

 **CPHI** festival of pharma®



**CPHI-Online.com**  
Company Showcase

# What is the CPhI-Online.com Company Showcase?

**The CPhI-Online.com Company Showcase gives you the unique opportunity to present your thought-leadership content and to generate new, high-quality leads from the CPhI Community, via your own microsite.**

If you choose to gate your content items (except for Products and News items) you will collect 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 in order to access your content item. Under GDPR regulations we are only allowed to provide you with contact details of contacts who opt-in to share their details with the 3<sup>rd</sup> party (in this instance the 3<sup>rd</sup> party refers to your company). Please note, we are unable to gate Products and News items.*

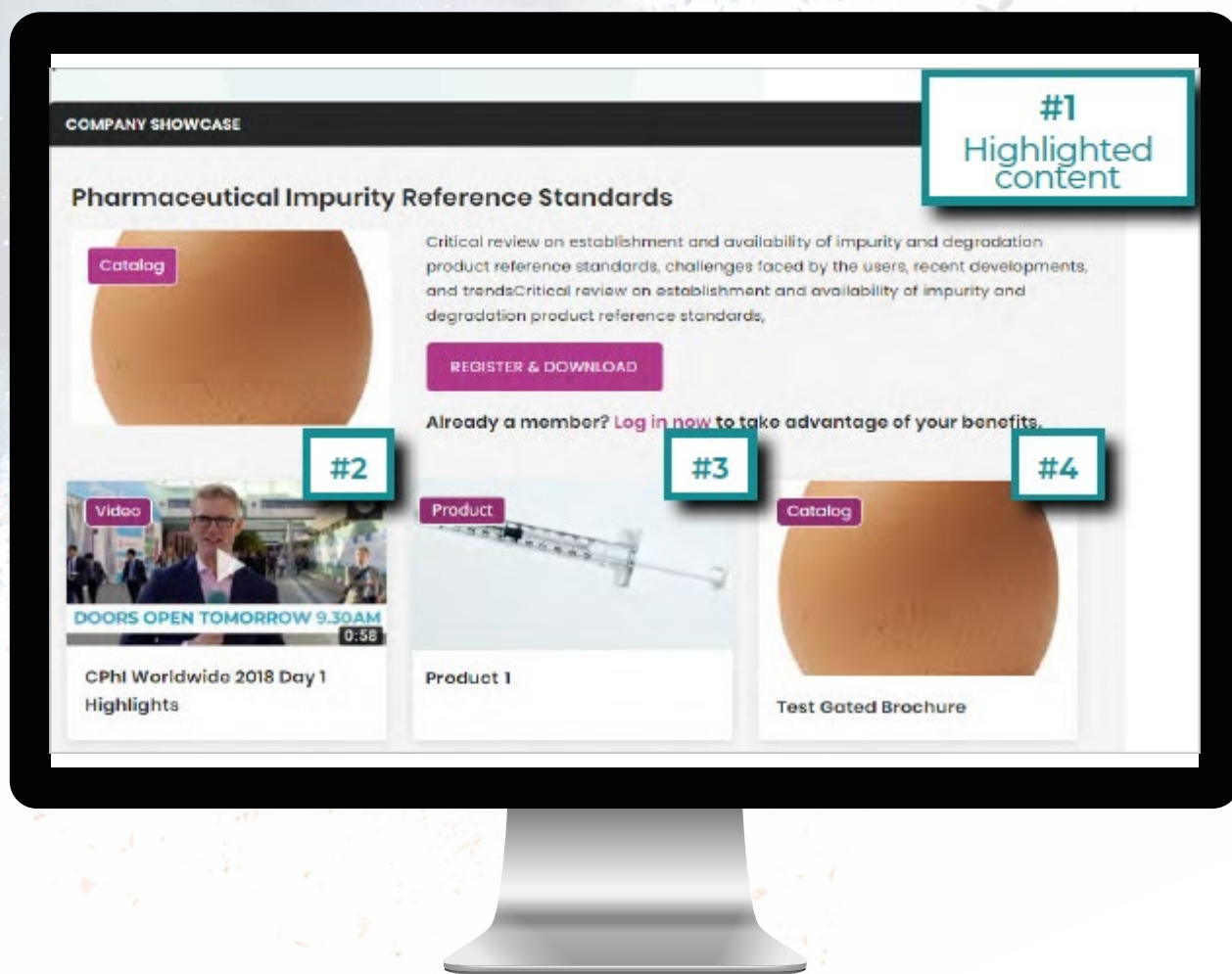
# What content can I publish in my Company Showcase?

**You can add up to 4 content pieces such as brochures, white papers, reports, infographics, videos, products and news items.**



# What 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.



*\*please note that the above is a non-active test account image shown for illustration purposes only.*

## What are the Company Showcase file specifications?

- 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 is 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)

## How do I create my Company Showcase?

To build your Company Showcase please submit your files, descriptions (keeping the file specifications above in mind) via [this form](#).

## 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