

Exhibitor Journey 2026



Now you're thinking about booking your stand for CPHI Milan 2026

Here's everything you need to make that decision



CPHI Milan 2026 is more than an event. It is where the global pharmaceutical supply chain gathers to connect, collaborate, and shape the future of the industry.

As an exhibitor, you are not just showing up. You are showing off what makes your company essential to pharma's next chapter.

As we can see you're thinking about exhibiting, this guide is here to support you. From helping you decide the right stand, to understanding who you can expect to meet, you'll find everything you need to plan, prepare, and thrive.

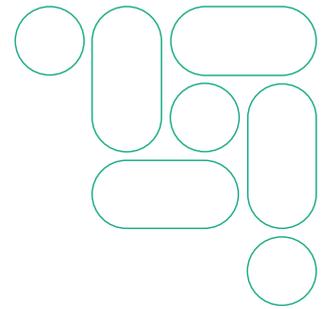
Whether you'll be joining us as a first-time exhibitor or a returning partner, this guide will take you through the exhibitor journey step by step. It will help you **maximise visibility, and create meaningful connections.**

Let's make your journey to Milan a total success.



Unsure of what stand you need?

We've got you covered



Your journey to exhibiting success at Europe's largest pharma event starts here. Booking your stand is the first step towards creating meaningful connections and showcasing your innovations to the global pharmaceutical community.

Everything starts with a stand – as the right positioning will bring you the right opportunities. Naturally, choosing the right stand requires careful consideration – and that's where we come in.

Here's why Modular Stand Design is the smarter choice:

Cost efficiency: with MSD, budgeting becomes more predictable. With no hidden contractor costs and bundled logistics, you can manage your total cost of participation with confidence.

One expert, one touchpoint: A-Booth will be your dedicated contractor managing the entire project, so you can skip the hassle of dealing with multiple contacts.

Easy personalisation: use the MSD Boutique to add your brand's unique touch in just a few clicks – no technical expertise required, just your vision and creativity.

Gold-level sustainability:

automatically achieve the highest standard in the Better Stands Programme – no extra effort required. By using reusable materials, modular stands significantly reduce waste and transport impact.

Hassle-free experience:

say goodbye to the complexities of traditional stand design. Our MSD package delivers professional results through a fun, straightforward process that saves you time and stress.

Fill out our enquiry form and we'll contact you to discuss how MSD can transform your CPHI Milan 2026 experience. Our experts will answer all your questions and guide you through the simple switch process.

Register MSD interest



Better Stands Programme

**Design Smarter.
Build Better.
Exhibit with Purpose.**

At each edition of CPHI, thousands of exhibition stands are created across the globe. Our trusted contractors help you to create a unique space, promote your brand and bring a taste of your company to the show floor.

The Better Stands Programme is here to guide you toward smarter, more sustainable exhibiting. The aim? For every Basic Stand Package at CPHI Milan 2026 to meet at least a Bronze level of sustainable stand construction.

This isn't just a recommendation – it's a shared commitment to reducing waste, cutting down on unnecessary transport, and simplifying the entire event setup process.

Modular & shell stand: already gold

If you're thinking about choosing the Modular Stand Design Package or the Shell Stand Package, great news! You're already aligned with the highest standard. Both options are rated Gold in the Better Stands Programme thanks to their reuse of materials, minimal waste, and streamlined logistics.

The Better Stands Programme recognises exhibitors at three levels: Bronze, Silver and Gold.

	Category	Items	Fully disposable	 Better Stands Bronze	 Better Stands Silver	 Better Stands Gold
Reused	1 Stand structure and walls	Structure or framework of the stand, walls, panels for meeting rooms, backdrop	×	✓	✓	✓
	2 Platform or raised flooring	Structure of flooring (excluding surface covering, e.g. carpet)	×	✓	✓	✓
	3 Furniture and equipment	Showcases, counters, chairs, tables, sofa, coffee table, flyer stand, LED walls, TV, AV equipment etc.	×	✓	✓	✓
	4 Lighting	All kinds of lighting in the stand and within showcases	×	✓	✓	✓
	5 Fascia and overhead signage	Overhead signage or branding, fascia, company logo on top of the stand structure	×	×	✓	✓
	6 Rigged structure	Any rigged structure including lighting gantries or other structural elements	×	×	✓	✓
	7 Ceiling	Any form of ceiling e.g. fabric ceilings, solid ceilings for lighting or stand support	×	×	✓	✓
	8 Display facilities	built-in or detachable product display cabinets, lightboxes etc.	×	×	✓	✓
Reused or recycled	9 Floor covering	Carpet, floor tiles, HDF coverings, lino etc.	×	×	×	✓
	10 Graphics and decorative items	Stand graphics that are wall-mounted or floor-standing (not overhead) and any other decorative items such as plants and flowers, models and ornaments	×	×	×	✓

Find out how the **Better Stands Programme** works, what each level means, and the specific steps you can take to build more sustainably – with help from our team at every stage.

[Explore Better Stands Programme](#)



Why Milan? Why now?

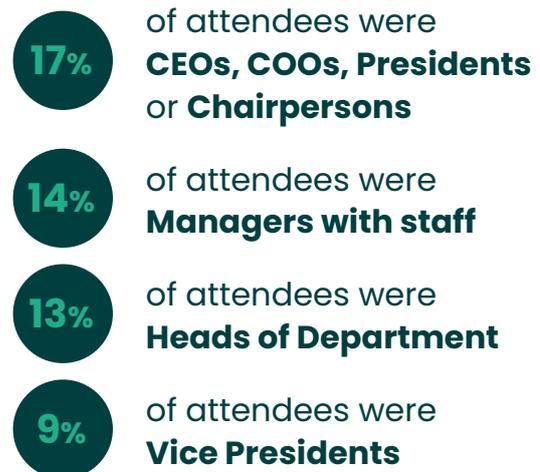
Milan is Italy's pharmaceutical hub, where history, innovation, and industry converge, making it the perfect location to unite the global pharma supply chain.

- **Pharma powerhouse:** Italy is a top European pharmaceutical producer, with a €52 billion production value and €49 billion in exports in 2023
- **Global connections:** Milan's strategic location and infrastructure ensure easy access for international attendees
- **Proven success:** CPHI Milan 2024 welcomed 58,000+ professionals from 160+ countries, and we're aiming even higher for 2026

Milan's thriving pharma industry, focus on R&D, and advanced healthcare infrastructure make it the ideal stage for the future of pharma.

Who's in the room?

At CPHI Milan 2024:



That's nearly **half of our audience, made up of pharma's senior decision-makers.**

These are the people who can start conversations, open doors, sign deals, and shape the future of pharma.

And we're working hard to grow these percentages even more.



A smarter, smoother experience for exhibitors

You spoke, we listened. We've been working closely with Fiera Milano and city authorities to make tangible improvements for 2026.



More taxis, less waiting

For 2026, the City of Milan has **increased the number of licensed taxis by 10%**, making an additional **400 cars** available during the event.



Easier access between halls

New escalators will be installed inside ground floor halls 14 and 18, **offering direct access to upper halls 16 and 20.**



Increased catering options

40% more catering suppliers and an on-site tracking system for **smoother meal deliveries.**



Improved support in the halls

Dedicated **Hall Managers** in each pair of halls to **support your team** with logistics, questions, or issues as they arise.

Amplify your presence

Sponsorship opportunities

Once you've secured your stand, it's time to ensure you're discovered and remembered by the right people.

At CPHI Milan 2026, visibility is key to standing out among 62,000+ attendees. **Exhibitors who leveraged sponsorships at CPHI Milan 2024 saw a 44% boost in brand awareness.**

From increasing foot traffic to strengthening brand recognition, we offer [tailored sponsorship options](#), including high-impact digital branding and strategic onsite visibility. For a structured approach, choose from our four sponsorship packages designed to maximise your impact.

Make every interaction count by creating the ideal setting for meaningful connections.

Facilitate business

Private meeting rooms for meaningful connections

With CPHI Milan 2026 buzzing with opportunity, private meeting rooms provide the perfect space for focused, distraction-free discussions.

Why book a meeting room?

- **Focused conversations:** tailor the environment to your business needs
- **Privacy & professionalism:** host clients in a comfortable, dedicated space
- **Convenient access:** book rooms near your booth for easy attendee navigation
- **Flexible options:** choose from various room sizes to suit your needs

Let our sponsorship specialists guide you to the right opportunities for your objectives. Fill out our form and we'll contact you to discuss which sponsorship options will best help you achieve your goals.

Connect with sponsorship experts





Celebrate success

CPHI Celebration - Pharma Awards and Networking Party

Spotlight your achievements at the 23rd annual CPHI Pharma Awards, honouring innovation, leadership, and excellence in pharma. Join a global celebration with 1,400+ participants, including 450 senior executives, and position your company at the heart of industry success.

Submitting your entry boosts your brand's visibility, showcases your commitment to advancing pharma, and earns recognition alongside industry pioneers.

What's next?

Submissions open in February 2026! Scan the QR code to explore the 2025 award categories and stay tuned for updates on new categories.

Be seen. Be heard.

Thought leadership opportunities

Stand out at CPHI Milan 2026 by sharing insights and shaping conversations during our **100+ expert-led sessions**. Speak on stage or sponsor key content moments to establish your authority and amplify your brand message.

What's next?

Details on applying for speaking slots or sponsoring sessions will be shared in February 2026.

Need guidance now?

Contact your Account Sales Manager for early support.

Submissions open in February 2026! Click below to explore the 2025 award categories and stay tuned for updates on new categories.

Explore awards categories



As you've gotten to this point, we're guessing you're ready to book?

If so, all you have to do to begin your partnership with CPHI is click below

Exhibit now

