



Sponsorship Opportunities

**Thrive in the Middle East
and Africa's Largest
Pharma Market**

With a World-Leading Industry Event

10–12 December 2024

Riyadh Front Exhibition & Convention Center, Saudi Arabia

www.cphi.com/middle-east



CONNECT, COLLABORATE, GROW

The Middle East pharma market is ripe with opportunities for growth, collaboration and innovation – now is the time to be a part of it.

With Vision 2030 as the foundation for change, a booming population, increasing health awareness, a supportive regulatory environment, and strategic investments, this is an exciting emerging market on an upward trajectory.

CPHI Middle East is uniquely positioned to help you drive sustainable growth for your pharmaceutical business. Whether you're looking to increase market visibility, generate quality leads or build brand credibility through thought leadership, CPHI Middle East offers a variety of tailored sponsorship opportunities to elevate your exhibition experience.



30,000

visitors



400+

exhibitors



100+

participating countries



30,000

sqm of exhibition space

Brand Awareness

Trust is at the heart of the pharma industry. Be recognised, seen and remembered as an established player with our on-site and digital branding solutions.

Lead Generation

Maximise event ROI by gathering quality leads that convert to long-term business.

Thought Leadership

Establish your brand as a market leader by taking the stage to deliver insights to a captive audience of pharma professionals. Having your subject matter experts join our speaker line-up instantly sets you apart from the competition.

Talk to our team today



Sponsorship Opportunity Rate Card

	STRATEGIC	PLATINUM	GOLD	SILVER	BRONZE
Investment (us\$)	US\$ 200,000	US\$ 125,000	US\$ 75,000	US\$ 50,000	US\$ 25,000
THOUGHT LEADERSHIP					
Speaking Opportunity	✓ (Future Theatre - Day 1)	✓		✓	
Panel Session	✓		✓		✓
Discovery Session	✓	✓	✓		
BRANDING					
Logo on Homepage	✓	✓	✓	✓	✓
Stand Location Highlight	✓	✓	✓	✓	✓
Event Signage	✓	✓	✓	✓	✓
Exclusive Branding	✓	✓			
MARKETING					
Blurb in Newsletter	✓	✓			
Dedicated Social Posts	✓	✓	✓	✓	✓
Dedicated Email Campaign	✓				
Testimonial	✓	✓	✓		
DIGITAL ENHANCEMENTS					
Event App (Company highlighted)	✓	✓	✓	✓	✓
Exhibitor List (Company highlighted)	✓	✓	✓	✓	✓
Exhibitor Listing Booster	✓	✓	✓		
Ad column - Event App	✓				
Push Notifications - Event App	3	1	1	1	
PACKAGE EXTRAS					
Lounge Access	All				
VIP Passes for clients	10	7	5	2	
Onsite Interview	✓	✓			

STRATEGIC PARTNER

US\$ 200,000

LIMITED TO ONE (1) SPONSOR ONLY



Get noticed at CPHI Middle East with the best sponsorship package available!

Secure the prime speaking slot and dominate as the top brand in the minds of thousands of buyers.

Thought leadership

- Recognition as official Future Theatre Sponsor
- 1x Speaking opportunity on Future Theatre on Day One
- 1x Panel session on Future Theatre
- 1x Discovery session
- Receive a GDPR compliant list of on-site attendees to your content session no later than one week post-show. Data to include name, company, job title, country and email contact.
- You will also have access to a GDPR-compliant list of attendees who bookmarked your online session within the event planner.

Branding

- Logo inclusion on the homepage under the Sponsors section highlighted as "STRATEGIC PARTNER"
- Stand location highlight
- Logo inclusion on onsite branding and signage, where applicable
- 1x onsite exclusive branding (divider pillars)



Marketing

- 1x Company Section 'blurb' in the CPHI Newsletter
- 1x social media welcome post upon confirmation of sponsorship
- 1x dedicated social media post announcing a sponsor speaker or session
- 1x dedicated email campaign. The sponsor has to provide email content
- Sponsor logo included in the sponsor logo board in visitor promotional emails, where applicable
- 1x testimonial from the senior spokesperson or management to be posted on the event social media channels

Digital enhancements

- The company is highlighted on the event app and CPHI exhibitor list
- An upgrade to your Company Profile with the Essential Package
- Exhibitor listing booster package
- Ad column on the event app
- 3x mobile app push notifications (during show days)

Package extras

- Recognition as a sponsor of the Thank You email
- Access to all lounges
- VIP Passes for 10 clients
- Interview with the CPHI team onsite during the show days

PLATINUM SPONSOR

US\$ 125,000

LIMITED TO THREE (3) SPONSORS



Elevate your brand with Platinum Sponsorship that includes speaking opportunities on the Future Theatre and the Discovery Stage. Stand out to pharma buyers and stakeholders with premium visibility and stay top of mind when they go back to their companies.

Thought leadership

- First refusal of theatre sponsorship (Discovery, Next-Gen Bio Stage or Innovation)
- 1x Speaking opportunity on Future Theatre
- 1x Discovery session
- Receive a GDPR compliant list of on-site attendees to your content session no later than one week post-show. Data to include name, company, job title, country and email contact.
- You will also have access to a GDPR-compliant list of attendees who bookmarked your online session within the event planner.

Branding

- Logo inclusion on the homepage under the Sponsors section highlighted as "PLATINUM SPONSOR"
- Stand location highlight
- Logo inclusion on onsite branding and signage, where applicable
- Logo inclusion in post-event report
- 1x onsite exclusive branding (free standing pillars or a set of pillar)

Marketing

- 1x social media welcome post upon confirmation of sponsorship
- 1x dedicated email campaign. The sponsor has to provide email content
- Sponsor logo included in the sponsor logo board in visitor promotional emails, where applicable
- 1x testimonial from the senior spokesperson or management to be posted on the event social media channels

Digital enhancements

- The company is highlighted on the event app and CPHI exhibitor list
- An upgrade to your Company Profile with the Essential Package
- Exhibitor listing booster package (digital package)
- 1x mobile app push notifications (during show days)

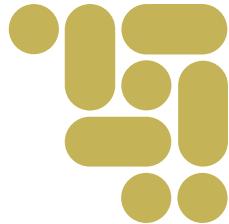
Package extras

- VIP Passes for 7 clients
- Onsite Exhibitor Interview promoting the company

GOLD SPONSOR

US\$ 75,000

LIMITED TO FIVE (5) SPONSORS



Elevate your brand with Platinum Sponsorship that includes speaking opportunities on the Future Theatre and the Discovery Stage. Stand out to pharma buyers and stakeholders with premium visibility and stay top of mind when they go back to their companies.

Thought leadership

- 1xPanel session on Future Theatre
- 1x Discovery session
- Receive a GDPR compliant list of on-site attendees to your content session no later than one week post-show. Data to include name, company, job title, country and email contact.
- You will also have access to a GDPR-compliant list of attendees who bookmarked your online session within the event planner.

Branding

- Logo inclusion on the homepage under the Sponsors section highlighted as "GOLD SPONSOR"
- Stand location highlight
- Logo inclusion on onsite branding and signage, where applicable
- Logo inclusion in post-event report
- 1x onsite exclusive branding (free standing options available)

Marketing

- 1x social media welcome post upon confirmation of sponsorship
- Sponsor logo included in the sponsor logo board in visitor promotional emails, where applicable
- 1x testimonial from the senior spokesperson or management to be posted on the event social media channels

Digital enhancements

- The company is highlighted on the event app and CPHI exhibitor list
- An upgrade to your Company Profile with the Essential Package
- Exhibitor listing booster package (digital package)
- 1x mobile app push notifications (during show days)

Package extras

- VIP Passes for 5 clients



Silver and Bronze packages give you stage time to deliver your message to pharma buyers and stakeholders in any one of the Discovery, Next-Gen Bio Stage, or Innovation Theatres.

SILVER SPONSOR

US\$ 50,000

LIMITED TO SEVEN (7) SPONSORS

BRONZE SPONSOR

US\$ 25,000

LIMITED TO TEN (10) SPONSORS

Thought leadership

- 1x Speaking opportunity on either the Discovery, Next-Gen Bio Stage or Innovation Theatre
- Receive a GDPR compliant list of on-site attendees to your content session no later than one week post-show. Data to include name, company, job title, country and email contact.
- You will also have access to a GDPR-compliant list of attendees who bookmarked your online session within the event planner.

Branding

- Logo inclusion on the homepage under the Sponsors section highlighted as "SILVER SPONSOR"
- Stand location highlight
- Logo inclusion on onsite branding and signage, where applicable
- Logo inclusion in post-event report

Marketing

- 1x social media welcome post upon confirmation of sponsorship
- Sponsor logo included in the sponsor logo board in visitor promotional emails, where applicable

Digital enhancements

- The company is highlighted on the event app and CPHI exhibitor list.
- An upgrade to your Company Profile with the Essential Package
- 1x mobile app push notifications (during show days)

Thought leadership

- 1x Speaking Opportunity on either the Discovery, Next-gen Bio Stage or Innovation Theatre Panel Discussion
- Receive a GDPR compliant list of on-site attendees to your content session no later than one week post-show. Data to include name, company, job title, country and email contact.
- You will also have access to a GDPR-compliant list of attendees who bookmarked your online session within the event planner.

Branding

- Logo inclusion on the homepage under the Sponsors section highlighted as "BRONZE SPONSOR"
- Stand location highlight
- Logo inclusion on onsite branding and signage, where applicable

Marketing

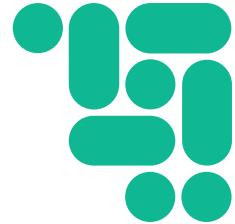
- 1x social media welcome post upon confirmation of sponsorship
- Sponsor logo included in the sponsor logo board in visitor promotional emails, where applicable

Digital enhancements

- The company is highlighted on the event app and CPHI exhibitor list.
- An upgrade to your Company Profile with the Essential Package

Speaking Opportunities

Boost your brand and maximize your impact at CPHI Middle East



Discovery Theatre

US\$ 5,000

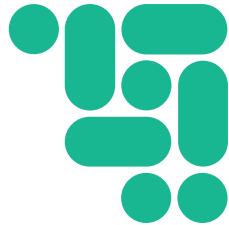
The Discovery Stage showcases case studies from international companies who have established a footprint in KSA, understanding local regulations, building relationships, and navigating entry obstacles.

Your package includes:

- 1x Speaking opportunity on Discovery Theatre
- Receive a GDPR compliant list of on-site attendees to your content session no later than one week post-show. Data to include name, company, job title, country and email contact.
- You will also have access to a GDPR-compliant list of attendees who bookmarked your online session within the event planner.

Marketing Packages

Enhance your event profile to ensure that your company and products can be easily found through attendee searches.



Essential Package

US\$ 1,500

- In addition to your mandatory event profile, you will receive:
- + 10 business products/ services
- +350 words to company description
- +8 product categories
- +9 marketing content pieces

The mandatory event profile includes: company logo, 8 products/services, 5 categories linked to company & products, 1 content piece and news, a 400 character company description

Advanced Package

US\$ 3,500

(LIMITED TO 20 CLIENTS)

- In addition to your mandatory event profile, you will receive:
- Featured on the Exhibitor List
- Header Image on your event profile
- + 10 business products/ services
- +350 words to company description
- +8 product categories
- +9 marketing content pieces

Floor graphic
(placed in the hall of your choice)

Enterprise Package

US\$ 5,000

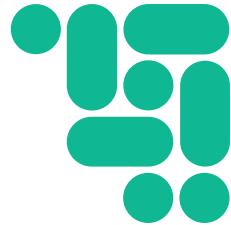
(LIMITED TO 5 CLIENTS)

- In addition to your mandatory event profile, you will receive:
- Featured Exhibitor
- Header Image on your event profile
- + 10 business products/ services
- +350 words to company description
- +8 product categories
- +9 marketing content pieces

Freestanding sign
(placed in a high traffic location)

Extra Tiered Packages – on the Mobile App

Join us in making a lasting impact where it matters most.



Post Show Report Sponsor

US\$ 5,000

(EXCLUSIVE TO ONE (1) SPONSOR ONLY)

- Sponsor logo on post show report
- Sponsor advert in report
- Show report sent to all registered attendees

CPHI Exhibition TV

US\$ 5,000

(LIMITED TO 10 CLIENTS)

- **Onsite interview**
(content related, products, innovation)
- **5-minute onsite interview with CPHI Team**
(edited onsite and delivered the following day)
- **B-Roll can be added**

First Contact – Get Noticed by Every Attendee



For industry leaders valuing branding and visibility, key options are lanyards, badges, bags, and registration counters. Your company logo can create a lasting impression on attendees.



Registration/Welcome Sponsor

US\$ 25,000

(EXCLUSIVE TO ONE (1) SPONSOR ONLY)

- The company logo will be displayed as our **Registration Sponsor** on the CPHI MEA homepage
- Company logo will be displayed as our **Registration Sponsor** on all registration desks throughout the event
- Company banner on the footer of registration pages & confirmation email
- Mobile app banner advert
- Company highlight on event app & CPHI exhibitor list

Event Bag Sponsorship

US\$ 50,000

(EXCLUSIVE TO ONE (1) SPONSOR ONLY)

- Sponsor branded event bags (co-branded with CPHI Middle East)
- 10,000 high-end bags made from sustainable materials
- Distributed across the event at the busy registration locations
- Company highlight on event app & CPHI exhibitor list

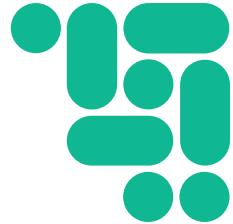
Lanyard & Badge Sponsor

US\$ 50,000

(EXCLUSIVE TO ONE (1) SPONSOR ONLY)

- Sponsor branded lanyards (co-branded with CPHI Middle East)
- 10,000 event lanyards made from sustainable materials
- Branded badges distributed across the event. Company logo on all printed and digital badges*
- Company highlight on event app & CPHI exhibitor list

Mark Your Presence



Water Bottle Sponsorship

US\$ 50,000

(EXCLUSIVE TO ONE (1) SPONSOR ONLY)

- Sponsor provides logo placed on a reusable water bottle and hydration points all over the venue (co-branded with CPHI)*
- CPHI will order and deliver water bottles onsite
- 10,000 bottles approx.



Wi-Fi Sponsorship

US\$ 40,000

(EXCLUSIVE TO ONE (1) SPONSOR ONLY)

- Sponsor to provide artwork visible when logging into the Wi-Fi
- Link to Sponsor homepage after login
- Sponsor logo visible on onsite branding wherever Wi-Fi is mentioned

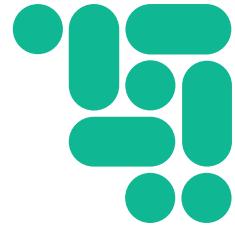


Match & Meet Sponsor

US\$ 30,000

(EXCLUSIVE TO ONE (1) SPONSOR ONLY)

- Match & Meet Lounge entrance unit branded with "Sponsored by" company logo
- Company logos on a variety of tables throughout area
- 1 "reserved" table for the sponsor to hold meetings within the Match & Meet area
- website & app highlights
- Marketing to highlight sponsorship



Onsite Branding Opportunities

Hanging Banner Collections

Elevate Your Brand with Eye-Catching Hanging Banners!



Circular Banner

SMALL:

US\$ 8,000

LARGE:

US\$ 10,000

Hanging Banner (Double-sided)

LANDSCAPE:

US\$ 6,000

(EACH)

PORTRAIT:

US\$ 6,000

(EACH)



Box Banner

SMALL:

US\$ 8,000

LARGE:

US\$ 10,000

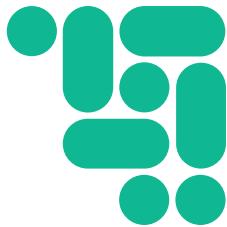


Aisle Banners

(EXCLUSIVE AISLE BANNER
SPONSOR – PER HALL)

US\$ 12,000

(EACH HALL)



Digital Options



Advertise in the CPHI Newsletter

US\$ 1,100

DISPLAY AD – TOP POSITION

US\$ 550

DISPLAY AD – MIDDLE POSITION

- Effectively promote your brand, products and content to 127,000+ engaged pharma professionals and drive traffic to your website.

Sponsor a trend report

US\$ 27,000

- Associate your brand with the hottest topics in the market and generate quality GDPR-compliant leads.
- This package includes a full-page advertisement, full branding and promotion from CPHI, plus an interview with your subject matter expert and more...

Sponsor or develop a webinar

STARTING FROM

US\$ 10,900

- Sponsor an editorial webinar or work with us to develop your own to demonstrate your thought leadership and generate high-quality, valuable GDPR-compliant leads.
- You choose your level of involvement – from topics, recruitment of speakers to promotion. It's totally flexible.

Digital Options



Boost your CPHI Middle East participation

A Advertise on the official event platform and mobile app to reach every event attendee, invite them to your booth, build brand awareness and increase your exhibition ROI with:

COLUMN ADVERTISEMENT

US\$ 8,700

FEATURED PRODUCTS HIGHLIGHT

US\$ 2,900

POP UP & PUSH NOTIFICATIONS COMBO

US\$ 3,250

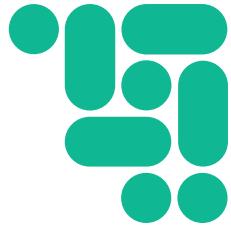
B Enhance your event profile and boost your thought leadership to ensure that your company and products can be easily found through attendee searches.

This package includes:

- Featured listing on the Exhibitor List
- Header Image
- + 10 business products/ services
- + 350 words to company description
- + 8 product categories
- + 9 marketing content pieces

EXHIBITOR LISTING BOOSTER PACKAGE

US\$ 3,250



Meeting Rooms



Meeting room package

US\$ 13,000

(EXHIBITOR PRICE) 12SQM

US\$ 20,000

(NON-EXHIBITOR PRICE) 12SQM

(LIMITED TO FOUR CLIENTS)

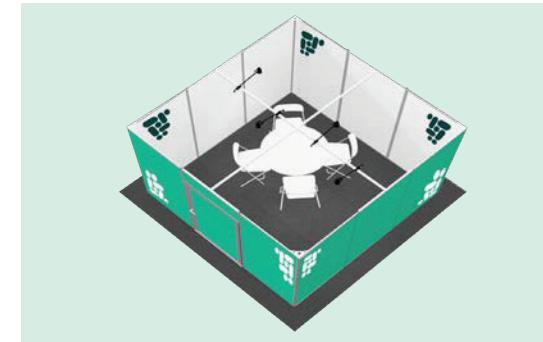
- 2.5m high walls, filled with palboard, colour white
lockable door company name above the window
with the meeting room number

Furniture

- 2 x low tables-white
- 6 x chairs-white
- 1 x waste bin

Clients can add artwork to meeting rooms panels, both inside and outside.

Ask the Account Manager for details – typically \$1,000 per panel



Match & Meet Area Reserved Table

US\$ 3,500

(PER TABLE)

(LIMITED TO 5 CLIENTS)

- Reserved for your company for the duration of the show
- Catering provided in the Match & Meet location

Secure your Partnership with CPHI Middle East now



Leverage the unique opportunity to connect with local and international pharma leaders

Please reach out to us for more information.

For Middle East & Africa:



Mundhir Al-Hakim

Exhibition Director
CPHI Middle East

E Mundhir.Al-Hakim@tahaluf.com



Mark Szoboszlay

Sales Manager
CPHI Middle East

E Mark.Szoboszlay@informa.com

For Rest of the World:



Cigdem Celen

Regional Manager
MEA

E Cigdem.Celen@informa.com

Visit:

www.cphi.com/middle-east/en/home.html

Sponsorship Form:

[Get Involved](#)

At the heart of Pharma

tahaluf
an informa
company

 **informa markets**