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Dear Exhibitor,

Thank you very much for your participation in CPHI Japan 2025.
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.

【Topics】

1. **【Important】**How to attend the event
 2. Promotional Tools **【Free of charge】**
 3. Sponsorship Items
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1. 【Important】How to attend the event

※It has been changed starting from the 2025 event.

Starting from the 2025 event, pre-registration will be required for all visitors to attend. Simply bringing an invitation will not allow entry.

Please make sure to inform visitors that pre-registration is necessary when inviting them to attend.

1) Pre-Registration for Visitors

Deadline: Friday, April 11, 2025, 5:00pm (JST)

URL: https://www.informa-japan.com/cphifcj/form/en/visitor_regist.php

2) VIP Exclusive Pre-Registration

Starting from the 2025 event, we will offer a “VIP Special Invitation Service” for inviting your important clients.

This will replace the previous method of sending VIP badges, and instead, a VIP invitation email will be sent.

The application for this service will begin around the end of January through the Online Exhibitor Manual “Submission Form C-1.”

An announcement will be made through a separate Exhibitor News at the time the service starts.

What is VIP ?

By registering through the VIP-exclusive Pre-registration page, you can obtain a VIP badge, which allows smooth registration and access to the VIP Lounge.

Additionally, we offer the “VVIP Invitation” for your most important clients,

which includes an invitation to the cocktail party held on the first day of the event.
You can apply for up to 5 guests.

2. Promotional Tools [Free of charge]

▼Event Logo



[Download Event Logo](#)



▼Web Banner



[CPHI Event Banner](#)



You can easily generate event banners with your company name and booth no, so please feel free to use it for promoting your booth.



Coming Soon...

▼eDM

▼VIP Invitation email service

Those will be available in the end of January from online exhibitor manual.

[Online Exhibitor Manual](#)

4. Sponsorship Items

If you thought securing a booth was the only way to get in front of the titans of Japanese pharma, think again. From all-inclusive sponsorships to experiential add-ons, there's no shortage of ways to showcase your products to thousands of eager buyers. And the good news – companies who took advantage of sponsorships saw an average 42% increase in brand awareness.

[Sponsorship Items](#)

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

◆◆◆◆Exhibitor News [Archive](#) ◆◆◆◆

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