

ean  
congress

Europe  
2022

8<sup>th</sup> Congress of the  
European Academy  
of Neurology

June 25 - 28  
Vienna, Austria

Exhibitor Profile Setup

Content Upload Instructions

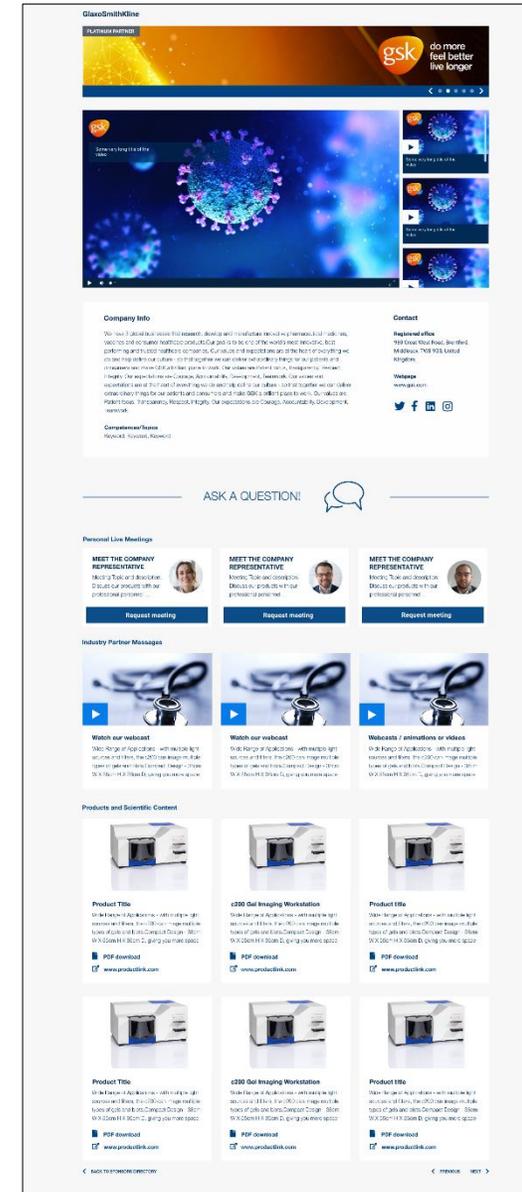
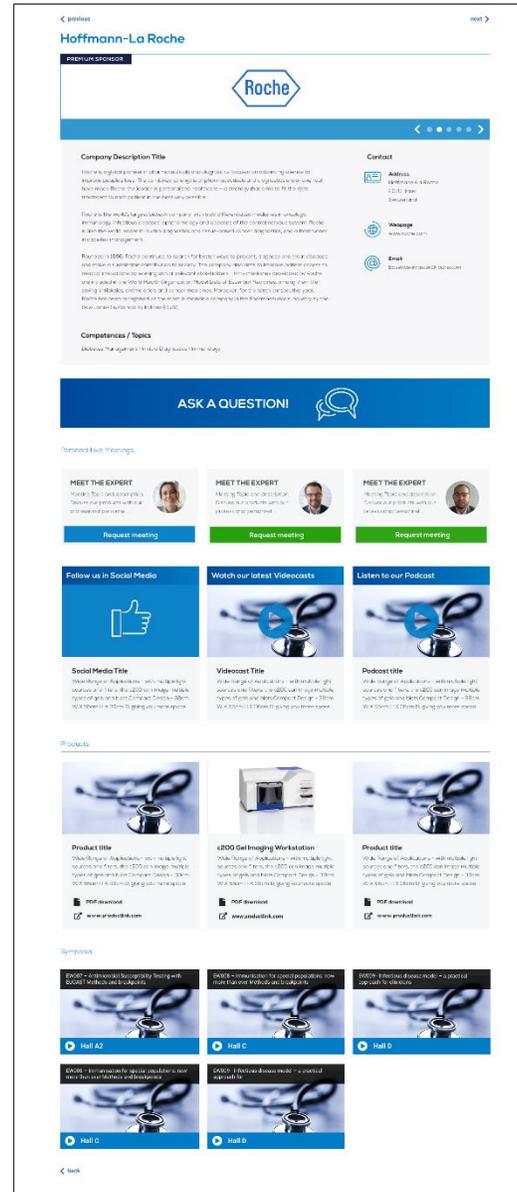
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# COMPANY PROFILES

## Overview

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- Disclaimer
- Logos and banners
- Company description and details
- Lead retrieval via “Ask a question & stay updated” button
- External booth link
- Product descriptions and content
- Live meeting rooms (\*for Plus, Superior & Multiple Purchase of Profiles only)
- Links to industry session (automatically inserted according to programme if an industry session is booked)



**Disclaimer**

This site is intended for healthcare professionals only.

...

**GLAXOSMITHKLINE**

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do more  
feel better  
live longer

**Company Info**

We have 3 global businesses that research, develop and manufacture innovative pharmaceutical medicines, vaccines and consumer healthcare products. Our goal is to be one of the world's most innovative, best performing and trusted healthcare companies. Our values and expectations are at the heart of everything we do and help define our culture - so that together we can deliver extraordinary things for our patients and consumers and make GSK a brilliant place to work. Our values are Patient focus, Transparency, Respect, Integrity. Our expectations are Courage, Accountability, Development, Teamwork. Our values and expectations are at the heart of everything we do and help define our culture - so that together we can deliver extraordinary things for our patients and consumers and make GSK a brilliant place to work. Our values are Patient focus, Transparency, Respect, Integrity. Our expectations are Courage, Accountability, Development, Teamwork.

**Competences/Topics**  
Keyword, Keyword, Keyword

**Contact**

**Registered office**  
980 Great West Road, Brentford,  
Middlesex, TW8 9GS, United  
Kingdom.

**Webpage**  
[www.gsk.com](http://www.gsk.com)

ask a question stay updated

Visit our external booth

## Disclaimer

### Company profile banner

- Companies can upload banners with links
- Banner will rotate every 5 seconds

### Company description & social media links

- General description of company
- Social media links
- Company competences / topics
- Onsite Booth# (if an onsite booth is booked)

### Lead retrieval “Ask a question & Stay updated”

- Visitors can share their data and send in questions
- Download and access all data via the backend in real-time

## External Booth Link

### Additional Product and Scientific Content

 <p><b>Product Title</b> Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots. Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your</p> <p>PDF download  <a href="http://www.productlink.com">www.productlink.com</a> </p>	 <p><b>c200 Gel Imaging Workstation</b> Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots. Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your</p> <p>PDF download  <a href="http://www.productlink.com">www.productlink.com</a> </p>	 <p><b>Product title</b> Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots. Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your</p> <p>PDF download  <a href="http://www.productlink.com">www.productlink.com</a> </p>
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## Product Section - PDFs

- For Basic, Plus and Superior Profiles
- Present further products on your profile, shared through link or download button
- File formats: PDF (250MB), links to external website

### Key Messages (Innovation Showreel Content)

 <p><b>Watch our webcast</b> Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots. Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your</p>	 <p><b>Watch our webcast</b> Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots. Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your</p>	 <p><b>Webcasts / animations or videos</b> Wide Range of Applications - with multiple light sources and filters, the c200 can image multiple types of gels and blots. Compact Design - 38cm W X 55cm H X 36cm D, giving you more space for your</p>
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## Product Section - Video & podcasts

- For Plus and Superior Profiles
- Present your newest products and highlights as videos or podcasts
- File formats: mp4 (2GB), mp3 (1GB), PDF (250MB), links to external website

### Personal Live Meetings

**Meet the company representative**  
Meeting Topic and description. Talk to our professional personnel ...



Request meeting

**Meet the company representative**  
Meet and discuss our products with our professional personnel ...



Request meeting

**Meet the company representative**  
Meeting Topic and description. Discuss our products with our ...



Request meeting

### Personal meeting links

- For Plus and Superior Profiles only!
- Invite visitors into your virtual meeting rooms
- Virtual meeting rooms link and/or booking tool on request

### Satellite Symposia

**Title of Satellite Symposium**



Hall F 22 September, 08:30 - 10:30

**Title of Satellite Symposium**



Hall F 22 September, 08:30 - 10:30

**Title of Satellite Symposium**



Hall F 23 September, 08:30 - 10:30

### Link to satellite symposia

- Will be inserted automatically according to the booked programme (please upload a session preview image via the group upload system)
- Access to On-demand satellite symposia of your company

# COMPANY PROFILES

## Setup

---

- Open a quick access link (delivered by mail)
- Email delivered by [no-reply@m-anage.com](mailto:no-reply@m-anage.com) (please check on junk/spam folder)
- Create a permanent password
- Confirm Terms and Conditions
- Save your information
- Confirm the usage of your data

VMX

Virtual Meeting Exhibition operated for JMarquardt Technologies GmbH utilizes m-anage.com services. A personalized account is required to proceed.

New password

Confirm password

[I have read the data protection information and agree to the general terms and conditions](#)

I hereby confirm that m-anage.com transmits my personal data to the specified legal entity in order to be able to offer the associated event services and functions.

**Legal identity**  
JMarquardt Technologies GmbH  
Felix-Wankel-Str. 1  
82152 Krailling  
Deutschland

I confirm the usage of my data

The screenshot shows the 'Virtual Meeting EXHIBITION' desktop. At the top left is the 'VMX' logo. The top navigation bar includes 'vmin Event', a dropdown menu for 'JMarquardt Technologies Exhibitor', and a dropdown menu for 'Madina Dzh'. A callout box labeled 'Access to your personal account' points to the 'Madina Dzh' dropdown. Below the navigation bar is the main title 'Virtual Meeting EXHIBITION'. On the left side, there is a 'Virtual Meeting Exhibition' section with a 'My Company' card that says 'Manage your virtual profile'. A callout box labeled 'Manage your company profile' points to this card. Another callout box labeled 'Switch profiles if you are assigned to more than one' points to the 'JMarquardt Technologies Exhibitor' dropdown. The background features a colorful network graphic. At the bottom, there is a footer with 'POWERED BY M-ANAGE.COM', 'm-anage service update | release dates', and '© 2020 JMARQUARDT TECHNOLOGIES GMBH'.

Company **Contacts** Products Meetings Legal items setup

Search

Firstname	Lastname	E-Mail	Country	Roles		
	Mathias	Balhorn	Mathias.Balhorn@jmarquardt.com	Germany	<ul style="list-style-type: none"><li>CompanyManager</li><li>Symposia</li><li>ExhibitorLionLeads</li></ul>	 
	Madina	Dzh	madina.dzhappueva@htmi.ch	Germany	<ul style="list-style-type: none"><li>CompanyManager</li></ul>	 
	Madina	Dzhappueva	madina.dzhappueva@jmarquardt.com	Germany	<ul style="list-style-type: none"><li>CompanyManager</li></ul>	 

Create contact

Delete/edit Company contact

Assign user role to contact:  
**COMPANY MANAGER**

Create new company contact

### Create contact

Email \*

Enter individual email of contact person and complete account

The main **Company Administrator** can add further staff members and assign following roles:

- Company Manager – access to all areas, can add new contacts (same role as per main Company Administrator)
- Company Profile Manager – can only adopt basic profile
- ExhibitorLionLeads – access to the collected leads

**Every contact can have multiple roles.  
Please disregard all other roles available in the system.**

The screenshot shows the 'JMarquardt Technologies' system interface. At the top, there are navigation tabs: 'Company', 'Contacts' (highlighted in green), 'Products', 'Meetings', and 'Legal items setup'. A search bar is located on the right. Below the tabs is a table of contacts with columns for 'Firstname', 'Lastname', 'E-Mail', and 'Country'. The 'Roles' column contains a dropdown menu for each contact, showing assigned roles like 'CompanyManager', 'Symposia', and 'ExhibitorLionLeads'. There are also 'delete' and 'edit' icons for each contact. A 'Create contact' button is at the bottom right.

Firstname	Lastname	E-Mail	Country	Roles
Mathias	Balhorn	Mathias.Balhorn@jmarquardt.com	Germany	CompanyManager, Symposia, ExhibitorLionLeads
Madina	Dzh	madina.dzhappueva@htmi.ch	Germany	CompanyManager
Madina	Dzhappueva	madina.dzhappueva@jmarquardt.com	Germany	CompanyManager, Symposia, Sponsoring, Booth

**JMarquardt Technologies**

**Company** | Contacts | Products | Meetings | Legal items setup

Company \*

JMarquardt Technologies

Company logo



Select Image

Company description

JMarquardt Technologies GmbH was founded in July 2011 as a wholly owned subsidiary of M Events Cross Media GmbH. M Events has developed and supplied scalable software solutions for the world's largest professional congresses since 2000. JMarquardt Technologies is specialized in congress organization and has developed a powerful management software only for this purpose.

With our fully configurable booking and payment process you satisfy your participants and keep track of your sales at any time. Efficient onsite solutions complement the registration experience and ensure a successful start into your conference.

No matter if you want to provide special prices for the conference hotel only or if you block quotas all over the city – with our hotel module you create attractive room presentations and provide your participant with a seamless booking process.

Street: Müggelseedamm 222

Zip-code City: 12587 Berlin

Country: Germany

Edit Company name

Edit company description  
(1200 characters)  
A number of characters is a recommendation for the best display

Upload transparent company logo  
(Png, jpg; min 72dpi, 436 x 244px)



Edit company address

Phone  
+49123456789

E-Mail  
info@jmarquardt.com

Website  
www.jmarquardt.com

Instagram  
insta.de

LinkedIn  
https://www.linkedin.com/company/pfizer

Twitter  
https://twitter.com/realDonaldTrump

Tags  
Adrenal and Neuroendocrine Tumours × Test Topic × Cancer ×

External Booth Link

Banner  
Banner\_02 (3).png  
Link  
Select ...

Supported only jpg, png up to 4MB. Size: 1235 px wide x 180 px high, min. 72 dpi

Save Preview

Edit Company info



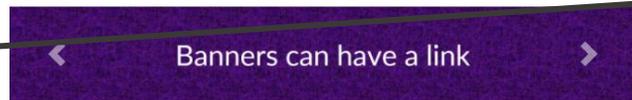
Edit social media link



A link to your external virtual booth



A link to top banner can be added



Upload top banner for your profile (Png/jpg; min 72 dpi, 1368px x 200px)



Select ...

Preview how your profile will appear in the VM



Products can be utilized to present various items in the profile. Each product box includes an image, a headline and a description. According to your profile package level, a given number of products are included. You can add pdf files, one mp4\*, one mp3\*, one link to all the available products. For additional products please contact [industry@ean.org](mailto:industry@ean.org).

\*Superior Package only



**New Recording**

Our automated webcast system allow you wo provide video webcasts within minutes after the presentation.

- PDF Download
- Open External Link
- Play Video
- Play Audio

### Company - Details

#### JMarquardt Technologies

Company    Contacts    **Products**    Meetings    Legal items setup

#### Your products

<b>1</b> Registration www.m-anage.com 	<b>2</b> Room Building www.m-anage.com 	<b>3</b> New Recording m-events.com 
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Each product tile includes a 'Profile' checkbox, a 'Showreel' checkbox, an 'Edit' gear icon, and a 'Delete' trash icon.

Add new product (number of products limited according to your package) Any additional to be ordered separately



Mp4 & Mp3 (Plus and Superior Package only)

Frontend example

Edit product

Delete product

### Your product ✕

Product sort (Alphabetic or Numerical order)

Product name

Group

Tags

Cancer ✕

Product website

Product description

Product short defines the order of products on frontend: 1,2,3 or a,b,c

Displayed name of product (30 characters)

Create custom categories / headlines for products

Assigning tags is not available for the EAN Congress

Enter external link

Enter description (180 characters)

Number of characters are recommended for best front-end appearance  
\*showreel = Virtual Industry Information Wall

Product picture



Select Image

Allows ".jpg", ".jpeg", ".png" up to 4 MB

 manage\_brochure\_2019.pdf Delete

 Bloch\_Prayer.mp3 Delete

 VM\_presentation\_upload\_tutorial04.mp4 Delete

Display product

Enable showreel

Save

Upload picture: Png, jpg; min. 72 dpi, 436px x 244px

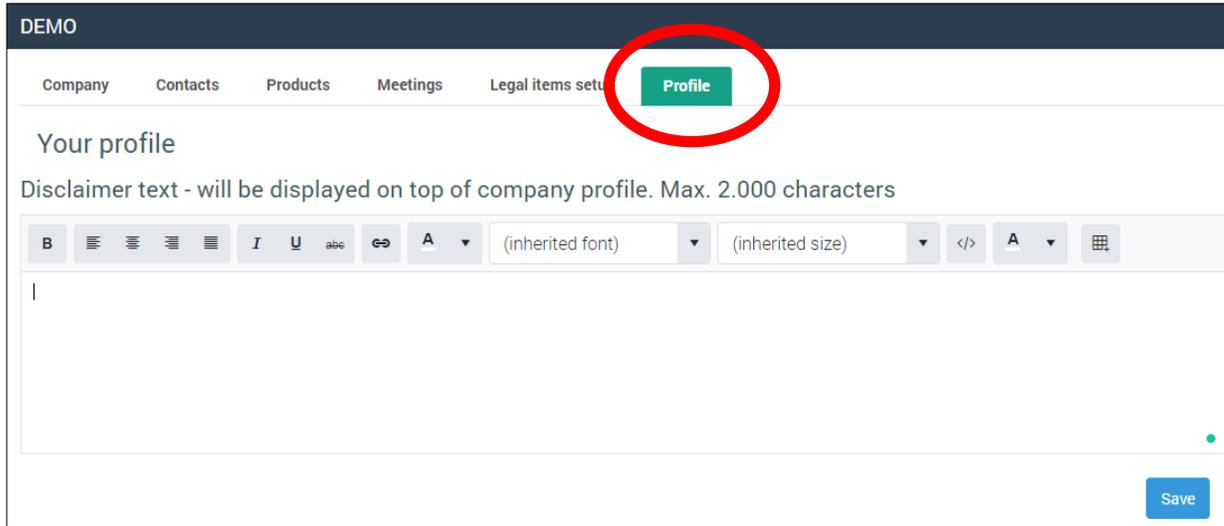
Upload pdf: max. 250mb

Upload mp3: max. 1gb (for Plus and Superior Profiles only)

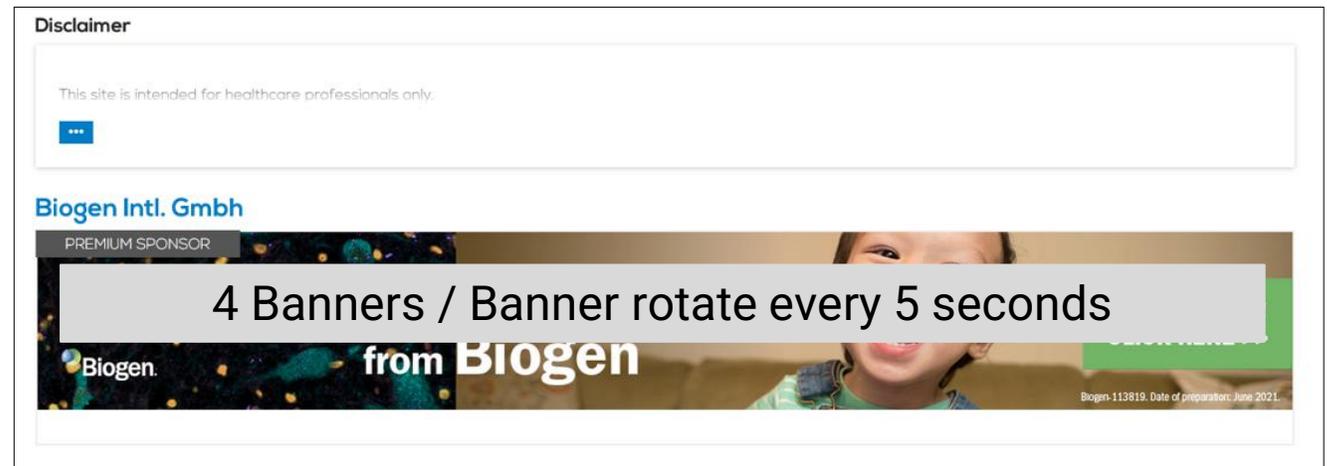
Upload mp4: max. 2gb (for Plus and Superior Profiles only)

Tick box to display product in profile

Showreel: not available for the EAN Congress



A disclaimer appears **on top** of the main company profile page (above the Banners) max. 2000 characters



DEMO

Company   Contacts   Products   Meetings   Legal items setup   **Profile**

### Profile Image (for inter-profile links)

Link name

DROP FILE HERE TO UPLOAD

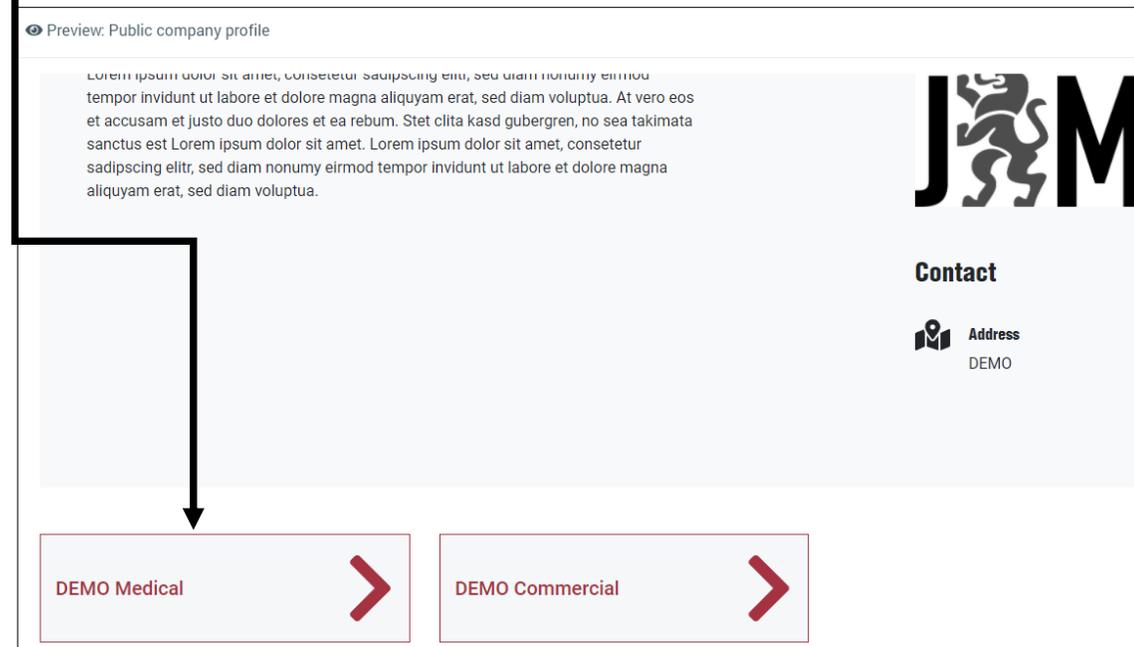


Supported only jpg, png up to 4MB.

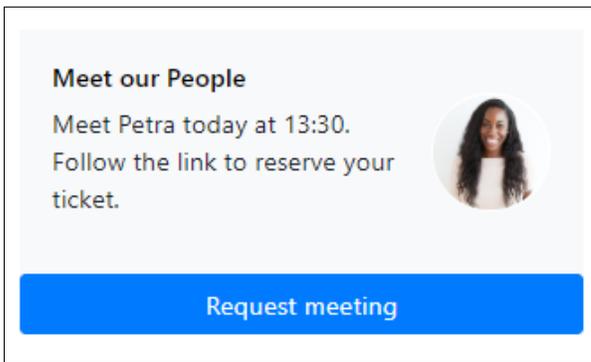
An image appears as a background picture underneath the button on the company profile page that redirects to the sub. profile(s) page(s).

Specification: png, jpg; min. 72 dpi., 310px x 120px

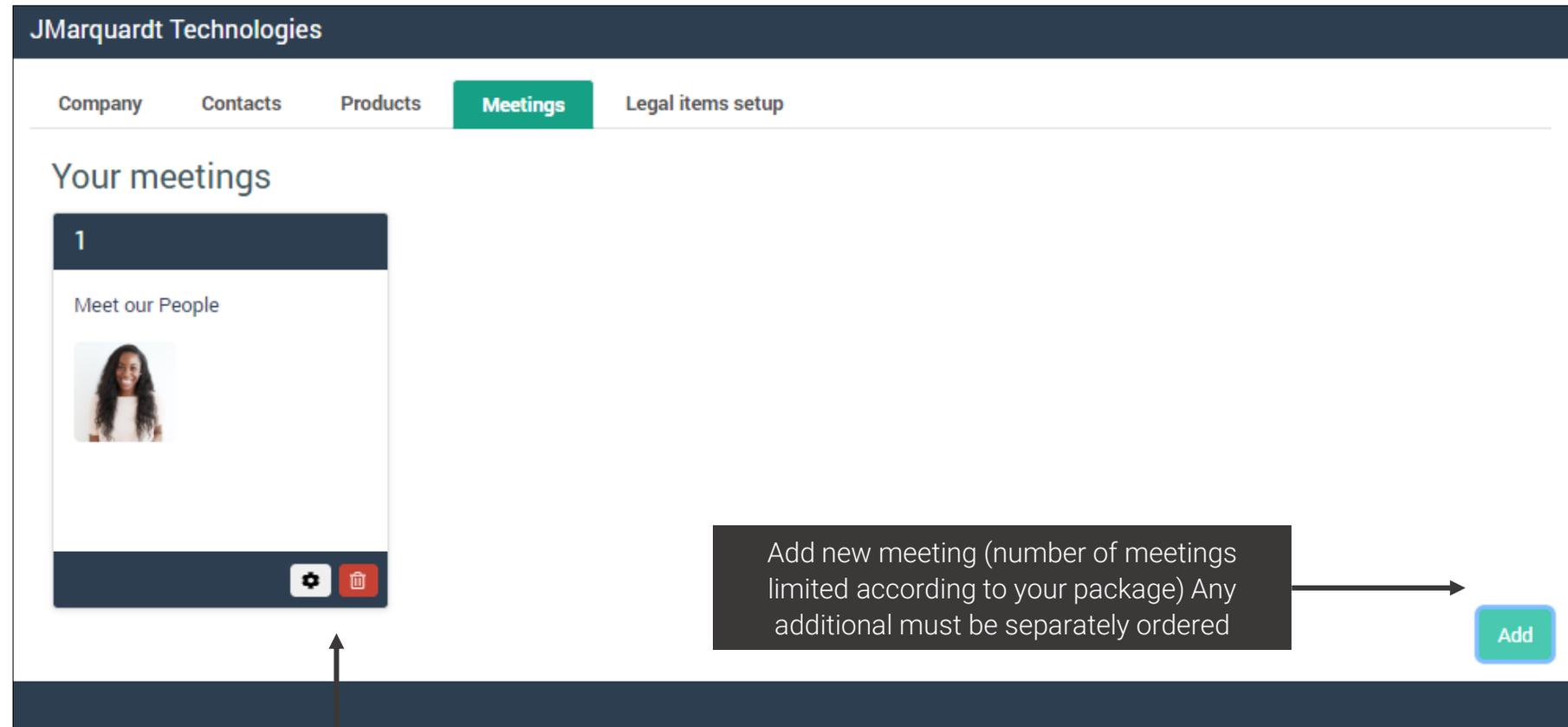
Please contact [industry@m-events.com](mailto:industry@m-events.com) for Booth split requests\*.



Meetings can be utilized for 1:1 meetings and/or presentations. A link redirecting either to a virtual meeting room (e.g. Zoom, Teams, Skype, Go-to-Meeting, etc.) or a booking tool needs to be included in the respective meeting tile from the backend. You should include your company own meeting/booking tools or if needed request a meeting tool according to your booked Industry Network Area Package via [industry@m-events.com](mailto:industry@m-events.com).\*



Frontend example



Edit or delete meeting

The screenshot shows a form titled "Your meeting" with the following fields and elements:

- Number:** A text input field containing the value "1".
- Name:** A text input field containing "Meet our People".
- From:** A date and time selection field.
- To:** A date and time selection field.
- Url:** A text input field containing "https://zoom.us/meetings".
- Meeting admin:** A text input field containing "madina.dzhappueva@jmarquardt.com".
- Description:** A text area containing "Meet Petra today at 13:30. Follow the link to reserve your ticket."
- Category:** A dropdown menu with "Select ..." as the current selection.
- Thumbnail:** A large image placeholder with a "Select Image" button below it.
- Display:** A checkbox labeled "Display" which is checked.
- Save:** A green button at the bottom right.

Number defines the order of meetings on frontend: 1,2,3 or a,b,c

Displayed name of meeting (30 characters)

Select the date and time of the meeting

URL of meeting / booking tool (https://link)

Admin – internal only – not mandatory

Enter description (100 characters)

Create custom categories/headlines for products:

**Appoint a Meeting:** Meetings Channels including scheduling tools should be categorized as „Appoint a Meeting“

**Engage now:** Meetings Channels which participants can join to get in touch with a sponsor immediately should be categorized as „Engage now“

Meeting Logo  
(Png, jpg; min. 72 dpi, 120 px x 120 px)

Display meeting on profile

Number of characters are recommendations for best display!

Included in every Basic,  
Plus and Superior  
Package!

ASK A QUESTION & STAY UPDATED  
BUTTON incl. LEAD RETRIEVAL

---

INFORMATION FOR COMPANIES

## Virtual Lead Retrieval via “Ask a question & Stay updated” Button

- You can enable “ask a question / stay updated” button on your profile to collect questions and leads
- You **must** upload your own terms & conditions and define if the acceptance is mandatory
- Attendees send in questions and/or share their contact details from the registration with you
- You will find the data in your company profile in the “Virtual Leads” module
- You can also skip the integrated lead retrieval and link directly to an email address (mailto:... opens default mail program on participants device) or external websites

### **Important:**

The “ask a question/stay updated” button are included in each Basic, Plus and Superior Profiles.

The “Profile Access” Lead retrieval and the virtual Lead retrieval for industry session need to be booked via MEvents. Please use the extra Lead Retrieval order form from the EAN download center.



This button can be enabled on your company profile to collect questions and leads

**Ask a Question**

Type your question in the box below and press "Submit" to send it to the industry partner.

By clicking "Submit", you agree to share your below data with the industry partner responsible for this industry network area profile for the purpose of responding to your question.

Firstname  
Surname  
E-Mail  
Profession  
City  
Country

**Industry Partner Terms**

I agree to industry partner terms

Cancel Submit

The attendees can submit their questions and share their contact details

The shared data will be available on your backend company profile under the section “Virtual Leads”

**Industry Partner Terms:**  
**Important:** All sponsors **must** include their own terms & conditions to ensure that contact details will be received in a company compliant manner. EAN is not taking any responsibility if this information has not been uploaded accordingly

Please order via extra  
order form from EAN  
Download Center to  
[industry@m-events.com](mailto:industry@m-events.com)

ACCESS LEAD RETRIEVAL and  
SESSION LEAD RETRIVAL

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INFORMATION FOR COMPANIES

**Data Privacy**

By clicking "Yes, I want to enter", you agree to share your below data with the industry partner responsible for this industry network area profile for the purpose of getting metrics on visitors.

You are about to share these contact data

Firstname  
Surname  
E-Mail  
Profession  
City  
Country

**Industry Partner Terms**

I agree to industry partner terms

**Yes, I want to enter**   **I want to enter anonymously**

This set of data has been defined by the organizer and cannot be changed

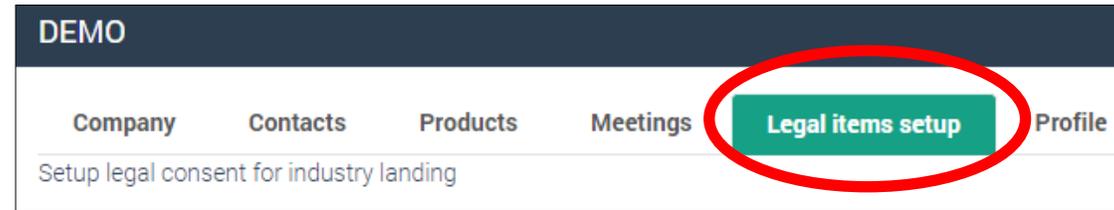
**Industry Partner Terms:**  
**Important:** All sponsors **must** include their own terms & conditions to ensure that contact details will be received in a company compliant manner. EAN is not taking any responsibility if this information has not been uploaded accordingly

Attendees can access your company profile/satellite anonymously or by providing the above contact data.

# SET UP INSTRUCTIONS FOR LEAD RETRIEVAL

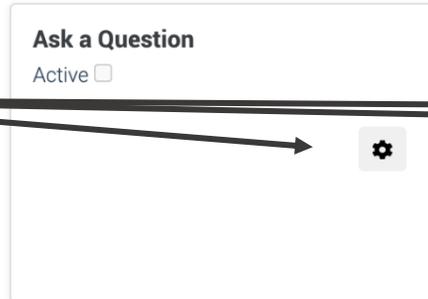
---

## INFORMATION FOR COMPANIES

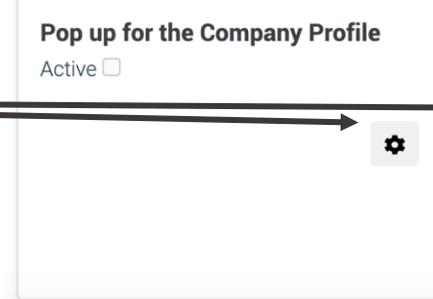


By clicking the  you can complete the settings and include your individual Terms & Conditions.

Configuration for the Lead Retrieval pop-up associated to the "Ask us a question" function



Configuration for the Lead Retrieval pop-up associated to the Exhibitor company profile



Configuration for the Lead Retrieval pop-up associated to the Industry Sessions



- "Ask a Question & Stay Updated" Function is included in every Basic, Plus and Superior Profile
- Lead retrieval pop-up on company profile and industry sessions (access lead retrieval) needs to be ordered separately by the sponsor via [industry@m-events.com](mailto:industry@m-events.com)
- Participants attending Industry Sessions, which have Lead Retrieval enabled, must accept the terms & conditions either they agree to share or not share their contact details with the sponsor.

DEMO

Company   Contacts   Products   Meetings   **Legal items setup**   Profile

Setup legal consent for industry landing

**Question**  
Active

Disable default terms

Active

Mandatory

Name

Description

Link to external URL

External content url

Content

**Save**

**Product**  
Active

**Pop-up on Profile Access**  
Test  
Active

**Symposium**  
Symposium Consent  
Active

Mandatory

Change Date&Time

Important: Default Terms are disabled! Sponsors must include their own terms & conditions (Industry Partner Terms).

Activate the lead retrieval

Terms & Conditions must be accepted by any attendee

Name – for internal use only  
Description – this text appears as title above the terms

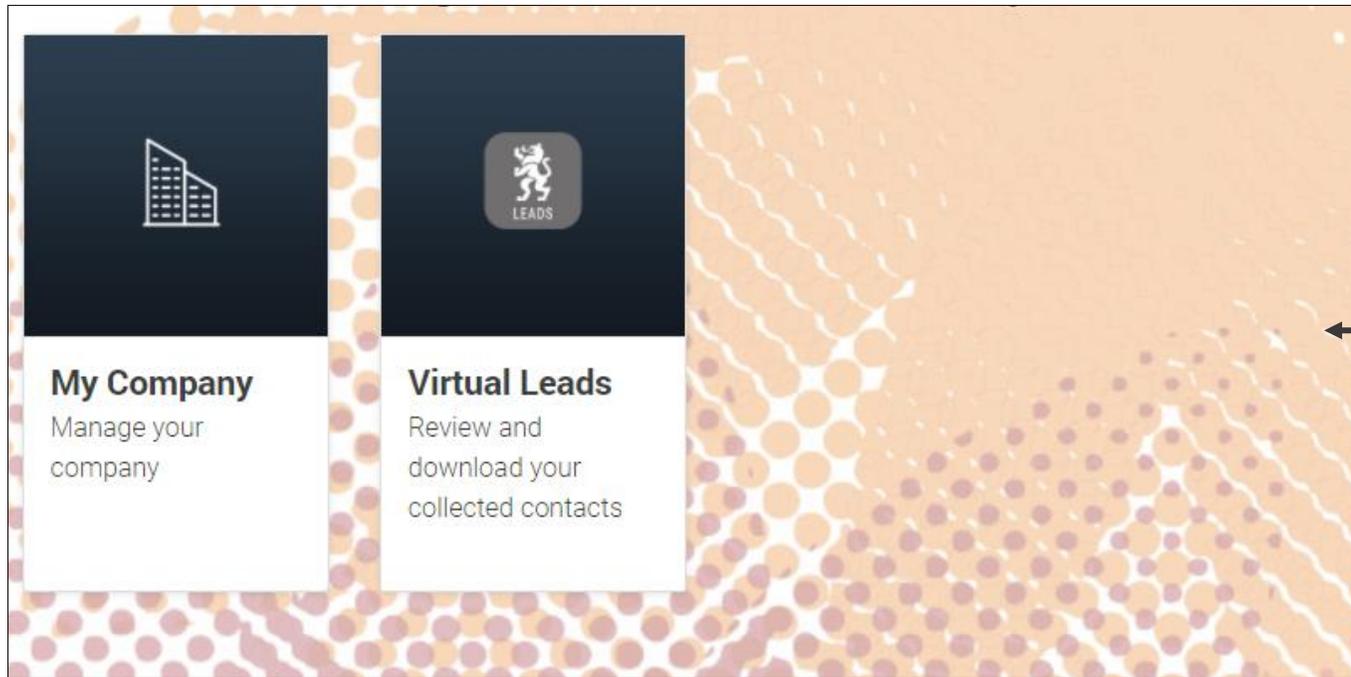
Do not activate "Link to external URL" as this will deactivate the lead retrieval system and no leads will be collected!

Insert your Terms & Conditions  
Please note that terms & condition must be included, so that you can use the collected data in a complaint manner.

Click here to save the new settings. Please wait until the configuration window closes and details appear in the corresponding box on the left



Go to the "Contacts" tab and assign to yourself (or any other contacts within your organization) the role "ExhibitorLionLeads"



A new module named "Virtual Leads" will show up on the CMS

**Virtual Leads**

Your Virtual Leads Data

Please find your data below.

Please note: you need the company role "ExhibitorLionLeads" to view and download the data. Please go to "contact" in your profile and assign role to yourself or the corresponding people from your team.

Firstname	Surname	City	Country	Profession	Question	CreateDateTi...	Source	TermsAccepte
Mathias		Berlin	Germany	Account Manager	This is my question nummer 1	2020-05-21T09:17:02	Contact form on profile	true
Mathias		Berlin	Germany	Account Manager		2020-05-20T23:11:46	Contact form on profile	true
calvin					123213	2020-05-20T23:11:08	Contact form on profile	true
Mathias		Berlin	Germany	Account Manager		2020-05-20T23:04:39	Contact form on profile	true
Mathias		Berlin	Germany	Account Manager	dhdhshs	2020-05-20T23:04:22	Contact form on profile	true

Export Excel 1 - 8 of 8 items

**In the Virtual Leads, you will find the collected data:**

Every single contact request is listed and provided with a time stamp, if attendee agrees to enter the company page by sharing their data (delegate can choose to enter anonymously).

“TermsAccepted” is displayed as “true” when the attendee has approved the Terms & Conditions.

The shared contact details (defined by the EAN) are:

- Time Stamp
- Firstname
- Surname
- E-mail
- Profession
- City
- Country

Firstname	Surname	City	Email	Country	Profession	Question	CreateDateTime	Source	TermsAccepted
Mathias		Berlin		Germany	Account Manager		2020-05-20T22:59:09	Contact form on profile	TRUE
Mathias		Berlin		Germany	Account Manager		2020-05-20T23:04:39	Contact form on profile	TRUE
Mathias		Berlin		Germany	Account Manager		2020-05-20T22:59:15	Contact form on profile	TRUE
calvin						123213	2020-05-20T23:11:08	Contact form on profile	TRUE
Mathias		Berlin		Germany	Account Manager	dhdhshs	2020-05-20T23:04:22	Contact form on profile	TRUE
Mathias		Berlin		Germany	Account Manager	This is my question nummer 1	2020-05-21T09:17:02	Contact form on profile	TRUE
Mathias		Berlin		Germany	Account Manager	hsdhdhsgsg	2020-05-20T23:04:02	Contact form on profile	TRUE
Mathias		Berlin		Germany	Account Manager		2020-05-20T23:11:46	Contact form on profile	TRUE

You can export data to Microsoft Excel by clicking here

NEED ANY HELP? CONTACT US!

---



JMarquardt Technologies GmbH  
[industry@m-events.com](mailto:industry@m-events.com)



EAN Industry Department  
[industry@ean.org](mailto:industry@ean.org)