

FinovateFall

Sponsor & Demo Guide to Edit Virtual Booth

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STEP I – 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.

Welcome to Global Finance



Global Finance


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

Request Login PIN

Login with Password

Enter your email (that you registered with)

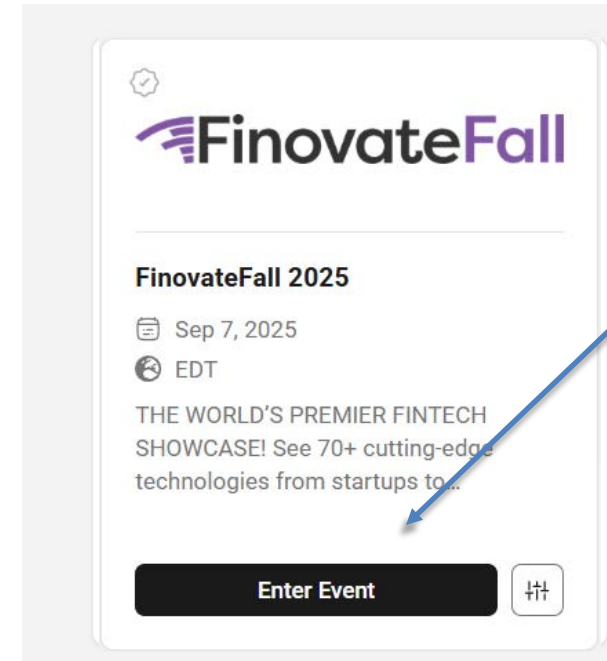
Enter Login PIN




Enter your 4 Digit Login PIN which has been emailed to you:


[Back to login](#)


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






FinovateFall 2025

 Sep 7, 2025

 EDT

THE WORLD'S PREMIER FINTECH SHOWCASE! See 70+ cutting-edge technologies from startups to...

[Enter Event](#) 

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.


Filters

Name

Zones


☒ All Zones
 ☐ Morning Refreshments
 ☐ Media
 ☐ Signature
 ☐ Young Leaders
 Show 24 more

Sponsor Category




Test Company 1

Showcase




Test Company 2

Showcase



Test Company 3

Showcase



Your Company

A longer description of your company.

Showcase

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.

The screenshot shows the Informa Connect booth builder interface. Red boxes and arrows highlight the following elements:

- Edit Stand:** A button in the top right corner of the booth header.
- Back to Sponsors:** A button in the top left corner of the booth header.
- Book Meeting & Chat Now:** Two buttons located below the company name.
- Social media links:** A row of icons for a website, LinkedIn, Instagram, and Twitter.
- About:** A tab for the company description.
- Representatives:** A tab for the list of company representatives.
- Guest Book:** A section for lead capture, including a "Sign Guestbook" button and a list of signed guests.

The booth header features a large banner image with various app icons (Google, Maps, Email, etc.) and a company logo placeholder. Below the header, the company name "Your Company" is displayed with a placeholder for a catchy phrase. The main content area is divided into two tabs: "About" and "Representatives". The "About" tab shows a short description, and the "Representatives" tab shows a list of representatives with their names, job titles, and contact information. The "Guest Book" section is located on the right side of the interface.

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.

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Informa Demo

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Back to Stand

Details

About us header

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

About us header

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

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✖

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](#)

Background

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 (1920 x 1080px 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 (1920 x 1080px 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.


Expo stand website link

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.



Instagram



LinkedIn



Twitter

1



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"**.

Website URL

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

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.

Choose Helix Interests

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.

Alternative Credit

Analytics/Data

Consumer/Retail Banking

Core Banking/Back Office

Customer Engagement

Embedded Finance

Identity/Authentication

Insurtech

Investing/Asset Trading

Lending/Alternative Lending

Open Banking

Payments

PFM/Financial Planning

Regtech/Compliance

Risk Management

Security/Biometrics

SMB/SME

Wealthtech

Financial Inclusion

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

Expo Visibility

Toggle this button off to hide this expo from mobile app

☒ visible

Update About Us


STEP 5 – ADDNEWVIDEOS

Details

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Downloads

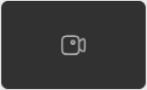
Staff





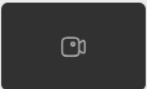
☐ B&W



Video Files

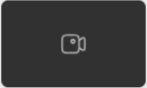
Entice your visitors with up to ten engaging videos at a time that represent your brand. Click the cloud icon to open your stand media browser. Choose an existing file, Upload to add something new and embed videos from Youtube or Vimeo. Use the trash icon to delete an existing stand video. When uploading 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!





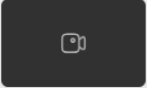






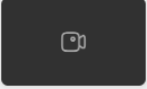






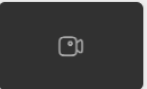






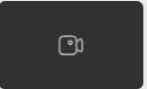






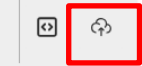












Upload Video: To upload a new video file, click on the cloud icon



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 NEWVIDEOS

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”**.

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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

Title (Required)

Description

Description (Required)

Thumbnail

Thumbnail

UPLOAD PHOTO

File

Media File

DRAG & DROP YOUR FILE OR BROWSE

Cancel

Upload

STEP 5 CONT.- ADD NEW VIDEOS

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

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 inter

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.

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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.

×

Upload File

Title

Title (Required)

Description

Description (Required)

Thumbnail

UPLOAD PHOTO

File

Media File

DRAG & DROP YOUR FILE OR BROWSE

Cancel

Upload

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

Cancel Confirm Selection

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

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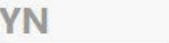
[Staff](#)



☐ 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.

	Representative 1	<input type="checkbox"/> Hide
	Representative 2	<input checked="" type="checkbox"/> Show
	YN Your Name	<input checked="" type="checkbox"/> Show

STEP 8 – QR CODES

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Your Company


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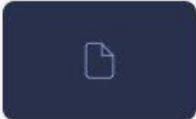

Staff



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.

	Pdf Pdf test	  
		
		

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: Pdf



Download All QR Codes

Download

Select QR Type

Select QR Type



QR Code



Pdf



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

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

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

