

# CPHI Frankfurt 2025 Photography and Filming Permissions & Guidelines

## Press Accreditation

Press accreditation to cover CPHI is granted to editorial personnel and freelancers, subject to proof of editorial job function/freelance commission and/or presentation of formal Press Card.

Editors and journalists need to register and collect their badges on show arrival, before accessing the Press Lounge.

Press facilities at CPHI are for working journalists. Please be aware that use of the Press Lounge/Briefing Room and their facilities will be restricted to registered and accredited editorial personnel and exhibitors hosting formal Press Briefings/editorial meetings or placing press material in the Lounge.

Editors using the Press Lounge will be asked to sign-in and to show their business card/editorial accreditation.

Press Registration is not available for publishing and advertising personnel.

## Photography

In line with on-site policies regarding filming/photography and security, Informa requires that all such activity only takes place with their approval/written permission.

The only permitted exceptions to this:

- Still photography in the exhibition halls by accredited attending editors/journalists
- Exhibitors and/or professional photographers wishing to photograph/film their own stand
- Informa asks exhibitors to be aware that general panoramic views or multi-stand shots in the halls are exclusively tasked to the organiser's

photographers/crews. Informa requires photographers tasked by exhibitors to respect this condition

## Filming

### Filming permission

All on-site filming/interviews at CPHI and related events by/for broadcast media require formal permission in advance from Informa.

Personnel engaged in photography/filming must be prepared to show their letter/email of authority if requested to do so by an Informa staff member. Suspension of photography/filming will be required if proof of permission cannot be produced on reasonable request.

### Media partners

Accredited media may film on-site for editorial purposes using lightweight, unobtrusive equipment only (e.g. handheld cameras, smartphones, or DSLRs with minimal accessories).

**Tripods, lighting rigs, boom mics, or full sound setups are not permitted**, as these breach the exclusive filming rights held by our Platinum exclusive video media partner, 247 Biopharma.

### What's allowed for media partners:

- Filming quick interviews using handheld gear
- Recording short-form podcast or video content
- Bringing a videographer for basic coverage (no full setups)

### What's not allowed without prior approval:

- Use of professional or broadcast-grade equipment
- Occupation of filming space in the press zone or by the branded video wall

- Branding or promotion that implies exclusive partnership with CPHI

**Exclusive access:**

**24/7 Biopharma holds sole rights to:**

- Branded video filming space in the press area
- Use of the branded filming wall on-site
- High-production video coverage with full equipment

**Important note:**

Media partners who do not follow the filming policy may be asked to cease filming immediately and/or remove any non-compliant equipment. In repeated or serious cases, access to on-site media privileges may be restricted. These measures are in place to respect the exclusive rights granted to our Platinum video media partner.