

Justification Toolkit

Guide to help you illustrate the benefits
of CPHI Milan in October



At the
heart of
Pharma

Justification Toolkit

CPHI Milan, including the 3-day in person event, is tailored for pharma professionals like you to reach their maximum potential.

CPHI Milan grants your business access to an unrivalled network of industry experts, where you can expand your network and raise your company profile.

Uniting 62,000 pharma experts, CPHI Milan is the place to network and source cost-effective pharma solutions from all over the world.

Here are some powerful indicators that illustrate why thousands of your contemporaries mark their calendars for the year's most important (and complete) pharma event.



What to expect in 2024



166+
Countries
participating



2,400+
Exhibiting
companies



150+
Top expert
international speakers



62,000+
International
attendees

This kit includes materials you can tailor to meet your needs and make things easier to organize a request for approval to attend and show ROI upon your return.

It contains:

1 Justification Letter Template

2 CPHI Milan Packages

3 An Expense Worksheet

We hope you and your team can join us on
8-10 October in Milan

“CPHI has been a must-attend event for me for 17 years. This is a unique opportunity to meet new contacts and reinforce existing relationships.”

ALESSANDRO GAGNONI
Senior Director
Pharmaceutical
Operations
Kamfarma SA



Dear

I am writing to request your approval to join CPHI Milan on 8-10 October 2024, in Milan, Italy. This valuable opportunity welcomes 62,000+ pharma professionals and showcases more than 2,400 exhibitors from companies throughout the entire pharmaceutical supply chain. My bundle comes with pre-publication access of the light CPHI Annual Report, Start-Up Market, sustainability resources, learning sessions, and keynote presentations as no additional cost.

The comprehensive educational program includes several presentations I'd love to attend that directly address things we're doing right now:

- Presentation 1
- Presentation 2

And as far as the exhibitors on the tradeshow floor, many of them can help us with projects we have on the horizon, such as:

If I'm there, I can meet face-to-face with the following vendors to discuss solutions, see product demos, and bring back intel for us to evaluate:

I am seeking approval for the registration fee and travel expenditures.

The total cost will be €

Here is a complete breakdown of the conference costs:

- Bundle price: €
- Airfare: €
- Transportation: €
- Hotel: €
- Meals: €

I've done quite a bit of research, and CPHI Milan is the only event of its kind – unmatched in size, scale, and worldwide influence. They've been going strong with events all over the world for the past 35 years. Thanks in advance for your consideration! I'm confident that you'll agree it's a wise investment, and our best chance all year to get the advanced research, emerging technologies, and strategic innovations to enhance our organization – all while building some important connections with leaders in the pharmaceutical community.

2 CPHI Milan Packages

An option to suit every need

With a variety of package options, you can select the option that best suits your business needs! Whether it's meeting new suppliers, getting ahead of industry trends, networking with our peers or all of the above, CPHI Milan has got you covered.

All bundles grant access to the pre-publication of the light CPHI annual report and access to online and in-person events.

Standard Bundle

Gain access to the latest pharma insights, focus on meeting people, discovering fresh innovation and connecting with more than 2,400 suppliers.

~~€129~~ **€59**

Offer ends July 22nd

Buy now

- Pre-publication access to a light CPHI Annual Report
- Walk the show floor and discover 2,400+ exhibitors
- Access to free content sessions, online and in-person
- Access in-person at 10:00

MOST POPULAR

Explorer Bundle

Get more time to network with early access to the event & the opportunity to join our meeting service.

~~€229~~ **€179**

Offer ends July 22nd

Buy now

- Pre-publication access to a light CPHI Annual Report
- Walk the show floor and discover 2,400+ exhibitors
- Access to free content sessions, online and in-person
- Access in-person at 09:00
- Take part in our meeting planning service

Leader Bundle

Get exclusive access to the event through reserved spaces, refreshments and more.

~~€549~~ **€479**

Offer ends July 22nd

Buy now

- Pre-publication access to a light CPHI Annual Report
- Walk the show floor and discover 2,400+ exhibitors
- Access to free content sessions, online and in-person
- Access in-person at 09:00
- Take part in our meeting planning service
- Access lane for faster entry to the event
- Lounge access
- Breakfast, lunch and refreshments in the Lounge*
- Goodie bag

**Refreshments available upon request with catering staff. No buffet-style refreshments*

All prices are exclusive of VAT



3 Expenses Worksheet

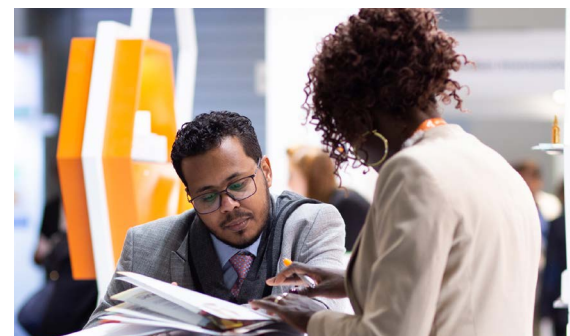
Fill out this expenses worksheet to estimate the cost of participating in CPHI Milan.

Bundle price	€
Airfare	€
Transportation	€
Hotel	€
Meals	€
Total	€

Informa Markets has appointed **bnetwork** as the official accommodation agency for CPHI Milan 2024. **bnetwork** has secured a range of great accommodation solutions at every price point and is ready to assist with accommodation bookings in Milan!

Don't hesitate to send your accommodation requirements in an e-mail to **bnetwork** who will put together a tailor-made solution for you or your team.

Alternatively, you can visit their dedicated and secured [online booking centre >](#)



For more information about attending CPHI Milan, head to www.cphi.com/europe today