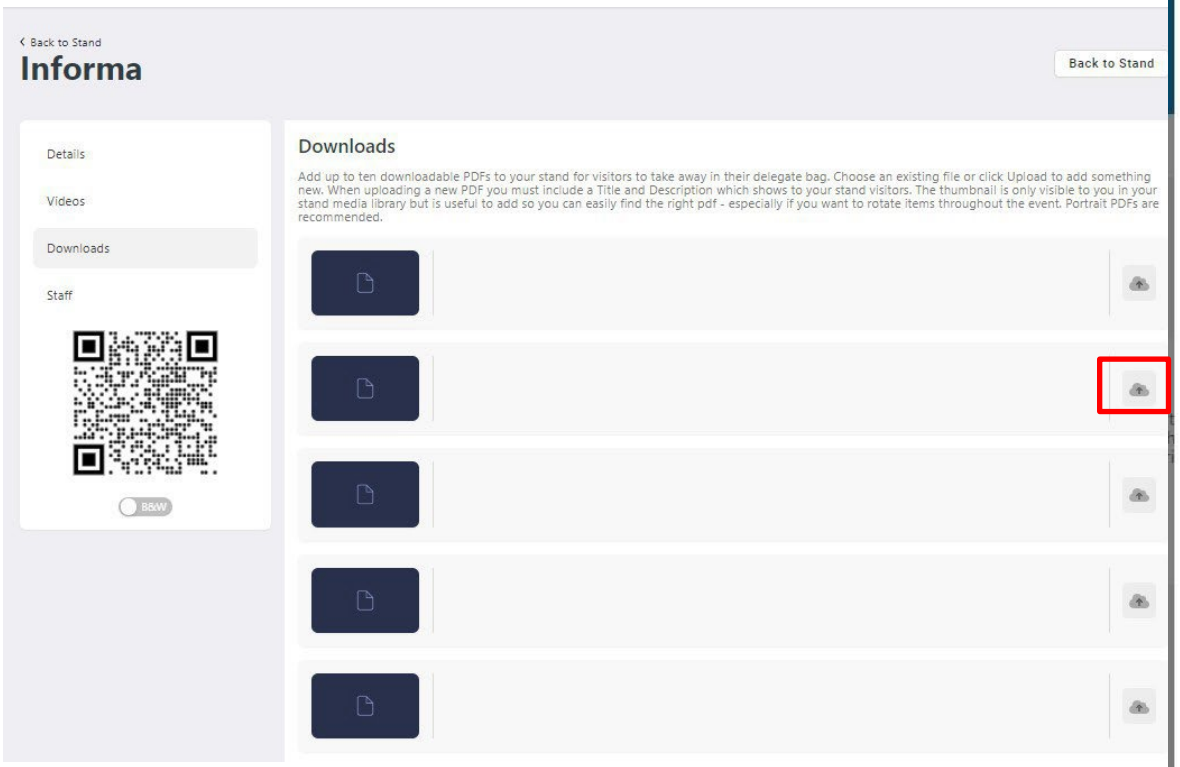
Downloads: Add up to 10 downloadable PDFs to your stand.

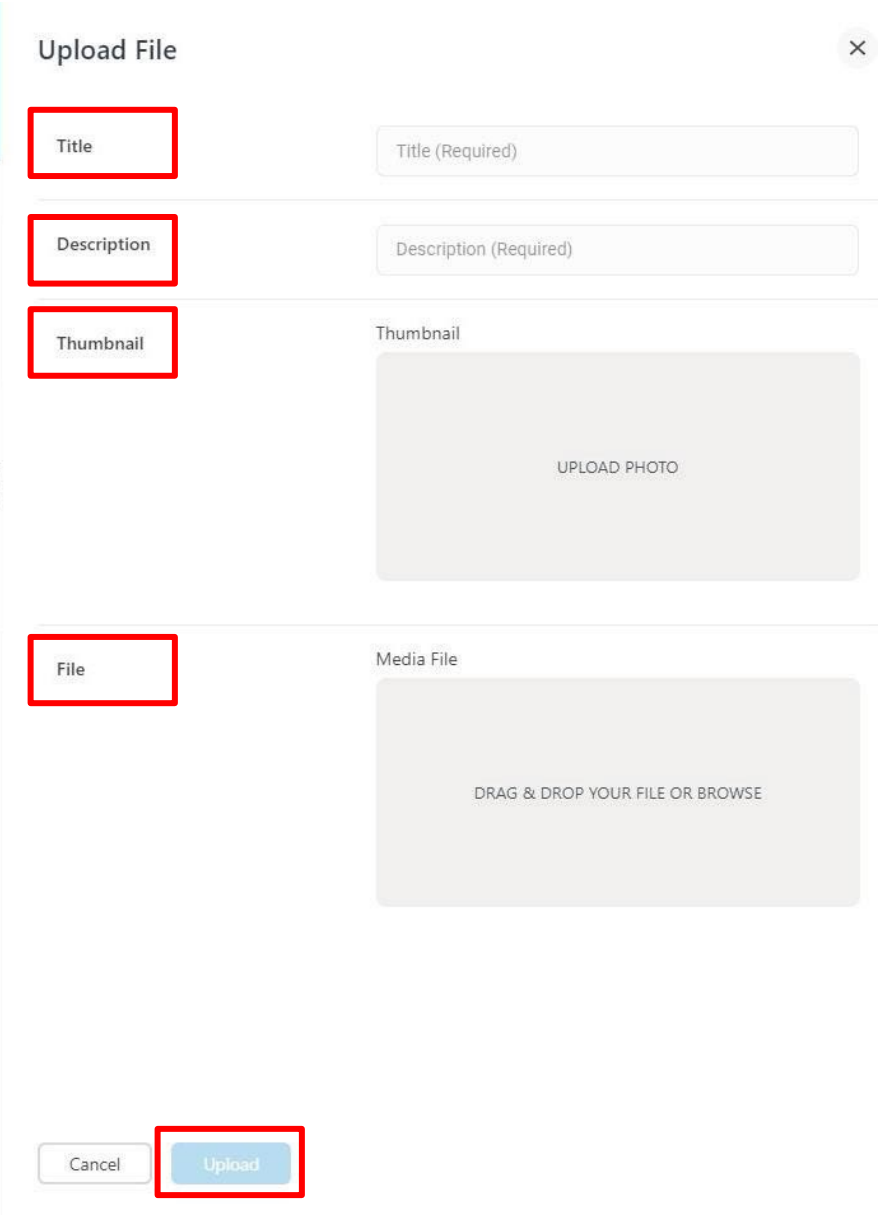
Choose an existing file or click **"the Icon"** to add something new. Click the upload button to add.

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.



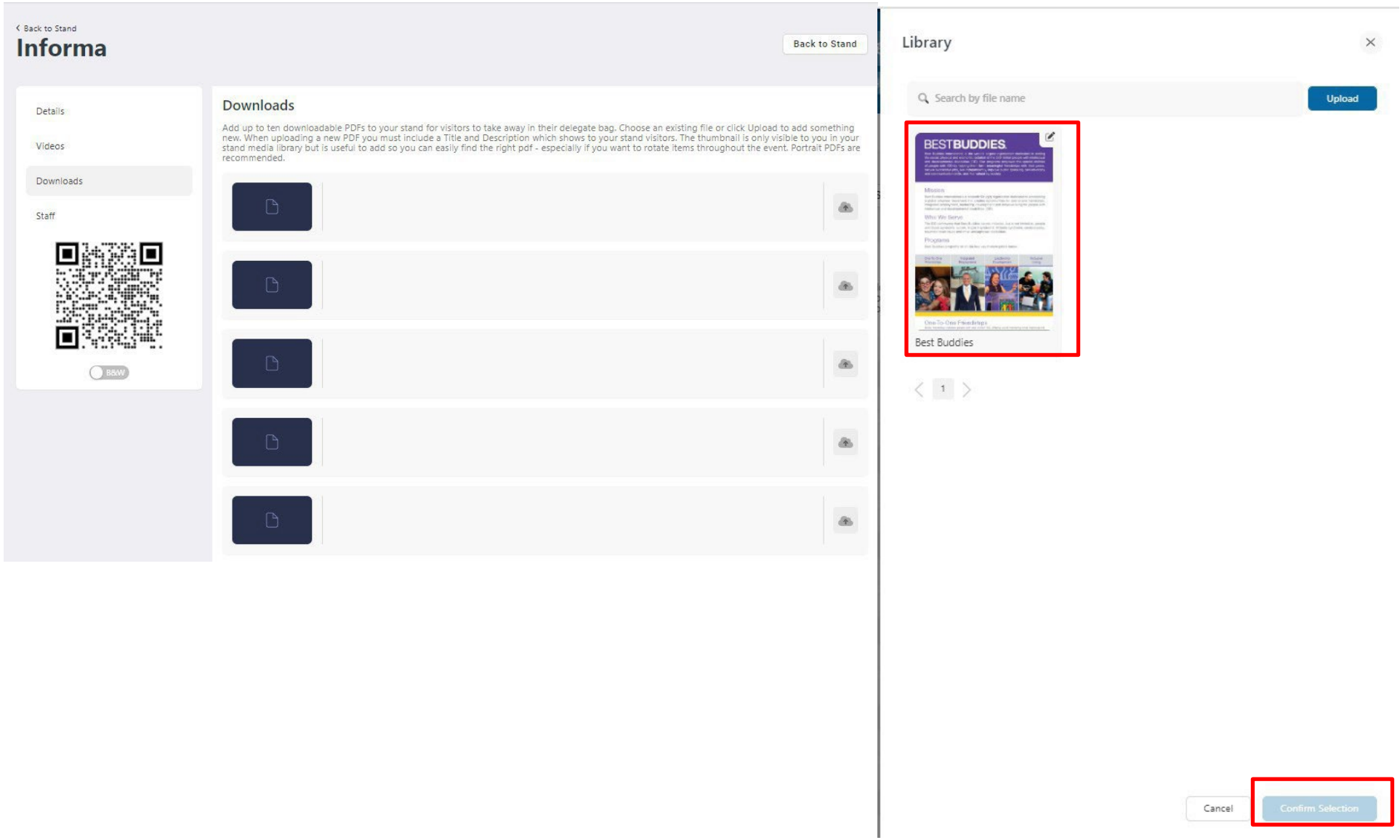


STEP 6 CONT.– ADD DOWNLOADABLE DOCUMENTS

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

Your new document will appear on this page.

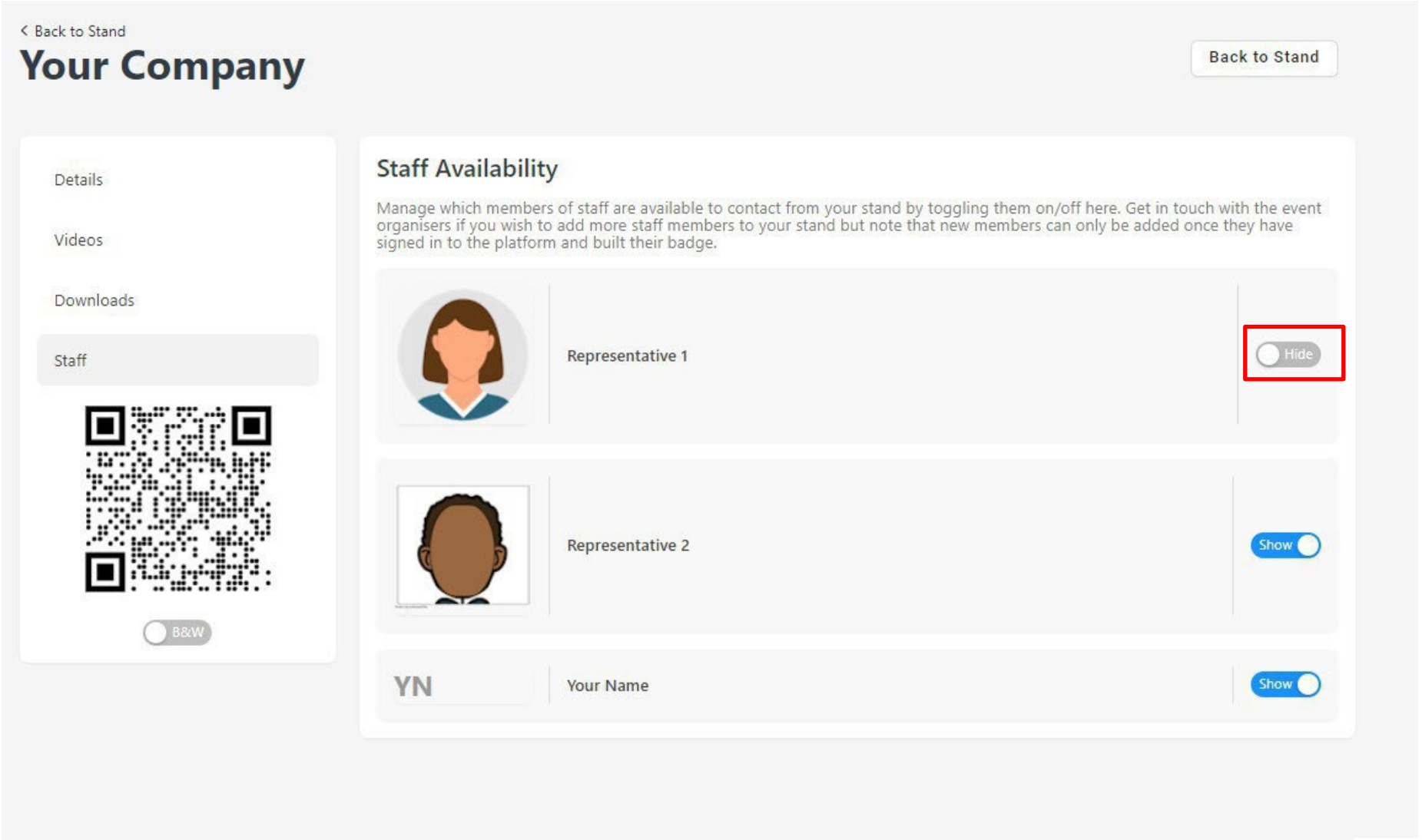
You can always come back to this page and edit the title and description if needed.



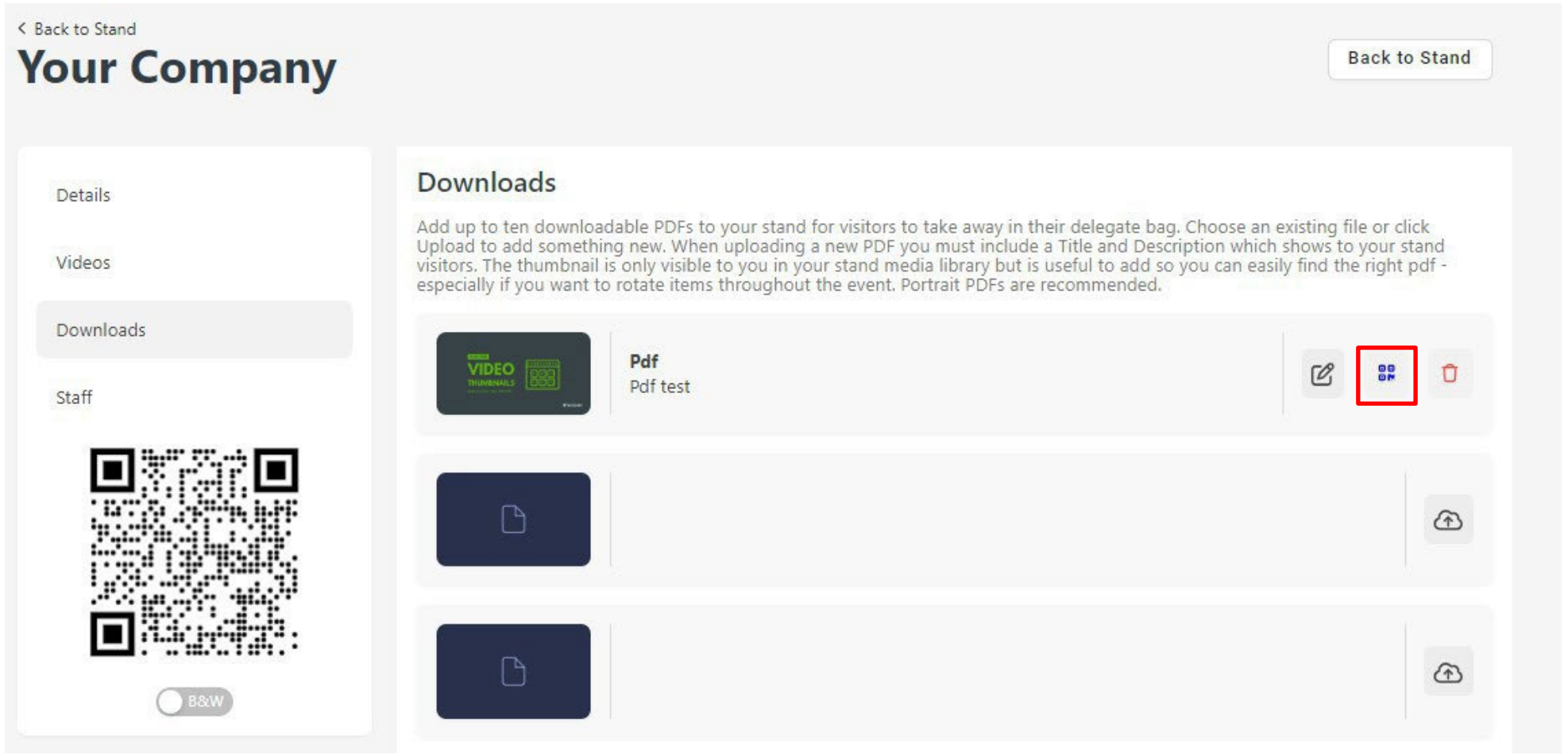
STEP 7 – MANAGE STAFF AVAILABILITY

Staff: Any colleague from your company attending will be added as an onsite representative for the virtual booth within the week before the event.

To assign another colleague to edit the virtual booth, please contact Justine at Justine.Comeau@informa.com



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)

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

YOUR EVENT CONTACTS

- **ConnectMe App Contact:** Justine Comeau - Justine.Comeau@informa.com
- **Sponsor Operations Contact:** Tiffany Waldon - finovatefall.operations@informa.com
- **Demo Operations Contact:** Madeline Clines - Madeline@finovate.com

Scan the QR Code to Download the onsite event app

connectme