

# Start-Up market package

For 2023, we are launching a dedicated zone in Hall 3 of the FIRA Barcelona, to showcase Start-Up innovation in pharma.

Perfectly positioned to help Start-Ups and SMEs meet thought leaders in the pharma space, explore investment opportunities, build brand visibility and connect with experienced mentors – a stand in the CPHI Start-Up Market will propel your company to success.

To be eligible for a stand in the Start-Up Market, we ask that your company:

- ✓ Classifies themselves as a 'Start-Up'
- ✓ Active in the pharma, biopharma, digital or medical device sector
- ✓ Has a product which is either in proof of concept, prototype or commercialised stage
- ✓ Can commit to attending CPHI Barcelona 2023, taking place 24-26 October
- ✓ Classified as a Micro and small enterprise according to the EU definition (fewer than 50 employees & turnover of less than 10 million annually)

\*The Start-Up Market is subject to approval – Informa Markets reserves the right to confirm or deny admission.

\*\* Please note, our start-up definition is deliberately left open to ensure we encourage your growth and development in whichever stage your business is in. We do however strongly encourage your integrity and honesty in participation and urge you to apply only if your business is in fact a Start-Up.

## PACKAGE INCLUDES

Each Start-Up will receive:

1.495 €

- The Start-Up Market will be promoted to attendees and exhibitors as a show feature.
- Your company added to the Exhibitor List
- Start-Up Awards – an entry to a brand-new category at the CPHI Pharma Awards – Start-Up Innovation, and two passes to the invite-only event.
- The Start-Up Market promoted across the CPHI social channels (LinkedIn, Facebook, Twitter) as a destination for innovation on-site
- Inclusion in the Product Innovation Guide- a brochure listing innovative companies and solutions which will be available digitally pre-show, and in print on-site.
- Access to the start-up networking lounge in the middle of the start-up zone – a dedicated space for your meetings.
- Seat for one representative at the Networking Roundtable 'Fostering Start-Up Innovation in Pharma' on 26th October, meet with our mentors and your peers.
- Tabletop and two chairs within the Start-Up hub

### TIER 1

You classify yourself as a start-up, you have a proof of concept, and you want to receive mentoring and visibility.

### TIER 2

You classify yourself as a start-up, you have a working prototype and you're looking for investors to scale up.

### TIER 3

You have a working prototype but are seeking R&D and our innovation scouts at the event.

## TIER 1

### ACCELERATOR PACKAGE

We can help you gain the mentorship and visibility you need, to grow your Start-Up at our event. CPHI Barcelona provides an infrastructure where mentoring, expertise and connections are grown, helping to nurture the Start-Up ecosystem.

#### What's on offer?

- Unique chance to receive mentoring from one of our distinguished Start-Up mentors
- Curated networking roundtable with our collection of trustworthy thought leaders and mentors in their field
- Chance to meet the other Start-Ups and network before the event begins on Day 0
- Pitch – chance to speak about your prototype in front of our attendees

## TIER 2

### VISIBILITY PACKAGE

We can help translate your needs into something easily digestible for our investor community to bring you the recognition you deserve.

#### What's on offer?

- Exclusive Start-Up “menu” from our partners CCD to help generate the publicity you deserve and link you with prospective partners – Start-Up / Investor matchmaking service
- You will be a focal point on the guided Start-Up Investor tour – a fantastic opportunity to highlight your company and portfolio
- Access to the Start-Up networking lounge in the middle of the Start-Up zone – a dedicated space for your meetings.
- Inclusion in the Product Innovation Guide – a brochure listing innovative companies and solutions which will be available digitally pre-show, and in print on-site.
- Pitch – chance to speak about your prototype in front of our attendees

## TIER 3

### PARTNERING PACKAGE

We aim to provide everything you need to support you in creating the next great potential pharma breakthrough.

We value your refreshing new ideas and are committed to making it as easy as possible for you to achieve your goals. Our aim is to support the incubation and growth of your research and development through our event space, connecting you with the innovation community, culturing dynamic change and development. We speak to the heads of R&D at our event to find their pain points and convey this to you.

#### What's on offer?

- Unique matchmaking
- Chance to enter the Innovation Tours
- Chance to pitch your product to an audience, which may contain innovation leaders
- Inclusion in the Product Innovation Guide – a brochure listing innovative companies and solutions which will be available digitally pre-show, and in print on-site.