

# Give your business the best start

## Fast track your vision in the Start-Up Market

- Does your Start-Up aim to disrupt the pharma industry?
- Does your idea revolutionize a process, product or approach?
- Could your solution reach multiple users?
- Could you scale your idea quickly?

Then join the brand new Start-Up Market at CPHI North America for your chance to make your mark in pharma. Plus get invaluable support through connections with the investors, customers and potential partners you need to succeed.

### Who we are



**300+**  
Exhibitors



**3,500+**  
Attendees



**40**  
Pharma expert  
speakers



#CPHINASStartUpMarket

# Get the total Start-Up Package

Whether you're looking for investment, mentorship or new partners, we'll help your business take its important first steps with our Start-Up Package. Including:



1. Exhibition space in the Start-Up Market (1M counter with graphics, 2 Stools, 1M backwall with graphic)



2. Two exhibitor badges for CPHI North America 2024, including access to all on-site content



3. Tailored matchmaking to connect you with the right partners



4. Lead retrieval



5. Event profile on CPHI Online



6. Marketing Toolkit, helping you to promote your attendance



7. Invite to a Start-Up Happy Hour in the market

All for \$1,995

no added costs

Please contact: [sophie.whitehead@informa.com](mailto:sophie.whitehead@informa.com)

## Do you qualify?

Your business will be assessed on the following criteria to ensure eligibility for the Start-Up Market.

- You should classify yourself as a Start-Up – are you bringing a novel concept to market? A product or solution which is scalable and will have a positive impact on multiple end-users?
- You've never exhibited at CPHI North America as a full-fledged exhibitor
- Active in the pharma, biopharma, digital or medical device sector
- Have a product in proof of concept, commercialized or prototype stager
- You can commit to attending CPHI North America 2024 in person (May 7<sup>th</sup> – 9<sup>th</sup> 2024)
- We don't filter by funding or team size, but please note the US definition of an SME (not a Start-Up) is < 500 people
- We look to an essential characteristic of a Start-Up being that of growth and scalability



# Why exhibit as a Start-Up?

- CPHI is the leading global exhibition for the pharmaceutical industry, with wide-reaching opportunities to connect in-person or online through our marketplace CPHI Online.
- Showcase your product and meet with potential buyers, innovation scouts, investors, and peers in one location.
- Join the CPHI North America exhibition and align your business with thought leaders in the pharma ecosystem.
- Gain a comprehensive overview of the pharmaceutical and biopharma markets including the latest industry trends, regulatory updates and market insights.

CPHI has over 30 years of history in bringing people together for success. Secure your spot today if you have an idea that could change the future of pharma.

Please contact: [sophie.whitehead@informa.com](mailto:sophie.whitehead@informa.com) to find out more.



**CPHI**   
North America

May 7-9, 2024  
Philadelphia, USA