PartneringOne™ Partnering Platform - Instructions

This document provides instructions for using partneringOne™, the platform designated for finding and meeting the right connections at Innovation for Health 2025. The system enables exhibitors, investors, and attendees to identify potential partners, establish connections, and schedule one-on-one meetings efficiently. Meetings can be scheduled to take place throughout the event day on April 3, between 8:30 and 18:00.

The Partnering System opens in different phases. Starting on **5 February 2025**, all registered participants will receive their partnering credentials, allowing them to update or complete their company and personal profiles. From **3 March 2025**, the PartneringOne™ platform will open for scheduling meetings, giving you the opportunity to begin sending meeting requests to other companies. All meetings will be scheduled in 30-minute time slots.

Timeline

Date	Action	Information
5 February 2025	Receive partnering credentials & update profiles	You will receive an activation email from verification@informaconnect.com to activate your Partnering One account. After activation, you will receive a confirmation email from i4h@hyphenprojects.nl, notifying you that your partnering account is active. You can then complete or update your company and personal profiles. Participants registering after this date will receive their credentials shortly after registration.
3 March 2025	Manage your agenda and start scheduling meetings	Search for delegates and start requesting meetings. You can accept or decline incoming meeting requests and manage your agenda by selecting which sessions you want to attend and specifying your available time slots. If there is mutual availability in your agenda with an accepted meeting request, the meeting will be automatically scheduled.
20 March	Location published	For the meetings requested with investors, they will take place on designated partnering tables at the venue. As for meetings with exhibitors, they will take place at their booth. Other delegates can go to the Meeting Point to meet each other.
3 April 2025 08:30 – 18:00	Partnering meetings at Innovation for Health in Rotterdam	On 3 April 2025, the one-on-one partnering meetings will take place onsite. Meeting times are scheduled in 30-minute intervals, with the meetings expected to last 25 minutes. You can access your schedule on your computer.

Contact the Organization

Should you have any questions about Partnering One after reviewing the instructions, you can contact us at i4h@hyphenprojects.nl.

User Guide

If you are a first time user of partnering ONE platform, we strongly recommend you to watch this webinar and learn how to get the most out of the partnering system: https://knect365.wistia.com/medias/yygb775rkv

1. **Profiling** *starting from 5 February 2025*

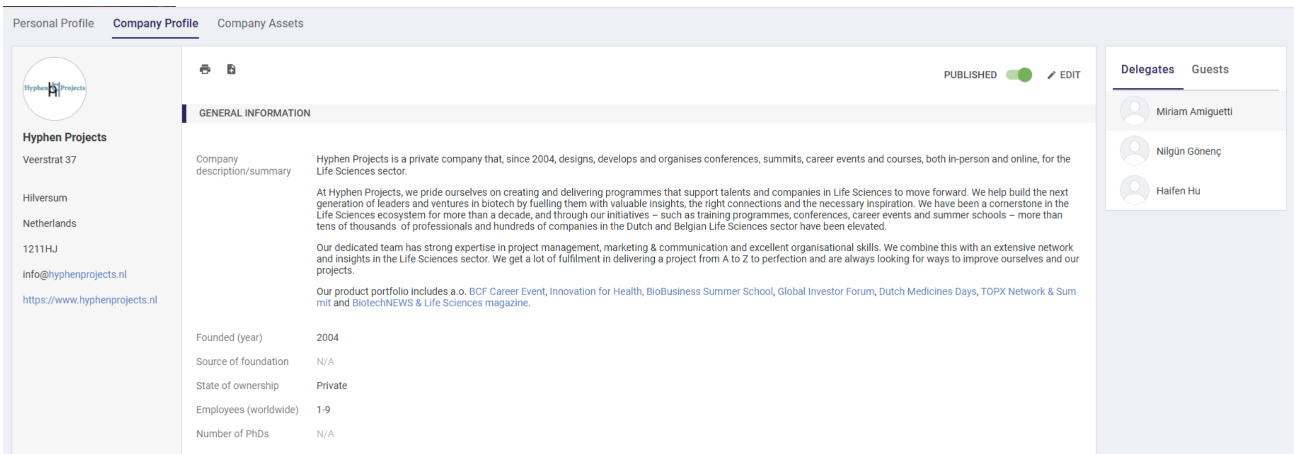
All registered participants will receive credentials from verification@informaconnect.com on 5 February 2025. Participants registering after this date will receive credentials shortly after registration.

To access the platform, log in at https://informaconnect.com/Innovation-for-health/pone/login/.
We suggest using the **Google Chrome** browser for optimal performance.

Your first step will be to create your profile. The company profile provides a description / summary of your company. The first two lines of your description will appear in search results, so we suggest making them impactful. Your profile contains the information that other attendees will see, helping potential customers and partners find you more easily.

You will notice that you have a personal profile, a company profile, and company assets. The company profile and assets are shared with other attendees from your organization. After creating the company profile, be sure to publish it. You can update your profile at any time.

In your personal profile, you can specify your "partnering objective," which allows you to clarify what topics you'd like to discuss. For the company assets, you can include detailed information about your products and services, such as the current licensing status of your products.



As you can see in the right panel in the above image, there is a section for delegates and guests.

Delegates are colleagues from your company who will be attending the event. Additionally, you can invite another colleague from your company as a guest to help manage your meetings. This person will have access to the Partnering One platform to assist with your agenda.

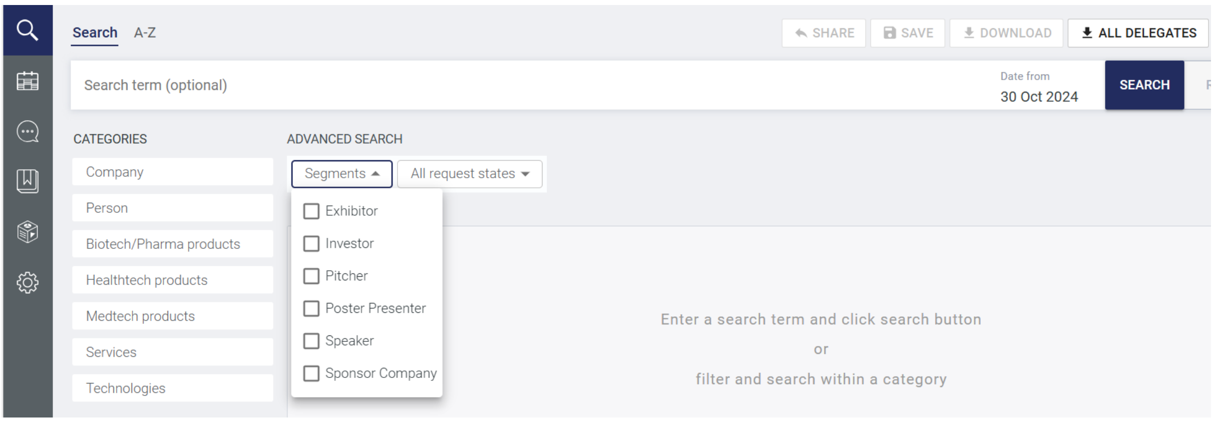
To invite them, click on "Guest" -> "Invite Guest" -> enter their email address. They will receive an email from partnering@parteringone.com with a link to activate their account.

2. **Searching** *starting from 3 March 2025*

Click on the lens icon  on the left to search. Then you can introduce a search term to target your search or go to the A-Z list.

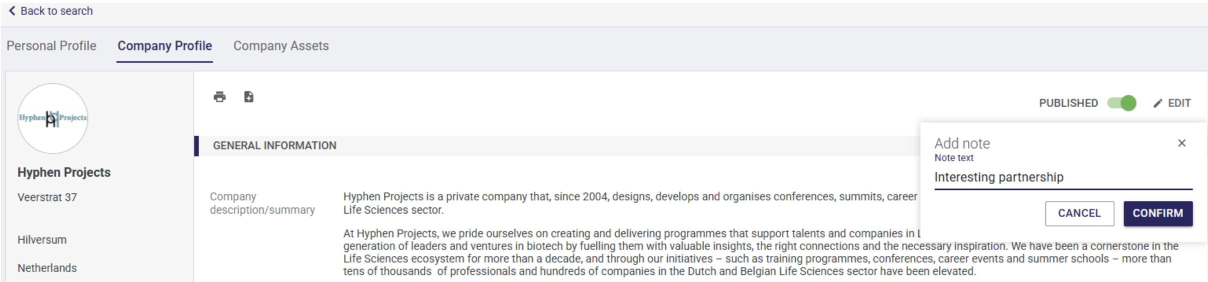
Use the advanced search to target your requests more. In segments, you can filter by:

- Exhibitor
- Investor
- Pitcher
- Poster Presenter
- Speaker
- Sponsor Company



Additionally, you can add tags and notes to companies/profiles which will be visible only to your company's delegates and kept private from other participants. To add a tag, click on the company and then click on the tag icon .

To add a note, click on the note icon .

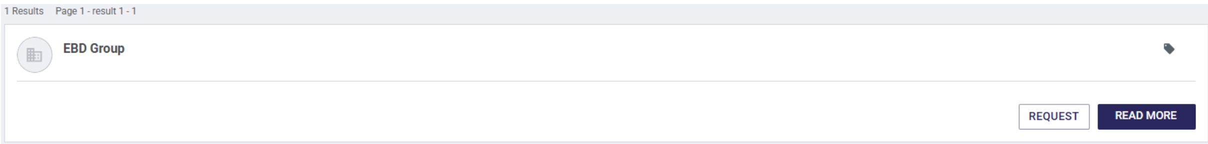


3. **Requesting** *starting from 3 March 2025*

Please note that you have **150 meeting** request limit, therefore we advise you to send the meeting requests to the correct target groups.

Once you have your shortlist of potential partners, start requesting meetings with them. To do that, click on the profile of the company, asset or delegate you are interested in and then click on "**Request**".

Please note that when you send a meeting request, **no timeslot is specified**, and the system will automatically find a mutually available time once the request is accepted.



You can target your message to the right delegate or asset to increase the likelihood of positive outcomes for your meetings but please be aware that everyone in the recipient company sees your message. You can use a template by clicking on the Templates icon . Don't forget to add a subject.

Furthermore, you can add 'priority' to your meetings. Your high priority meetings get scheduled first. You can set priority on outgoing requests and when you accept a meeting. Priority settings are private to your company. To set the priority, click on options and then select the priority of the meeting.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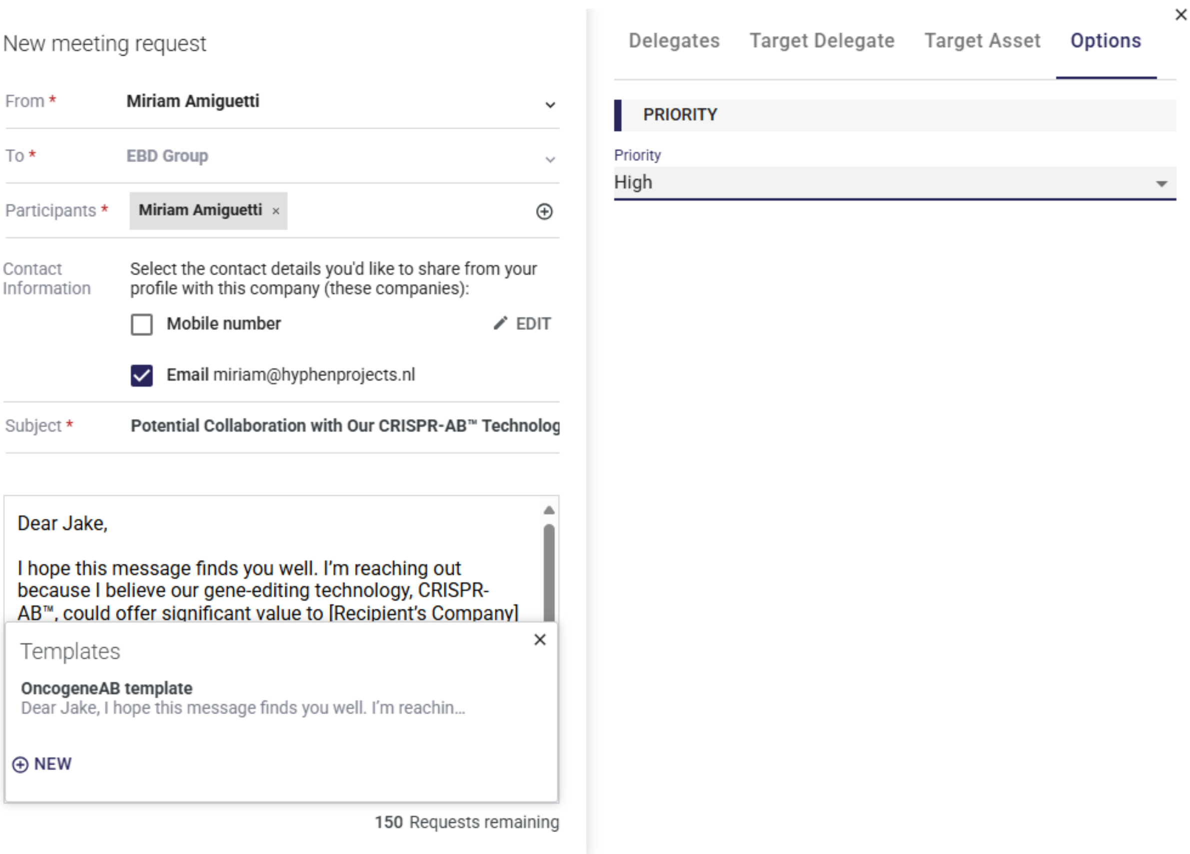
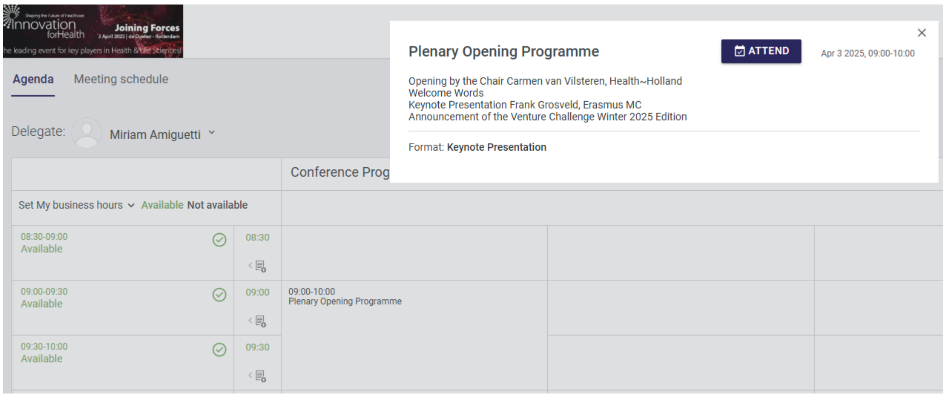

New meeting request
From * Miriam Amiguetti
To * EBD Group
Participants * Miriam Amiguetti ×
Contact Information
Select the contact details you'd like to share from your profile with this company (these companies):
Mobile number
EDIT
Email miriam@hyphenprojects.nl
Subject * Potential Collaboration with Our CRISPR-AB™ Technolog
Dear Jake,
I hope this message finds you well. I'm reaching out because I believe our gene-editing technology, CRISPR-AB™, could offer significant value to [Recipient's Company]
Templates
OncogeneAB template
Dear Jake, I hope this message finds you well. I'm reachin...
NEW
150 Requests remaining
Delegates
Target Delegate
Target Asset
Options
PRIORITY
Priority
High

4. **Scheduling** *starting from 3 March 2025*

You can track all your scheduled meetings by viewing your agenda.

By default, all your timeslots are set as unavailable. To make a timeslot available, go to your agenda by clicking on the agenda icon , then click on the round icon to open the timeslot. Your available timeslots will appear with a green checkmark .

To avoid conflicts with partnering meetings, be sure to book conference sessions. Click on the session you would like to attend, and then select "Attend." This will block the timeslot(s) of the sessions you would like to attend in your agenda.



If there is mutual availability in your agenda with an accepted meeting request, the meeting will be automatically scheduled.

If you can't make it to a meeting, simply reschedule it to a different time. Click the reschedule button in Messenger to be offered an alternative time for your meeting.

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5 Tips for Partnering Success

Tip 1: Completing your Company, Personal and Asset Profiles

Provide as much detail in your profiles as possible, as this allows other attendees to find you via keywords. In your company profile, ensure the company description/summary field is filled in as this will appear on your search preview. In your personal profile, take the time to explain who you are and your partnering objectives. Remember to include a profile picture and a company logo. And lastly, don’t forget to publish your profile after filling in the details.

Sending meeting requests with a complete profile sets you up for success from the start. Companies with a completed profile are more likely to have their meeting requests accepted.

Tip 2: Being Proactive

Send requests out as early as possible. Schedules fill up quickly — be mindful that some people may max-out their availability. Do not wait until the week before the conference to arrange meetings.

Tip 3: Subject Lines Matter

Remember, your messages and meeting requests will be competing with those from other attendees. Some attendees may receive hundreds of invitations. The recipient should recognize the value of the meeting, which is highlighted by a well-crafted subject line. Generic “Let’s meet” subjects will get overlooked. Direct, specific subject lines will get you noticed.

Tip 4: Getting Specific with your Message Content

Generic text in the message decreases your chances of landing a meeting. Take the time to give details of your intentions. Do not pressure, but be clear, concise, and compelling. Long, rambling messages are not likely to be read in full, so be thoughtful — keep the focus on what you have to offer them, instead of what they may have for you. And don’t forget to customize your message!

Tip 5: Being Responsive

Accept or decline incoming requests – only accepted meetings will be scheduled for you. When you send a meeting request, no timeslot is specified, and the system will automatically find a mutually available time once the request is accepted. You can send a follow up message through partnering ONE by clicking on the ‘Reply’ button in the message stream. You can also opt to disclose your contact information via the partnering ONE system to ensure they can follow up with you.