

# Your CPHI exhibitor guide

Your  
journey in  
5 simple  
steps

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## Step 1: (Re)Book your stand – Log into our online booking tool

Make sure you have the best space at our event. Log into the online booking tool to view the floor plan, choose your stand, browse additional products and services, make your selection and we'll take it from there. It's that easy.

[Book your stand >](#)

### Deadlines and contact details for more information:

- Go Live date for CPHI 2025 stand bookings will be communicated in the 3rd quarter of 2024
- [pharmaobp@informa.com](mailto:pharmaobp@informa.com)



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## Step 2: Promote your participation

### ONLINE

Promote your participation ahead of the event with digital advertising and ensure you schedule meaningful meetings onsite, optimising your time at the event. We will help you advertise on the most trafficked and viewed pages by CPHI Milan attendees and pharma professional.

[Learn more about digital advertising >](#)

### ONSITE

Unlock your brand's full potential with our exciting array of onsite sponsorship items! From outdoor branding to high-quality printed and digital signages, our range of opportunities will ensure your brand stands out among the crowd on the show floor.

[Learn more about our onsite opportunities >](#)



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## Step 3: Prepare for your event – Log into your Exhibitor Manual

Your Exhibitor Manual is a one-stop-shop for preparing for your event.

By logging into your manual, you will find information about your stand order forms, badges and your registration invitation links, recommended suppliers, how to book your travel and accommodation to the event and the event timetable. Be sure to check the rules and regulations according to the respective stand type that you have in our show. Your main contact person should receive a welcome e-mail with instructions for logging-into the platform.

[Follow the manual for a seamless experience >](#)

### Deadlines and contact details for more information:

- Platform open from February
- [cphicustomerservice@informa.com](mailto:cphicustomerservice@informa.com)



## A

### 3a. Register yourself and your staff to attend the event

Within your Exhibitor Manual, you will find your exhibitor registration links, to register yourself and your staff. You will need to register all members of your team and your team members will receive an email with a link to the registration completion form. They must submit this form to receive their digital exhibitor badge.

[Start registering your staff >](#)

### Deadlines and contact details for more information:

- Platform open from February
- [cphicustomerservice@informa.com](mailto:cphicustomerservice@informa.com)

## B

### 3b. Invite your clients and prospects to visit you at the event – FREE of charge

As an exhibitor, you can invite your clients to visit you at the event free of charge\*. By accessing the Exhibitor Manual you will find customised invitation links to send out to your customers. In addition to that you will find a marketing dashboard which includes email banners, invitation emails and other marketing collateral to support your presence at the event.

*\*This is a paid-for event, and your clients will only be able to attend free of charge with your exclusive invite.*

[Access the Exhibitor Manual](#)

[> Promotional Opportunities > Promote your presence](#)

[How-to navigate the dashboard >](#)

### Deadlines and contact details for more information:

- Platform open from February
- [clientservices@feathr.com](mailto:clientservices@feathr.com)



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## Step 4: Update your company profile on CPHI Online

As an exhibitor, you have the benefit of listing your company on CPHI Online. With over 90,000 unique visitors per month, your online company profile will help to drive 10x more leads.

Additionally, your Event Profile on CPHI Online is also pulled through automatically to the Event Planner making it easier for you to be found as an exhibitor to the event. The information will also be displayed in the [exhibitor list](#).

[Check your profile >](#)

[Learn more about digital advertising >](#)

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## Step 5: Prepare for the event with our Event Planner

The event planner is a web & app tool to promote your company, connect with qualified leads, and plan for a seamless experience at CPHI Milan. Open pre and post show, it gives you more time to prepare and elevate your event ROI.

Use the messaging feature to simplify your prospect outreach and pre-schedule meetings for valuable conversations onsite. Download the app to maximise your show day experience with all your event essentials in one place, including your badge and meeting schedule.

The lead scanning and retrieval function enables you to capture and qualify every connection, helping you drive your business forward.

### Deadlines and contact details for more information:

- The platform opens in early July for exhibitors and September for visitors
- [cphicustomerservice@informa.com](mailto:cphicustomerservice@informa.com)



**CPHI**  
Milan



**And that is it –  
you have completed the  
steps and are ready to  
thrive at CPHI Milan.**