



Under the patronage of



Sponsorship Brochure

Elevate Your Brand, Generate Leads and Drive ROI

10-12 December 2025

Riyadh Exhibition & Convention Center – Malham,
Saudi Arabia

Organized By:



Supported By:



Record-breaking achievements in 2024

- ❖ World's largest pharma debut event in history
- ❖ CPHI Middle East established itself as the market-leading pharmaceutical event in the MEA region in its launch year
- ❖ Recognition by Royal Court
- ❖ Deal-Making At Full Throttle: US \$2.7 Billion of on-site deals
- ❖ An Unmatched Experience – 75% of Our 2024 Exhibitors Secured Their Spot Onsite!

New exciting zones and conferences!

**CPHI MIDDLE EAST 2025
WILL BE EVEN BIGGER,
BETTER, AND BOLDER.**



45,000+
visitors



600+
Exhibitors



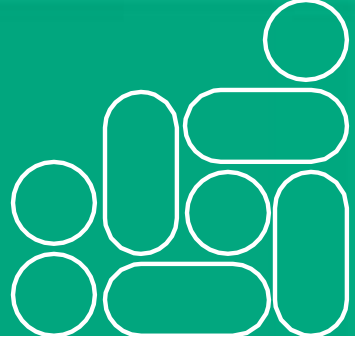
150+
Speakers



50+
start-ups



CPHI Middle East & Saudi Vision 2030



CPHI Middle East plays a crucial role in supporting Saudi Arabia’s Vision 2030 by providing a platform for industry growth, collaboration, and visibility. Here’s how:

- 1 Attracting Global & Regional Investments
- 2 Promoting Localization & Manufacturing Growth
- 3 Facilitating R&D & Innovation Collaborations
- 4 Increasing Brand Visibility & Business Opportunities
- 5 Strengthening Saudi’s Pharma Supply Chain

Why Our Sponsors Invest with CPHI Middle East

- ✓ Access a fast-growing pharmaceutical market.
- ✓ Gain unparalleled brand visibility.
- ✓ Generate qualified leads through targeted networking.
- ✓ Establish thought leadership in a competitive landscape.
- ✓ Enjoy long-term business impact beyond the event.

Before & After Sponsorship Scenarios: Addressing Key Marketing Objectives

1

Lead Generation

Before Sponsorship:

A pharmaceutical packaging company wants to enter the Middle East market but struggles to generate quality leads. Their sales team relies on cold outreach and scattered online inquiries, leading to slow and inefficient conversions.

After Sponsorship:

By sponsoring a **Hosted Buyers Lounge + Digital Lead Scanning + Webinar**, the company gains direct access to pre-qualified buyers. Now, instead of chasing leads, they're engaging in scheduled one-on-one meetings, capturing high-intent contacts, and receiving post-event lead reports.

Additional Sponsorship Solutions:

- ✦ **Branded Networking Zones** – Position your brand where high-value conversations happen.
- ✦ **Lead Retrieval Tech** – Capture attendee data seamlessly at your booth or sponsored sessions.
- ✦ **Industry Roundtable Sponsor** – Exclusive discussions with senior decision-makers, generating highly targeted leads.

Before & After Sponsorship Scenarios: Addressing Key Marketing Objectives

2

Brand Awareness

Before Sponsorship:

A generic drug manufacturer exhibits at CPHI Middle East but struggles to stand out in a crowded exhibition hall. Despite having an innovative product, they lack high-visibility brand exposure.

After Sponsorship:

By investing in **Outdoor Building Wraps + Entrance Arch Branding + Floor Graphics**, their brand becomes unmissable from the moment attendees arrive. Attendees immediately recognize their company, increasing booth visits and conversations.

Additional Sponsorship Solutions:

- ✦ **Lanyard or Badge Sponsorship** – Every attendee carries your brand all day.
- ✦ **Hanging Banners & Digital Signage** – Eye-level and high-impact visibility in key footfall areas.
- ✦ **Mobile App or WiFi Sponsorship** – Attach your brand to essential event touchpoints.

Before & After Sponsorship Scenarios: Addressing Key Marketing Objectives

3

Thought Leadership

Before Sponsorship:

A biotech firm wants to position itself as a leader in personalized medicine but struggles to get industry attention. Their innovations are groundbreaking, but they lack the right platform to influence decision-makers.

After Sponsorship:

By sponsoring a **Keynote Speaking Slot + Exclusive Whitepaper Distribution + a Hosted Leadership Dinner**, they take center stage in critical industry conversations. Now, their insights drive industry trends, and top executives seek them out for collaborations.

Additional Sponsorship Solutions:

- * **Panel Discussion Sponsorship** – Share the stage with key regulators & industry leaders.
- * **Content Hub Sponsor** – Feature expert articles, research, and case studies pre- and post-event.
- * **Product Showcase Sponsorship** – Exclusive demo slots in the Innovation Zone.

Before & After Sponsorship Scenarios: Addressing Key Marketing Objectives

4

Networking & Relationship Building

Before Sponsorship:

A clinical research organization wants to strengthen relationships with pharmaceutical executives but finds it difficult to secure meetings during the event. Their team attends networking sessions but lacks structured opportunities for deep engagement.

After Sponsorship:

By sponsoring an **Exclusive CEO Networking Lounge + VIP Dinner + Private Meeting Pods**, they control the environment where key decision-makers gather. Instead of chasing meetings, they host intimate, high-impact conversations that drive long-term partnerships.

Additional Sponsorship Solutions:

- ✦ **Hosted Buyer Programs** – Pre-arranged 1:1 meetings with qualified leads.
- ✦ **Breakfast Seminar or Gala Dinner Sponsorship** – Position your brand at the most social & high-level gatherings.

Supercharging Business Growth: Global Partnerships worth US \$2.7 bn Signed







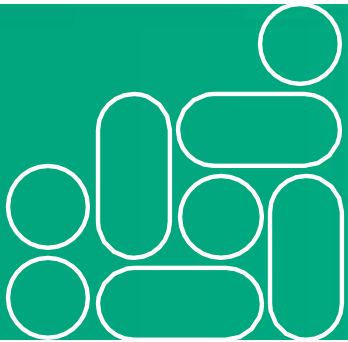






Section 1: Sponsorship Packages

Sponsorship Opportunity Rate Card



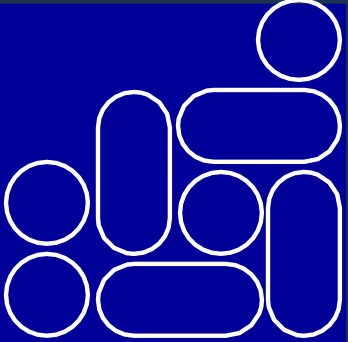
Investment (US\$)	FOUNDATION \$400,000	STRATEGIC \$250,000	PLATINUM \$175,000	GOLD \$125,000	SILVER \$60,000
Networking & VIP Access					
Access to Exclusive Networking Events	✓	✓	✓	✓	
VIP Passes (Parking, Private Entrance & Lounge areas)	Unlimited	8	5	3	2
Private Meeting Room/ Lounge with catering	✓	✓	✓		
Dedicated table in Match & Meet Zone	✓	✓			
Thought Leadership Expansion					
Custom Content Creation	✓	✓			
Executive Interview Spotlight	✓	✓	✓		
Conference Speaking Opportunity	✓	✓	✓	✓	✓
Hosted Webinar	✓				
Digital & Content Marketing					
Enhanced Exhibitor Listing Package	✓	✓	✓	✓	✓
Exclusive Blog Post / Case Study	✓	✓	✓	✓	✓
Lead Generation Campaigns	✓	✓			
Social Media Campaign	8 post across all platforms	5 post across all platforms	3 post across all platforms	2 post across all platforms	1 post across all platforms
Push Notifications - Event App	5	3	2	1	
Exhibition Branding					
Event Signage	✓	✓	✓	✓	✓
Exclusive Branding	✓	✓	✓		
Stand Location Highlight	✓	✓	✓	✓	✓
Logo feature of Partner signage and website	✓	✓	✓	✓	✓

FOUNDATION SPONSOR

Ideal for organizations seeking to deepen their engagement with industry stakeholders and showcase their strategic vision.

Limited To Two
(2) Sponsors Only

Price: **US\$ 400,000**



As a Foundation Sponsor, your brand will be recognized as the cornerstone of CPHI Middle East, the region’s premier pharmaceutical event. This exclusive tier offers unparalleled visibility and influence, positioning your organization as a leader in driving industry innovation. Benefits include:

Networking & VIP Access

- Exclusive access to invite-only networking Events with key decision-makers
- Unlimited VIP passes for participating attendees
- Private on-site Meeting Room/Lounge area for show duration including catering service (customizable upon request)
- 1x Exclusive reserved table in the Match & Meet zone for entire show duration

Thought Leadership Expansion

- 1x Custom content creation in format of Whitepaper, Report or Article
- Executive Interview Spotlight
- Exclusive opportunity to deliver a keynote speech or secure a guaranteed spot in a curated panel discussion aligned with your expertise.
- Customized webinar service,

Digital & Content Marketing

- Exhibitor Listing Booster Package
- Exclusive blog post or case study for publication on CPHI ME channels
- Lead Generation Campaign
- Social media campaign featuring 8 tailored posts across all event platforms
- 5x mobile app push notifications (during show days)

Exhibition Branding

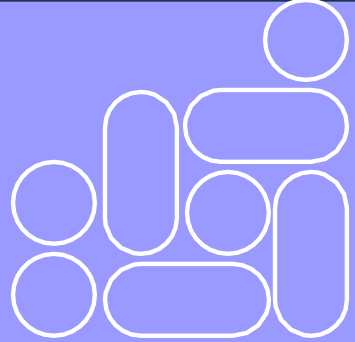
- Logo inclusion on the homepage under the Sponsors section highlighted as “FOUNDATION PARTNER”
- Booth prominently highlighted on both the mobile app map and digital on-screen information centers
- Logo Inclusion on on-site branding and signage, where applicable
- 1x Exclusive on-site branding product up to \$50,000 in value (subject to availability)

STRATEGIC PARTNER

Ideal for organizations seeking to deepen their engagement with industry stakeholders and showcase their strategic vision.

Limited To Three
(3) Sponsor Only

Price: **US\$ 250,000**



As a Strategic Sponsor, your brand will be at the forefront of key initiatives and discussions shaping the future of the pharmaceutical industry. This tier offers a strategic platform to align your brand with cutting-edge trends and innovations. Benefits include:

Networking & VIP Access

- Exclusive access to invite-only networking Events with key decision-makers
- 8x VIP passes for participating attendees
- Private on-site Meeting Room/Lounge area for show duration including catering service (customizable upon request)
- 1x Exclusive reserved table in the Match & Meet zone for entire show duration

Thought Leadership Expansion

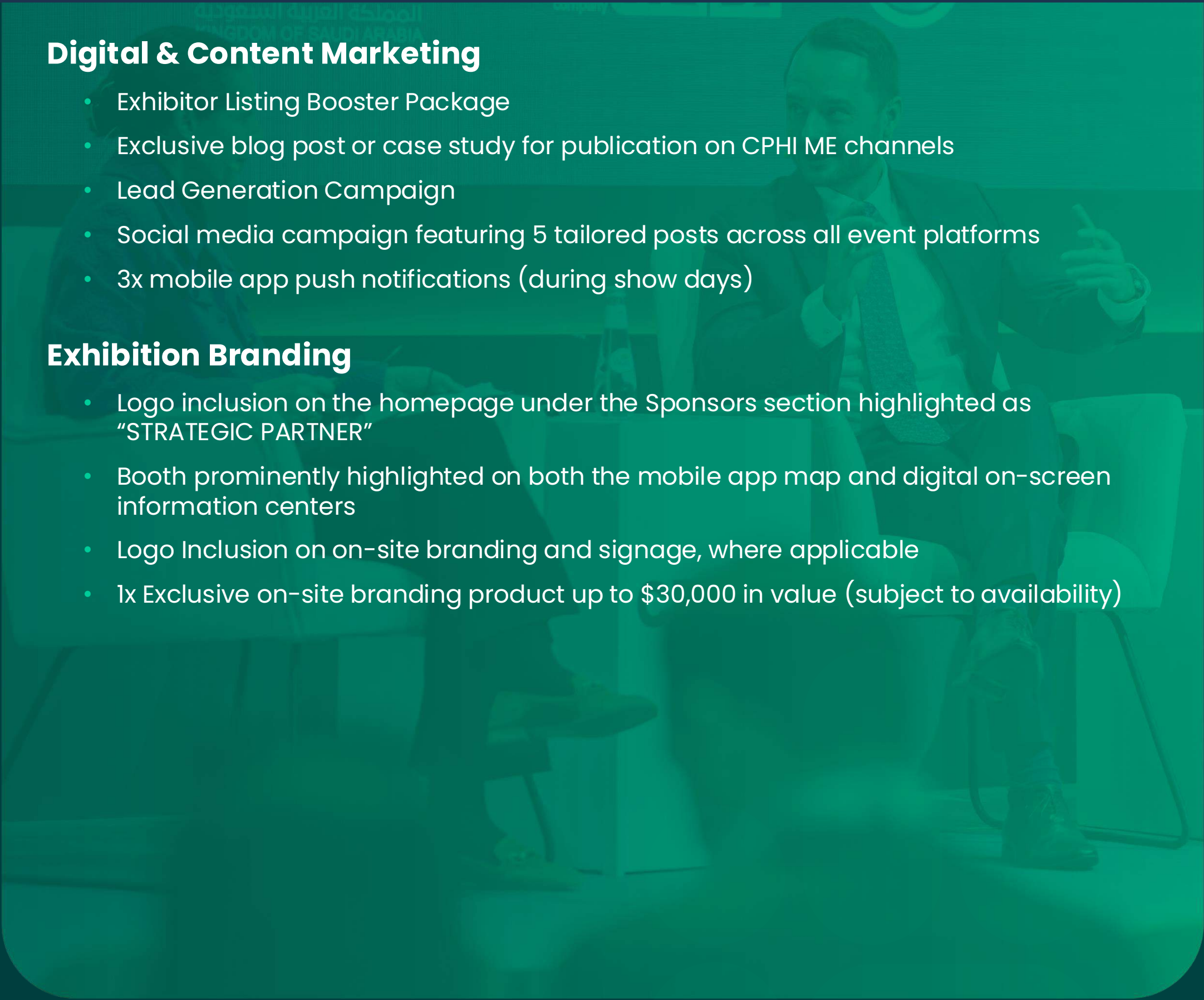
- 1x Custom content creation in format of Whitepaper, Report or Article
- Executive Interview Spotlight – Live or recorded interview published on all event platforms.
- Exclusive opportunity to deliver a keynote speaking seminar or secure a guaranteed spot in a curated panel discussion aligned with your expertise.

Digital & Content Marketing

- Exhibitor Listing Booster Package
- Exclusive blog post or case study for publication on CPHI ME channels
- Lead Generation Campaign
- Social media campaign featuring 5 tailored posts across all event platforms
- 3x mobile app push notifications (during show days)

Exhibition Branding

- Logo inclusion on the homepage under the Sponsors section highlighted as “STRATEGIC PARTNER”
- Booth prominently highlighted on both the mobile app map and digital on-screen information centers
- Logo Inclusion on on-site branding and signage, where applicable
- 1x Exclusive on-site branding product up to \$30,000 in value (subject to availability)



PLATINUM SPONSOR

Ideal for established industry leaders looking to reinforce their market position and connect with top-tier decision-makers.

Limited To Five
(5) Sponsors Only

Price: **US\$ 175,000**



As a Platinum Sponsor, your brand will enjoy premium visibility and access to the most influential players in the pharmaceutical industry. This tier is designed to maximize your exposure and ROI. Benefits include:

Networking & VIP Access

- Exclusive access to invite-only networking Events with key decision-makers
- 5x VIP passes for participating attendees
- Private on-site Meeting Room/Lounge area for show duration including catering service (customizable upon request)

Thought Leadership Expansion

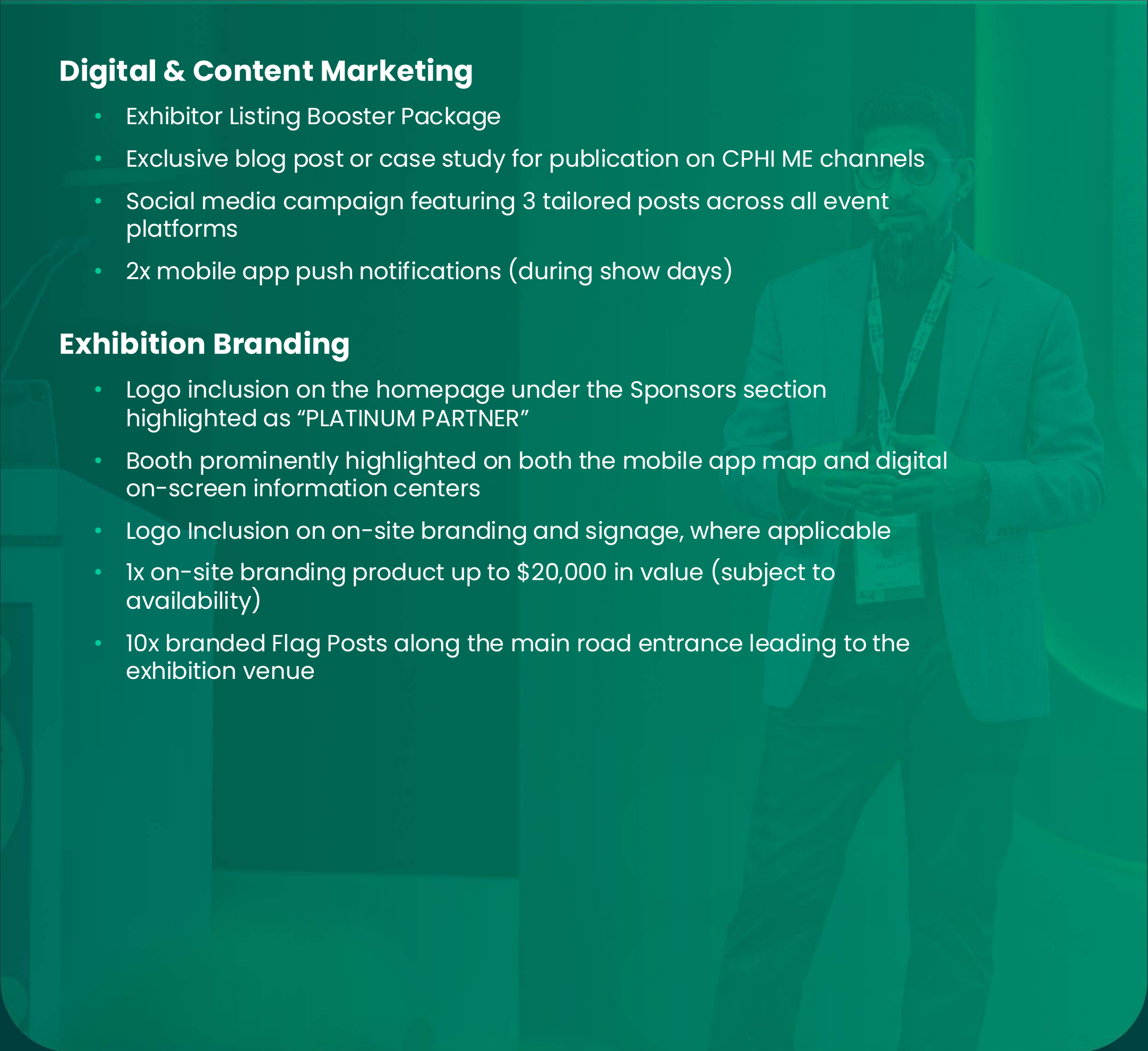
- Executive Interview Spotlight – Live or recorded interview published on all event platforms.
- Exclusive opportunity to deliver a keynote speaking seminar or secure a guaranteed spot in a curated panel discussion aligned with your expertise.

Digital & Content Marketing

- Exhibitor Listing Booster Package
- Exclusive blog post or case study for publication on CPHI ME channels
- Social media campaign featuring 3 tailored posts across all event platforms
- 2x mobile app push notifications (during show days)

Exhibition Branding

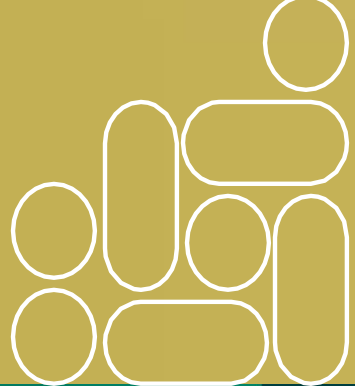
- Logo inclusion on the homepage under the Sponsors section highlighted as “PLATINUM PARTNER”
- Booth prominently highlighted on both the mobile app map and digital on-screen information centers
- Logo Inclusion on on-site branding and signage, where applicable
- 1x on-site branding product up to \$20,000 in value (subject to availability)
- 10x branded Flag Posts along the main road entrance leading to the exhibition venue



GOLD SPONSOR

Ideal for organizations looking to enhance their brand presence and engage with a targeted audience.

Price: **US\$ 125,000**



As a Gold Sponsor, your brand will gain significant visibility and recognition among CPHI Middle East’s global audience. This tier offers a balanced mix of branding and networking opportunities. Benefits include:

Networking & VIP Access

- Exclusive access to invite-only networking Events with key decision-makers
- 3x VIP passes for participating attendees

Thought Leadership Expansion

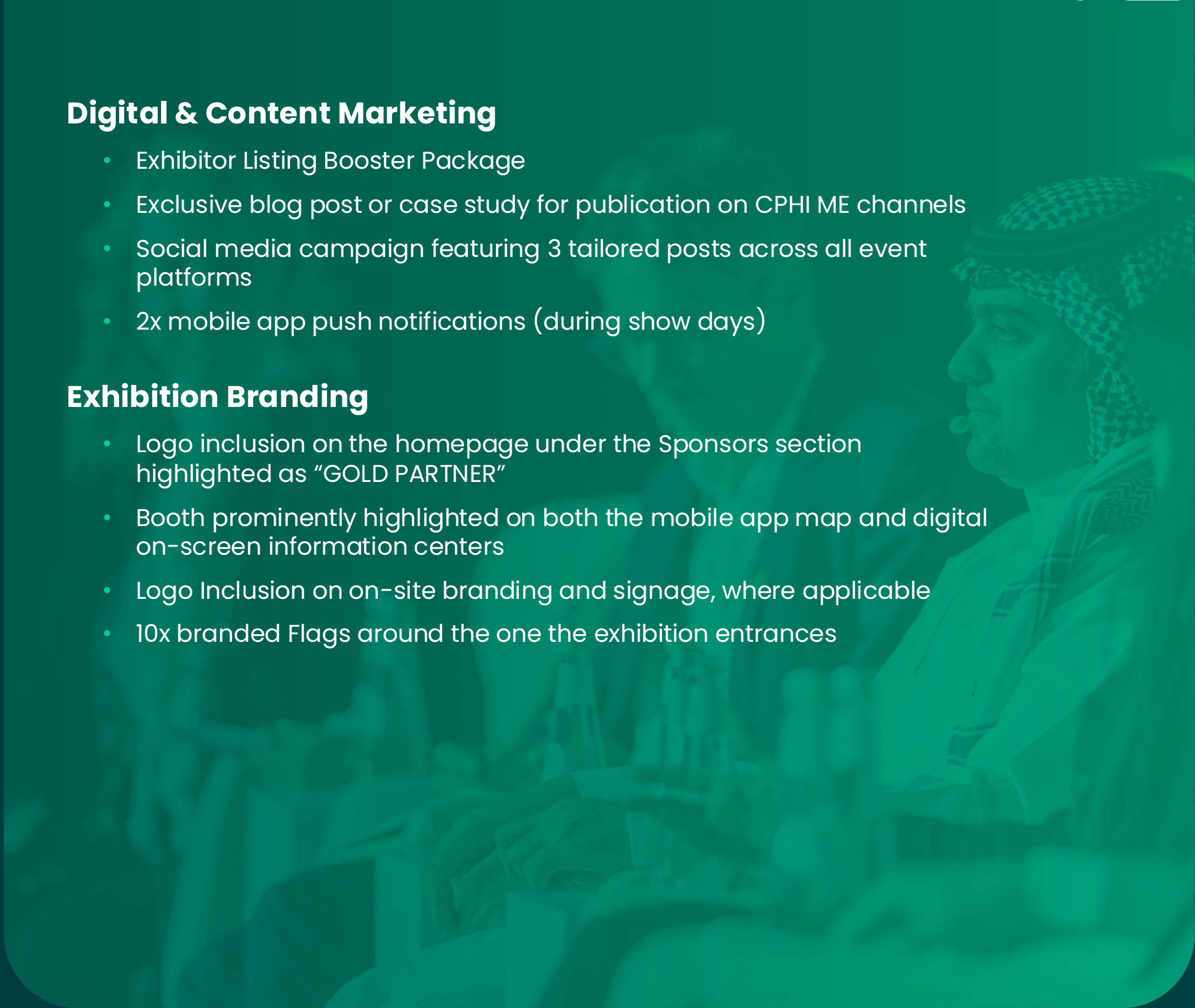
- Exclusive opportunity to deliver a keynote speaking seminar or secure a guaranteed spot in a curated panel discussion aligned with your expertise.

Digital & Content Marketing

- Exhibitor Listing Booster Package
- Exclusive blog post or case study for publication on CPHI ME channels
- Social media campaign featuring 3 tailored posts across all event platforms
- 2x mobile app push notifications (during show days)

Exhibition Branding

- Logo inclusion on the homepage under the Sponsors section highlighted as “GOLD PARTNER”
- Booth prominently highlighted on both the mobile app map and digital on-screen information centers
- Logo Inclusion on on-site branding and signage, where applicable
- 10x branded Flags around the one the exhibition entrances



SILVER SPONSOR

Ideal for emerging companies and SMEs looking to increase their visibility and connect with potential partners and clients

Price:

US\$ 60,000



As a Silver Sponsor, your brand will gain valuable exposure and access to CPHI Middle East's diverse audience. This tier is designed to help you build meaningful connections and showcase your offerings. Benefits include:

Networking & VIP Access

- Exclusive access to invite-only networking Events with key decision-makers
- 2x VIP passes for participating attendees

Thought Leadership Expansion

- Opportunity to deliver a keynote speaking seminar

Exhibition Branding

- Logo inclusion on the homepage under the Sponsors section highlighted as "SILVER PARTNER"
- Booth prominently highlighted on the mobile app map
- Logo Inclusion on on-site branding and signage, where applicable
- 5x branded Flags around the one the exhibition entrances

Digital & Content Marketing

- Exhibitor Listing Booster Package
- Exclusive blog post or case study for publication on CPHI ME channels
- Social media campaign featuring 1 tailored posts across all event platforms
- 1x mobile app push notifications (during show days)





Section 2: Exclusive Items

Registration/Welcome Sponsor Exclusive

As the **Registration & Welcome Sponsor** for CPHI Middle East, your brand will take center stage as the first point of contact for thousands of pharmaceutical professionals, decision-makers, and industry leaders attending the region's premier pharmaceutical event.

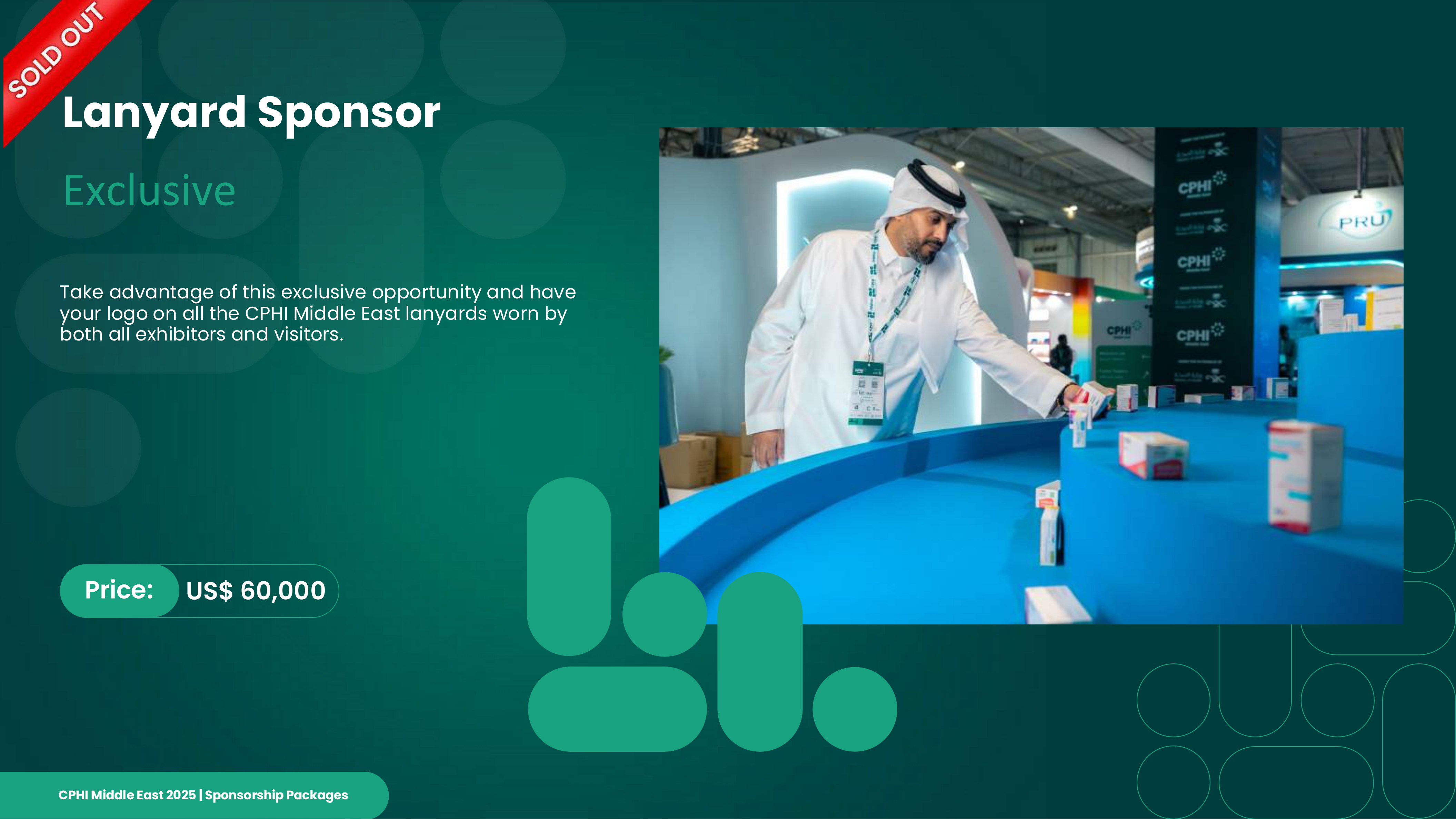
By aligning your brand with the event's most critical touchpoints, you'll create a lasting impression and establish meaningful connections with key industry stakeholders.

Brand Inclusion Opportunities:

- Logo prominently displayed on all registration desks
- Company hyperlinked banner on the footer of all registration pages
- Company hyperlinked banner in all visitor and exhibitor confirmation emails

Price: US\$ 95,000





SOLD OUT

Lanyard Sponsor

Exclusive

Take advantage of this exclusive opportunity and have your logo on all the CPHI Middle East lanyards worn by both all exhibitors and visitors.

Price: US\$ 60,000

SOLD OUT

Water Bottle Sponsor Exclusive

As part of our sustainability campaign, CPHI ME aims to provide re-usable water bottles to the attendees. Take advantage of this opportunity and reduce the environmental impact of plastic use at the venue.

Price: US\$ 60,000



Badge Sponsor

Exclusive

Feature your logo on all attendee badges, both the digital QR code badges sent before the event and the printed badges handed out onsite.

Price: US\$ 60,000



Visitor Bag Sponsor

Exclusive

Become the exclusive sponsor of the Visitor Bag that will be handed to the CPHI ME attendees. The sponsor will need to produce the bags with a sustainable material, the recommended fabrics are organic cotton and natural fiber.

Price: US\$ 65,000



Post-show report sponsor

Exclusive

An exclusive opportunity to raise your company's awareness by placing your logo on the cover page of the CPHI ME post-show report sent to the entire CPHI ME universe.

Banner

Price: US\$ 15,000



“Can I help you” staff sponsor

Exclusive

A valuable opportunity for your brand to be present at every corner of the venue.

The “Can I help you” staff are strategically positioned throughout the venue, assisting attendees with directions and queries.

Price: US\$ 15,000





Section 4: Thought Leadership & Networking

Private Meeting Room

Does your organization need a meeting room during CPHI ME 2025?

Meeting rooms can be rented for the 3 days of the show and are located above the exhibition halls, convenient for your team to access from the concourse to get away from the buzzing show floor to host meetings in a quiet place.

Exhibitors:

Price: **US\$ 25,000**

Non-exhibitors:

Price: **US\$ 50,000**



Workshops Non-CME

Want the opportunity to demonstrate your products or new technologies to your target audience? These exclusive hands-on training sessions give you the chance to showcase your equipment up close and personal in an enclosed environment.

The dedicated workshops will allow you to provide in-depth knowledge, training and demonstrations to end-users of your products. The audience will walk away with real life learnings and will be able to apply them in their everyday practices.

Per day

Price: US\$ 20,000



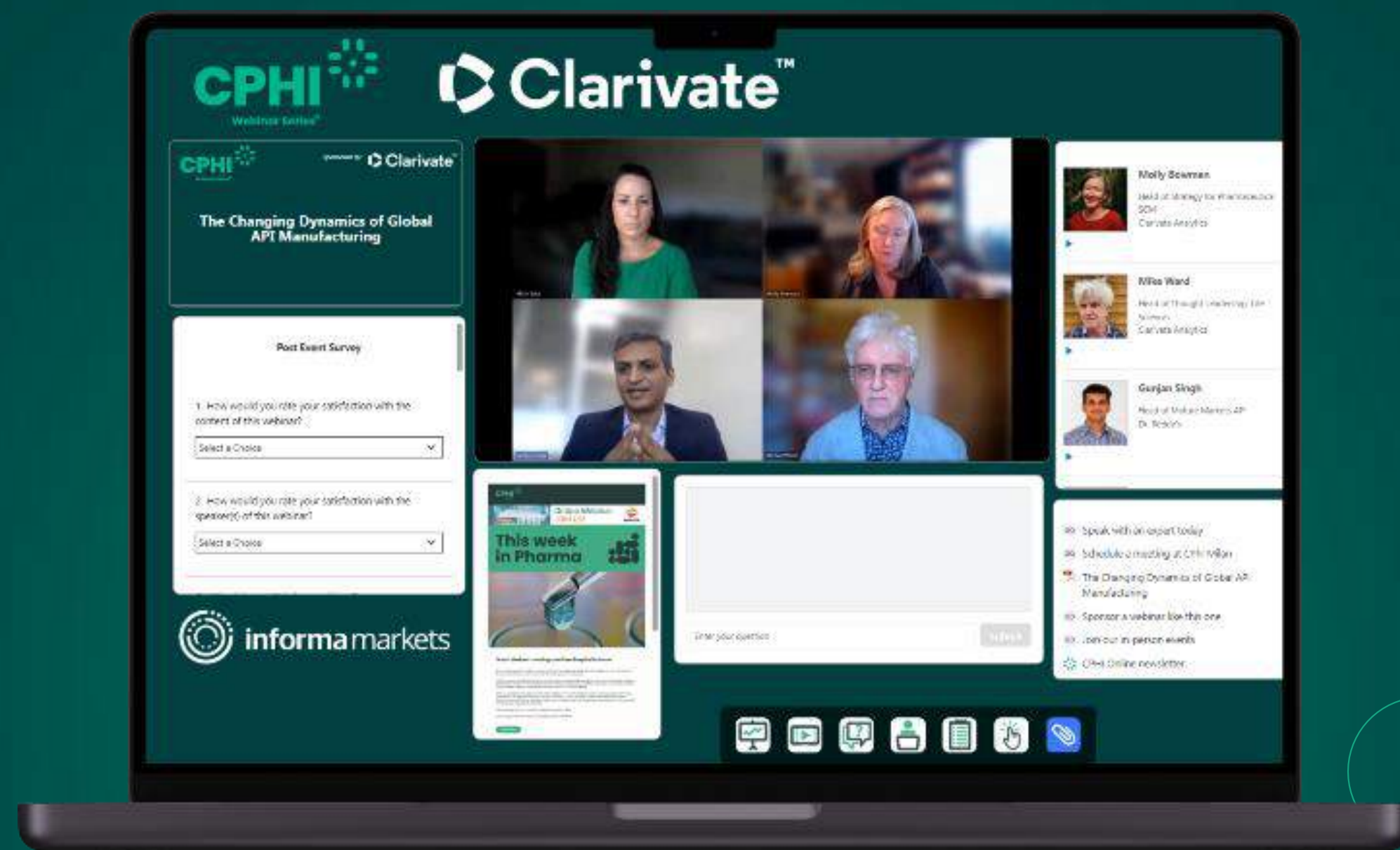
Webinar

Do you have a new product, solution or capability to share? A custom webinar allows you to reach a global audience with a content-driven, non-commercial approach. With our custom webinar package, you define the topic and speaker, and we bring your webinar to life.

Key Features:

- Build trust, loyalty and authority through hosting a webinar on a topic of your choice.
- Flexible approach to content development. Develop your own program or work with our team of experts.
- Target a specific audience demographic and generate a list of high-quality, GDPR-compliant leads
- 45–60-minute webinar session. Content can be streamed live or pre-recorded at a time to suit you and includes polls, surveys and live Q&A.
- Receive a comprehensive report. After your webinar broadcast, including a list of registrants and attendees (name, job title, company name, email contact and country), Q&A summary and survey responses.

Price: US\$ 20,000



Trend Report Editorial

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



Price: US\$ 25,000

Speaking Session

Positioned on the show floor in a prime spot, a 20-min speaking slot will give your company the opportunity to showcase your most innovative technology, product or service that will transform pharma industry as we know it.

This package includes the opportunity to have a speaking slot and branding exposure.

Price: US\$ 9,950



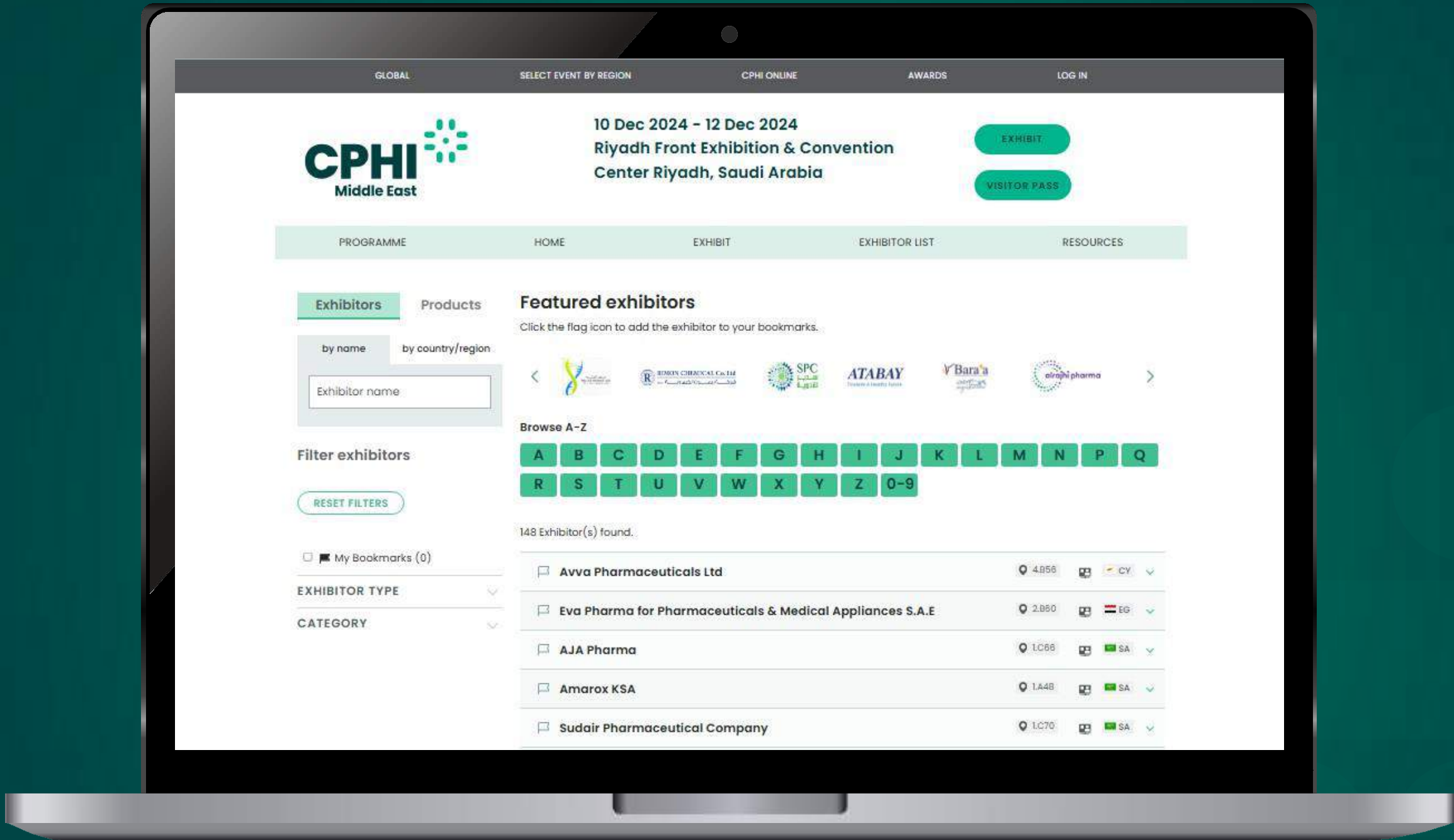


Section 4: Digital Enhancement & Marketing

Enhanced Exhibitor Listing Package

Exhibitor Listing Booster Kit elevates your visibility with top placement on the event website, showcasing 30 products/services, 2,000 characters of optimized content, 10 pharma categories, and 10 uploads like brochures to drive traffic and establish thought leadership.

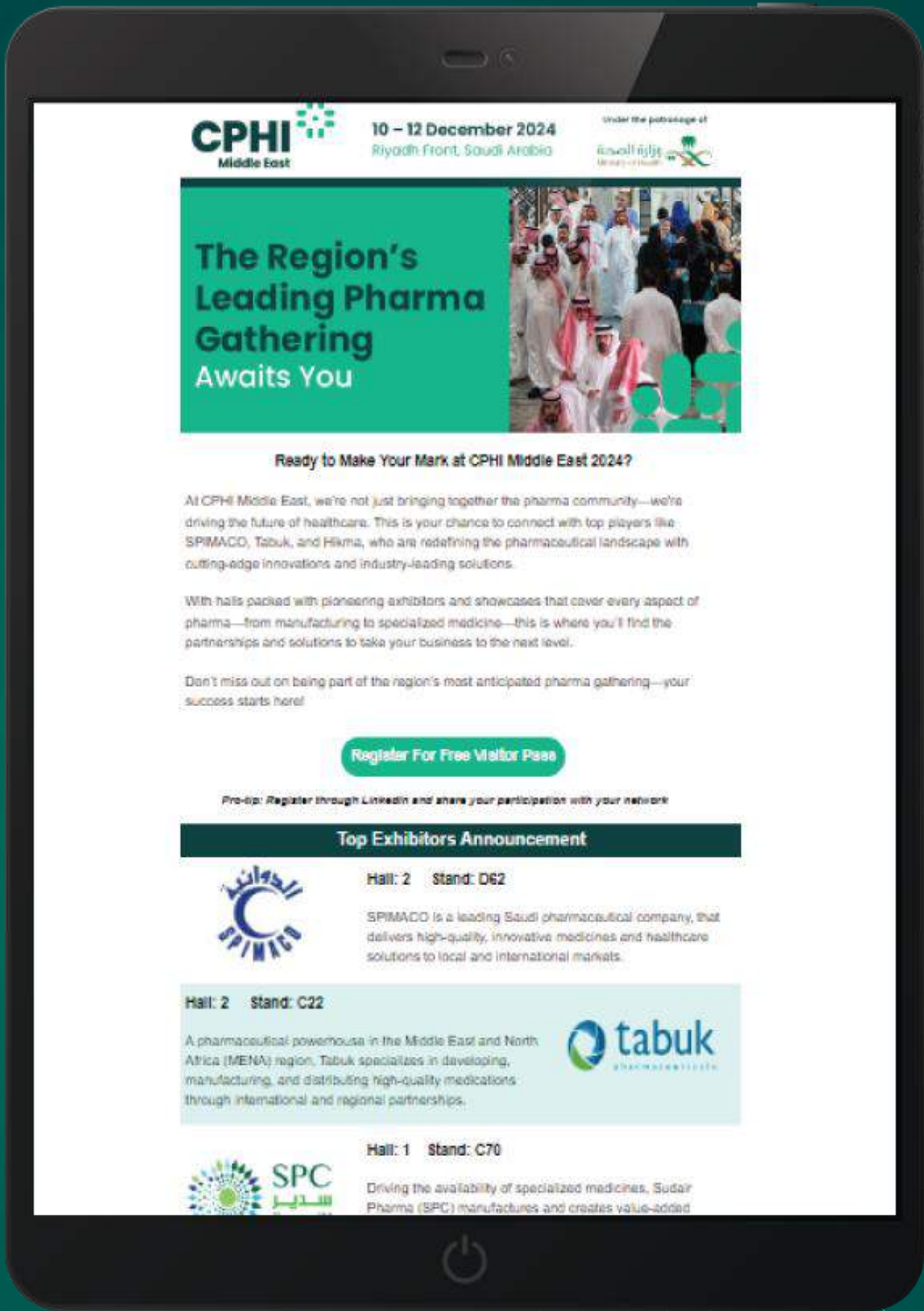
Price: US\$ 5,000



Dedicated eShot

Reach your target audience directly via email by creating your own eShot. Limited slots are available, with a limit of **one per company**.

Price: **US\$ 4,500**



App Push-notifications

Reach your target audience directly by creating your own pop-up push notification. Limited packages are available, with a limit of one per company.

Bundle of 3 Push Notifications, 1 per show day

Price: **US\$ 8,500**





Section 5: Onsite Branding

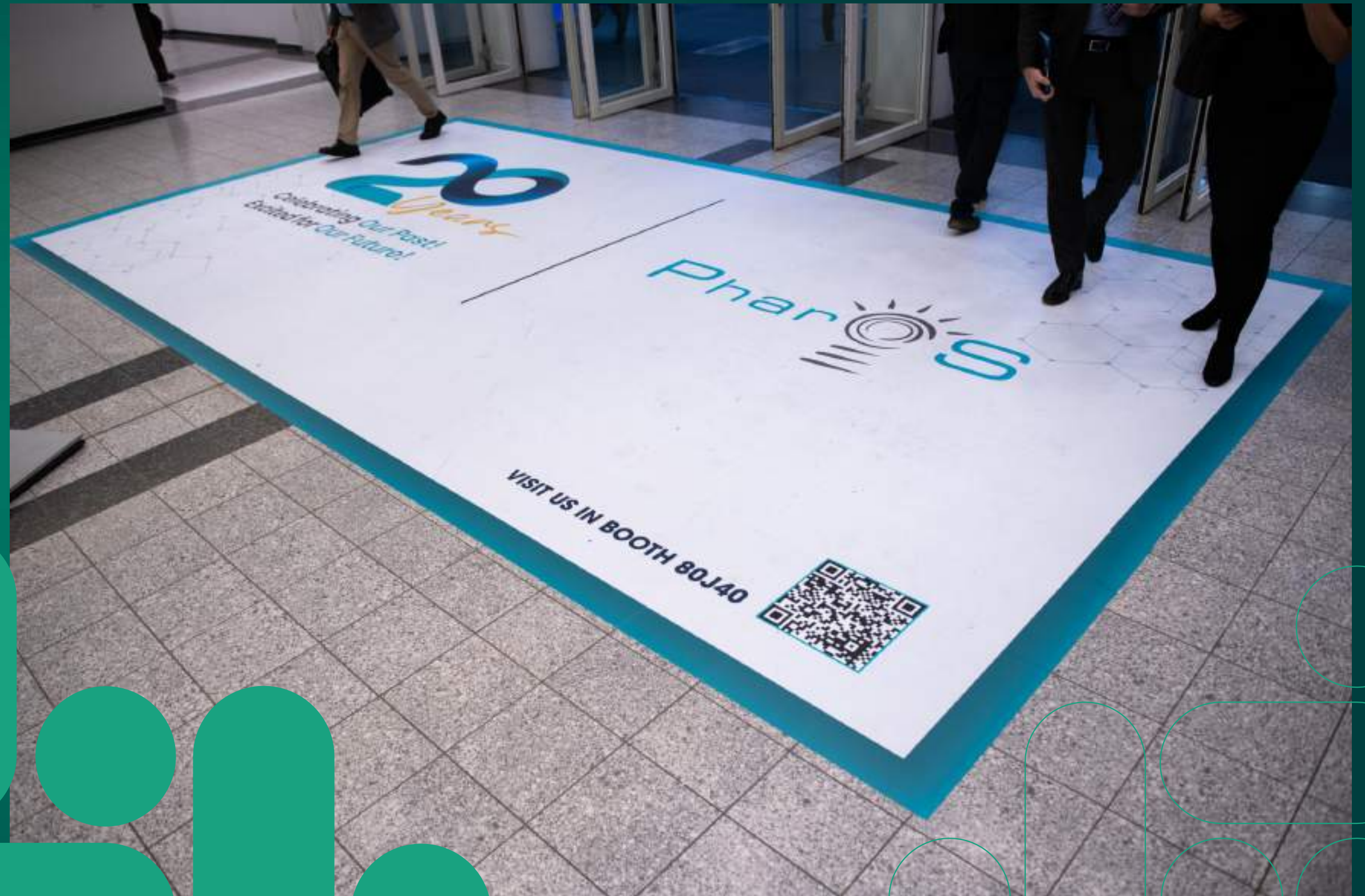
Entrance Walkway Floor Graphics – XL

Floor graphics – they're the ideal way to guide visitors to your stand. When they're placed in front of escalators or the entrances to halls, visitors take in your advertising message in passing.

Size: 240(h) x 390 (w)

Per floor tile

Price: **US\$ 8,000**



Free Standing Sign

Guide attendees to your booth with these 2X1 metre floor tiles placed along main walkways and entrances to the exhibition halls.

Per stand

Price: US\$ 6,000



Hanging Banners

Increase visibility of your stand location within the exhibition halls by placing a hanging banner above it.

Ideal for exhibitors looking to be seen from afar and make a strong statement with your booth.

Size: 4mH x 2mW

Price starts from

Price: US\$ 12,000





Interested? Get in Touch

Contact our team today for more information about the available exhibiting and sponsorship opportunities.

For Middle East & Africa:



Brandon Gajadhar
Sponsorship Manager
CPHI Middle East

E Brandon.Gajadhar@tahaluf.com

For Rest of the World:



Cigdem Celen
Regional Manager MEA
CPHI Middle East

E: cigdem.celen@informa.com

Speaking Opportunities:



Ramy Elfeky
Senior Conference Producer
CPHI Middle East

E ramy.elfeky@informa.com

website:

<https://www.cphi.com/middle-east/en/home.html>

Sponsorship inquiry:

salescphime@tahaluf.com

Organized By:



Under the patronage of:



Supported By:

