

CPhI north america[®]

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May 17-19 2022 | Philadelphia, PA, USA



Where Business Meets Science

CPhI North America connects the entire US pharmaceutical drug development and manufacturing supply chain. The event's platform includes APIs, contract services, custom manufacturing, finished dosage and formulations, biopharmaceuticals, machinery, technology, and pharmaceutical packaging.

Join us in 2022: cphinorthamerica.com

Qualified Buyers

85% of attendees have a role in the purchasing process



Research



Recommend

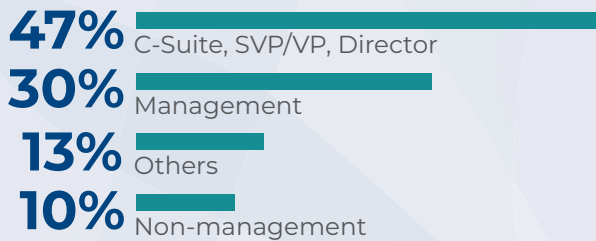


Authorize



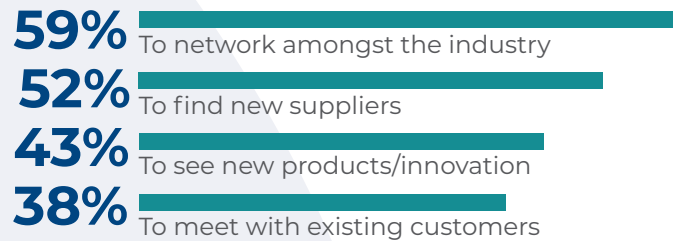
Purchase

Roles & Responsibilities:



Top Reasons for Attending:*

Establishing new, and strengthening existing relationships



Visitors are interested in:

APIs
 Pharmaceutical Packaging Contract Services
 Custom & Fine Chemicals
Finished Dosage & Formulations
 Custom Manufacturing
 Pharmaceutical Technology, Laboratory & Analytical Equipment
Biopharmaceuticals
 Natural Extracts



2019 Stats:



5,000+ attendees



64% first-time visitors



570+ exhibitors



2,750+ meetings through BOND Matchmaking Service**



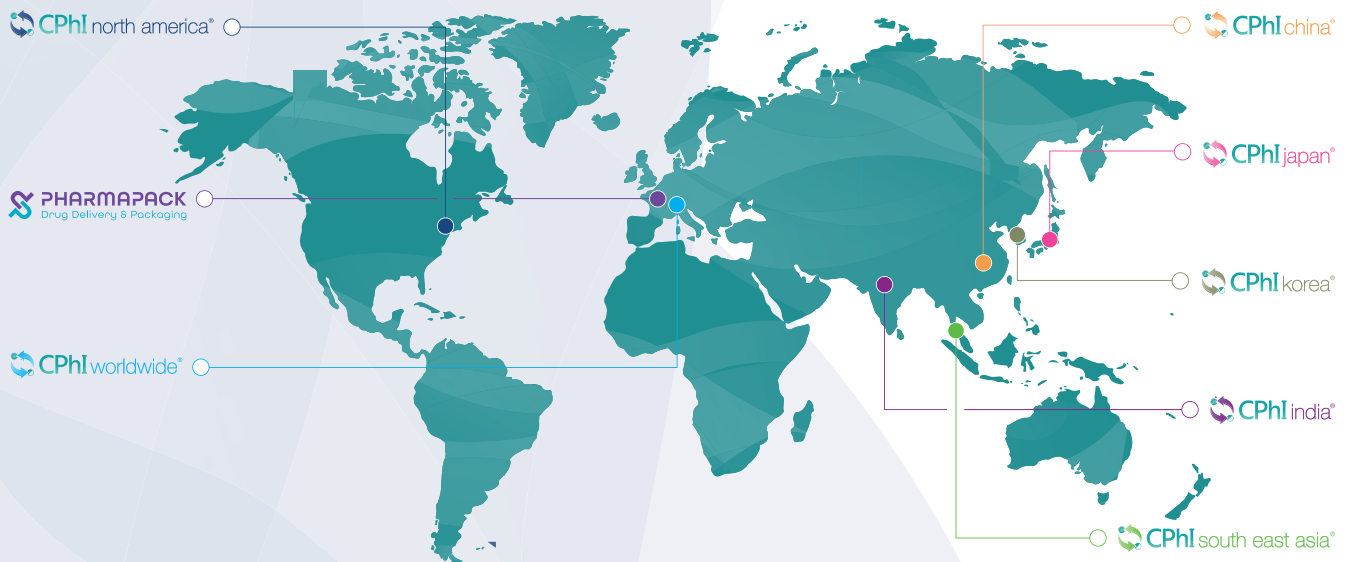
\$50M in business discussed during one on-site meeting

*Based on independent study done by Explori, June 2019.

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We reach qualified industry professionals via:

Alignment across a global pharma portfolio with 30+ years of experience



Strategic partnerships
leveraging industry-relevant content aimed at qualified audiences



Targeting our own database of 500,000+ pharma professionals
based on their business interests and needs



Engaging additional, relevant audiences
via proven digital marketing tactics

Powered by CPhI's 30+ years' experience uniting qualified pharmaceutical buyers and sellers across the entire supply chain, CPhI North America brings focus to seven industry sectors:



Why Philly



80% of U.S. pharmaceutical and biotech companies have a presence in the Delaware, New Jersey, and Pennsylvania corridor

Greater Philadelphia is home to some of the top names in biotechnology and pharmaceutical companies, including: **AstraZeneca, Bristol-Myers Squibb, GlaxoSmithKline, Johnson & Johnson.**



10 Most Essential Things to Do on Your (First) Visit to Philly

There's never a shortage of great things to do in Philadelphia — but there are some you can't miss while you're there.

[SEE LIST](#)



10 Most Popular Restaurants in Philadelphia

Check out which restaurants made the top 10, and start thinking about your plans to visit one of Philly's most popular restaurants.

[SEE LIST](#)



Best Beer Gardens in Philadelphia

Philadelphia has dozens of beer gardens for one and all to enjoy, from established favorites to newer additions and pop ups keeping things fresh.

[SEE LIST](#)

Booth Packages

| Rate Chart per sq. ft. | Standard Rate |
|------------------------------------|---------------|
| Inline | \$83.75 |
| Corner | \$86.25 |
| Peninsula (min. 400 sq. ft) | \$90.00 |
| Island (min. 400 sq. ft) | \$94.00 |

Prices for the Booth Rental exclude tax.

Booth Rental prices include the Event Profile* fee (\$23 per sq. ft.).

The Event Profile* fee will be highlighted as a separate line on the final invoice.

Your Booth Rental Includes:

- 4 Booth Staff Registrations for the first 100 sq. ft. and 2 staff registration per every additional 100 sq. ft. - additional booth staff badges are \$49 pre-show and \$99 onsite. They are required for show floor access during set up.
- Basic Furniture Package (for inline and corner spaces up to 300sf) **Booth Package Form must be completed and returned to Show Management.**
- 8ft. Back Wall Drape and 3 ft. High Side Wall Drape
- 1 x 7 in. (0.177m) x 44 in. (1.118m) Booth Sign
- 2 Contour Chairs
- 1 Wastebasket
- 1 x 6ft (1.829m) Draped Table – Color: Black
- An Event Profile* featuring 2 category listings, 5 product listings and 150-word company description on CPhI Online, the exhibitor listing and the Mobile App.

Further promotion and access includes:

- Visibility on CPhI Online until 1-month post-event
- Enhanced promotion on CPhI Online in the run up to the event, driving 10 times more leads for your business. Promotion includes:
 - Highlighting your company presence at the event with event labels on your company and product pages
 - Request a meeting button on your company and product pages
 - More exposure with event filters on search pages
- An Event Profile within the CPhI North America hybrid-event platform. Access includes:
 - An AI-driven platform enabling you to find new partners
 - Unlimited networking for your representatives to pre-registered attendees
 - The ability to arrange both virtual and onsite meetings
 - On-demand content & insights exclusive to the event

NOT included in booth fee that requires additional investment:

- Carpet – All booths must be carpeted and no cement is allowed to show at sides or front of booth for safety reasons
- Booth Cleaning – Vendor information will be available in the exhibitor manual
- Electric – Vendor information will be available in the exhibitor manual
- Additional promotion within the CPhI North America hybrid-event platform or across CPhI Online – i.e. visibility boosters, lead-generation drivers, thought-leadership through content sponsorship etc.

Event Profile

An event profile boosts your company's presence before, during and after an event

Our hybrid-event solutions are designed **increase your company's networking opportunity for an event**. Your event profile is an online profile featuring 2 category listings, 5 product listings and up to 150-word company description. **It enables you to raise brand awareness, showcase your products and solutions, and connect with attendees** (including pre-registered).

Promotion of your company's event profile includes:

- Featured on CPhI Online until 1-month post-event
- Enhanced promotion on CPhI Online in the run up to the event, driving **10 times more leads** for your business.
Promotion includes:
 - Highlighting your company presence at the event with event labels on your company and product pages
 - Request a meeting button on your company and product pages
 - More exposure with event filters search pages
- Featured on the hybrid-event platform.
Access includes:
 - An AI-driven platform enabling you to find new partners
 - Unlimited networking for your representatives to all attendees (including pre-registered)
 - The ability to arrange both virtual and onsite meetings
 - On-demand content & insights exclusive to the event

Event Profile Benefits:

- An opportunity to connect with pre-registered attendees prior to the event and **increase your conversation rate by 55%*** – you're no longer limited to networking with onsite attendees only!
- Expand your team to arrange **onsite AND virtual meetings**. More colleagues in the conversation = more meetings = more business for your company!
- **A longer period for networking** – our hybrid-event platform offers an extended programme of the engagement with your pharma peers instead of only 2 - 3 days onsite.
- **Exclusive access to content** for all your colleagues – keep your team up to date with the hot topics in pharma industry!
- **Boost brand visibility** with promotion of your company & products to the CPhI audience in the run up to the event and 1 month after the show.

**average conversation rate of pre-registered attendees across CPhI events is 45%*

Want to Learn More? Let's Talk!

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