



# Exhibitor Guide

## Company Showcase

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# What is the **CPhI-Online Company Showcase**?

The Company Showcase is a new opportunity to present your company to the CPhI Community, via your own page on the [CPhI-Online platform](#). It allows you to:

- Present your thought leadership content
- Generate new, quality leads from the CPhI community
- Promote your content directly to our audience year-round
- Change the content pieces whenever needed

Do not miss the opportunity to gate your content items. Except for Products and News items, you will **collect high quality leads** every time a member of the CPhI Community downloads your item\*.

**Your Company Showcase will be part of your Company Profile.**

*\*Gating refers to a potential lead providing contact information to access your content item. Under GDPR we are only allowed to provide you with contact details of contacts who opt-in to share their details with the 3rd party (in this instance the 3rd party refers to your company). Please note, we are unable to gate Products and News items.*

## 2 How does the **Company Showcase** look like?

- 1 **Top/Highlighted content** – this is your main content item and will feature at the top of your Company Showcase.
- 2 In section #2, #3 and #4 you can add your remaining content items.



## 3 What content can be **published** in the **Company Showcase**?

**Your CPhI listing will become a micro-site to host up to 4 x content assets on our platform, and you can change them from the moment the contract is signed until July 23rd 2021.** The content pieces that can be added are such as:

- Brochures
- Whitepapers
- Reports
- Infographics
- Videos which could include webinars among others

**Want help creating content?** Our expert production team can help produce infographics, webinars, whitepapers and other content market assets for an additional fee. Check out our [media kit](#).

## 4 When loading content into the **Company Showcase** please consider:

- Any of the content items can have a maximum file size of 10MB (the lower the file size the faster the loading time).
- We recommend you use PDF files.
- The titles of your items can't be longer than 65 characters.
- Your item description can have a maximum of 275 characters, although 170 characters are advisable.
- Products and News items can't be gated.
- Please, ensure the file names are named in line with the item description.
- If you want to host a video on your Company Showcase, then please note that our systems don't allow the use of embed links. Add the direct link or host your video on your YouTube channel and copy this link to the Company Showcase. If you have questions or need help please get in touch with us via [cphicustomerservice@informa.com](mailto:cphicustomerservice@informa.com)



## 5 How to make the most of your Company Showcase

**Follow these tips and tricks to boost your lead generation:**

- Add new, unseen and original content.
- In regards to whitepapers, original data and research has shown to attract more attention.
- Choose relevant images (thumbnail) to add for a visually attractive showcase.
- Carefully consider what content you are going to add to your Company Showcase. Consider what the value is to the reader engaging with this content. Can they learn something new? The best performing Company Showcases have insightful and valuable content.
- Make sure your title and description are to the point and engaging enough to encourage people to download your content.
- Share the gated items with your social media community. For that, use the social media share buttons that are available on each item page.

## 6 How do I create my Company Showcase?

We want to keep the creation of your Company Showcase simple. Therefore, we've created [a form through which you submit your content](#). Once done our team will review your submission and setup your Company Showcase. If we have any questions regarding your submission, our team will reach out to you. In case there are no doubts, it will be published in one or two working days.

If you have questions about the form or need help with your submission please don't hesitate to contact us.

**Email:** [cphicustomerservice@informa.com](mailto:cphicustomerservice@informa.com)

**Phone:** +31 (0)20 708 1637

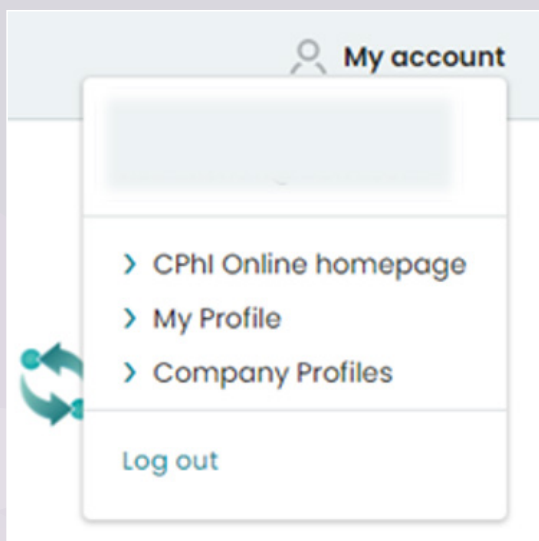
## 7 Where can I find my leads and how do I access them?

You have the option to gate each of the content pieces on your Company Showcase and access a lead list for anyone downloading your assets over 12 months. The leads have opted in and are fully GDPR-compliant\*.

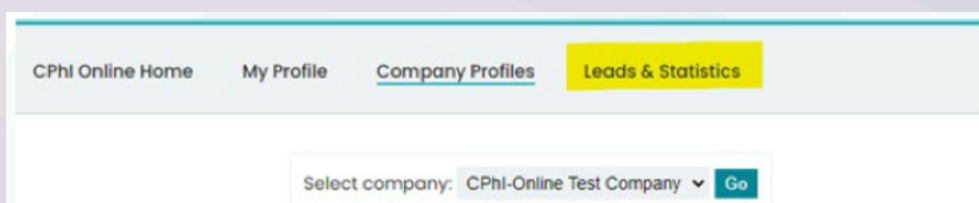
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**Follow the next steps to find the leads:**

- 1 Visit <https://www.cphi-online.com/> and login into your account through your registered e-mail Id and click on **Company Profiles** from the **My Account** drop-down list.

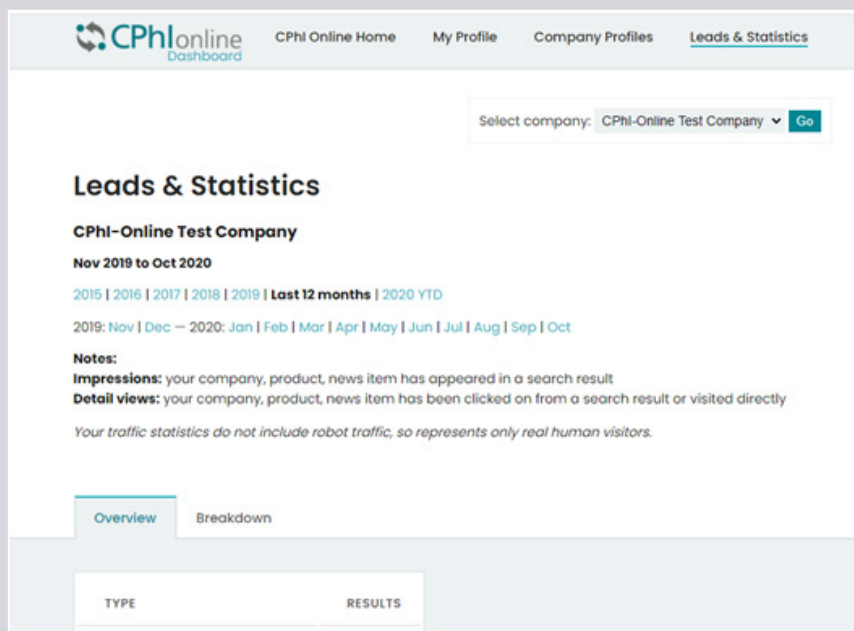


- 2 Click on the **Leads & Statistics** tab next to Company Profiles, and you will find all the statistics related to your profile.



3

The statistics page will look like this.



4

On the **Lead & Statistics page**, click on the **Overview** tab. There, is where the overall information about your Company Showcase is placed. To see the leads, click on the **Breakdown** tab next to Overview and scroll down the page until you find the **Downloads** section. To download your leads click on the hyperlink "Click here to download Leads in CSV file".

**Downloads**

[Click here to download Leads in CSV file](#)

DATE	DOCUMENT	CONTACT
24 Oct 2020		
15 Oct 2020		
15 Oct 2020		

## Need more help?

For any questions or queries please don't hesitate to contact our friendly Customer Success Team.

**Email:** [cphicustomerservice@informa.com](mailto:cphicustomerservice@informa.com)

**Phone:** +31 (0)20 708 1637