



**Dear Exhibitor,**

Thank you very much for your participation in CPHI Japan 2024.  
We are pleased to send you the Exhibitor News which we hope will help your preparation for the show. We advise to take a moment and read through the following information, which will help you to maximise the success of the show.

---

## **【Topic】**

1. ID and Password for the Online Exhibitor Manual
2. About promotion activities
3. Promotional Tools 【Free of charge】
4. Sponsorship & Branding Opportunities
5. Sustainability

---

## **1. ID and Password for the Online Exhibitor Manual**

We sent you the ID and Password for the Online Exhibitor Manual by email.  
Please visit the website page of the “Online Exhibitor Manual” and login by using your ID and Password. You can find and follow the instructions as given below.

1. Download the Exhibitor Manual
2. Fill in the Exhibiting company information (Form A-1)
3. Request the invitation letter for your visa application (Form C-16)
4. Submit the Order Forms

※If you haven't received your ID and Password, please contact the secretariat office.

[Online Exhibitor Manual Login](#)

## **2. About promotion activities**

It is important that you plan your promotional campaign in advance. We have put together some tips on how to use the various promotional tools that are available to help drive visitors to your stand at the show.

We send a huge volume of printed invitations to our database to promote the show,

But if a company receives an invitation from you with a cover letter explaining the products that you will be showing at the exhibition, they are much more likely to visit your stand.

If you need any help or advice, please do not hesitate to contact us.

### **3. Promotional Tools (Free of charge)**

#### ▼ Visitor Admission Tickets (Printed)

If you have not applied for Visitor Admission Tickets yet, please login to the [Online Exhibitor Manual](#) and submit the form A-2.

\*Shipping is limited to within Japan only.

#### ▼ eDM

You can send the eDM to your clients with your message by email.

\*eDM is available from the beginning of Feb in the Online Exhibitor Manual.

#### ▼ Event logo



[Download Event Logo](#)

※You can also download it from Online Exhibit or Manual.



#### ▼ Web Banner



[CPHI Banner](#)

[Pharma IT Banner](#)

### **4. Sponsorship & Branding Opportunities**

To maximize the number of prospects and customers coming to your stand, you must let people know where to find you! We can offer you sponsorship opportunities to communicate your message to all visitors at the exhibition.

Some items are already sold out, so please contact the secretariat office for the availability of applications.

#### ▼ [CPHI Sponsorship catalog](#)



### **5. Sustainability**

Our aim is to become an ever more sustainable, positive impact business.

We focus on the areas in which we can make the most significant contribution: our operations, the content and knowledge Informa's brands provide and the communities in which we work.

Please take a look the Better Stands Procurement Guide and share it to your contractor too.

## Better Stands Procurement Guide

If you have any questions, please feel free to contact the Secretariat Office.  
Thank you very much.

◆◆◆◆Exhibitor News [Archive](#) ◆◆◆◆

---

### 【Contact】

Secretariat Office / Informa Markets Japan Co. Ltd.

TEL: 81-3-5296-1020

Email : [exhibit@cphijapan.com](mailto:exhibit@cphijapan.com)

---

