Welcome to CPHI Frankfurt

The Event Planner – Exhibitor Guide

CPHI by informa | FRANKFURT 28-30 OCT 2025

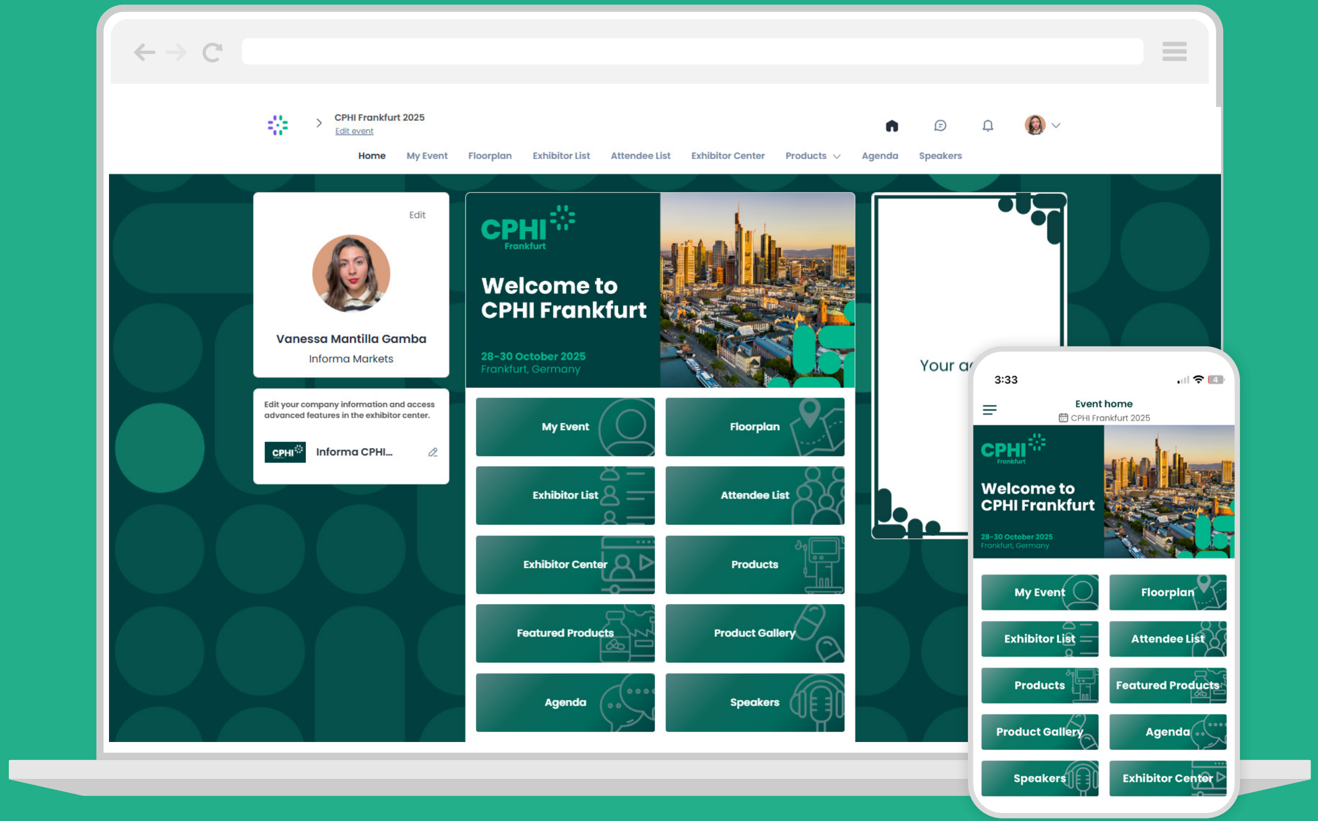
Contents

What is the Event Planner?

The Event Planner is your number one tool for increasing the efficiency and success of your event. Here you will find a suite of easy-to-use tools that extend your sphere of influence, facilitate deeper connections and increase your return on investment. All personalised to your needs and accessible at your pace.

On the Event Planner you can:

- **Promote** your brand or product to drive traffic to your company profile, or to invite attendees to your booth or content session
- Search the full list of attendees to find your target audience
- Network with professionally aligned contacts before, during and after the event through messaging or setting up meetings
- Capture and retrieve the details of all the connections you make



Getting started

Log in to the Event Planner

Login for the first time

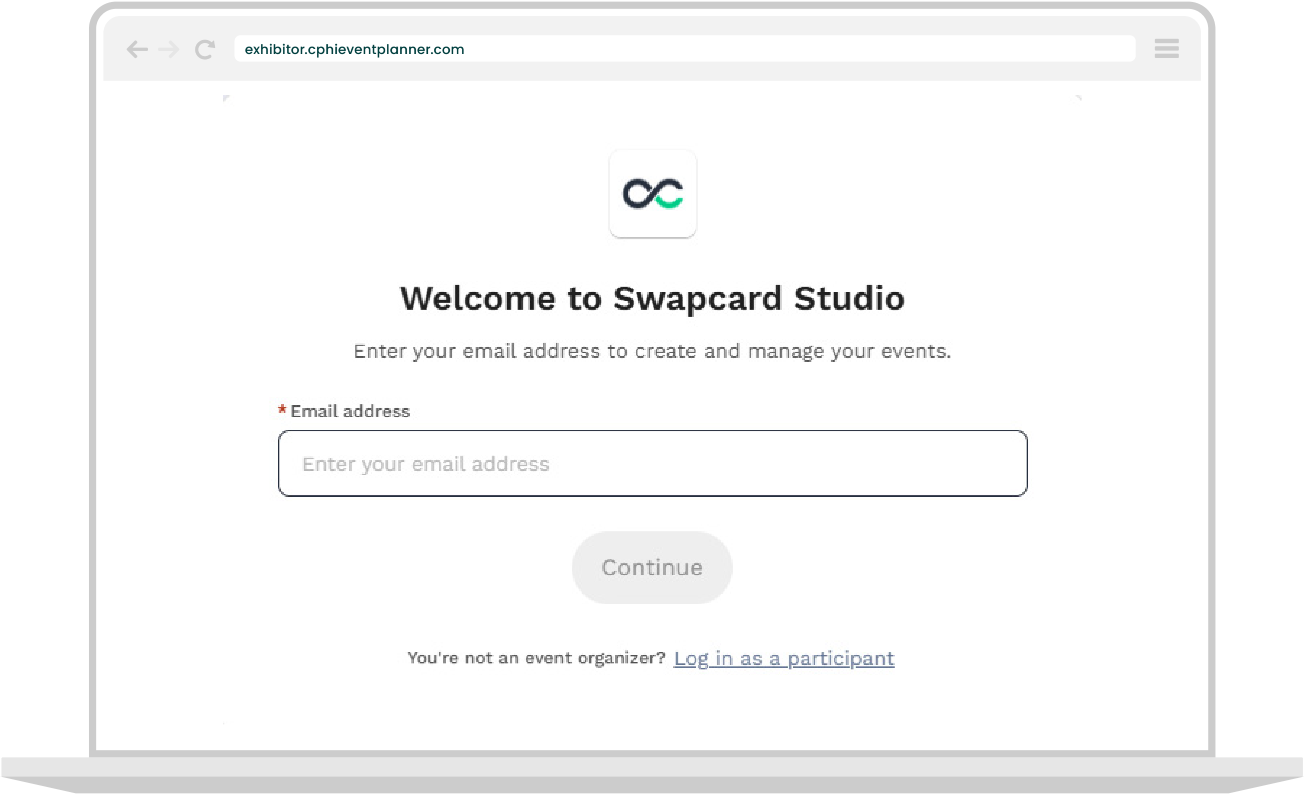
Step 1: You will receive an email* from servicesnoreply@eventsbycphi.com containing a link to the Event Planner. Click the link

Step 2: A window will then prompt you to create a password for your account

Log in to an existing account

Step 1: Go to exhibitor.cphieventplanner.com

Step 2: Enter the email you used to register for the event and your password** then click the arrow to log in



*Check your spam folder if you don't get an email in your Inbox from servicesnoreply@eventsbycphi.com
**If you have forgotten your password, click "send me the magic link" after entering your email. You will receive an email to reset your password.

Create your personal profile

Make a great first impression by taking a few minutes to set up your personal profile. A complete profile is more attractive to attendees and gives you a boost to connecting with the right people.

Step 1: Access your profile. There are two ways to access your profile:

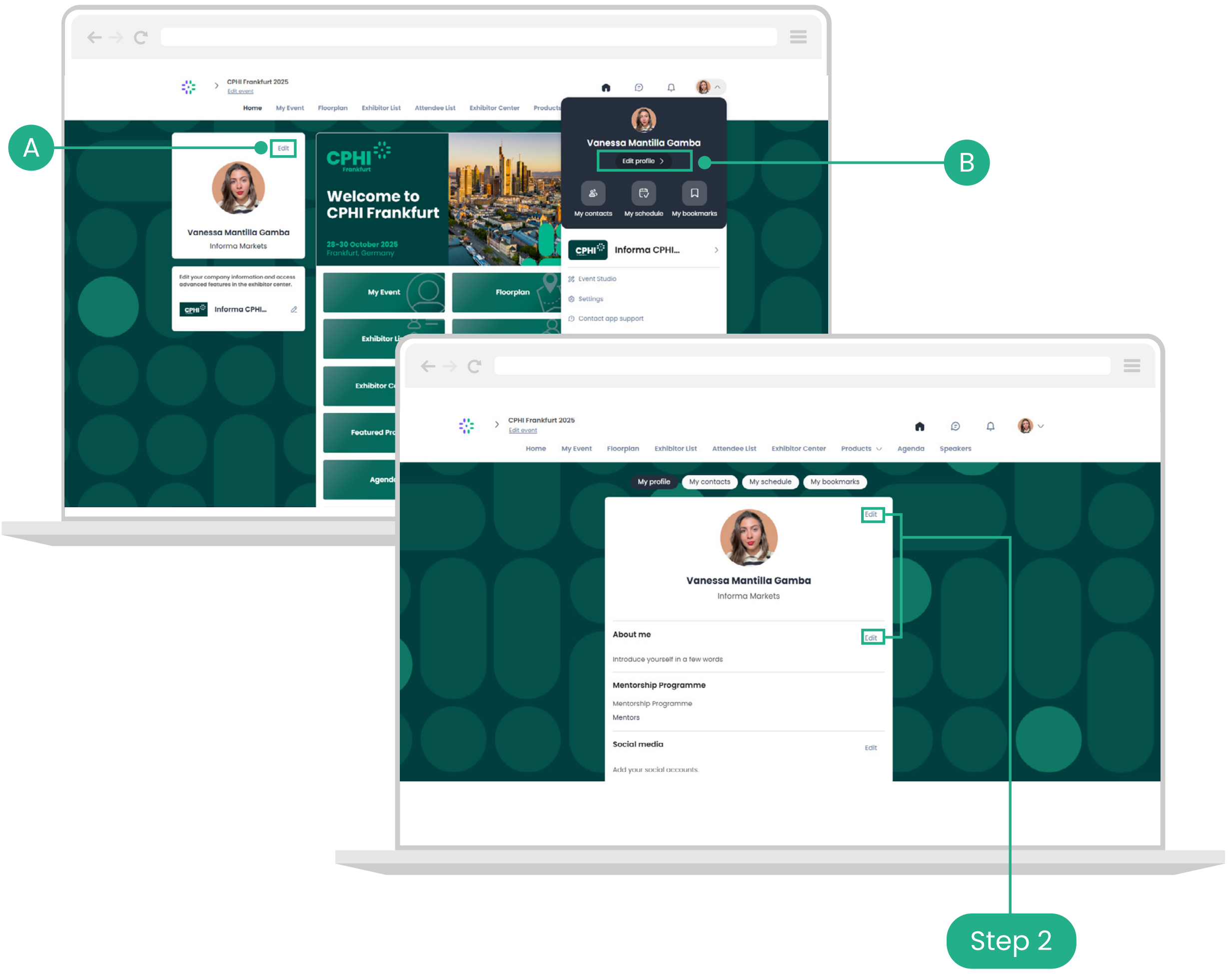
A Click **"Edit"** at the top-right of the profile picture box

or

B Click **"Edit Profile"** from the drop-down menu to the right of the page

Step 2: Once in your profile, proceed to click on the "Edit" buttons to make relevant changes or updates

Step 3: Complete all sections. Fuller profiles will help you to get matched with the most relevant attendees



Access the Exhibitor Centre

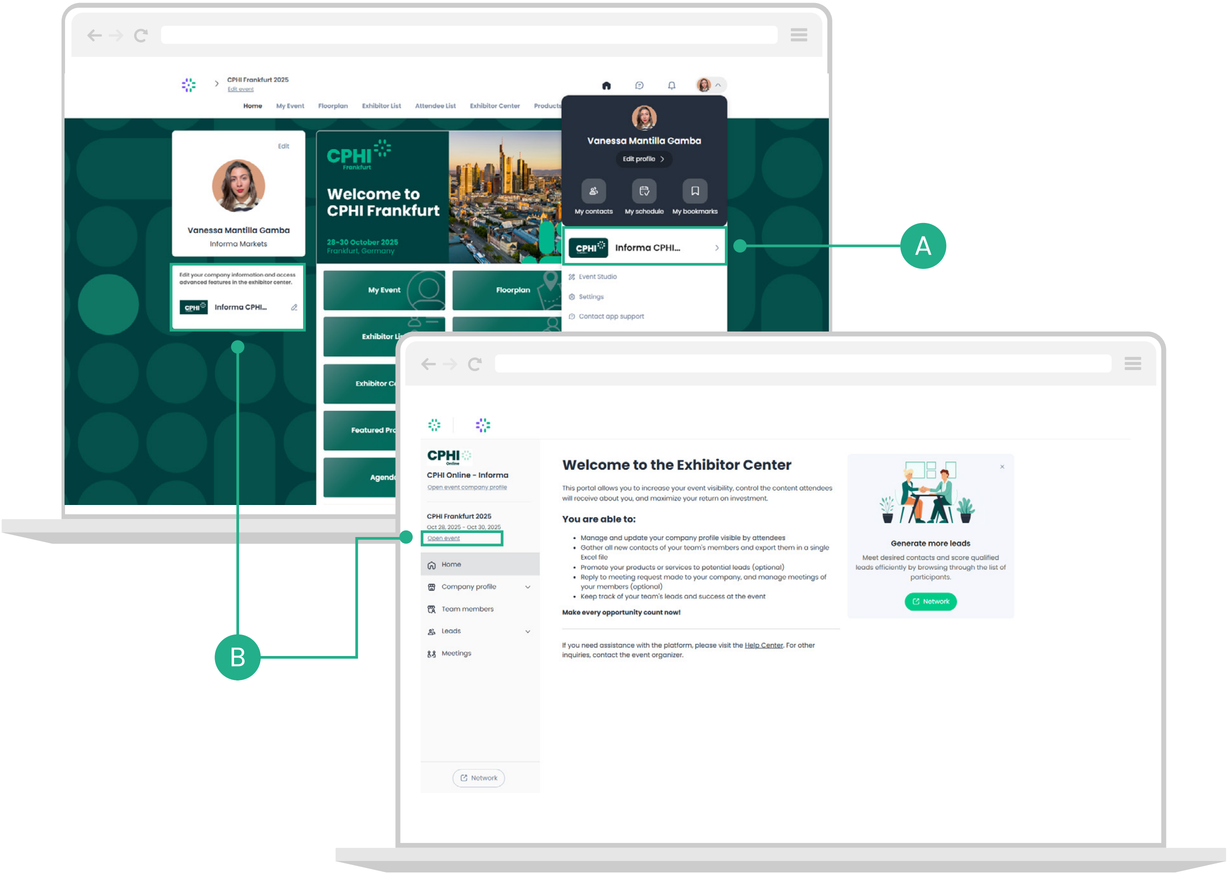
The Exhibitor Centre is your company's hub. Here you can update your company profile, add products and marketing content, review meetings and so much more.

There are two ways to access the Exhibitor Centre:

- A Click your picture in the upper right corner and select **"your company name"** from the menu

  or
- B Click your exhibitor booth on the left-hand side of the homepage

To exit the Exhibitor Centre, select **"Open event"** from the left-hand menu.



Creating your company profile

Update your company profile

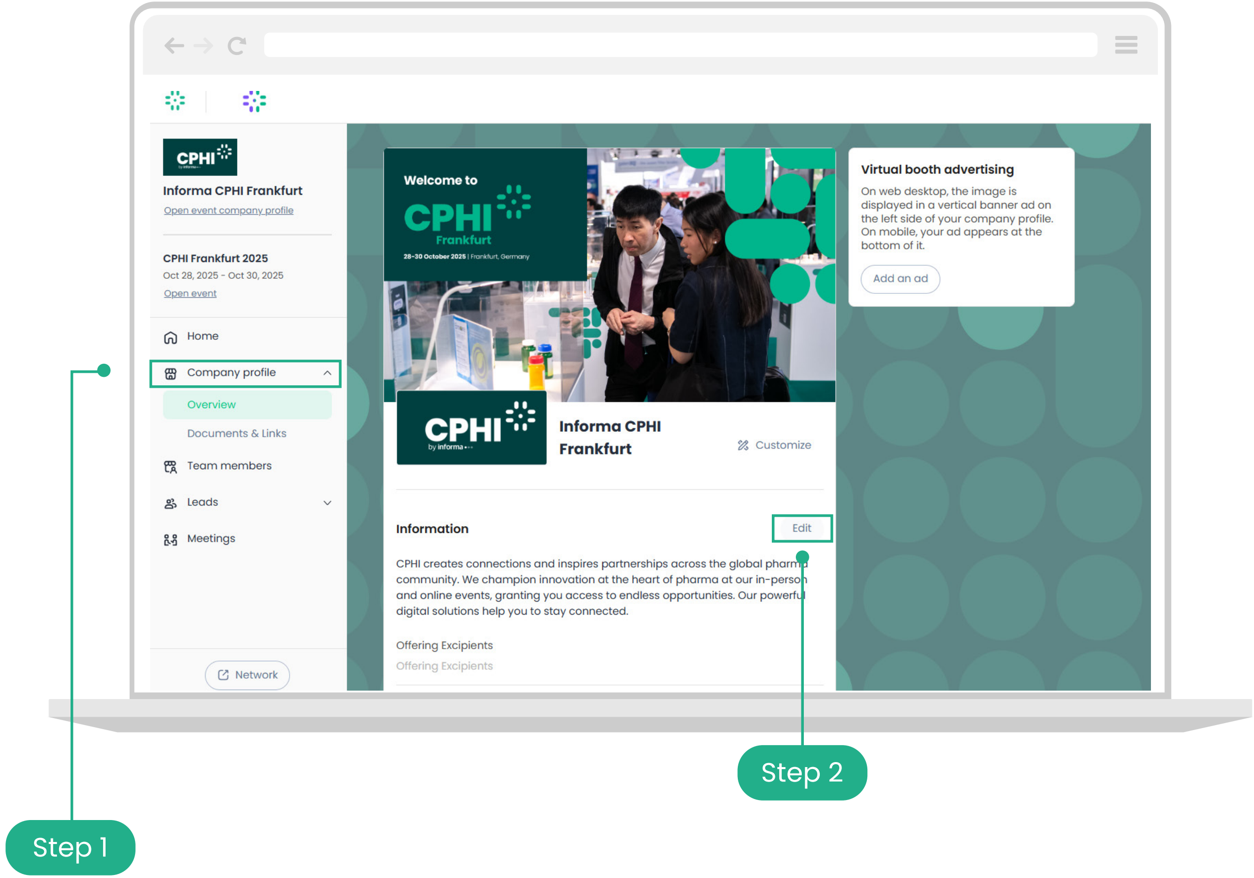
Think of your company profile as your online stand. It's an opportunity to increase your company's discoverability and give visitors a reason to reach out to you.

73% of buyers have said that they are more likely to contact a company that has detailed product and company information!

The navigation bar on the left side will help you access different sections of the Exhibitor Centre.

Step 1: This is the way to edit your company profile:
Click on "Company profile" in the navigational panel to set up each section individually. Then click on "Overview"

Step 2: Click the "Edit" buttons located on the right of each section to make relevant changes or updates. The platform saves your changes automatically. Check you have updated all sections of your profile to give your company the representation it deserves



For any information that is incorrect but cannot be edited in the platform, please contact cphicustomerservice@informa.com

Enhance your company profile with custom banners and background

[Add With the Company Profile Enhancement Kit >]

You can personalise your profile by adding a custom header, an eye-catching background, and a dynamic column banner. These enhancements ensure your brand leaves a lasting impression, maximising visibility and interaction with attendees.

1. Add an advertising banner to your company profile

A. Click on “Add an ad” located on the right of the page

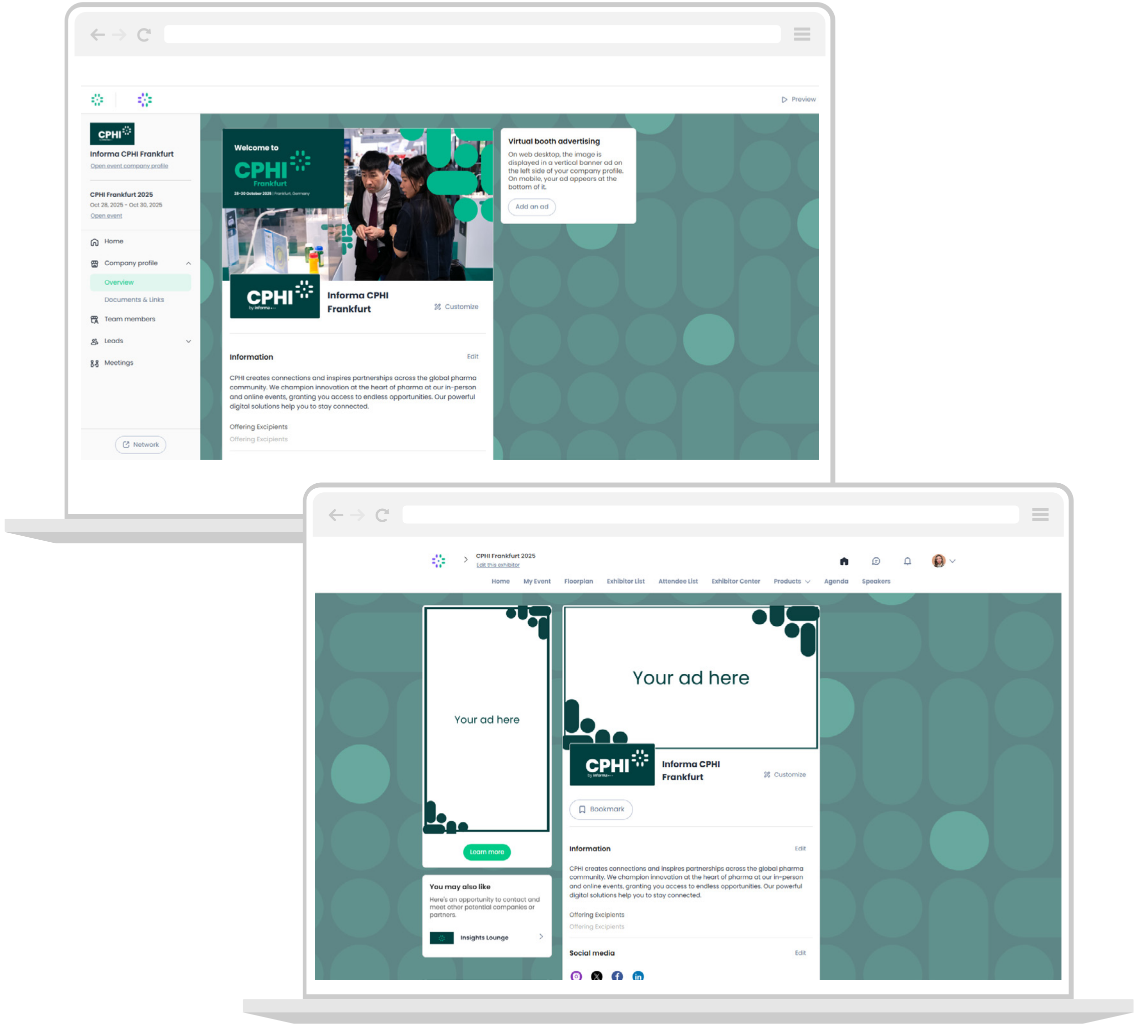
B. Upload a banner in the dimensions **1080x1920px (9:16 ratio), no larger than 1MB**

C. Choose from the redirection drop down to link the banner to the URL/document of your choice

2. Add a background image to your company profile

A. Click on **“Add background”** located on the right of the page

B. Upload an image in the dimensions **2560x1600px (16:10 ratio), no larger than 1MB**



Add your company products

Promote your offerings and solutions to the entire show universe by adding products to your company profile. Give your products a name, unique description and image to help them reach your target audience.

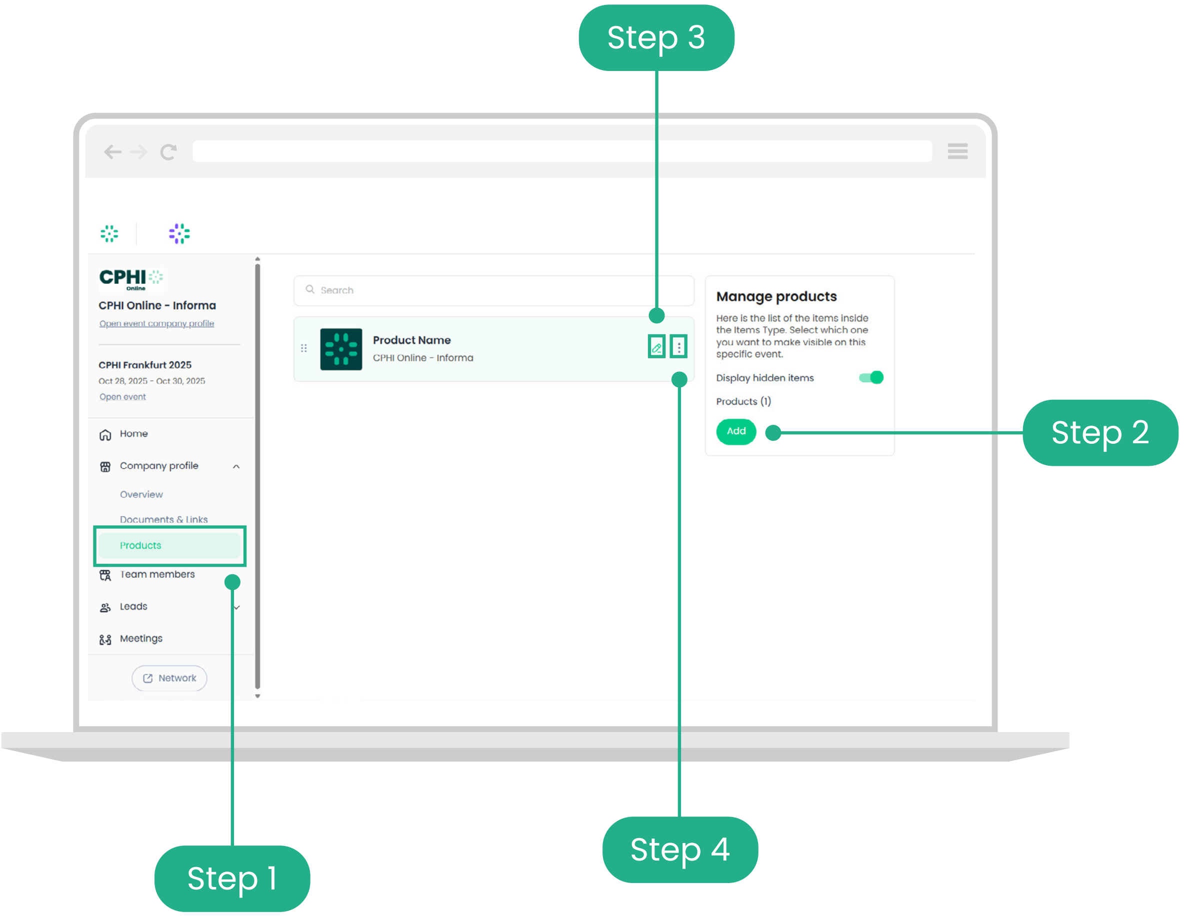
> Add Did you know?
> **At previous events, companies who added products to their profile more than doubled their number of leads! With the Featured Products Highlight >, you can take this success even further by showcasing up to three key offerings in the dedicated Featured Products tab on the Event and Mobile App.**
>
> **During CPHI Milan, products featured in this section were viewed over 200% more than those that weren't, and companies using this feature saw their profiles saved 200% more often than the average**

Step 1: Select products from the navigation panel

Step 2: To add a product click on **"Add"**, located on the right of the page

Step 3: To edit a product, hover over it in the list and select the **pen icon** to make changes

Step 4: Select the **3 dots** at the side of each product to hide it from attendees



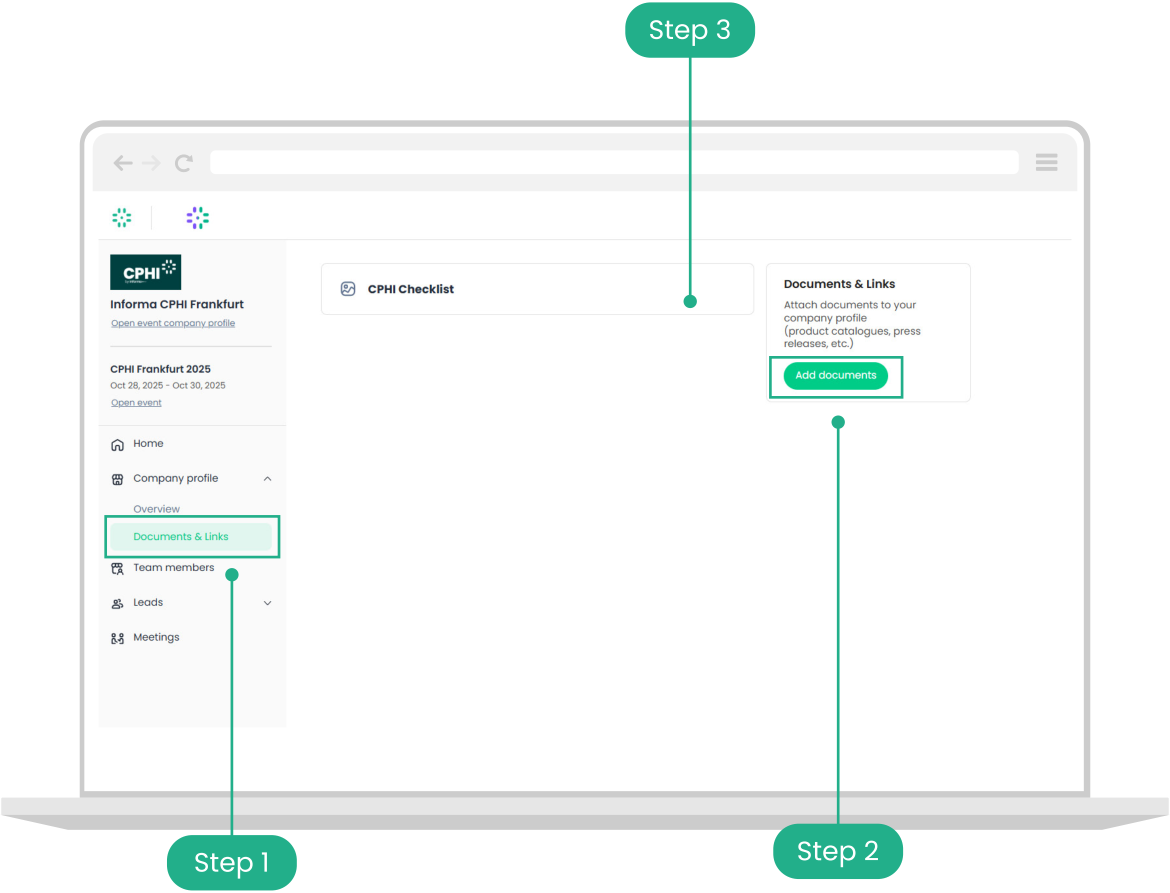
Add extra promotional material

Give potential clients a greater insight into your business by adding extra promotional material to your company profile. Upload documents such as sales brochures or provide a link to a video highlighting your newest innovations.

Step 1: Select **“Documents & Links”** in the left-hand menu

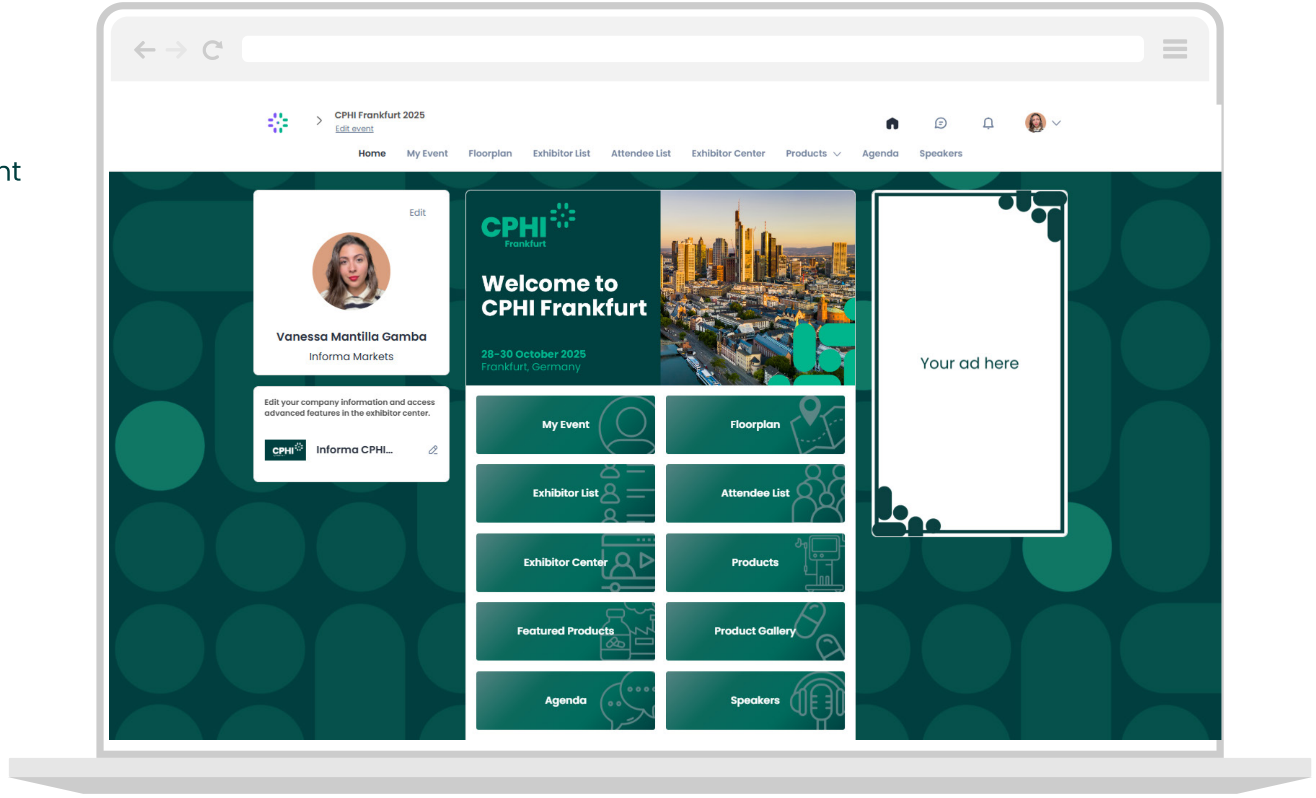
Step 2: Click **“Add documents”** on the right of the page

Step 3: To edit a document, hover over it in the list and select the **edit icon** that appears



Online Marketing opportunities

Maximise your brand's visibility and engagement with our **Online Marketing opportunities.** These tools ensure your company stands out, driving traffic to your profile, showcasing products, and promoting content sessions to the right audience.



Sponsorship options:

- **Top Banner on Exhibitor List:**
  Gain prime visibility at the top of the exhibitor list >
- **Top Banner on Product List:**
  Highlight your offerings on the product list page >
- **Exhibitor Listing Booster Kit:**
  Enhance your profile for greater discoverability >
- **Company Profile Enhancement Kit:**
  Personalise your profile with custom visuals >
- **Pop-Up & Push Notification Combo:**
  Deliver direct alerts to attendees >
- **Featured Products Highlight:**
  Showcase key products in a dedicated section >
- **Column Advertisement:**
  Ensure visibility with strategic ad placement >

Leverage these sponsorships to connect with clients and make a lasting impact.

Networking

Find your next client on the attendee list

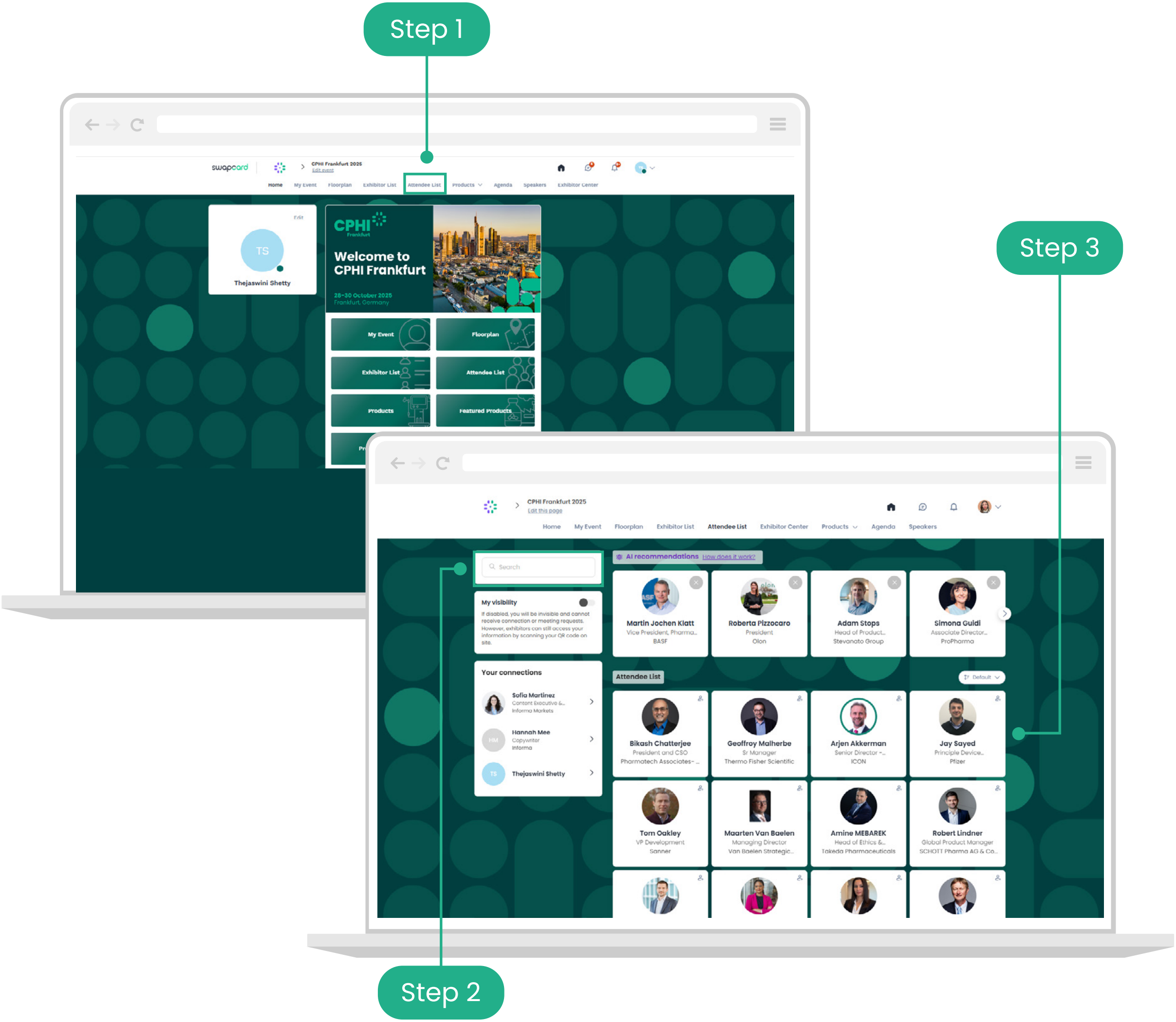
All Informa Markets online platforms provide exhibitors with the official attendee list. **This list will be available later on**, and includes everyone who has registered for the show, thus vastly increasing the target market size for exhibitors. It is the place to start building your pipeline of future valuable contacts. Make sure to brief your teams on how to search through attendees with the easy-to-use filters and tools.

Step 1: From the main event page, click on **"Attendee List"** in the top left corner of the navigation bar of the homepage

Step 2: Search the list for visitors that align with your business goals using the filters on the left-hand side of the screen

Step 3: Click on an attendee profile to find out more about them and start networking by sending a connection request or booking a virtual meeting

Don't miss your perfect match! At the top of the attendee list, you will also see your **AI-recommended attendees.** These are matched specifically to you based on your profile and behaviour on the platform.



Send a connection request

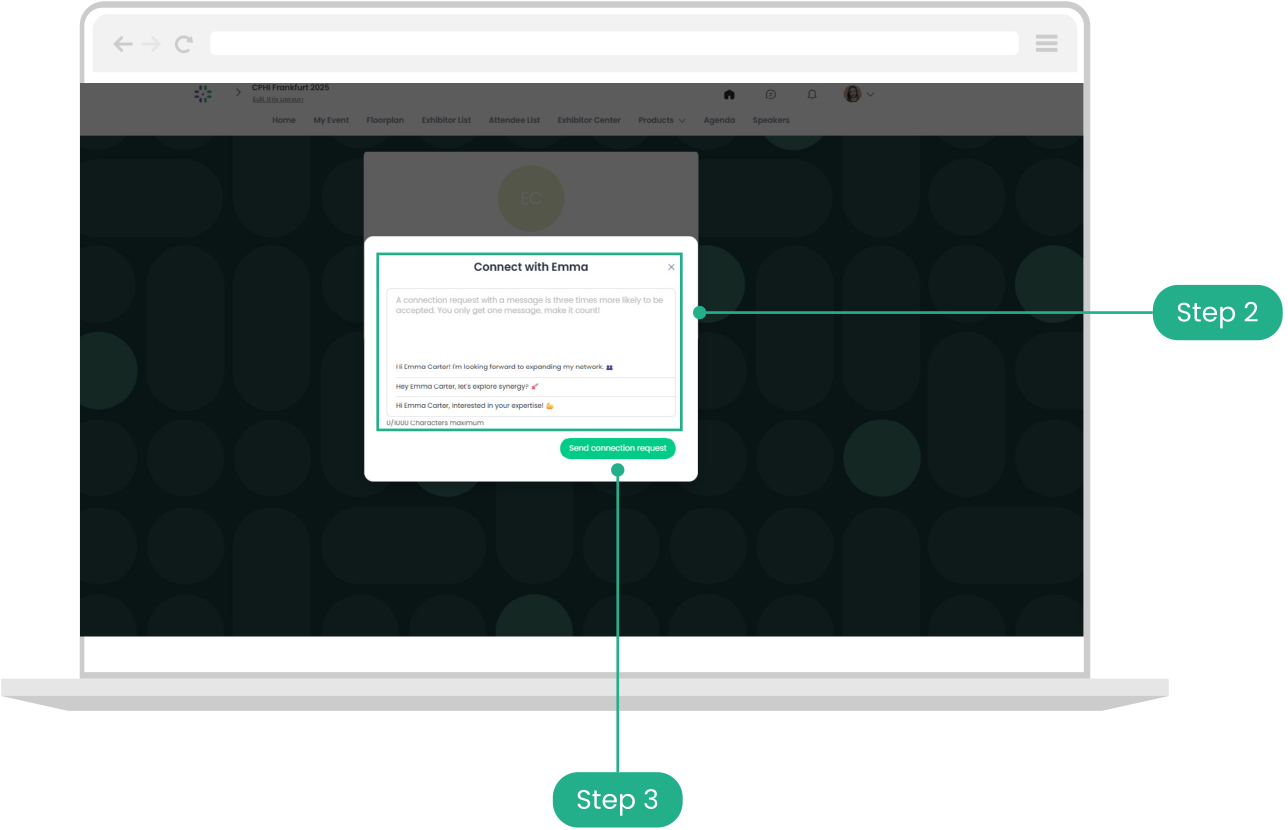
You can send a connection request to an attendee, speaker or another exhibitor. Once someone has accepted your request, you will be able to exchange messages on the platform

Step 1: Click on an attendee profile from the attendee list, speaker list, or the members under a company profile

Step 2: Add an introductory message about yourself, your company and reason to connect

Step 3: Click **"Send connection request"**

Note: You will be able to find all the people you have been in contact with from **"My contacts"** tab under your profile picture, or in the **"My Event"** button under My Networking tab.



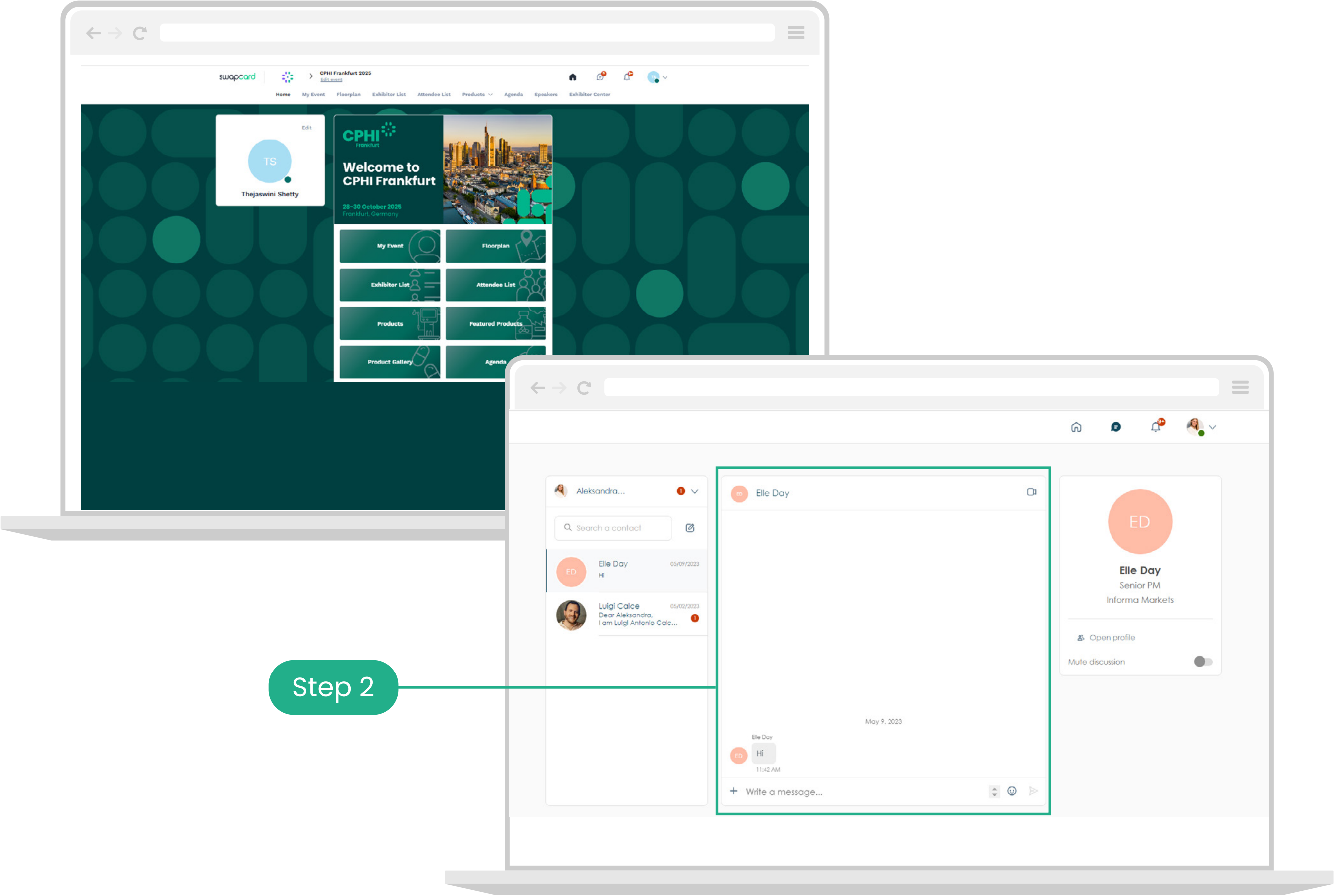
Send a message

Engage with prospective clients by sending and responding to messages. It's a great way to check in during the event and follow up on any outstanding opportunities after you've met in person.

Exhibitors who used the messaging feature at a previous event increased their number of leads by more than 300%.

Step 1: Head to the profile of the attendee you wish to message

Step 2: On the right-hand side of their profile, you will find a chat box. Type your message here and click the send icon



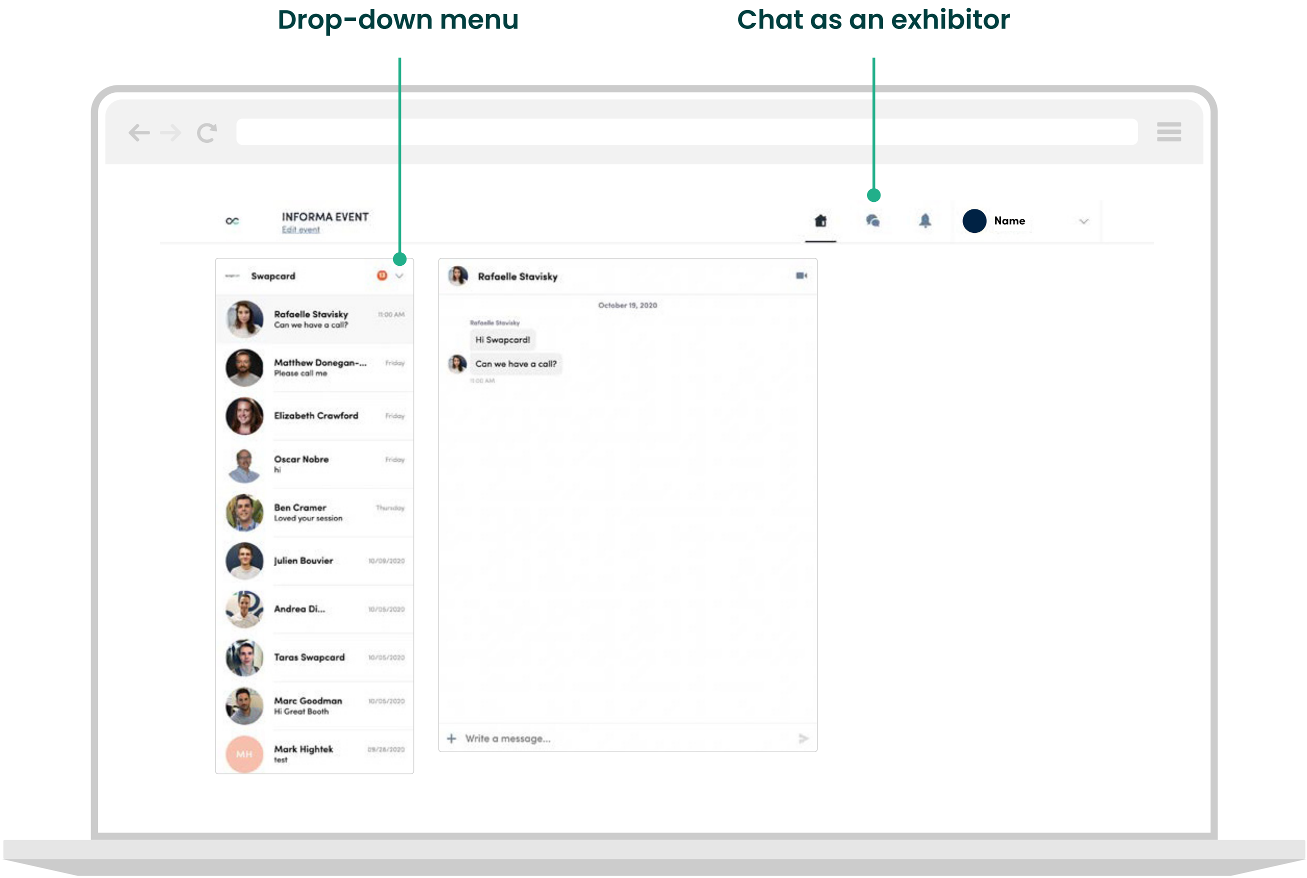
Manage your messages

Step 1: When you receive a new message, a red circle will appear over the chat bubble icon along the top of the screen

Step 2: Click the chat bubble icon to view your inbox

Step 3: You can switch between your personal inbox and the company inbox using the drop-down menu at the top of your messages

Step 4: Click on a message to view it and respond



Create a group chat

Create a group chat for discussions with up to 10 people. You can send messages, share files and arrange group video calls for those topics that cannot be conveyed in a message.

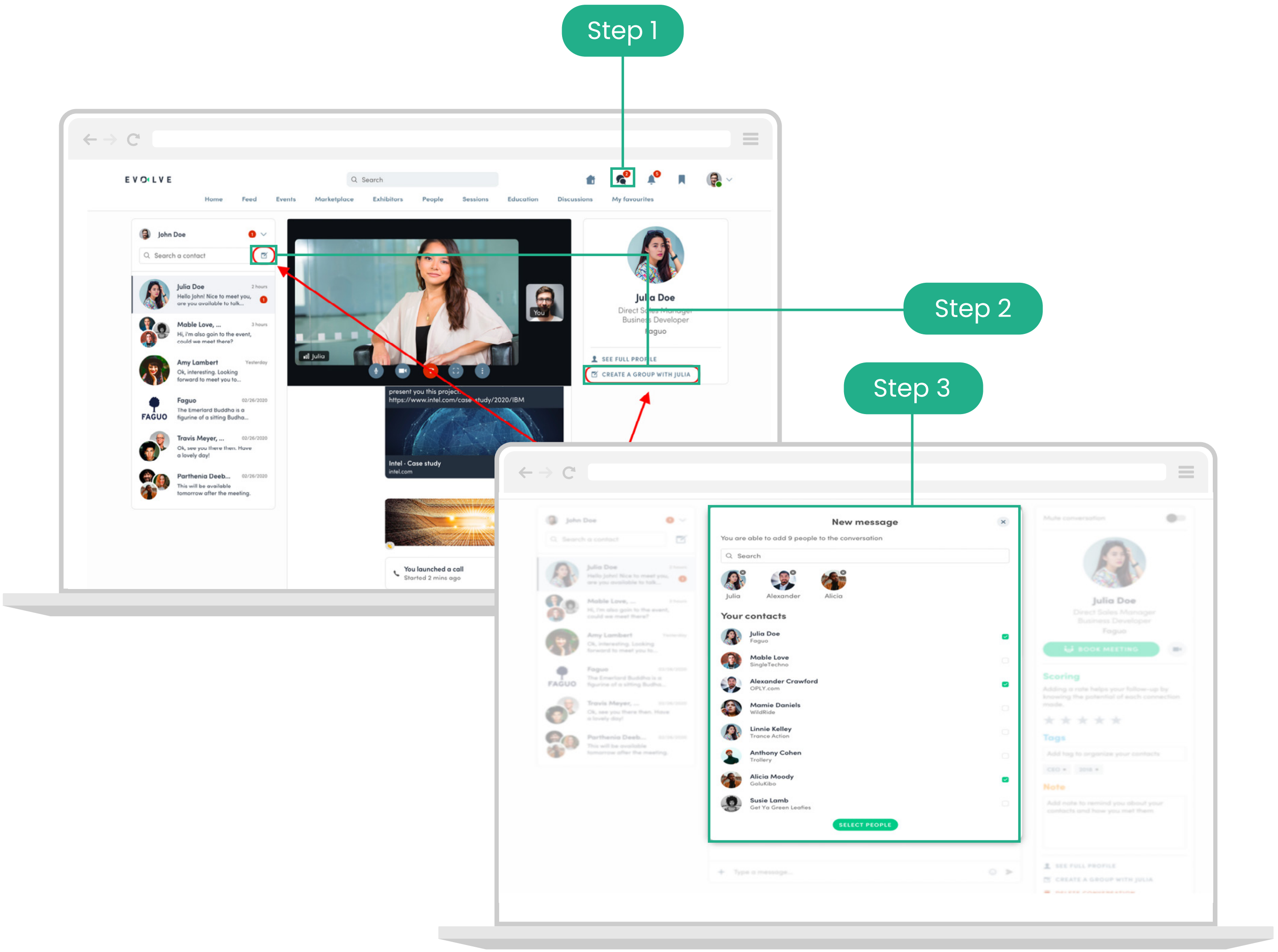
Step 1: Head to your message inbox by clicking on the chat bubble icon

Step 2: Click the new message icon at the top of your messages

Step 3: Add people from your contact list to the group by selecting the checkbox next to their name

Step 4: Click **"next"** to start your conversation

By default, the person creating the group chat is the admin.
This gives them the right to:
• Add and remove members
• Assign and demote new admins
• End the conversation



Request a meeting

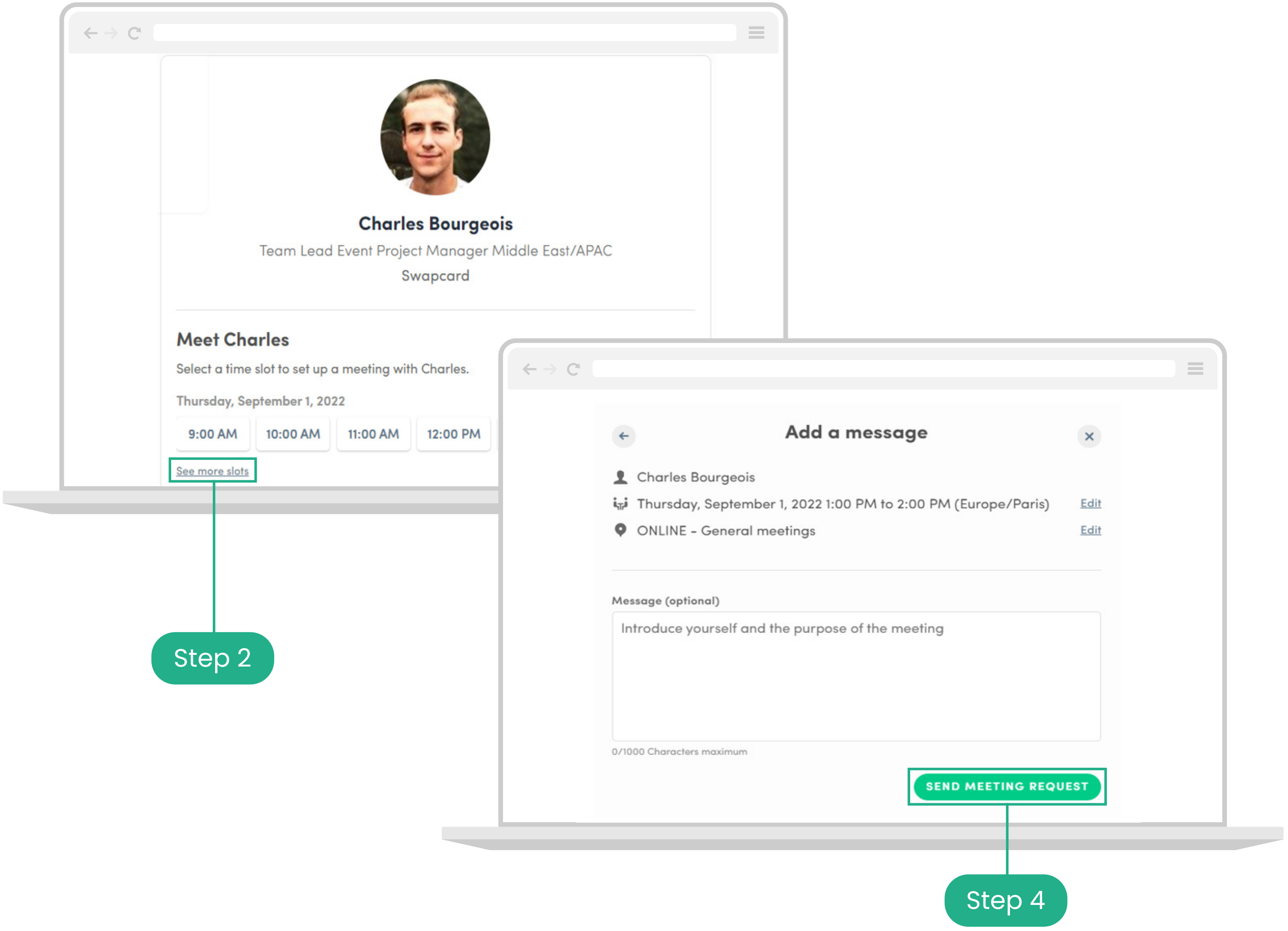
Arrange meetings once the visitor list is available! Move your business relationship further and make time for those important face-to-face discussions.

Step 1: Visit an attendee's profile from the attendee list, speaker list, or an exhibitor's profile

Step 2: Select one of the suggested time slots or click **"see more slots"** for all available times

Step 3: Select a meeting location, and add participants if required

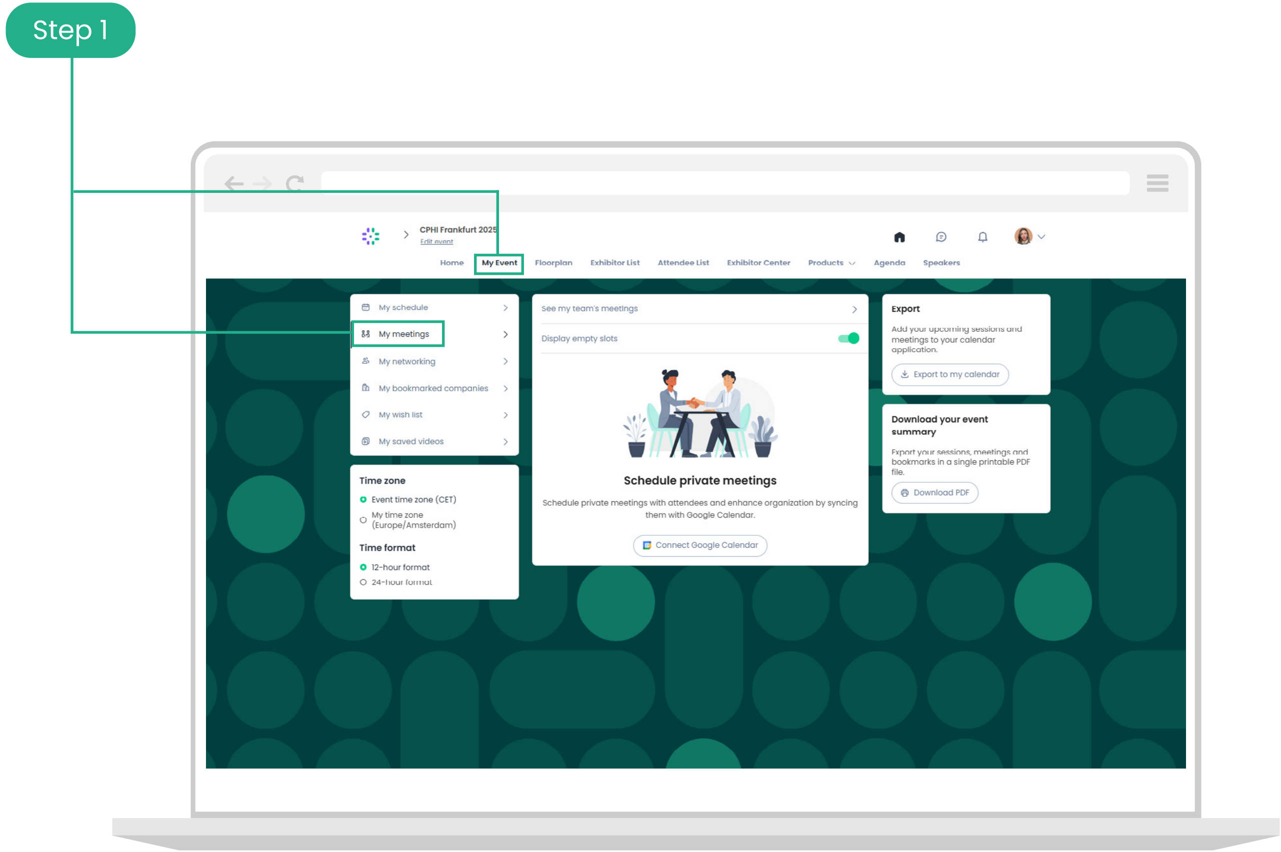
Step 4: Add a message and send your meeting request



Manage your personal meetings

Step 1: Click on **“My Event”** in the top navigation menu then select **“My meetings”** in the left navigation bar

Step 2: Here you can manage all the meetings that have been assigned to you. To edit, confirm or cancel a meeting, click on the **edit icon**



Manage your company meetings

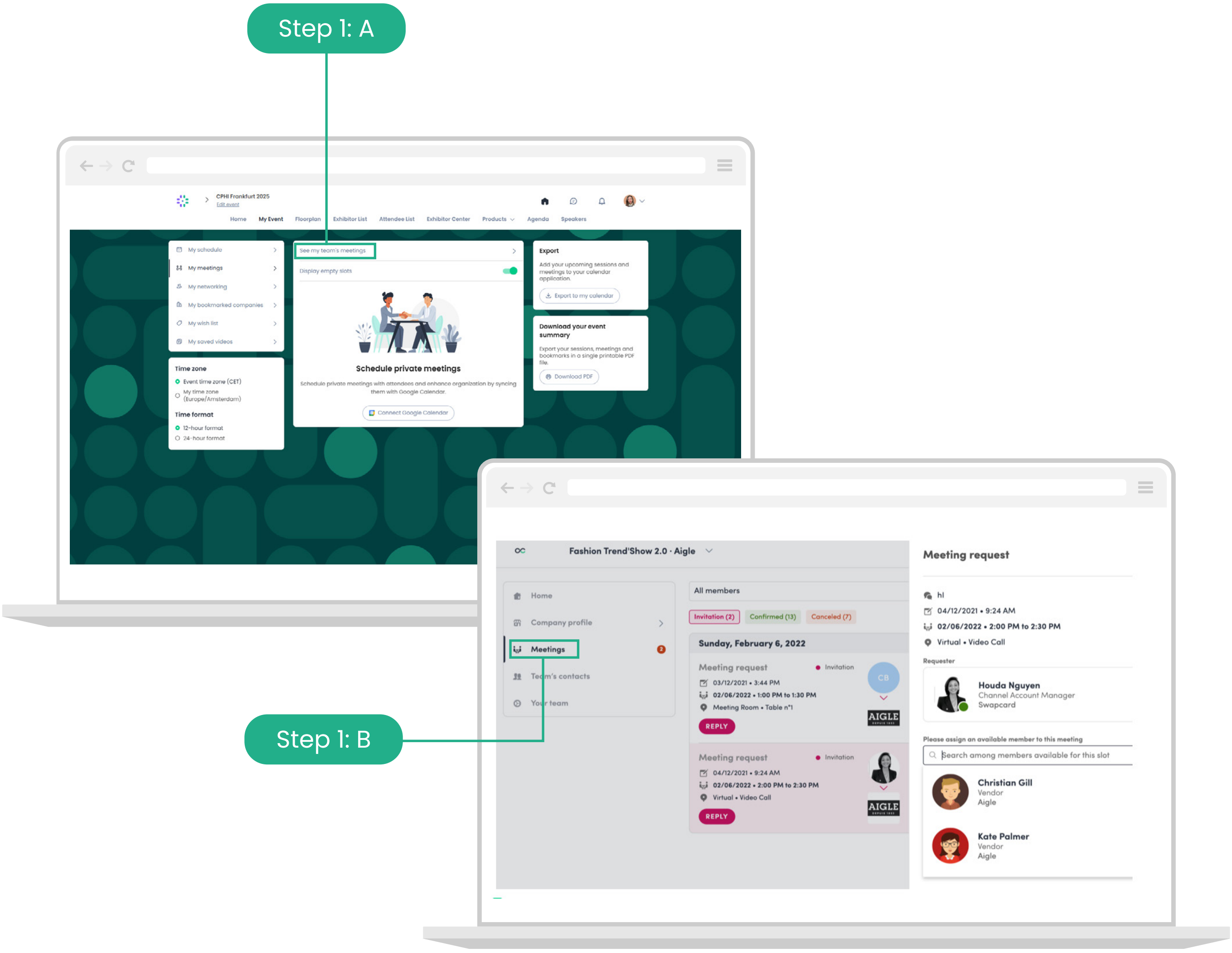
Step 1: There are two ways to view your company meetings:

- **A** From the top of your personal meetings page select **"See my team's meetings"**
- **B** Enter the Exhibitor Centre (see page 8) and select **"Meetings"** from the left navigation bar

Step 2: Here you can manage all the meetings requests sent to your company. To edit, confirm or cancel a meeting, click on the **edit icon.**

Step 3: Once you have clicked on a meeting, you can use the search bar title **"participants"** to find your team members and assign the meeting to them

Step 4: To manage your company's meeting availability, select manage availability from the right hand side of the page



Content

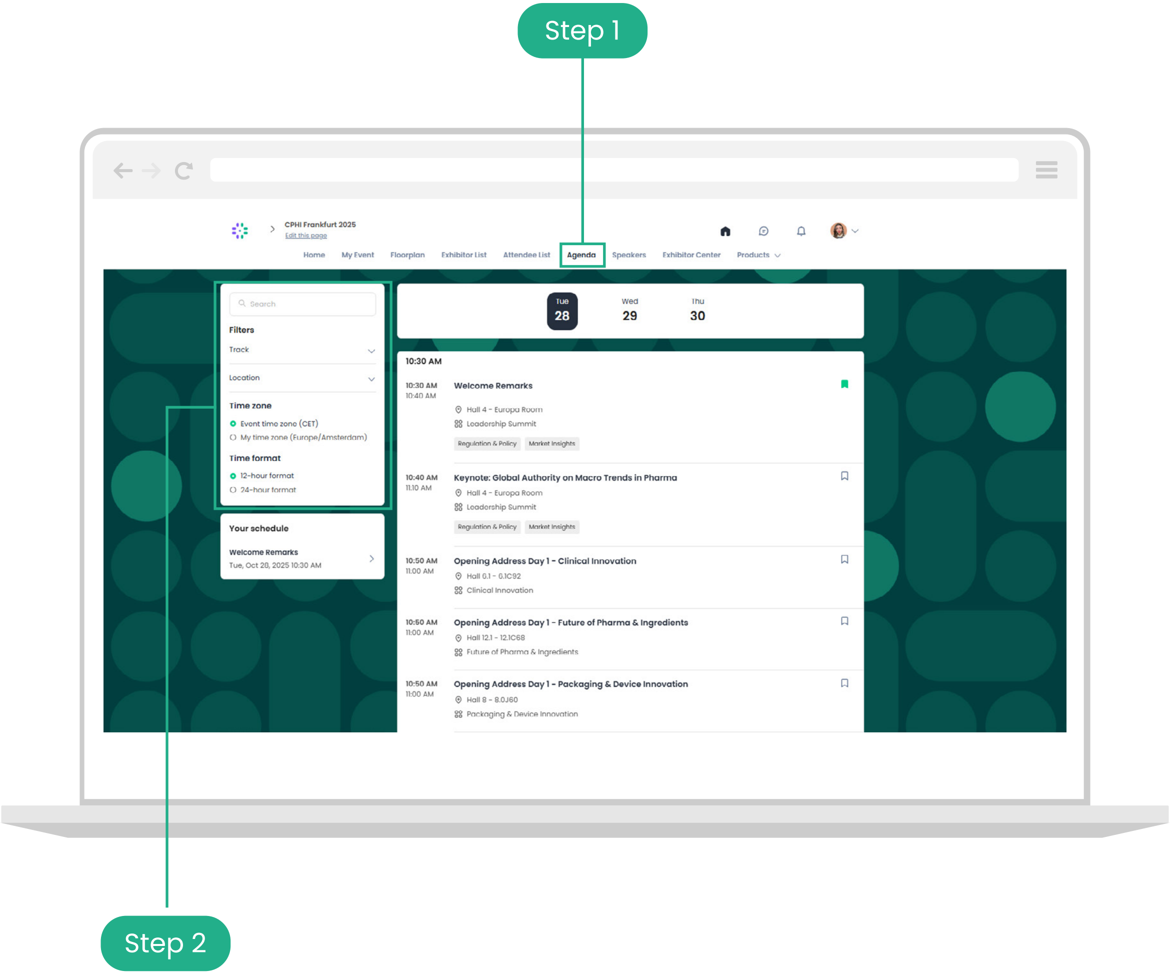
Register for sessions

Keep up with industry trends, get inspired by new innovations and learn the secrets of sector leaders. There is something for everyone in the event content agenda.

Step 1: From the homepage of the platform, click on **“Content”** in the top navigation bar to find an overview of all the sessions taking place at the event

Step 2: You can search using the filters on the left-hand side to find the most relevant sessions for you

Step 3: To register your attendance at a session and add it to your calendar, simply click the icon to the right of the session name.

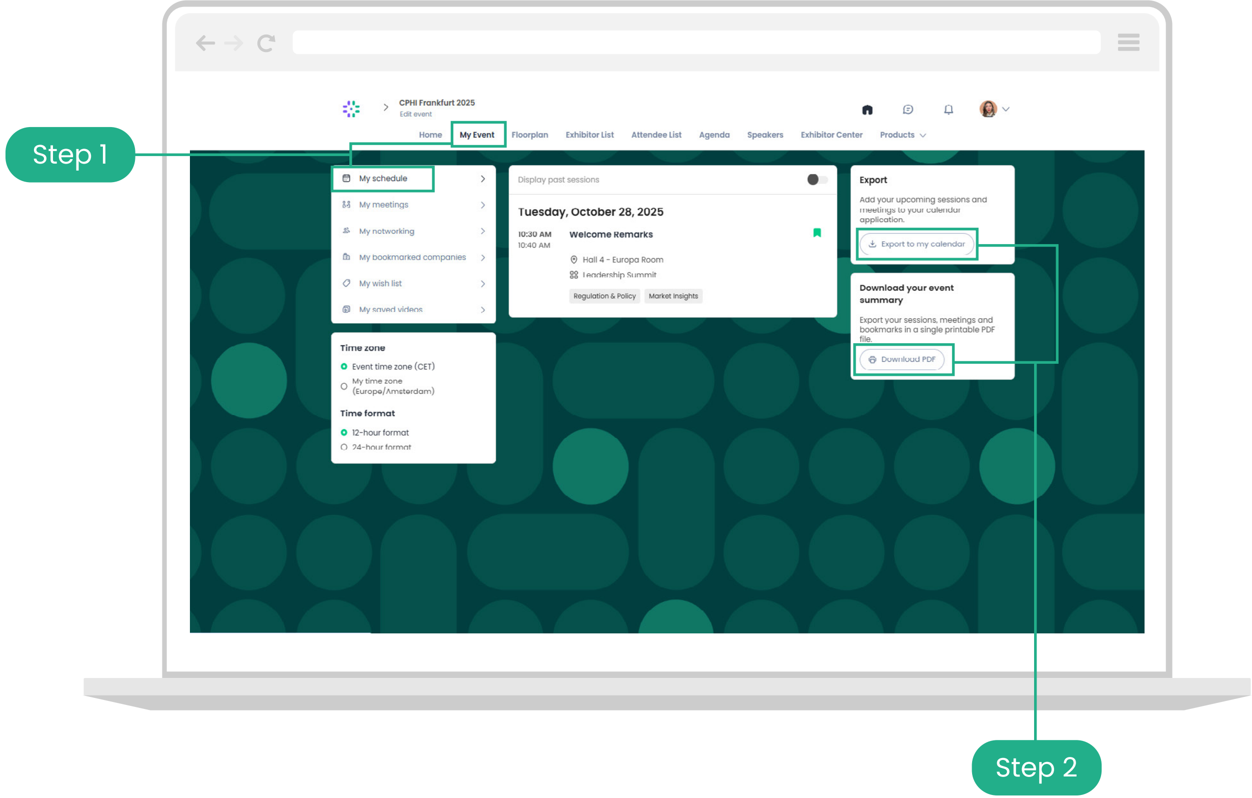


View and export your schedule

Keep track of the sessions you want to attend in your schedule. You can even add them to your digital calendar of choice to keep all your important dates in one place.

Step 1: Click the **'My Event'** tab from the top menu then select **'My Schedule'** from the left navigation bar to view the sessions you have signed up to.

Step 2: On the right-hand side click **"Export to my calendar"** or **"Download PDF"** to export your full schedule of sessions and meetings.



Lead Retrieval

What are the benefits of lead scanning?

1

Say goodbye to binders

Reduce admin time as everything is digitalised. No paperwork means you can focus on the conversation with your potential new partners and clients.

2

Everything in one place

Your team can scan attendee badges using the app, with all lead data stored centrally for easy access.

3

Personalise your lead qualification

Create qualifying questions that work for your company. Once your team members scan a badge, they can use these to categorise their leads.

4

Get business done faster

Download your leads in spreadsheets, and share them with your wider team before you've even left the venue.

5

Be more sustainable

Ditch paper and start using the event app to generate less waste & accelerate your business sustainably.

What are lead qualifying questions?

A lead is an individual serving as a potential sales prospect for your company. As an exhibitor, you have the option to incorporate specific questions for your leads to respond to, allowing you to categorise them into different groups and take prompt action accordingly.

These questions are customised based on the unique goals, products, or services of your company. By using custom lead qualifying questions, your business can gain deeper insights into a lead's needs, interests, and purchasing intent.

This feature can also be used to add questions for your team to answer after their conversations.

- Is the lead hot, warm or cold?
- Assign a follow-up action (send brochure, send email, set up meeting)

Examples of lead qualifying questions

- **What products are you interested in?**
- **What is your purchasing authority?**
- **When are you looking to place an order?**
- **What is your total budget?**
- **What is your preferred method of contact?**

Set up your qualifying questions

Bring consistency to your lead qualification by creating personalised questions for your company. After scanning an attendee badge or connecting with someone online, your team can answer these questions to help identify the quality of the lead.

To set up your personalised questions:

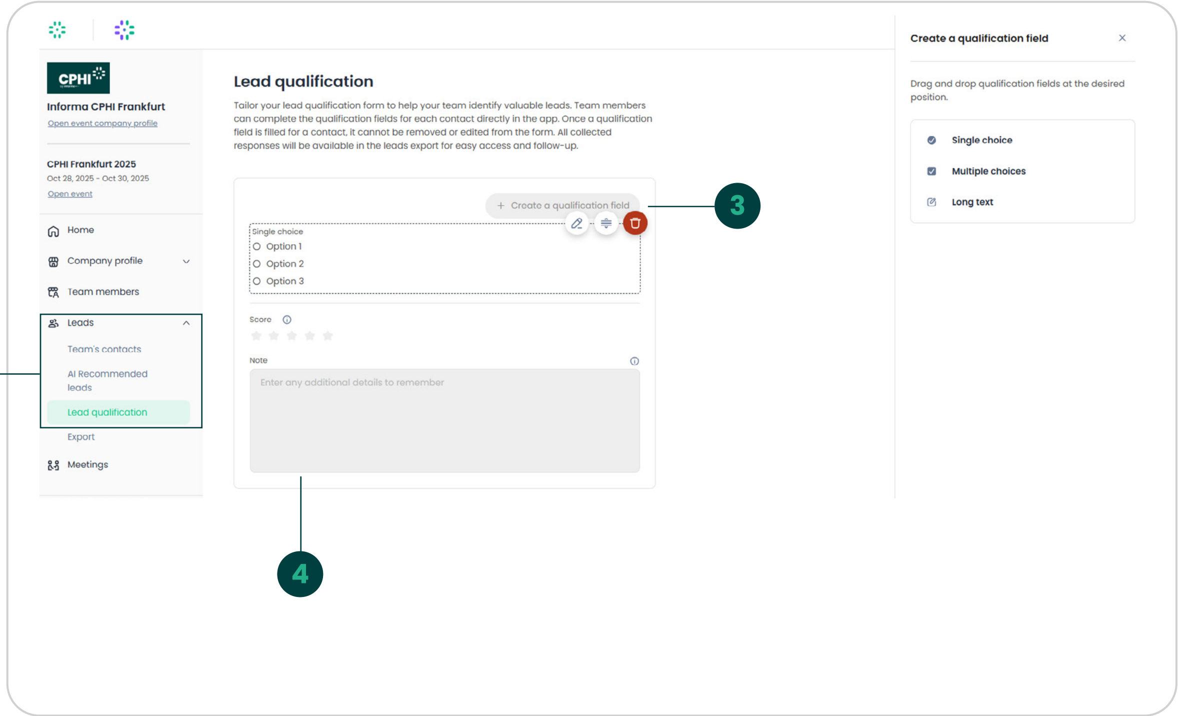
Step 1: Log in to the Event Planner and go to your **Exhibitor Centre***.

Step 2: Select **"Leads"** from the left hand menu.
Then select **"Leads qualification"**

Step 3: Click the button titled **"+ Create a qualification field"**

Step 4: Create your questions. There is no limit on the number of questions you can add. Single choice, multiple choice and short text answers are supported

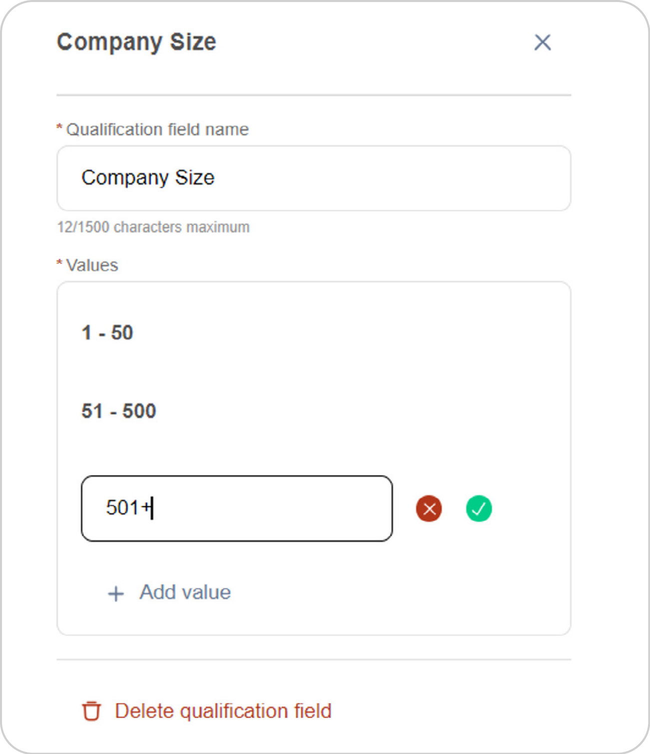
** It is possible for any member of your team to add questions, however once a question is added it will be seen by all your team members. We suggest one person take responsibility for adding questions and that they set these up as early as possible to get the most benefit.*



Set up your qualifying questions (continued)

Step 5: Click on the **pen icon** to edit the question

Step 6: Edit the field name and values. To save a value, select the tick icon.



As a default, it is possible for any member of your team to add questions. Once a question is added it can be seen and used by all of your team members. We suggest one person take responsibility for adding questions and that these are set up as early as possible.

Scan attendee badges onsite

Scanning a badge will capture their contact details for you to download later.

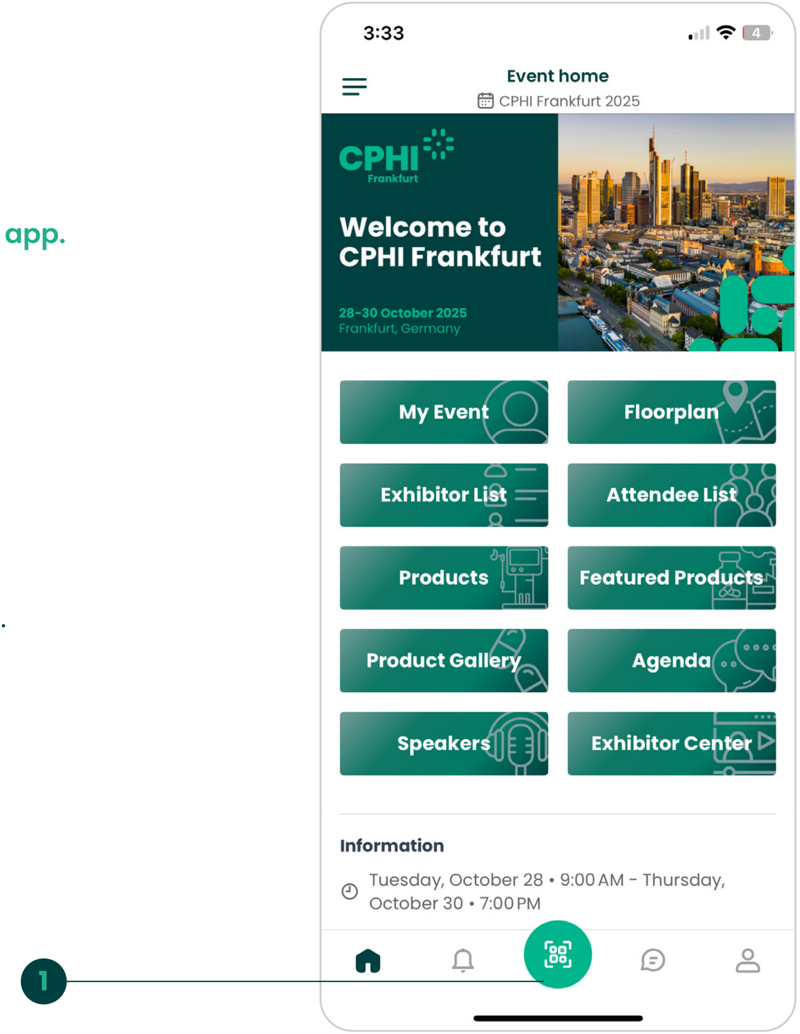
To start scanning badges onsite, you will need to download the app.

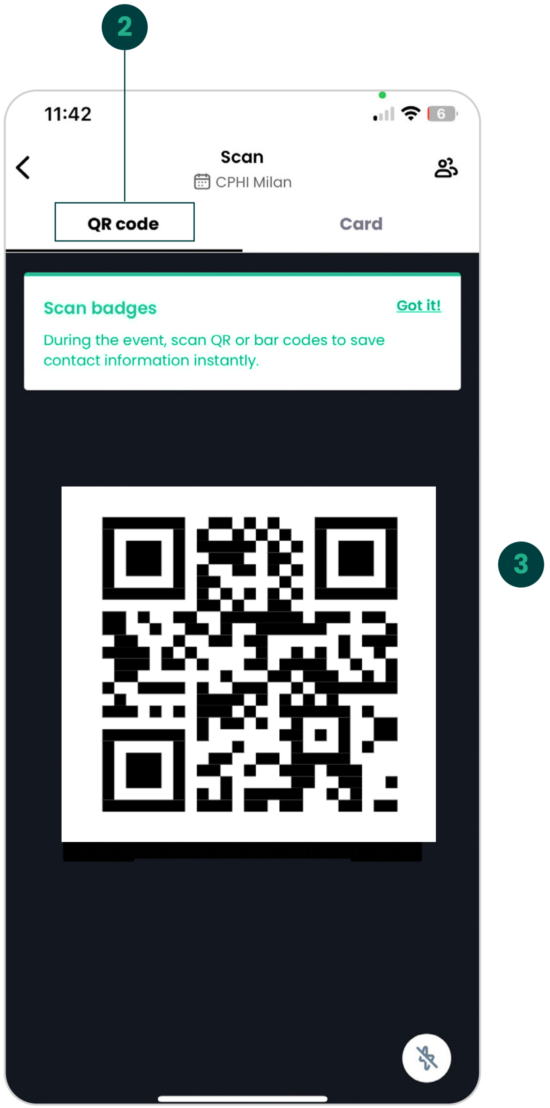
Step 1: Log in and select the QR code icon at the bottom centre

Step2: Select **QR Code**

Step3: Align the square camera with the attendee badge

The app will prompt you to allow access to your camera. Please agree in order to scan badges.





Add notes and tags

Once a badge has been scanned, you'll be able to see their contact details and annotate their profile with your own notes.

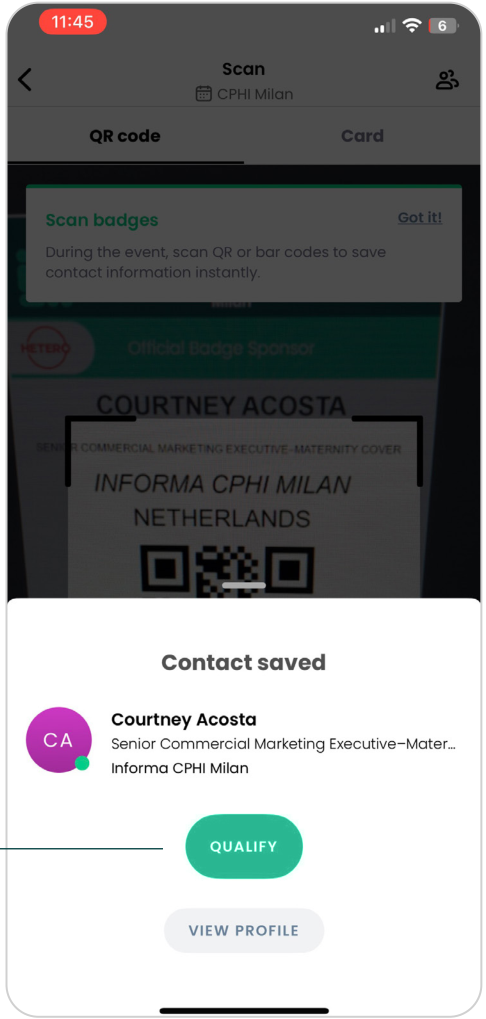
Step 1: Click **"Qualify"** to start adding your own annotations.

Step 2: Give your lead a score out of 5 based on their potential.

Step 3: Add tags to enable easy filtering of leads (pre-populate possible tags with your team before the event to ensure you are on the same page).

Step 4: Add your own additional notes about the lead.

1



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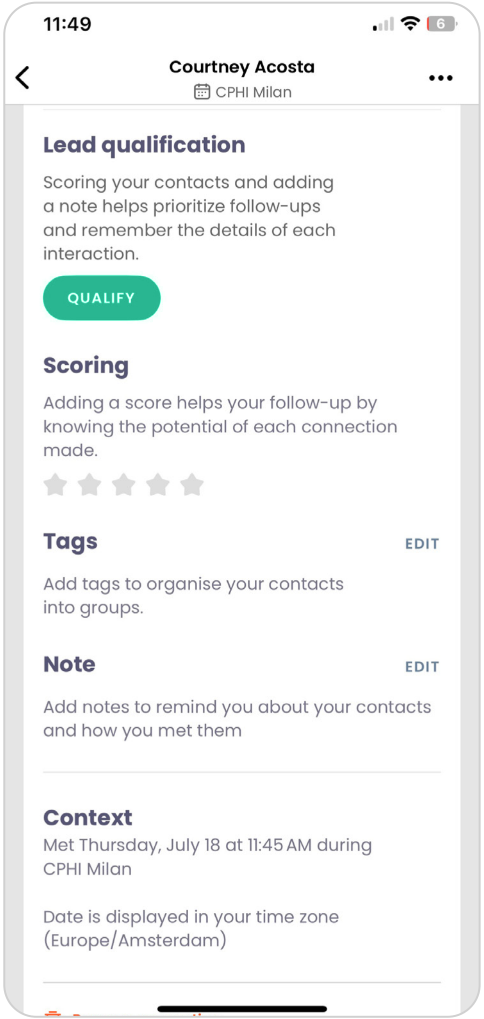


Download your leads post-event

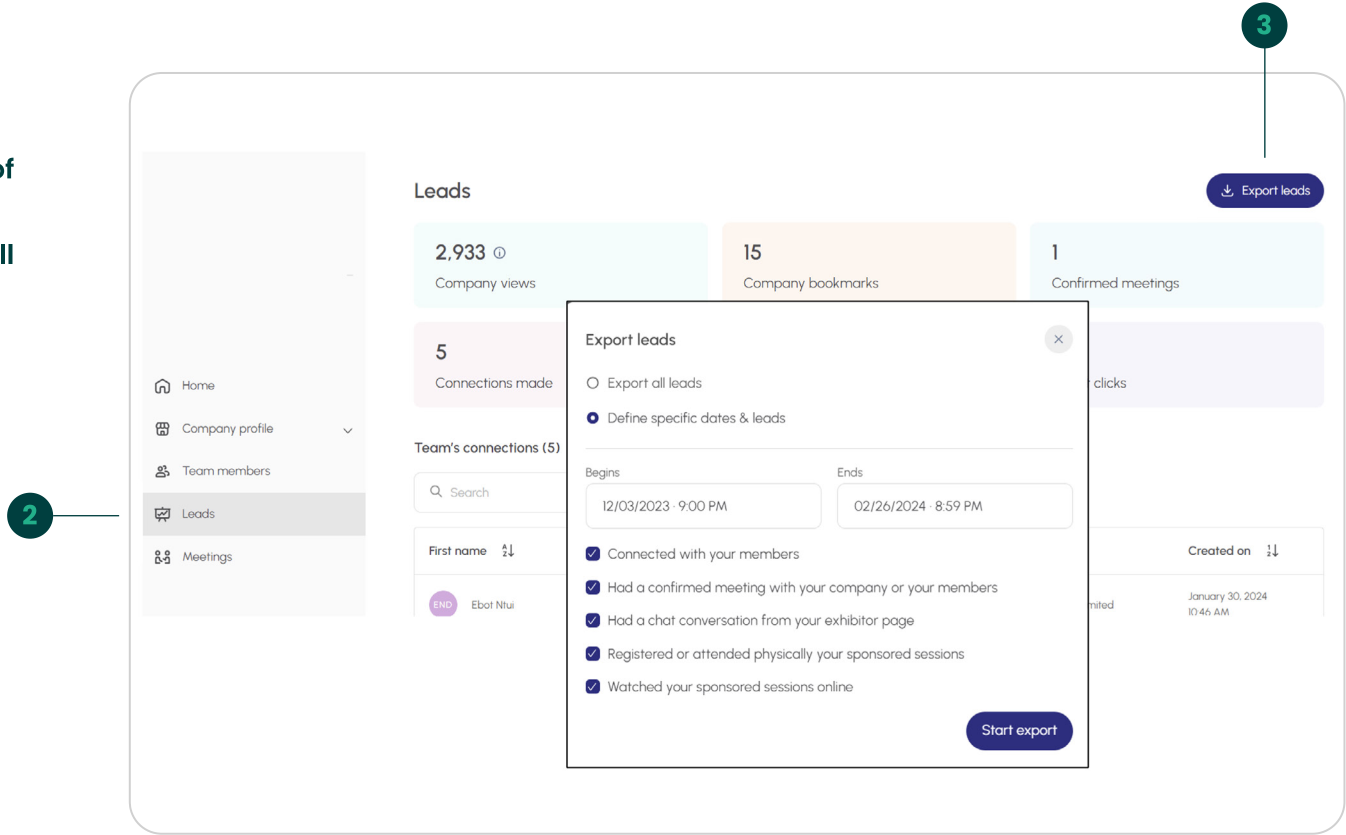
Post-event, you can download an excel file that includes the information of all your scanned badges, any connections made online and anyone who has interacted with your sponsored content. The file is formatted so that all the information can seamlessly be imported into most CRM systems.

Step 1: Log in to the Event Planner and go to your **Exhibitor Centre.**
To get to the exhibitor centre from the event homepage, click your profile picture in the top right-hand corner and select "Exhibitor Centre" from the dropdown menu.

Step 2: Select **"Leads"** from the left-hand menu.

Step 3: Click **"Export Leads"** from the top right corner.

Step 4: You can download all your leads at once or select specific dates and sources.



Click here to download the Event Planner App and start scanning!

Need assistance?

Contact the CPHI Frankfurt Customer Service Team on
cphicustomerservice@informa.com