

Justification Toolkit

Your guide to why you need to attend
CPHI Americas in May



At the
heart of
Pharma

Justification Toolkit

CPHI Americas is the ultimate 3-day event tailored for pharma professionals like you to reach their maximum potential.

Attending CPHI Americas grants your business access to an unrivalled network of industry experts, exciting innovation and varied learning opportunities.

It is the **ONLY** place to meet suppliers, covering the end-to-end supply chain, from all across our industry under one roof. An incredible opportunity to take your business to the next level - in just 3 days!

Here are some powerful indicators that illustrate why thousands of your contemporaries mark their calendars for the Americas' most important Pharma event...



Top reasons to attend CPHI Americas



100+
Countries participating



370+
Exhibiting companies



80+
Top expert international speakers



3,925+
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 Americas Packages

3 An Expense Worksheet

We hope you and your team can join us on **May 20-22 in Philadelphia**

“Are you on the look out for opportunities to upgrade your definition of healthcare success, CPHI is the platform for you to achieve it.”

BRENDAN CHIBUZO MBANUDE
Merchandising Supervisor
Healthcare Sales Executive



Dear

I am writing to request your approval to attend CPHI Americas on May 20-22, 2025 in Philadelphia, United States. This valuable event welcomes 4,000+ attendees and showcases more than 370+ exhibitors from companies throughout the entire Americas' pharmaceutical supply chain. My event badge comes with access to a Start-Up Market, sustainability resources and learning sessions, all at no additional cost.

The comprehensive educational program includes several presentations I'd love to attend that directly address things we're facing in our business:

- 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:

While 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:

- Badge Price: \$
- Airfare: \$
- Transportation: \$
- Hotel: \$
- Meals: \$

CPHI Americas is the only event of its kind in the region with exhibitors across every sector for us to meet. The event provides multiple learning opportunities with a packed content agenda across the three days and inspiring engagement zones. It's a wise investment and great opportunity to access advanced research, emerging technologies, and strategic innovations to enhance our organization - all while building some important connections with leaders across the Americas' pharmaceutical community.

A badge for every attendee

By making sure you have the right badge type based on your goals for attending we can give you a more personalized experience before, during and after the show – saving you time by providing you with what you need sooner and helping you to get the most out of attending.

All badges grant access to the online and in-person events.

Visitor Badges

Our range of visitor badges are the perfect option for people looking to find new suppliers or partners to improve their business performance. You can also explore thought-leading content to keep you ahead of upcoming challenges your business may face.

Standard

Explore the show floor to connect with exhibitors and attend show floor content sessions

MOST POPULAR

Explorer

Take your experience beyond the show floor, enjoy refreshments at our lounge and a ticket to our after-hours CPHI Gala

Leader

Experience it all – In addition to everything explorer offers. The show floor, the CPHI Gala, you can enjoy exclusive content breakfast sessions, access to a private networking space with Wifi and a welcome gift

Networking Badges

Networking badges are the perfect option for people looking to promote themselves and build their network at the show. They may also want to explore content to help them grow their business opportunities.

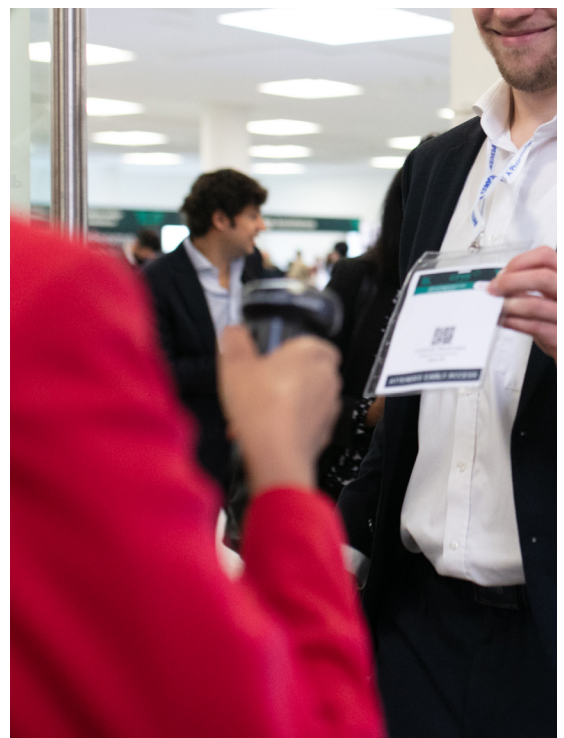
Networking Foundations

See the networking growth and business potential CPHI Americas can offer

MOST POPULAR

Networking Accelerator

Networking at the next level: Exclusive access, unlimited advanced networking and a complimentary badge to bring a buyer!



3 Expenses Worksheet

Fill out this expenses worksheet to estimate the cost of attending CPHI Americas.

Badge Price	\$
Airfare	\$
Transportation	\$
Hotel	\$
Meals	\$
Total	\$

Hotels around show dates tend to fill up quickly. In order to secure the best price for your hotel, we've once again teamed up with *onPeak* to provide you with preferential rates at a variety of hotels within walking distance of the convention center.

Get ahead and get the best offer on the attendee hotel booking site [online booking center](#)



For more information about attending CPHI Americas, head to cphinorthamerica.com today