Welcome to CPHI Milan

The Event Planner – Exhibitor Guide

CPHI by informa | MILAN 6-8 OCT 2026

What is the Event Planner?

The Event Planner is your number one tool for increasing the efficiency and success of your event. Here you will find a suite of easy-to-use tools that extend your sphere of influence, facilitate deeper connections and increase your return on investment. All personalised to your needs and accessible at your pace.

On the Event Planner you can:

- **Promote** your brand or product to drive traffic to your company profile, or to invite attendees to your booth or content session
- Search the full list of attendees to find your target audience
- Network with professionally aligned contacts before, during and after the event through messaging or setting up meetings
- Capture and retrieve the details of all the connections you make

Logging in to the Event Planner

Step 1. Access the Event Planner.

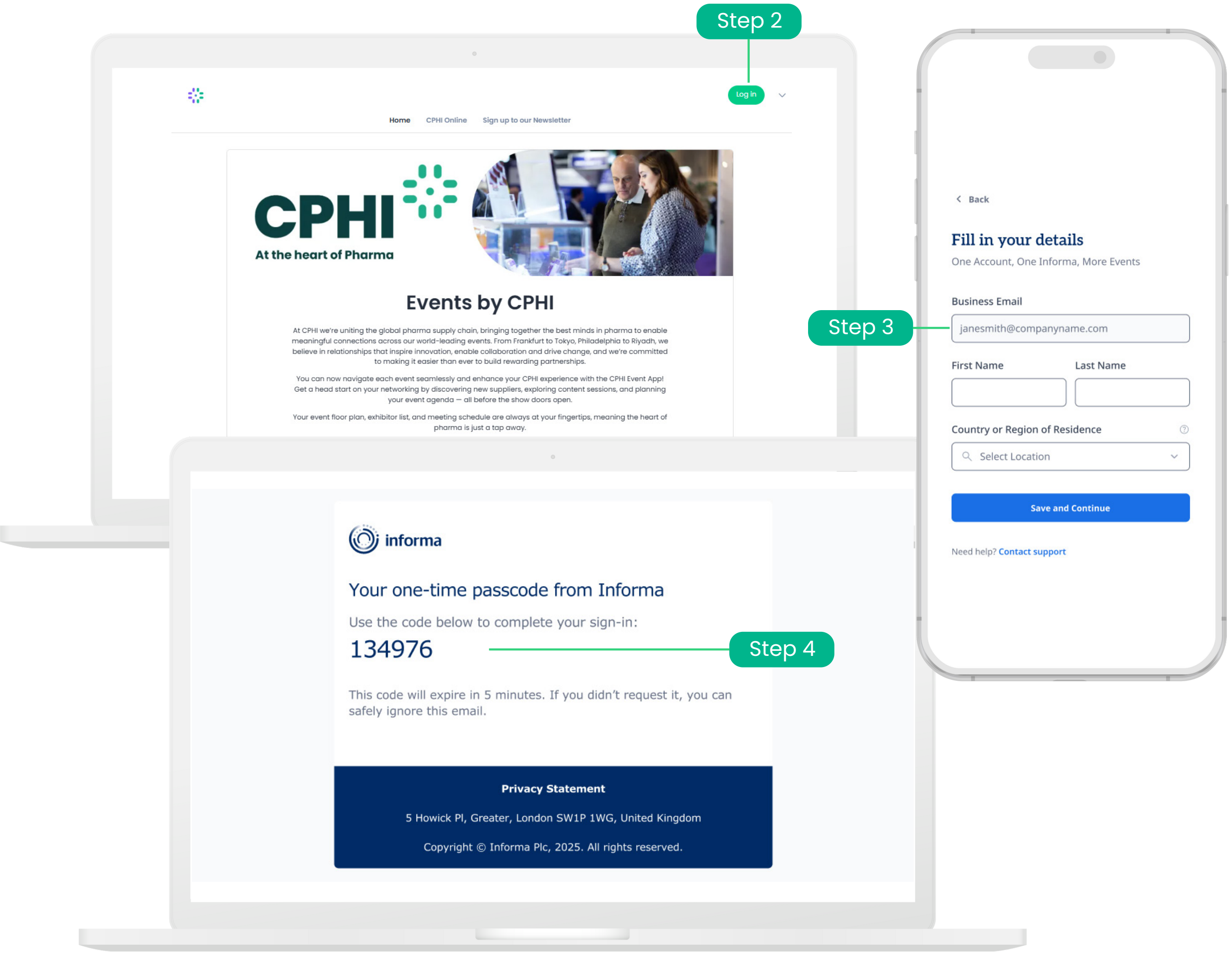
To do this either:
A. Click on the link sent to you in your Welcome email from **servicesnoreply@eventsbycphi.com**
B. Visit the Event Planner
C. Download the **Events by CPHI** from the Apple or Google Play store

Step 2. Click **Log in**

Step 3. Enter the email you used to register for the event then click '**Next**'.
If this is your first time creating an account with us, you will be prompted to provide your first name, last name and country of residence and then provide regulatory consent.

Step 4. You will be sent a 6-digit **one-time code** to your email from noreply@informa.com. The code is active for five minutes.

Step 5. Enter this to access your account.



Update your Company Profile

A complete company profile offers extra visibility.
Think of it as your online stand and use it to showcase everything you offer.

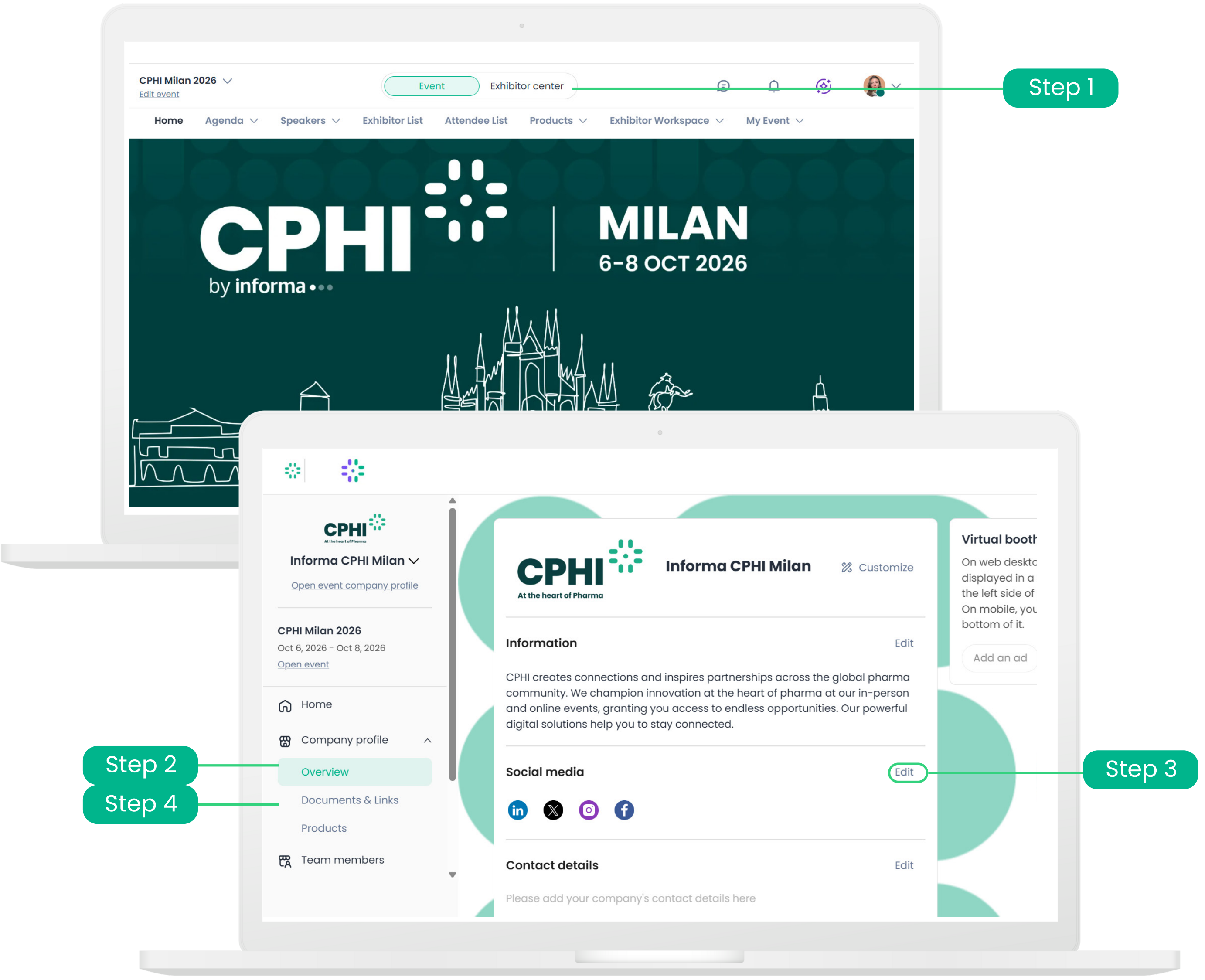
Your company profile can be updated in two ways: through the Event Planner for documents and links, and via CPHI Online for core company information.

Adding documents & links in the Event Planner

You can add documents and links to your company profile directly from the Exhibitor Centre:

Step 1. Click the ‘Exhibitor Centre’ tab at the top of the page
Step 2. Once in the Exhibitor Centre, click 'Company Profile' then 'Overview'.
Step 3. Click 'Edit' on the Social Media section to link your company profiles
Step 4. Click 'Documents & Links' and then 'Add Documents' located on the right of the page.
Step 5. To edit a document, hover over it in the list and click the pen icon to make changes.

73% **of buyers said they are more likely to contact a company that has detailed company and product information**



Updating company information and products in CPHI Online

All other company profile information and products must be managed through CPHI Online.

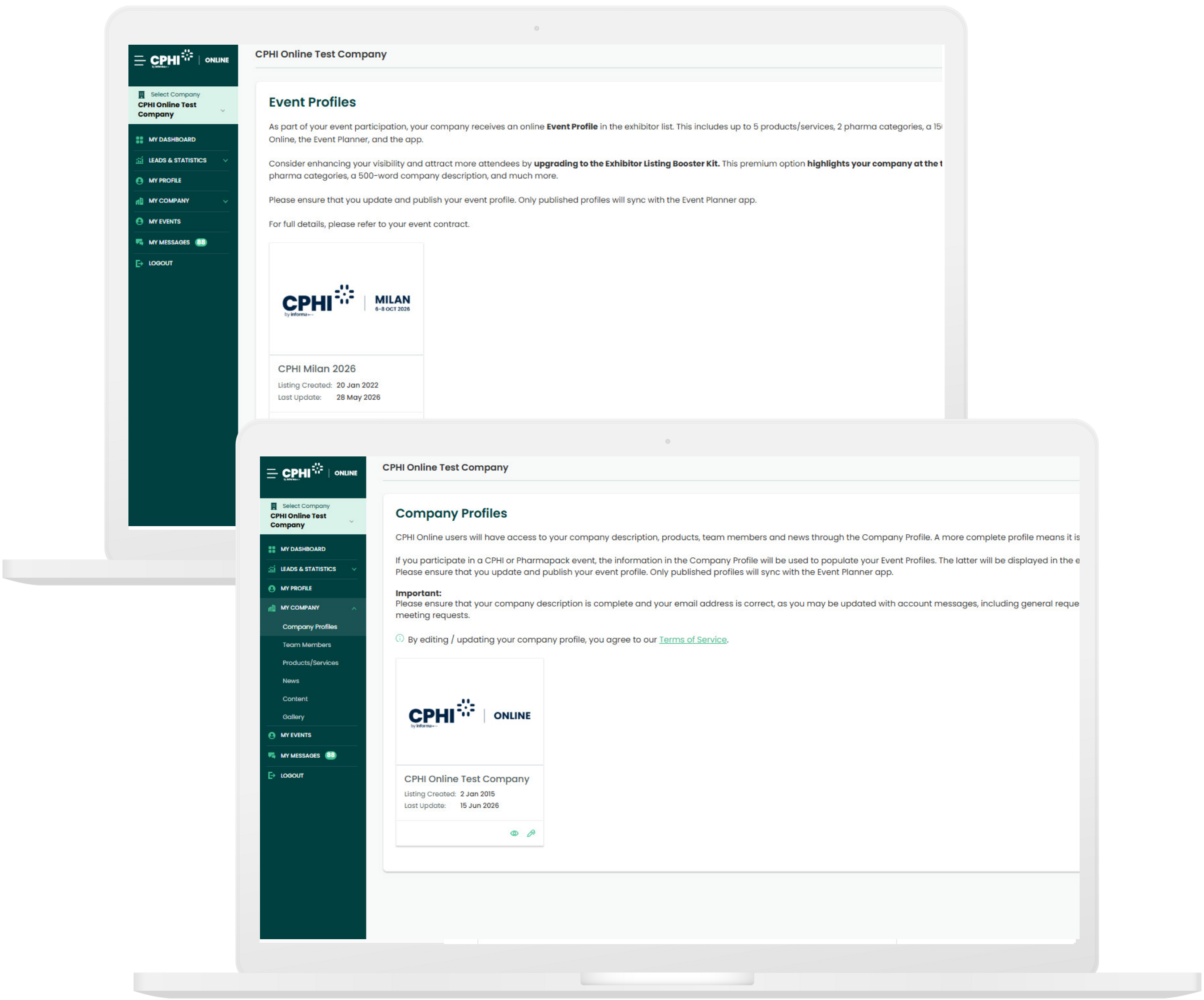
Managing products and categories

Step 1. Log in to CPHI Online using your credentials.
Step 2. Navigate to 'My Company' from the main menu.
Step 3. Add and manage your products and categories as needed.

Editing your Event Profile

Step 1. From CPHI Online, navigate to 'Event Profile'.
Step 2. Select CPHI Milan 2026.
Step 3. Select and edit the information you want visible at CPHI Milan:
Company description
Company logo
Company address
Company social media links
Two categories from your available options
Five products from your product catalogue

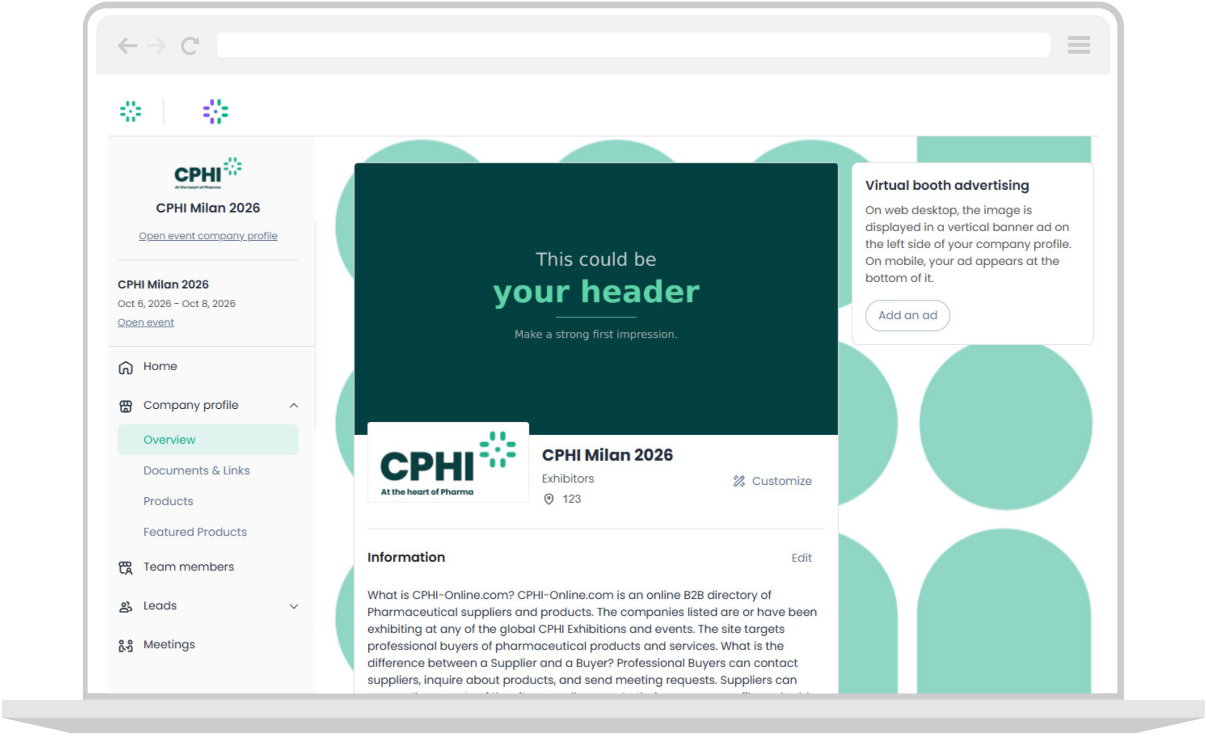
Need more help? Click here to download the CPHI Online guide for detailed instructions.



Customise your company profile*

1. Add an advertising banner to your company profile*

A. Click on “Add an ad” located on the right of the page
B. Upload a banner in the dimensions **1080x1920px (9:16 ratio), no larger than 1MB**
C. Choose from the redirection drop down to link the banner to the URL/document of your choice



2. Add a background image to your company profile*

A. Click on **“Add background”** located on the right of the page
B. Upload an image in the dimensions **2560x1600px (16:10 ratio), no larger than 1MB**

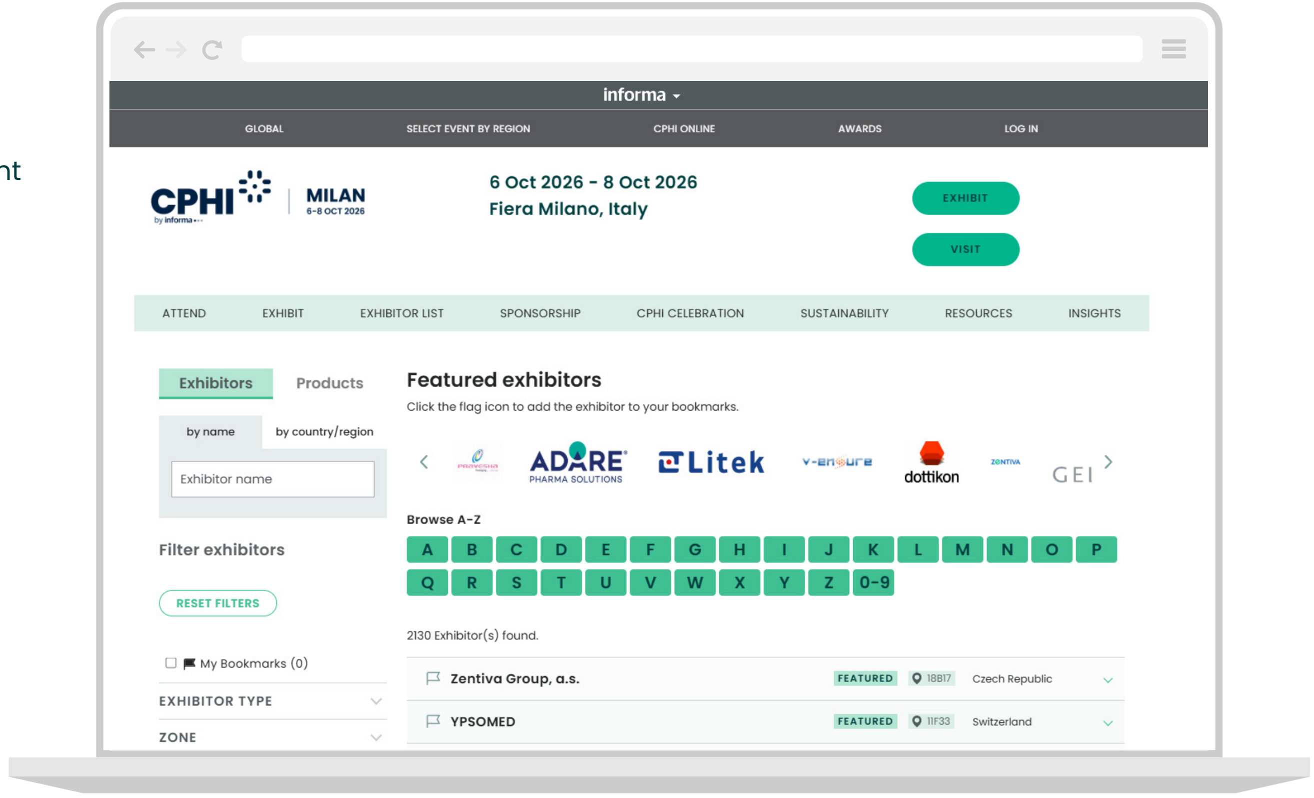
*Depending on your package, you may be able to add more information to your profile. More premium packages enable additional features such as adding a company header.

Online marketing opportunities

Maximise your brand's visibility and engagement with our **online marketing opportunities.** These tools ensure your company stands out, driving traffic to your profile, showcasing products, and promoting content sessions to the right audience.

Sponsorship options:

- **Top Banner on Product List:**
Highlight your offerings on the product list page >
- **Exhibitor Listing Booster Kit:**
Enhance your profile for greater discoverability >
- **Company Profile Enhancement Kit:**
Personalise your profile with custom visuals >



Leverage these sponsorships to connect with clients and make a lasting impact.

Networking – finding Prospects

Event Planner provides you with access to the full list of event attendees. This list will be available on 10 August and is the place to start building your sales pipeline.

Via the Attendee List

Step 1. Click 'Attendee List' from the top navigation menu.

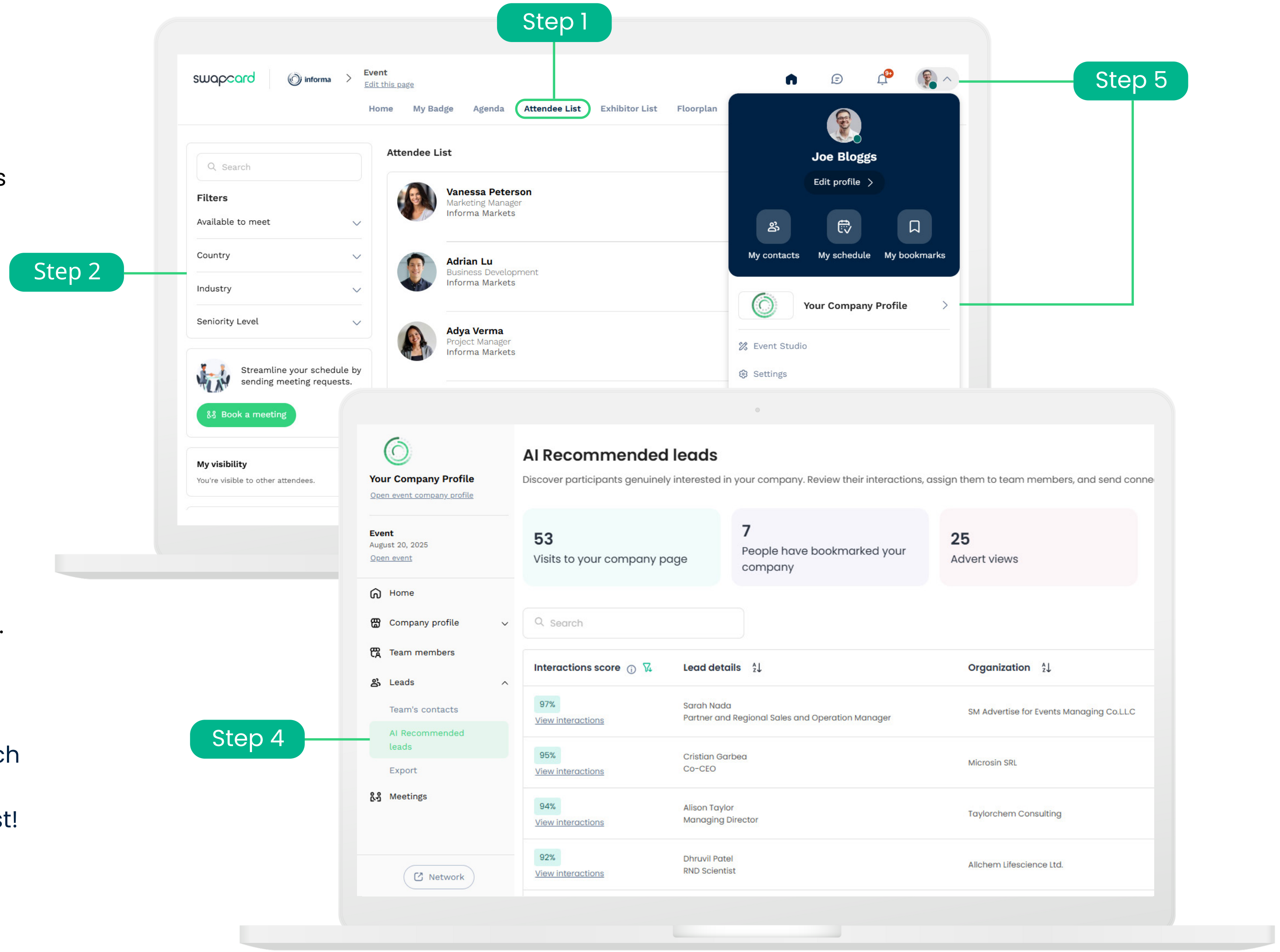
Step 2. Use the filters to find prospects that align with your goals.

Via the Recommended Leads

Step 3. Click your picture in the top right corner and select your company.

Step 4. Once in the **Exhibitor Centre**, click **'Leads'** then **'AI Recommended Leads'**.

Your recommended leads show who is interacting with your company on the platform. This can include anything from a profile view to a meeting request. Each lead is given a score based on the quantity, quality and recency of their interactions. Click on the attendee to connect and convert them to your leads list!



Networking – connecting with prospects

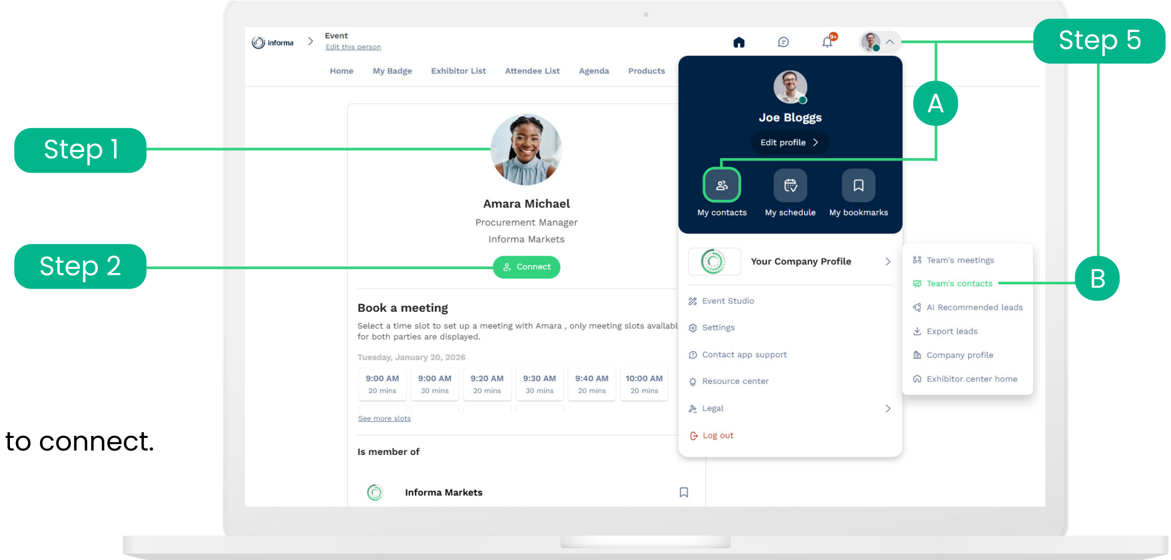
Once you have identified your prospects, it's time to convert them to a lead.
To do this, you need to send a connection request or arrange a meeting.

Step 1. Click on the person you want to connect with.

Step 2. Click on the **'Connect'** button.

Step 3. Start by sending an introductory message about yourself, your company and why you wish to connect.

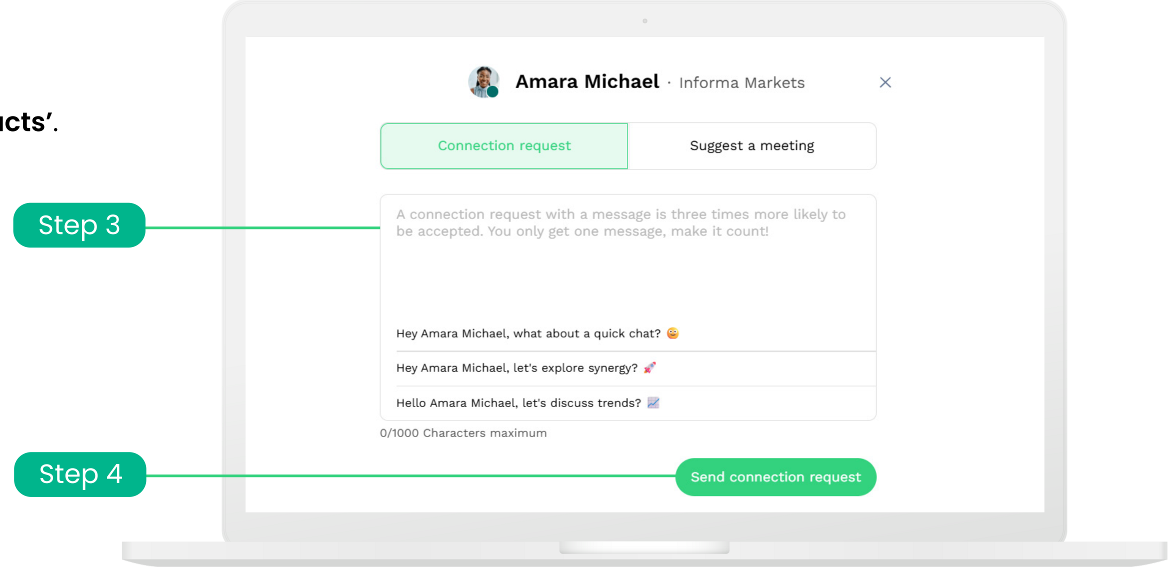
Step 4. Click **'Send connection request'.**
Connection requests will remain pending until accepted.



View your Leads

A. To find your individual contacts, click your picture in the top right corner and then click **'My contacts'**.

B. To find your company's leads, click your picture in the top right corner and then your company.
In your **Exhibitor Centre**, click **'Leads'** and **'Team contacts'**.



Exhibitors who used the messaging feature at a previous event increased their number of leads by more than **300%**

Meetings

Make extra time for those all-important face-to-face discussions.

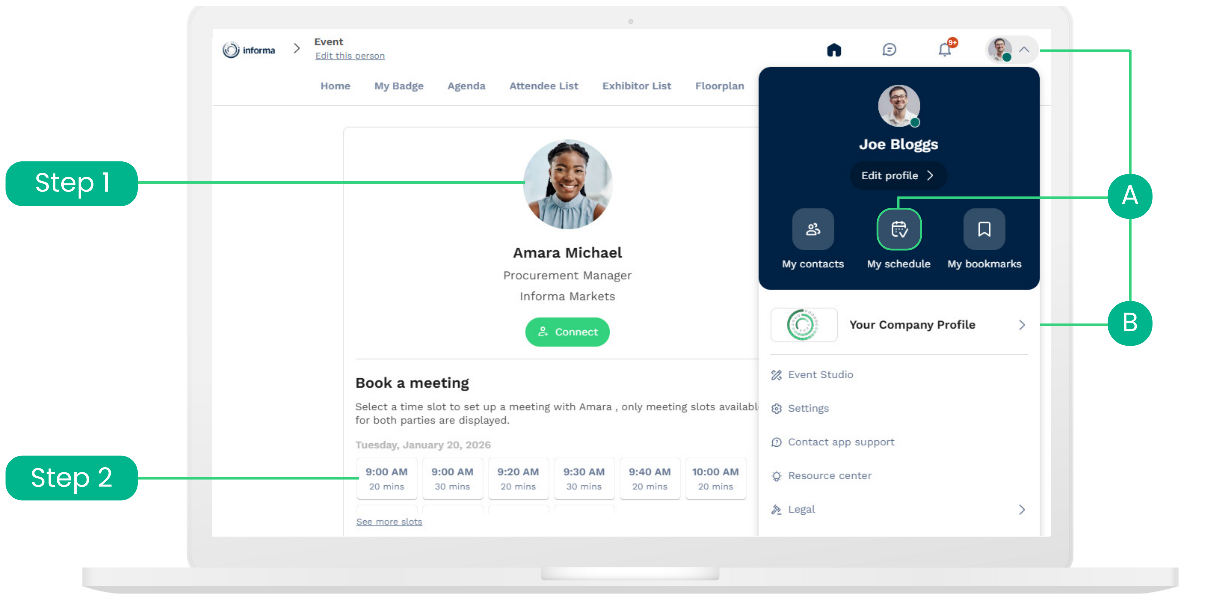
Book a meeting

Step 1. Visit an attendee profile.

Step 2. Click one of the suggested time slots.

Step 3. Select a meeting location, add details and invite more participants if required.

Step 4. Send your meeting request.
Once your meeting request is accepted, it will be put into your schedule.



View your meetings

A. Meetings that have been booked with you or assigned to your profile will show under **'My schedule'**.
Once confirmed, all participants will become a lead.

B. Meetings that have been booked with your wider company will appear in **'Team meetings' in the Exhibitor Centre.**

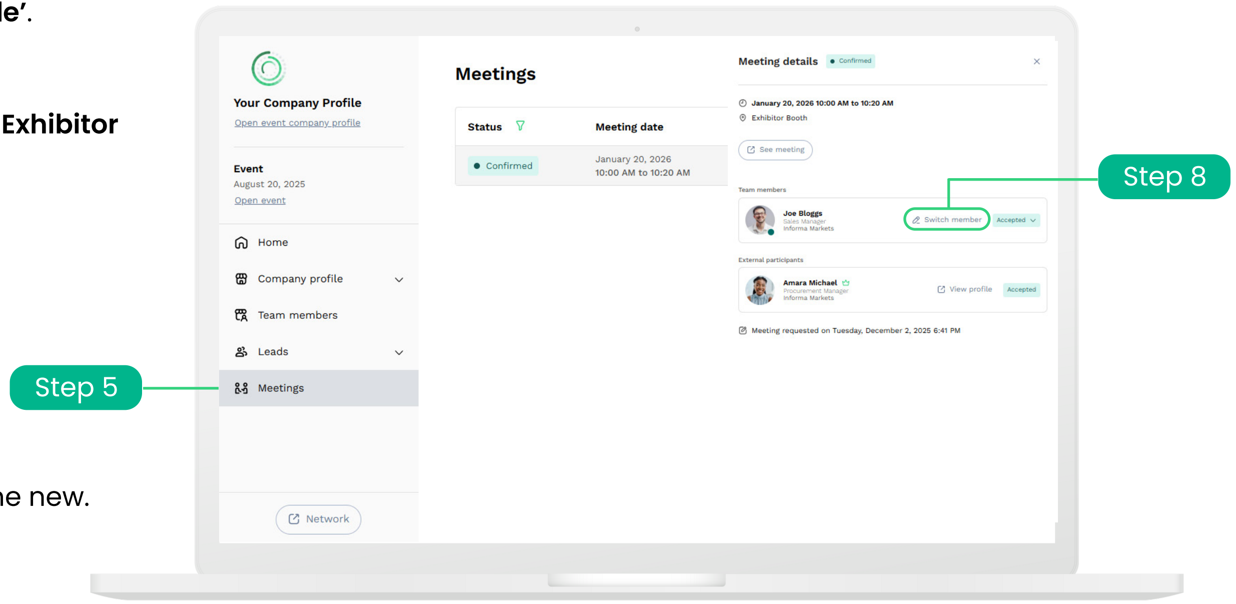
To assign team meetings

Step 5. In the **Exhibitor Centre**, click **'Meetings'**.

Step 6. Click on the meeting you want to assign.

Step 7. Click **'Assign member'** and select the team member best suited to take the meeting.

Step 8. If the assigned team member is unable to attend, click '**Switch member**' and assign someone new.
Please note, if the assigned team member declines the meeting, it will be cancelled.



Lead capture

Building your list of leads has never been easier. Utilise the platform & app to ensure that every interaction you have online and on the showfloor is saved as a lead.

What counts as a lead?

Anyone who:

- Accepted connection requests
- Accepted meetings
- Messages exchanged
- Badges scanned onsite

For Recommended Leads to be captured, you should connect with them first.

Scanning badges

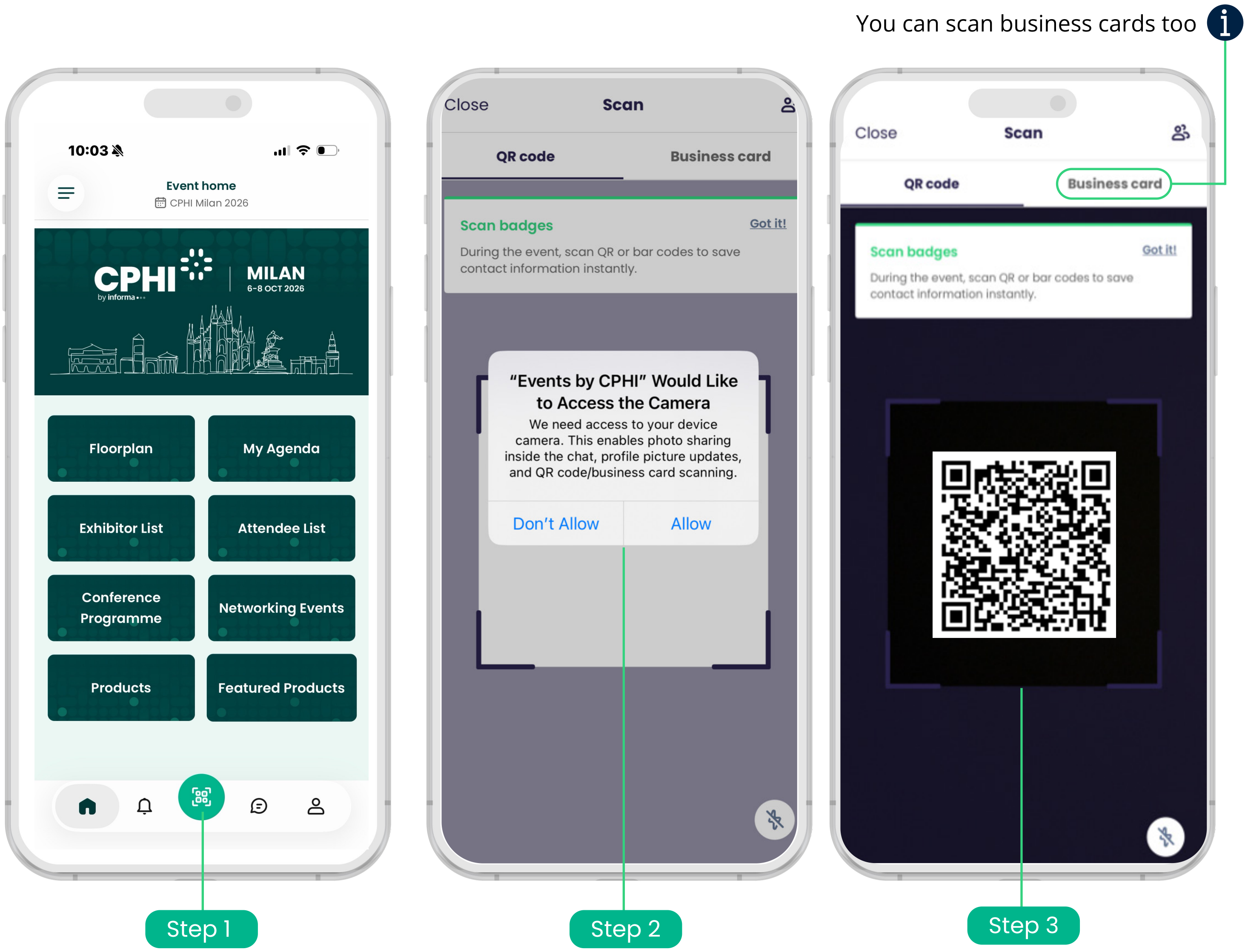
To start scanning badges onsite, **download the app.**

Step 1. Within the app, click the **QR code** icon in the bottom centre.

Step 2. Allow access to the camera.

Step 3. Scan the badge.

And you have successfully captured your lead's details!



Qualifying questions

Bring consistency to your lead qualification by creating personalised questions for your team to answer. Qualifying leads helps you gain deeper insights and take prompt action post-show.

Set up qualifying questions

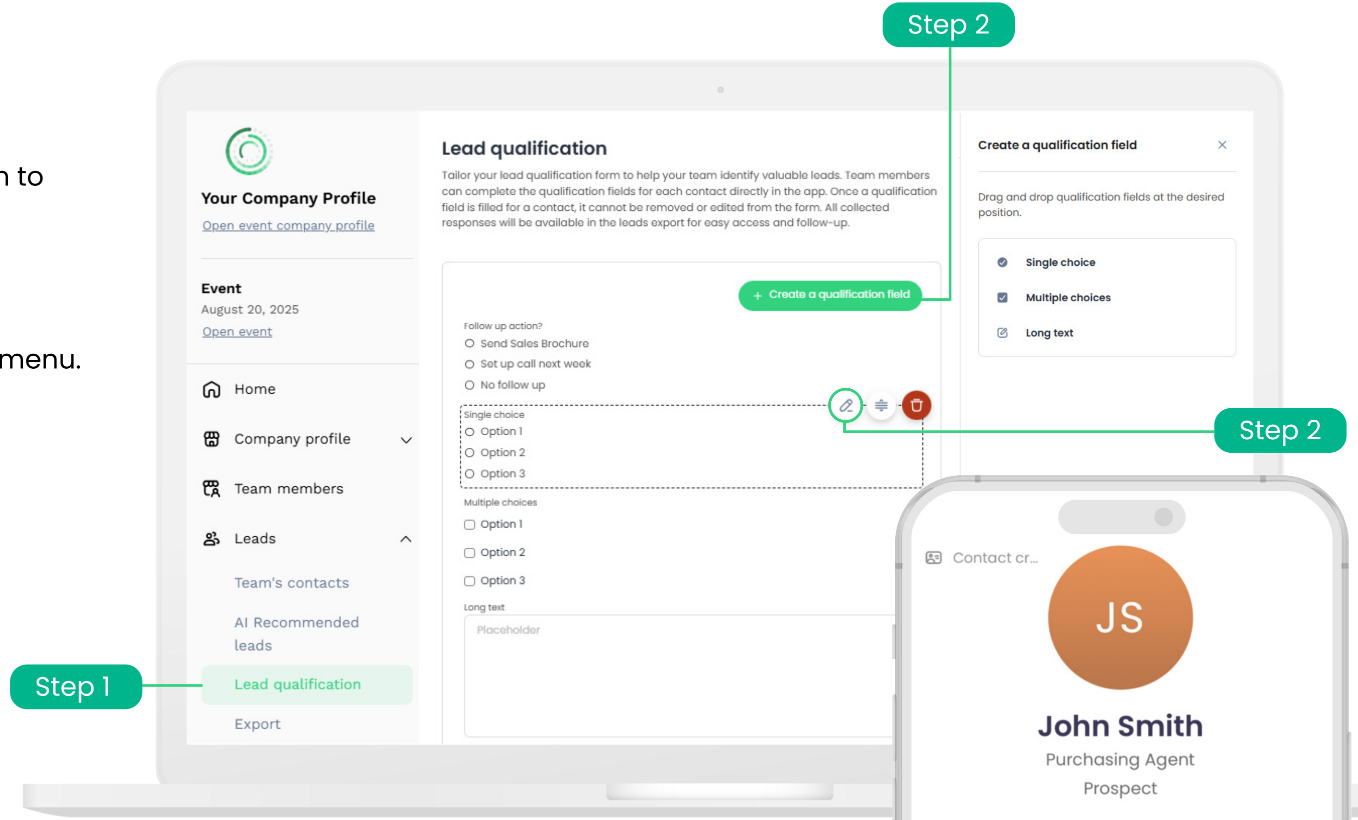
Step 1. In the **Exhibitor Centre**, click **'Leads'** then **'Lead Qualification'** from the left navigation menu.

Step 2. Click '**+ Create a lead qualification field**'.

Step 3. Drag and drop your preferred question type into the lead qualification form.

Step 4. Hover over the question and select the pen icon to edit the question and answers.

We suggest one team member takes responsibility for adding questions before the show.
Make sure to review your qualifying questions and answers carefully.
Once a question is used to qualify a lead, no changes can be made.

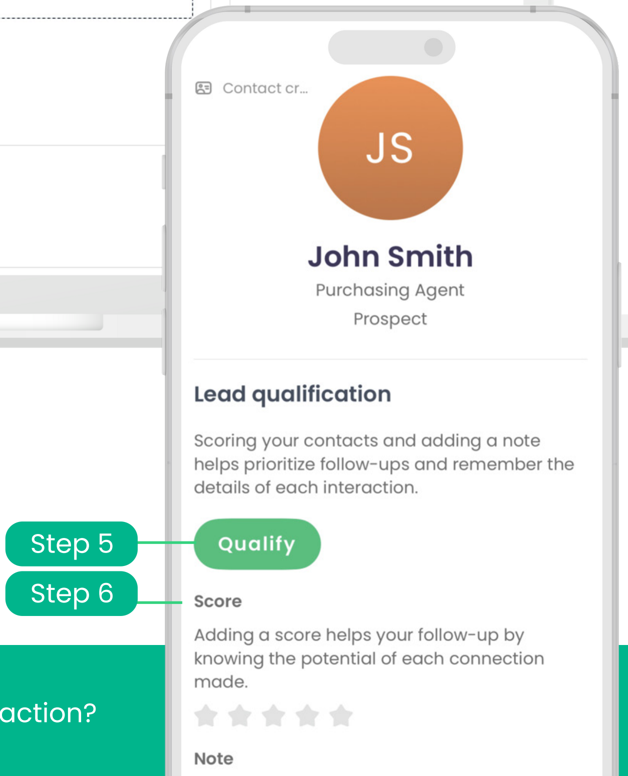


Qualify your Leads

Step 5. After scanning a badge onsite or connecting with someone online, click **'Qualify'.**
You can find your entire list of leads to qualify under **'My contacts**'.

Step 6. Score the lead, answer the qualifying questions and add notes to determine the quality of the lead.

Step 7. Click **'Save'**.



Examples of Qualifying Questions

What products are you interested in?

What is your total budget?

Follow up action?

Download your leads

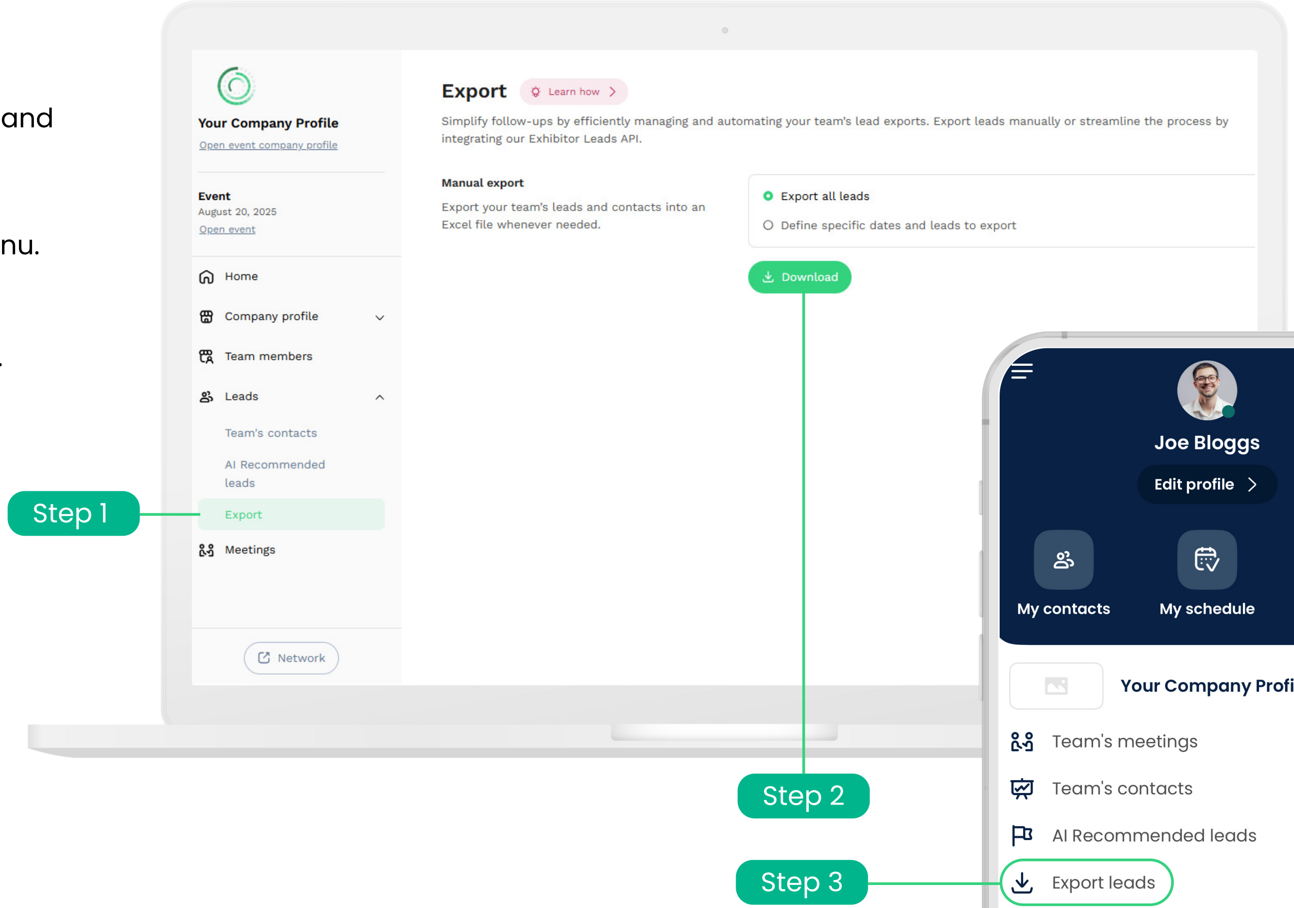
This download will include the information of all your connections made at the show and online.

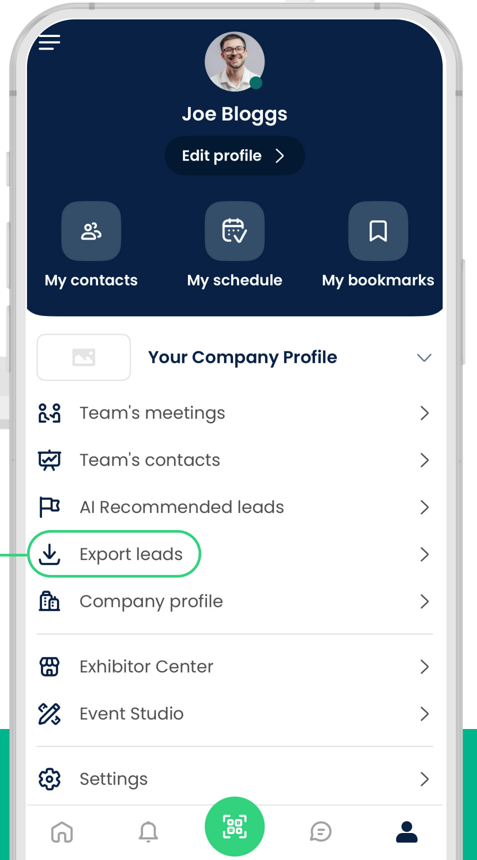
Step 1. In your **Exhibitor Centre,** click **'Leads'** then **'Export'** from the left navigation menu.

Step 2. Click **'Download'.**
You can download all your leads at once or select specific dates and content.

Step 3. You can also download your leads from the app by going to your profile and clicking **'Export leads'.**

Remember, for Recommended Leads to be included in this download, you should connect with them first.





What counts as a lead?

Accepted a connection request

Accepted a meeting request

Exchanged messages with you

Badges scanned