

A network diagram on a white background, consisting of several brass pins connected by thin blue and red strings, forming a complex web of connections. The pins are arranged in a roughly circular pattern, with some strings crossing each other.

**EXPAND YOUR TRADE
SHOW PRESENCE
BEYOND THE BOOTH**

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You may have invested in a 10X10 or 20X20 booth, but your presence can and should be noticed well beyond your exhibit space. Once the trade show opens and attendees head for the aisles, you can still market to prospects to draw them to your booth, your company, and your solutions.

LEVERAGE SHOW SPONSORSHIPS

All trade show organizers offer packages to help exhibitors go the extra mile to stand out in a sea of companies. Taking advantage of the best opportunity can make all the difference in getting targets to notice you, visit you, remember you, and do business with you. These sponsorship packages take many forms, from company branding on the badge lanyards everyone will wear or the show bag everyone will carry; to signage opportunities on walls, floors, doors, even escalators; to hosting a networking event or speaker series.

CPhI North America offers a number of company branding, print and digital signage and advertising, networking, and thought leadership sponsorships to help elevate your presence among more than 630 exhibitors. In addition to those traditional opportunities, CPhI North America has put the fun in sponsorships as well, with sponsor-hosted photobooths and a headshot

lounge – where attendees can stop in and update their professional portraits while getting acquainted with your brand. Your logo can even be placed on gum packages and bottled water sold in the exhibit area.

BUILD BRAND AWARENESS

The idea behind printing your company name, logo, or tagline on the badge lanyards, the official show bag, or various signs around the show floor, is to elevate brand awareness and drive the curious to find out more about you and your offering. Sponsorships can get you a welcome letter as guests register at their hotels, or your company logo on their hotel key card. To retain the exclusivity of some of these marketing efforts, certain sponsorships are limited to just a few companies, and some are offered to the first buyer only.

SHOW, DON'T TELL

Advertising is a more direct route to reaching prospects beyond your booth. Your ad can appear in the official conference program and show daily, and digital ads can appear in the show's mobile app or digital exhibitor map/floor plan. Often times, you can add your logo to the exhibitor map or increase the length of your company profile – both efforts that can help you to stand out. With a little more space



to add your unique message, you can call out to your prospects every time they engage a show publication – print or digital – with a reminder to visit your booth.

Look also for opportunities for onsite signage – from exhibit hall banners to escalator handrails to directional footprints and other floor graphics. Workstation kiosks or the coffee and water stations around the conference area are additional opportunities for your branded signage.

BE A THOUGHT LEADER

Be more than a vendor; demonstrate your thought leadership by sponsoring or hosting a keynote speaker, panel, or industry briefing. Trade shows organized in concert with conferences provide excellent opportunities to brand your company as an industry thought leader. CPhI North America offers several platforms for thought leadership sponsorships, from its Women in Leadership Forum, to topical lectures such as the Serialization Series, to more intimate exhibitor showcases or the grand conference headliners.

GET WORK FROM NETWORKING

Conference networking events are additional opportunities to really make an impression on your prospects. Over a three-day trade show, events that can be sponsored include the welcome reception, happy hour stations, the exhibitor appreciation party, and networking lounges. Each provides a unique way for marketers to message to their target audience as they meet and mingle at the trade show.



BE MORE THAN A VENDOR; DEMONSTRATE YOUR THOUGHT LEADERSHIP BY SPONSORING OR HOSTING A KEYNOTE SPEAKER, PANEL, OR INDUSTRY BRIEFING.



ENGAGE WITH TECHNOLOGY

Virtual reality is making it possible to reach potential customers in exciting new ways. Technology has allowed trade show attendees to virtually visit manufacturing plants, see inside instrumentation or watch details of specific workflows. Now, CPhI North America has partnered with [Lozatech360](#) to let exhibitors create a virtual reality showroom (VRS) that continues your engagement well past the tradeshow.

LEVERAGE SHOW MARKETING EFFORTS

While you're trying to get prospects to your booth, the trade show organizers are working hard to get prospects to the show. Piggyback on their efforts. CPhI North America sends well over 80 email campaigns to executives, buyers, and decision-makers in the greater pharmaceutical ecosystem – and you can be a part of those emails.

CPhI North America will send your content to its extensive lists, targeted specifically to the prospects you want to reach. You can select from seven zones across pharma: manufacturing ingredients, manufacturing equipment/technology, fine and specialty chemicals, finished drug products, drug development, biopharmaceuticals, and packaging.

Learn more about CPhI North America sponsorship programs. Download the sponsorship opportunities guide [here](#) to exponentially increase the size of your presence at CPhI North America.

CPhI North America brings pharmaceutical and chemical industry leaders from across the complete pharma supply chain together for three days of networking, learning and doing business better.

Contact the Sales Team at sales@cphinorthamerica.com for more information about exhibiting!

