

# CPhI middle east & africa<sup>®</sup>

icse

P-mec

InnoPack

FDF

**14 – 15 September 2020 | Abu Dhabi, UAE**

Your regional partner for innovation & networking in pharma

## **The ONLY event in the region dedicated to pharmaceutical manufacturing**

Connecting local, regional and international professionals from across the entire pharma supply chain, from ingredients to finished product distribution, the event is your partner in accessing the Middle East & Africa pharma market through a cost-effective platform.



**4,900+**  
attendees



**98**  
countries  
participating



**5 events**  
in 1 location



**2 days**  
of business, learning &  
networking opportunities

**Sponsorship Opportunities**

For more information contact:  
[salesoperations@informa.com](mailto:salesoperations@informa.com)

 **informa**markets

# Why invest in Sponsorship?

The better question is 'how can you afford not to invest in sponsorship?' Investing in sponsorship ensures stand-out brand exposure, and fixes your message in the mind of attendees, above all others.

CPHI Middle East & Africa wants to make sure your brand gets the attention it deserves, by providing you with the additional opportunities to ensure you stand out from the competition during the 2 day event:

- 1 Brand Awareness**  
Promote your brand to all attendees; we offer an array of items, to help you gain maximum exposure throughout the event. Increasing your visibility and recognition is a key benefit of sponsorship.
- 2 Increase your Reach**  
Partnering with CPHI Middle East & Africa allows you to tap into the endless possibilities with new clients; when you sponsor an item at our event, you are already making an impact, before they have even met you!
- 3 Driving Sales**  
It is no secret that sponsorship can help to drive sales. Increasing your reach through brand awareness can attract people to your booth, leading to increased sales generation!

		
<b>Global Presence</b>	<b>The Right Audience</b>	<b>Combine Online &amp; Offline</b>
Promote your brand to a truly global audience from the MEA region and beyond	Expose your brand to truly professional pharma experts in 2 days	Extend your reach through a wide range of online & offline CPHI media channels

## Don't miss an Opportunity!



### Step 1:

Review this brochure and select the opportunities that you feel will generate the level of awareness, and reach that you are looking for



### Step 2:

Contact your Account Manager or [salesoperations@informa.com](mailto:salesoperations@informa.com) to discuss the opportunities further



### Step 3:

Confirm your booking!



### Step 4:

Attend the event & be sure to deliver outstanding customer experience at your booth!

# Full Branding Opportunities

Full Branding Opportunities	Diamond	Platinum	Gold
Logo on the welcome banner	✓	✓	✓
See you next year banner	✓	✓	✓
<b>Onsite Registration:</b> Your company logo on the registration area at the entrance to the exhibition.	✓		
<b>Badges:</b> Your logo will be displayed on all e-badges & onsite badges worn by all attendees over the 3 days of the event.	✓		
Logo highlighted on all onsite floorplans and stand locators	✓	✓	✓
<b>Conference theatre sponsor:</b> Logo displayed on back wall of confrence theatre	✓		
Flyer insertion in official exhibition bags (printing costs are included)	✓	✓	✓

Catalogue			
Full page color ad in the official show catalogue	✓		
Half page color ad in the official show catalogue		✓	✓

Digital- Mobile app			
Mobile app Advertisement - highlighted on floor plan	✓	✓	✓

Digital- Website			
Logo and sponsorship title displayed on partners page of CPhI Middle East & Africa	✓	✓	✓
Special Interview published on industry news webpage of CPhI Middle East & Africa	✓	✓	
Sponsored Article in Visitor Newsletter x 1pcs	✓	✓	
Logo / Banner on the online visitor registration page	✓		
Logo and sponsorship title displayed on post event email campaigns.	✓	✓	✓

<b>PRICE</b>	<b>\$16000</b>	<b>\$12000</b>	<b>\$10000</b>
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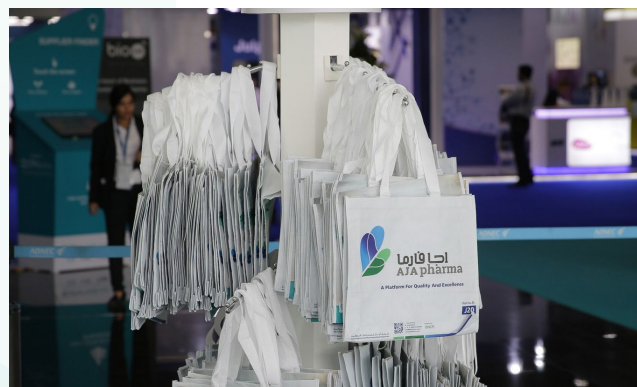


# Exclusive Opportunities

## Co-Branded Show Bags

Promote your company by printing your company logo on customized visitor bags which will be handed out to attendees onsite at the registration area

**\$13,200**



## Lanyards

Gain maximum exposure through exclusive sponsorship of the official lanyards worn by every attendee throughout the duration of the show.

**\$11,200**



## Stand Locator (Concourse)

Stand locators enable visitors to easily orientate themselves and find their way directly to your stand before entering the hall.

Take advantage of this high-profile marketing opportunity and make your brand visible to thousands of visitors viewing the hall map. You will have the possibility to brand one side of the stand locator and in addition your company name and stand will be highlighted in the exhibitor list with a logo on the map itself.

**\$3,500**



# Concourse Sponsorship Opportunities

## Concourse Floor Stickers

Direct visitors to your stand by displaying your logo and show floor stickers in the concourse.

Sticker of 3m x 3m with your logo & booth number  
**\$3,000**

Tile of 1m x 1m with your logo & booth number  
**\$2,000**



## Onsite Opportunities

### EXCLUSIVE

## Welcome Sponsor

Have your brand stand out by creating a welcoming environment that stays on the visitors mind.

- Fresh Cool towels with branded sleeves at entrance with fresh juices
- Free Standing sign

**\$10,000**



## Live Pharma Connect Meeting Rooms

You have the possibility to rent meeting rooms for your private meetings.

- Available for 2 event days, these rooms are furnished and can accommodate up to 6 people:

Exhibitors: **\$2,300**

Non-Exhibitors: **\$5,300**



## Visitor to Visitor Matching

Match & meet with other visitors via our Live Pharma Connect portal

**\$2,100**



# Onsite Opportunities

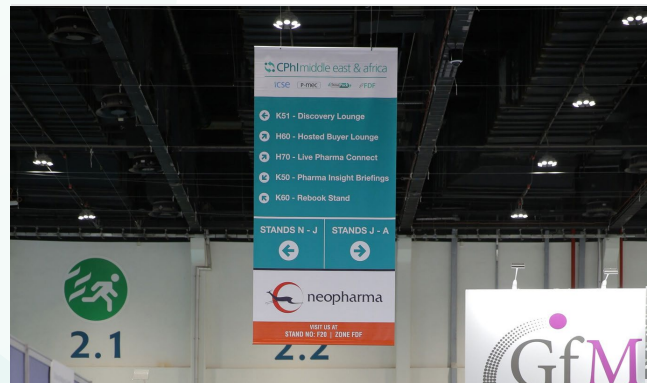
## Show Floor Hanging Banners

Increase your company's awareness and stand traffic by promoting your presence on a hanging banner.

- Location preference based on first come, first serve
- W 2.50m x H 4.00m

**Availability: 6**

**\$2,000**



## Showcase Theatre Presentation:

**Website** - Inclusion of your session, logo, and speaker on our dedicated Conference page

**Email Marketing** - Inclusion of your session, logo and speaker in visitor drivers.

**Onsite Event Guide** - your session included in the print edition of the onsite event catalogue, available to all CPhI MEA visitors at the event

### Onsite Promotion

**One 30-minute presentation** in the product showcase theatre - Content to be agreed in collaboration with our Production Team.

\*Theatre can hold up to 40 people

**Branding** – onsite branding in the Product Showcase Theatre

**Exhibitors- \$2, 200**



## Product Showcase

The Product showcase display provides a 'onestop' location for attendees to quickly identify products in the region.

- Display case to display your product.
- Display your key information on a display board
- Your company & product name on our webpage dedicated to the product showcase

**\$1,200**

### **+ Upgrade:**

• Product showcase + Presentation of your product in our Showcase Theatre\*. \*30 minute presentation

**\$3,000**





# Onsite Opportunities

## Show Floor Stickers

Direct visitors to your stand by putting your company logo on the hall floor!

- Available in all exhibition halls
- Location preference based on first come, first served
- Tile of 2m x 2m with your logo & booth number

**\$1,200**



## Free Standing Sign

Your promotional poster will be located in a strategic area in the exhibition hall. Increase your company's visibility & invite visitors to your booth!

\*Position of free-standing sign will be advised by Informa.

**Availability: 4**

**\$1,000**



## Stand Locator (Hall)

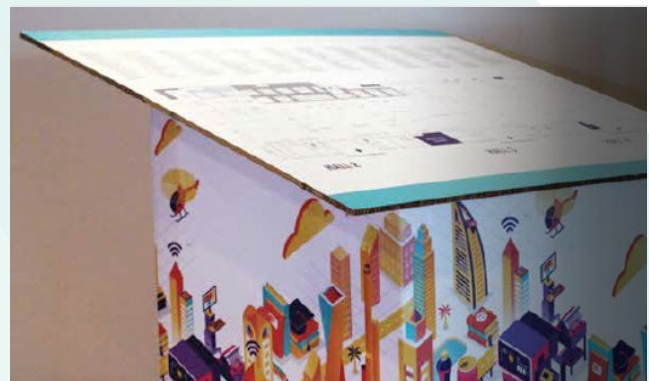
These stand locators enable visitors to easily orientate themselves and find their way directly to your stand. Three stand locators will be positioned in the Hall.

Your company name and stand will be highlighted in the exhibitor list with a logo on the map itself.

\* Position of Board will be advised by Informa and placed in three locations

**Availability: 3**

**\$1,000**



# Digital Products

## Sponsored article in CPhI Online newsletter

Sponsored article in the weekly CPhI-online newsletter, with 140,000 subscribers. The article is posted online and published in the newsletter and linked to a landing page of your choice.

**\$2,250 /article**



## Mobile App Sponsorship

Complete mobile app sponsorship package including: Your logo on the interactive floorplan within the app, a static and rotating banner on the main pages within the app and 1 push notification.

**ONLY 6 SLOTS AVAILABLE & FIRST COME FIRST SERVED.**

**\$1,400**



## Client HTML Email

Send your customized email to the visitors of CPhI MEA with a link to a webpage of your choice. Inform visitors about a new product launch, announcement or invite them to your stand.

**\$1,200**

**NEW!** As an optional add-on, our expert designers will design your HTML email for you - making sending your customised email even easier. Ask your account manager for more information.

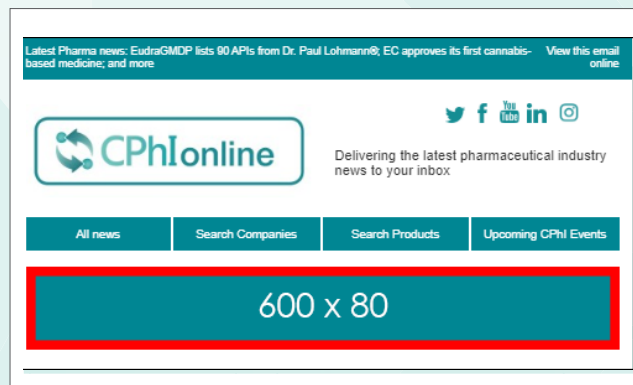


## Banner in CPhI. Online newsletter

Banner in the weekly CPhI-online newsletter, with 140,000 subscribers. The banner is featured at the top or at the bottom of the newsletter and linked to a landing page of your choice.

**\$1,100 - Top of newsletter**

**\$550 - Bottom of newsletter**





# Digital Products

## Premium Supplier Profile on CPhI-Online.com

Generate leads and increase brand awareness year-round through CPhI-online.com. Show your products, be top listed in search results and feature your logo on the homepage. Also, you will be shown as Featured Supplier in the exhibitor list.

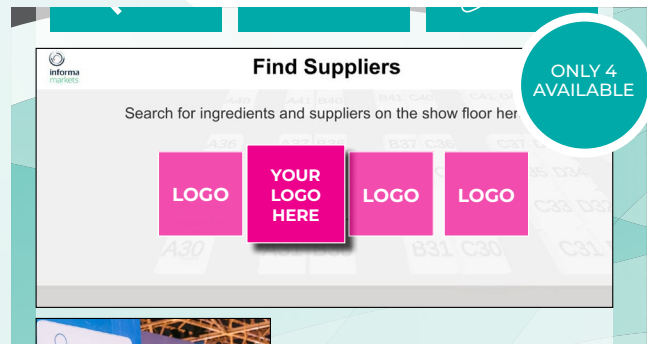
**\$2,000**



## Supplier Finder logo sponsorship

**NEW:** Your company logo displayed on the home screen of all supplier finder stations at the show. INTERACTIVE - Visitors will be taken to your stand when the logo is tapped!

**\$1,200**



## Exclusive banner on the CPhI MEA website

**NEW:** Publish an exclusive banner on the official CPhI Middle East & Africa website,

choosing between our most visited pages: the Homepage or the Exhibitor List.

These pages are the most visited pages and attract the most unique visitors. Your banner will be the only one shown during the time you purchase.

Available per week, from Monday to Sunday

**Investment 0-4 weeks before event:**

**Price \$2,200 per week.**

**Investment 1 week after event:**

**Price \$2,200 per week**

**Investment rest of the year:**

**Price \$2,200 per month**

