



**CPHI**

**Pharma Digital 365  
2021**

***...stay connected***

# Content Navigation Page



Page 4: **CPhI Discover: *an annual virtual event, commencing May 2021***

Page 14: **Digital experiences for CPhI WW, CPhI NA, CPhI MEA, PPE: *explore, connect, meet***

Page 25: **Pharma Digital 365 2021: *stay connected***



**CPHI Discover:**  
*An annual virtual event,  
commencing May 2021*

# Exhibitor 'Booth' Packages



## Basic Packages

### Starter Package

Unlimited networking with attendees for up to 2 representatives\*  
A company profile on CPhI-Online  
Add up to 4 categories & 50 products to your virtual event profile  
Exhibitor listing on the event website

**€5,000/\$5,650**

*\*Additional reps not available*

### Exhibitor Package

Unlimited networking with attendees for up to 5 representatives\*  
A company profile on CPhI-Online  
Add up to 4 categories & 50 products to your virtual event profile  
Exhibitor listing on the event website

**€8,500/\$9,600**

*\*5 additional representatives €2,995/\$3,385 (max. 40 extra reps)*

## Premium Packages

### Live Company Showcase Package

Exhibitor Package benefits **plus**  
Unlimited networking with attendees for up to 10 representatives\*

#### Company Showcase

Company content of up to 4 x content assets (articles, webinars, reports) hosted on CPhI-Online for up to 1-month post-event  
Company Showcase highlight & exhibitor listing on the event website  
Company YouTube video hosted on your virtual event profile  
Promotion across CPhI media channels

**€15,300/\$17,290**

*\*5 additional representatives €2,995/\$3,385 (max. 40 extra reps)*

### Platinum Partner Package

Live Company Showcase Package benefits **plus**  
Unlimited networking and representatives  
Exclusive sponsorship of either a content session or custom webinar (1 session)\*  
Promotion as a Platinum Partner across CPhI media channels


**€23,800/\$26,895**

*\*Option to add-on an extra sponsored session available @  
€8,500/\$9,600 per session*



# Premium Packages Explained...



	Live Company Showcase	Platinum Partner
<p><b>Thought Leadership:</b></p> <ul style="list-style-type: none"> <li>➤ Company Showcase: host up to 4 x content assets (articles, webinars &amp; reports)</li> <li>➤ Up to 2 pre-recorded webinars added to our on-demand track (webinar and logo added to event agenda page)</li> </ul>	✓	 <ul style="list-style-type: none"> <li>✓</li> <li>✓</li> </ul>
<p><b>Brand Awareness:</b></p> <ul style="list-style-type: none"> <li>➤ Promotion as 'Platinum Partner' across our digital channels (pre and during event)</li> <li>➤ Company logo displayed on event homepage &amp; linked to company profile</li> <li>➤ Positioned at the top of the exhibitor list</li> <li>➤ Company logo featured at the top of the exhibitor list (rotational display)</li> </ul>	✓	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>
<p><b>Marketing Promotion:</b></p> <ul style="list-style-type: none"> <li>➤ Social Media promotion only if content-led material is available</li> <li>➤ Daily Round-Up newsletter (during-event): showcase companies promoted (links back to displayed logos displayed on homepage)</li> <li>➤ Daily newsletter: 1 x promotional 'blurb' featured</li> <li>➤ Weekly newsletter (pre-event): showcased companies promoted (links back to displayed logos displayed on homepage)</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> </ul> <ul style="list-style-type: none"> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>
<p><b>Lead Generation:</b></p> <ul style="list-style-type: none"> <li>➤ All content will be gated (receive GDPR compliant leads subject to opt in) of who visited the Company Showcase)</li> <li>➤ Qualified &amp; GDPR compliant leads from webinar attendees</li> <li>➤ Webinar hosted on CPhI-Online – GDPR compliant leads (subject to opt in) from on-demand for 3 months (then free access)</li> </ul>	✓	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

# Exhibitor 'Booth' Packages



## Pavilion Package\*

### Per company\*\*

- Unlimited networking with attendees for up to 2 representatives
- A company profile on CPhI-Online
- Add up to 4 categories & 50 products to your virtual event profile
- Pavilion participation highlighted on the company's exhibitor listing on the event website

### Promotions for pavilion organizer

- Promotion of the pavilion through the event website
- Logo hyperlinked to a dedicated page on the event website, showcasing the pavilion organizer and value proposition
- Within a dedicated Pavilion page each exhibiting company will have a short summary, company logo and a link to the exhibitor list

**€15,000/\$16,950**

*\*Starting from 3 companies*

*\*\*Additional company @ €5,000/\$5,650 per company*

## Exclusive to exhibitors partaking at live CPhI events:

- Unlimited networking with attendees for 2 representatives
- A company profile on CPhI-Online
- Add up to 4 categories & 50 products to your virtual event profile
- Exhibitor listing on the event website

**€3,000/\$3,390**

*\*5 additional representatives €2,995/\$3,385 (max. 40 extra reps)*

## CPhI Middle East & Africa Package

Plus 2 x access passes to attend an exclusive CPhI MEA networking event during wk. 1

## CPhI North America Package

Plus 2 x access passes to attend an exclusive CPhI NA networking event during wk. 1

## Pharmapack Package

Plus 2 x access passes to attend an exclusive PPE networking event during wk. 1

# Exclusive Sponsorship Opportunities

...available to Platinum Partners only: *be seen as a thought leader and generate qualified leads through content*



## Content Sponsor (1 Session)

*Sponsor an Editorial Webinar from our Event Agenda*

### Thought Leadership

You can opt for branding only, nominate your subject matter expert to be involved in the content through a speaking or panel role, or deliver a 10-minute company presentation which will follow the editorial content. All contributions to be agreed in collaboration with the Content Team

### Lead Generation

Receive a data list of qualified and GDPR compliant leads (subject to opt-in) for your session. Data list to include name, company name, job title, email address and country

On-demand version hosted on CPhI Online gated for three months and open access thereafter.

MP4 provided post event

### Brand Awareness

Logo included alongside your session on the agenda page

Logo displayed throughout webinar portal

### Marketing Promotion

Up to 2 email communications

1 x Social Media post promoting your session

*\*Reminder: option to add-on an extra sponsored session available @*

**€8,500/\$9,600 per session**

OR

## Custom Webinar (1 Session)

*Create your own custom webinar which will form part of our event agenda*

### Thought Leadership

One webinar session (up to 60 minutes), content can be streamed live for Q&A and polling, or pre-recorded

Dedicated programme manager handles all coordination, logistics, speaker training and production

### Lead Generation

Receive a data list of qualified and GDPR compliant leads (subject to opt-in) for your session. Data list to include name, company name, job title, email address and country

On-demand version hosted on CPhI Online gated for three months and open access thereafter.

MP4 provided post event

### Brand Awareness

Logo included alongside your session on the agenda page

Logo displayed throughout webinar portal

### Marketing Promotion

Up to 2 email communications

1 x Social Media post promoting your session

## CPhI Webinar Series Re-marketing Campaign

*Have you sponsored one of our monthly webinars? For an additional fee we will re-market your content as part of the Event Agenda*

**€5,000/\$5,650**

# Exclusive Sponsorship Opportunities

...available to Platinum Partners & Live Company Showcase



***Do you have content on a product, solution or innovation to share?***

## **NEW: Learning Lab**

### **Thought Leadership**

20-minute pre-recorded presentation - content and speakers provided by the client\*

### **Lead Generation**

On-demand version hosted on CPhI Online gated for three months and open access thereafter

Receive a data list of qualified and GDPR compliant leads (subject to opt-in) for your session. Data list to include name, company name, job title, email address and country

MP4 provided post event

### **Brand Awareness**

Your logo included alongside your Learning Lab session as part of the Event Agenda

### **Marketing Promotions**

Learning Lab hosted in central hub for videos & downloads on CPhI-Online with links directly back to Company Showcase

Learning Lab promoted in one edition of our visitor newsletter (targeting to all pre-registered attendees)

1 x social media post promoting your session

**€5,000/\$5,650 per session**

*\*No Q&A available*



# Sponsorship Opportunities

*...available to all exhibitors*



## Registration & Welcome Partner

### **Brand Awareness**

Registration & Welcome Partner promoted across our digital channels  
Company logo displayed as 'Registration & Welcome Partner' on event homepage  
Company banner on footer of registration pages  
Company logo/banner on registration confirmation email

### **Marketing Promotion**

1 x Social Media post highlighting company as official 'Registration & Welcome Partner'  
Integrated within our marketing campaigns and highlighted as the official 'Registration & Welcome Partner'  
Daily newsletter: highlighted as our official 'Registration & Welcome Partner'

### **Promotional Materials**

Company 'takeover' of our official 'how to guide' for both visitor and exhibitor  
Branding on the official 'how to guide'  
Full-page welcome message with company logo and hyperlinked to company profile & event profile

**€30,000/\$33,900**



# Sponsorship Opportunities

*...available to all exhibitors*



## Wellbeing for All Partner

### Thought Leadership

A 30 second company video to open each of our 5 wellbeing sessions

### Lead Generation

Receive a data list of qualified and GDPR compliant leads (subject to opt-in) for the 5 wellbeing sessions. Data list to include name, company name, job title, email address and country

All sessions will be hosted on CPhI Online post-event, gated for a further three months and then open access

### Brand Awareness

Title of 'Wellbeing For All Partner' promoted on CPhI's digital channels (pre & during event)

Your logo included alongside all wellbeing sessions on the Event Agenda page

Company logo displayed throughout the sessions

Company logo included wherever the webinar is mentioned

### Marketing Promotion

During event: 1 x Daily newsletter promotion: highlighted as our official 'Wellbeing For All Partner'

1 x social media post highlighting company as our official 'Wellbeing For All Partner'

Integrated within our marketing campaigns and highlighted as the official 'Wellbeing For All Partner' to the CPhI database promoting the event

**€20,000/\$22,600**



# Sponsorship Opportunities

...available to all exhibitors



## Headline Podcast Sponsor

### Thought Leadership

1 x series of 3 episodes streamed as part of the Event Agenda  
Podcasts will also be available post event via all major podcast channels -  
Spotify, Apple Podcasts

### Lead Generation

Receive a data list for your podcast series of qualified and GDPR compliant  
(opt in required) leads. Data list to include name, company name, job title,  
email address and country

### Brand Awareness

‘Sponsored by’ message mention at the start of each podcast  
A 30-second advertising break message halfway through the episode,  
recorded by a professional voice artist.

### Marketing Promotions

Podcast hosted on our on-demand track with session and logo added to  
event agenda page  
Podcast series promoted in one edition of our visitor newsletter (targeting to  
all pre-registered attendees)  
Integrated within our marketing campaigns to the CPhI database

€12,000/\$13,560



## Social Media Partner

### Thought Leadership

Daily sponsored Social Media posts across all channels  
1 x 30-minute brainstorm session with CPhI social media specialist

### Brand Awareness

Company logo displayed as a banner ad on event homepage  
Company logo displayed as ‘Social Media Partner’ on event homepage  
Highlighted as our official ‘Social Media Partner’ across all channels

### Marketing Promotion

During event: 1 x Daily newsletter promotion: highlighted as our  
official ‘Social Media Partner’

€10,000/\$11,300



# Sponsorship Opportunities

*...available to all exhibitors*



## New Product Gallery Headline Sponsor

### **Brand Awareness**

Display up to 5 new products in our virtual New Product Gallery  
50-word product overview & product image (per product)  
Links back to company profile and event profile  
Exhibitor list highlight  
Prominent banner placed at the top of the New Product Gallery page

### **New Product Tour (NEW)**

2 – 3-minute company video provided by client (presentation of 1 ‘featured’ product)  
Featured video displayed on dedicated New Product Gallery page  
Video hosted on our on-demand track with session and logo added to event agenda page

### **Marketing Promotion**

New Product Gallery highlighted in our visitor newsletter (targeted to all pre-registered attendees)  
New Product Gallery promoted on Social Media channels (LinkedIn, Twitter & Facebook)

**€5,000/\$5,650**

# Sponsorship Opportunities

...available to all exhibitors



## Basic New Product Gallery Entry

### Brand Awareness

New product displayed in our virtual New Product Gallery  
50-word product overview & product image (per product)  
Links back to company profile & event profile  
Exhibitor list highlight

### Marketing Promotion

New Product Gallery highlighted in our visitor newsletter (targeted to all pre-registered attendees)  
New Product Gallery promoted on Social Media channels (LinkedIn, Twitter & Facebook)

**€985/\$1,115**

*Price for first product – each additional product €750/\$850 (MAX. 5 products)*

## Premium New Product Gallery Entry

### Brand Awareness

New product displayed in our virtual New Product Gallery  
50-word product overview & product image (per product)  
Links back to company profile & event profile  
Exhibitor list highlight

### New Product Tour (NEW)

2 – 3-minute company video provided by client (presentation of 1 ‘featured’ product)  
Featured video displayed on dedicated New Product Gallery page  
Video hosted on our on-demand track with session and logo added to event agenda page

### Marketing Promotion

New Product Gallery highlighted in our visitor newsletter (targeted to all pre-registered attendees)  
New Product Gallery promoted on Social Media channels (LinkedIn, Twitter & Facebook)

**€1,995/\$2,255**

*Price for first product – each additional product €1,750/\$1,980 (MAX. 5 products)*



**Digital experiences**  
**CPHI WW, CPHI NA, CPHI MEA, PPE:**  
*explore, connect, meet*

# Sponsorship Opportunities

*...available to all exhibitors*



## Registration & Welcome Partner Inc. Badge & Registration Desk Sponsor

### Brand Awareness

- Registration & Welcome Partner promoted across our digital channels
- Company logo displayed as 'Registration & Welcome Partner' on event homepage and linked to company profile
- Company banner on footer of registration pages
- Company logo/banner on registration confirmation email and linked to company profile
- Digital badges sent to all registered attendees, with sponsor space to add company artwork

### Onsite

- Company logo on all registration desks throughout the event

### Marketing Promotion

- 1 x social media post highlighting company as official 'Registration & Welcome Partner'
- Integrated within our marketing campaigns and highlighted as the official 'Registration & Welcome Partner'
- During event: 1 x Daily newsletter promotion: highlighted as our official 'Registration & Welcome Partner'

### Promotional Materials

- Company 'takeover' of our official 'how to guide' for both visitor and exhibitor
- Branding on the official 'how to guide'
- Full-page welcome message with company logo and hyperlinked to company profile & event profile

**€50,000/\$56,500 (CPhI WW)**

**€20,000/\$22,600 (CPhI NA, CPhI MEA & PPE (per event) - CPhI NA & PPE SOLD)**



# Sponsorship Opportunities

*...available to all exhibitors*



## Social Media Partner

### Thought Leadership

Daily sponsored Social Media posts across all channels  
1 x 30-minute brainstorm session with CPhI social media specialist

### Brand Awareness

Company logo displayed as a banner ad on event homepage  
Company logo displayed as 'Social Media Partner' on event homepage and linked to company profile  
Highlighted as our official 'Social Media Partner' across all channels

### Marketing Promotion

During event: 1 x Daily newsletter promotion: highlighted as our official 'Social Media Partner'

**€10,000/\$11,300**





# Sponsorship Opportunities

...available to CPhI WW, CPhI NA & CPhI MEA exhibitors only



## New Product Gallery Headline Sponsor

### **Brand Awareness**

- Display up to 5 new products in our virtual New Product Gallery
- 50-word product overview & product image (per product)
- Links back to company profile and event profile
- Exhibitor list highlight
- Prominent banner placed at the top of the New Product Gallery page

### **Onsite**

- Product displayed in a singular pod display case (**2 'featured' products only**) – includes name, logo, stand number & 250-word product overview
- New Product Zone will be highlighted within the Mobile App
- Video displayed onsite (New Product Gallery screen) – rotation alongside other companies

### **New Product Tour**

- 2 – 3-minute company video provided by client (presentation of 1 'featured' product)
- Featured product on dedicated New Product Gallery page
- Video hosted on our on-demand track with session and logo added to event agenda page

### **Marketing Promotion**

- New Product Gallery highlighted in our visitor newsletter (targeted to all pre-registered attendees)
- New Product Gallery promoted on Social Media channels (LinkedIn, Twitter & Facebook)

**€7,000/\$7,910**  
*per event*

# Sponsorship Opportunities

...available to CPhI WW, CPhI NA & CPhI MEA exhibitors only



## Basic New Product Gallery Entry\*

### Brand Awareness

New product displayed in our virtual New Product Gallery  
50-word product overview & product image (per product)  
Links back to company profile & event profile  
Exhibitor list highlight

### Onsite

Product displayed in a singular pod display case (1 'featured' product only) - includes name, logo, stand number & 250-word product overview  
New Product Zone will be highlighted within the Mobile App

### Marketing Promotion

New Product Gallery highlighted in our visitor newsletter (targeted to all pre-registered attendees)  
New Product Gallery promoted on Social Media channels (LinkedIn, Twitter & Facebook)

**€1,500/\$1,695\*\***

*\*per event*

**\*\*Price for first product – each additional product €1,250/\$1,415 (MAX. 5 products)**

## Premium New Product Gallery Entry\*

### Brand Awareness

New product displayed in our virtual New Product Gallery  
50-word product overview & product image  
Links back to company profile & event profile  
Exhibitor list highlight

### Onsite

Product displayed in a singular pod display case (1 'featured' product only) – includes name, logo, stand number & 250-word product overview  
New Product Zone will be highlighted within the Mobile App  
Video displayed onsite (New Product Gallery screen)

### New Product Tour

2 – 3-minute company video provided by client (presentation of 1 'featured' product)  
Featured product on dedicated New Product Gallery page  
Video hosted on our on-demand track with session and logo added to event agenda page

### Marketing Promotion

New Product Gallery highlighted in our visitor newsletter (targeted to all pre-registered attendees)  
New Product Gallery promoted on Social Media channels (LinkedIn, Twitter & Facebook)

**€2,500/\$2,825\*\***

*\*per event*

**\*\*Price for first product – each additional product €2,150/\$2,430 (MAX. 5 products)**

# Sponsorship Opportunities

*...available to Pharmapack Exhibitors Only*



## Innovation Package Premium

### **Thought Leadership**

Innovation Virtual Tour Webinar

2-minute to pitch your innovation (1 topic only) – Q&A re-directed after the webinar

### **Innovation Gallery Entry**

Innovative product displayed in our virtual Innovation Gallery

50-word product overview & product image

Links back to company profile, event profile

Exhibitor list highlight

### **Onsite**

Innovative product displayed in a display case

QR code attached to each product to show key information of product – includes product & company name, logo, stand number & 1,000-word product overview, MP4 video, whitepapers etc.

### **Brand Awareness**

Logo displayed throughout webinar portal

Logo featured on a dedicated event page

Innovation Gallery will be highlighted within the Mobile App

Entry into the Pharmapack Awards & 360-campaign promotion across Pharmapack channels if you win

### **Lead Generation**

On-demand version hosted on CPhI Online gated for three months and open access thereafter

Edited stills from the Pharmapack Awards will be provided 1-month post-event

1 x full page advertisement within the Innovation E-book entry: receive GDPR compliant leads (subject to opt in) from downloads

### **Marketing Promotion**

Innovation Gallery, e-book & webinars highlighted in our visitor newsletters (targeted to all pre-registered attendees)

Innovation Gallery, e-book & webinars promoted on Social Media channels (LinkedIn, Twitter & Facebook)

**€5,695/\$6,435**

# Sponsorship Opportunities

*...available to Pharmapack Exhibitors Only*



## Innovation Package

### Innovation Gallery Entry

Innovative product displayed in our virtual Innovation Gallery  
50-word product overview & product image (per product)  
Links back to company profile, event profile  
Exhibitor list highlight

### Onsite

Innovative product displayed in a display case  
QR code attached to each product to show key information of product – includes product & company name, logo, stand number & 1,000-word product overview, MP4 video, whitepapers etc.

### Brand Awareness

Innovation Gallery will be highlighted within the Mobile App  
Entry into the Pharmapack Awards & 360-campaign promotion across Pharmapack channels if you win

### Marketing Promotion

Innovation Gallery, e-book & webinars highlighted in our visitor newsletters (targeted to all pre-registered attendees)  
Innovation Gallery, e-book & webinars promoted on Social Media channels (LinkedIn, Twitter & Facebook)  
Edited stills from the Pharmapack Awards will be provided 1-month post-event

**€1,395/\$1,576**

*Price for first product – each additional product €1,250/\$1,413*

# Sponsorship Opportunities

Streaming 4 weeks prior to event



## NEW: Learning Lab

### Thought Leadership

One time sign up to a 12-month Company Showcase: company content of up to 4 x content assets (articles, webinars, reports – Learning Lab included)  
20-minute pre-recorded presentation - content and speakers provided by the client

### Lead Generation

On-demand version hosted on CPhI Online gated for three months and open access thereafter  
Receive a data list of qualified and GDPR compliant leads (subject to opt-in) for your session. Data list to include name, company name, job title, email address and country  
MP4 provided post event

### Brand Awareness

Your logo included alongside your Learning Lab session as part of the Event Agenda

### Marketing Promotion

Learning Lab hosted in a central hub for videos & downloads on CPhI-Online with links directly back to Company Showcase  
Learning Lab promoted in one edition of our visitor newsletter (targeting to all pre-registered attendees)  
1 x social media post promoting your session

**€12,000/\$13,560**

*first session – each additional session €5,000/\$5,650*

### **Already have a Company Showcase?**

Add a Learning Lab to your profile for just...

**€5,000/\$5,650**

# Sponsorship Opportunities

*Streaming 3 weeks prior to event*



## Headline Podcast Sponsor

### Thought Leadership

1 x series of 3 or 5 episodes streamed as part of the Event Agenda\*

Podcasts will also be available post event via all major podcast channels - Spotify, Apple Podcasts etc.

### Lead Generation

Receive a data list for your podcast series of qualified and GDPR compliant (opt in required) leads. Data list to include name, company name, job title, email address and country

### Brand Awareness

'Sponsored by' message mention at the start of each podcast

A 30-second advertising break message halfway through the episode, recorded by a professional voice artist.

### Marketing Promotion

Podcast hosted on our on-demand track with session and logo added to event agenda page

Podcast series promoted in one edition of our visitor newsletter (targeting to all pre-registered attendees)

Integrated within our marketing campaigns to the CPhI database

**\*€15,000/\$16,950 sponsorship for 1 series of 5**

**\*€12,000/\$13,560 sponsorship for 1 series of 3**



# Sponsorship Opportunities

Streaming 2 weeks prior to event



## Content Sponsor (1 Session)\*

### Thought Leadership

You can opt for branding only, nominate your subject matter expert to be involved in the content through a speaking or panel role, or deliver a 10-minute company presentation which will follow the editorial content. All contributions to be agreed in collaboration with the Content Team.

### Lead Generation

Receive a data list of qualified and GDPR compliant leads (subject to opt-in) for your session. Data list to include name, company name, job title, email address and country.

On-demand version hosted on CPhI Online gated for three months and open access thereafter.  
MP4 provided post event

### Brand Awareness

Logo included alongside your session on the agenda page  
Logo displayed throughout webinar portal

### Marketing Promotion

Up to 2 email communications  
1 x Social Media post promoting your session

**€8,500/\$9,600**

**\*DISCLAIMER**  
*The content session will form part of the editorial agenda, topics defined by the Content Team. Please contact your Account Manager for more information on agendas and availability*

### CPhI Webinar Series Re-marketing Campaign

Have you sponsored one of our monthly webinars? For an additional fee we will re-market your content as part of the Event Agenda

**€5,000/\$5,650**

# Sponsorship Opportunities

Streaming 1 week prior to event



## Wellbeing for All Partner

### Thought Leadership

A 30 second company video to open each of our 5 wellbeing sessions

### Lead Generation

Receive a data list of qualified and GDPR compliant leads (subject to opt-in) for the 5 wellbeing sessions. Data list to include name, company name, job title, email address and country

All sessions will be hosted on CPhI Online post-event, gated for a further three months and then open access

### Brand Awareness

Title of 'Wellbeing For All Partner' promoted on CPhI's digital channels (pre & during event)

Your logo included alongside all wellbeing sessions on the Event Agenda page

Company logo displayed throughout the sessions

Company logo included wherever the webinar is mentioned

### Marketing Promotion

During event: 1 x Daily newsletter promotion: highlighted as our official 'Wellbeing For All Partner'

1 x social media post highlighting company as our official 'Wellbeing For All Partner'

Integrated within our marketing campaigns and highlighted as the official 'Wellbeing For All Partner' to the CPhI database promoting the event

**€20,000/\$22,600**







CPHI

Pharma Digital 365  
2021:  
*stay connected*

# Sponsorship Opportunities

## CPHI & Pharmapack Webinar & Podcast Series



### CPHI Webinar Series (1 Session Per Month)\*

#### Thought Leadership

You can opt for branding only, nominate your subject matter expert to be involved in the content through a speaking or panel role, or deliver a 10-minute company presentation which will follow the editorial content. All contributions to be agreed in collaboration with the Content Team

#### Lead Generation

Receive a data list of qualified and GDPR compliant leads (subject to opt-in) for your session. Data list to include name, company name, job title, email address and country

On-demand version hosted on CPhI Online gated for three months and open access thereafter  
MP4 provided post event

#### Brand Awareness

Logo included alongside your session on the agenda page  
Logo displayed throughout webinar portal

#### Marketing Promotion

Up to 2 email communications  
1 x Social Media post promoting your session

**€10,000/\$11,300**

*\*Also available to non-exhibitors*

### Podcast Series (1 Session Per Month)\*

#### Brand Awareness

'Sponsored by' message mention at the start of the podcast episode  
Podcast hosted on CPhI Online and all major podcast channels - Apple Podcasts, Spotify

#### Marketing Promotion

Promoted in one edition of the CPhI Online Newsletter  
Promoted as 'recommended content' in one email campaign of the CPhI Webinar Series campaign, where topics align

**€3,000/\$3,390**

*\*Monthly podcast series is branding only*

# Sponsorship Opportunities

## CPhI & Pharmapack Series packages (cont.)



### NEW: Learning Lab

#### Thought Leadership

One time sign up to a 12-month Company Showcase: company content of up to 4 x content assets (articles, webinars, reports – Learning Lab included)  
20-minute pre-recorded presentation - content and speakers provided by the client

#### Lead Generation

On-demand version hosted on CPhI Online gated for three months and open access thereafter  
Receive a data list of qualified and GDPR compliant leads (subject to opt-in) for your session. Data list to include name, company name, job title, email address and country  
MP4 provided post event

#### Brand Awareness

Your logo included alongside your Learning Lab session as part of the Event Agenda

#### Marketing Promotion

Learning Lab hosted in a central hub for videos & downloads on CPhI-Online with links directly back to Company Showcase  
Learning Lab promoted in one edition of the CPhI Online newsletter  
1 x social media post promoting your session

**€12,000/\$13,560**

*first session – each additional session €5,000/\$5,650*

**Already have a Company Showcase?**

*Add a Learning Lab to your profile for just...*

**€5,000/\$5,650**

## Custom Webinar

### Thought Leadership

60-minute webinar session - content can be streamed live and include audience Q&A or pre-recorded at a time to suit you  
Dedicated programme manager handles all coordination, logistics, speaker training and production  
Flexible approach to content development: develop your own programme or work with our team of topic experts

### Lead Generation

Receive a data list of qualified and GDPR compliant leads (subject to opt-in) for your session. Data list to include name, company name, job title, email address and country  
On-demand version hosted on CPhI Online gated for three months and open access thereafter  
A link to the webinar will be made available for your own marketing channels  
MP4 provided of session

### Marketing Promotion

Up to 4 email communications  
Up to 2 Social Media posts promoting your session

## Project Management Only

**Tier 1:** 1 x content-led client session **€10,000/\$12,125**

**Tier 2:** 2 x content-led client sessions **€17,000/\$19,210**

**Tier 3:** 3 x content-led client sessions **€25,000/\$30,318**

## Project Management & Speaker Recruitment

**Tier 1:** 1 x content-led client session **€12,000/\$14,447**

**Tier 2:** 2 x content-led client sessions **€19,000/\$23,042**

**Tier 3:** 3 x content-led client sessions **€27,000/\$32,731**

# Sponsorship Opportunities



## Company Showcase

***Present your thought leadership content and to generate new, qualified leads from the CPhI community. The Company Showcase is a platform for you to promote your content directly to our audience.***

### **Thought Leadership**

Company Showcase: company content of up to 4 x content assets (articles, webinars, reports) hosted on CPhI-Online for a 12-month period

### **Lead Generation**

All content will be gated  
Receive GDPR compliant leads (subject to opt) from downloads of your content

### **Marketing Promotion**

Promoted in one edition of the CPhI Online Newsletter (highlighting top 5-trending showcases)  
Hosted in a central hub for videos & downloads on CPhI-Online

**€8,500/\$9,600**

*Add-on option for content creation available on request*



# Sponsorship Opportunities



## Whitepaper\*

*Let us promote your whitepaper to the CPhI Community. Promote your industry expertise, product announcements, or subject matter perspective blogs within our trusted editorial environment*

### Benefits Include

Hosted on CPhI-Online and gated for three months – you will receive all the GDPR compliant leads. Thereafter the whitepaper will be open access

Promoted in one edition of the CPhI Online Newsletter

**€4,000/\$4,520**

*Per whitepaper per month*

*\*Targeted social media campaign for your whitepaper available on request*

## Sponsored Article (Marketing Promotion)\*

*Do you have a piece of content you want to get in front of the CPhI Community?*

### Benefits Include

Hosting your article on CPhI Online & Included one edition of the weekly CPhI Online Newsletter (123,000 subscribers)

**€2,000/\$2,260**

*\*Targeted social media campaign for your sponsored article available on request*

## Sponsored Article (Content Creation & Promotion)\*

*Is there a topic you want to bring to market but need editorial support on creating?*

### Benefits Include

Our Editor will create a custom article for you on your preferred topic (800-word limit)

Hosting your article on CPhI Online & included in one edition of the weekly CPhI Online Newsletter (123,000 subscribers).

**€4,000/\$4,520**

*\*Targeted social media campaign for your sponsored article available on request*

# Sponsorship Opportunities



## Complete Profile

*Be visible online 365 days of the year with the complete profile package. The complete profile lets you upload your products and services, letting buyers find you online*

### Benefits Include

- Register your company with your logo and description
- List your products
- Upload news articles, whitepapers, videos & brochures
- Receive product leads and meeting requests directly to your inbox

**€1,250/\$1,413 per year**

## Complete Profile PLUS\*



*All the benefits of a Complete Profile, PLUS be showcased within a regional & country hub\* and benefit from year-round promotion across all CPhI channels, increasing visibility and leads*

### Additional Benefits Include

- Direct contact with up to 3 x company representatives
- Top product information - without a Premium Profile, top product listings will be limited
- Company news, articles, presentations, including a live feed from the company's Twitter account and more!

**€1,850/\$2,090 per year**

## Premium Supplier Profile

*Generate leads and increase brand awareness year-round through CPhI-Online.com with the Premium Profile*

### Benefits Include

- Top of relevant search results
- Highlighted as 'featured' company on the homepage of CPhI-Online
- Featured at the top of the exhibitor list (per event) & rotating logo above the list
- Featured content on the homepage of CPhI-Online
- Product featured and rotating among the 'Top Selected Products' on the homepage of CPhI-Online

### Non-Exhibitor

**€3,000/\$3,390**

### Exhibitor

**€2,250/\$2,543**

*\*Company must have an active operating unit in the respective region/country in order to be a hub member*

# Sponsorship Opportunities



## Regional & Country Hub Membership\*



*CPhI-Online will shine a spotlight on regional expertise, highlighting the most innovative companies in a specific region or country*

### Benefits Include

CPhI Company Profile (12-month campaign)  
Full company description and top products  
3 company representatives

### Country Hub Awareness

Notifications – triggered for subscriber's region / country of choice  
Region/country content available via the homepage  
Prompted by personalised views (you read this, you might also like this)  
subscriber's will not miss out on updates from their region / country  
Ongoing banner promotion across CPhI-Online and supporting event sites

### Country Hub Marketing Promotions

A dedicated section in the newsletter highlighting the top story/most recent/ most read story per region  
The introduction of dynamic content that highlights most recent developments / stories in subscriber's region / country of choice  
CPhI's social media promotion: regional / country content will be published daily via Twitter, LinkedIn and Facebook

*\*Regional or country hubs require the participation of 10 companies before the hub can go live*

## Already a CPhI Exhibitor?

### Individual Company Subscription

*If you have an operating facility in the Region/Country*

Regional hub membership

**€205/\$232 per year**

Regional & Country hub membership

**€325/\$376 per year**

## Not a CPhI Exhibitor?

### Sign up to Complete Profile PLUS or Premium Supplier Profile

Complete Profile PLUS incl. Regional & Country hub membership

**€1,850/\$2,090 per year**

Premium Supplier Profile incl. Regional & Country hub membership

**€3,000/\$3,390 per year**



# Sponsorship Opportunities



## Regional & Country Hub – Government Body/Accredited Association Membership

*Shining a spotlight on regional expertise in the pharmaceutical manufacturing industry year-round*

### **Sponsorship Benefits Include**

Highlighted as in 'association with' within a region hub and sponsor\*\* of a country hub

1 x takeover week [in region and country hub] across all promotions previously listed

1 x sponsored article posted online and in the CPhI newsletter

10 members listed for 1 year\*

Additional members will receive a 10% discount on the independent company membership fee

**€18,000/\$23,400**

*\*All members receive all the benefits of our Regional & Country Hub Membership*

*\*\* Exclusivity can be granted (specific opportunities to be defined by Informa)*



# Sponsorship Opportunities



## Online Display Ads

*Display advertising builds brand and product awareness. Positioned alongside articles on CPhI-Online*

### Leaderboard Banner (728 x 90)

*Highly visible units at the top or bottom of the page*

**€500/\$565 per week**

### MPU Banner (300 x 250)

*Rectangular unit positioned to the left or right on the page*

**€500/\$565 per week**

### Floor Ad (1200 x 90)

*Fixed, adhesion ad unit that sits at the bottom of the page, remaining in the user's view as they scroll*

**€750/\$848 per week**

### Display Ad in The Pharma Friendly Newsletter (weekly)

**Top of Newsletter**

**€1,000/\$1,130**

**Bottom of Newsletter**

**€500/\$565**



# Sponsorship Opportunities



## Pharmapack Review Newsletter (monthly)\*

*As the Pharmapack Review Monthly Lead Sponsor, you will position yourself as the thought leader of the newly launched Pharmapack Review, whilst increasing brand awareness by reaching key industry professionals of the pharma packaging community*

### Thought Leadership

One featured article on the Pharmapack Review and CPhI-Online, linked to a landing page of your choice  
One podcast of the month

### Lead Generation

Podcast created as an MP4 and hosted on CPhI-Online – GDPR compliant leads (subject to opt in) from on-demand for 3 months then free access  
Podcast available via Pharmapack Podcast Series channel (Apple & Spotify)

### Brand Awareness

Top & bottom banner of the Pharmapack Review, linked to your company website  
'Sponsored by' message mention at the start of the podcast  
A 30-second advertising break message halfway through the episode, recorded by a professional voice artist.

**€6,000/\$6,780**

*\*one 1 package available per month*