



Exhibitor Guide

Getting Started

Welcome to CPhI Discover!

We are delighted you've chosen to join us for CPhI Discover. This Exhibitor Guide is designed to support you step-by-step during the event and help you complete the necessary requirements included in your package.

Questions? Please contact cphicustomerservice@informa.com or call **+31 (0) 20 7080 1637**

Contents

Step 1

General Information ▶

Step 2

How to complete/update your Company Profile on CPhI-Online.com ▶

Step 3

How to add team members on CPhI-Online.com ▶

Step 4

How to add or edit your Products and Services on CPhI-Online.com ▶

Step 5

Set up your Exhibition Profile ▶

Step 6

Complete the CPhI Discover registration form ▶

Step 7

The CPhI Discover matchmaking platform ▶

Step 8

Networking at CPhI Discover ▶

Step 9

How to send meeting requests ▶

Step 1

General information

All CPhI Discover exhibitors are required to set up a Company Profile on CPhI-Online.com

The Company Profile contains information about the company as well as the products, services and team members.

Each time you participate in a live or virtual event, you will have the possibility to select which products, services and team members from the Company Profile you want to add to the Exhibition Profile of the show you are exhibiting at.

Have you completed a Company Profile on CPhI-Online.com?

■ Yes?

Check if you would like to update it, learn how in Step 2. If you do not want to update your Company Profile, read Step 5.

■ Not yet?

The main point of contact should have received an email to create a user name and password to access your Company Profile. If not, contact Customer Service.

Email: cphicustomerservice@informa.com

Phone: +31 (0)20 708 1637

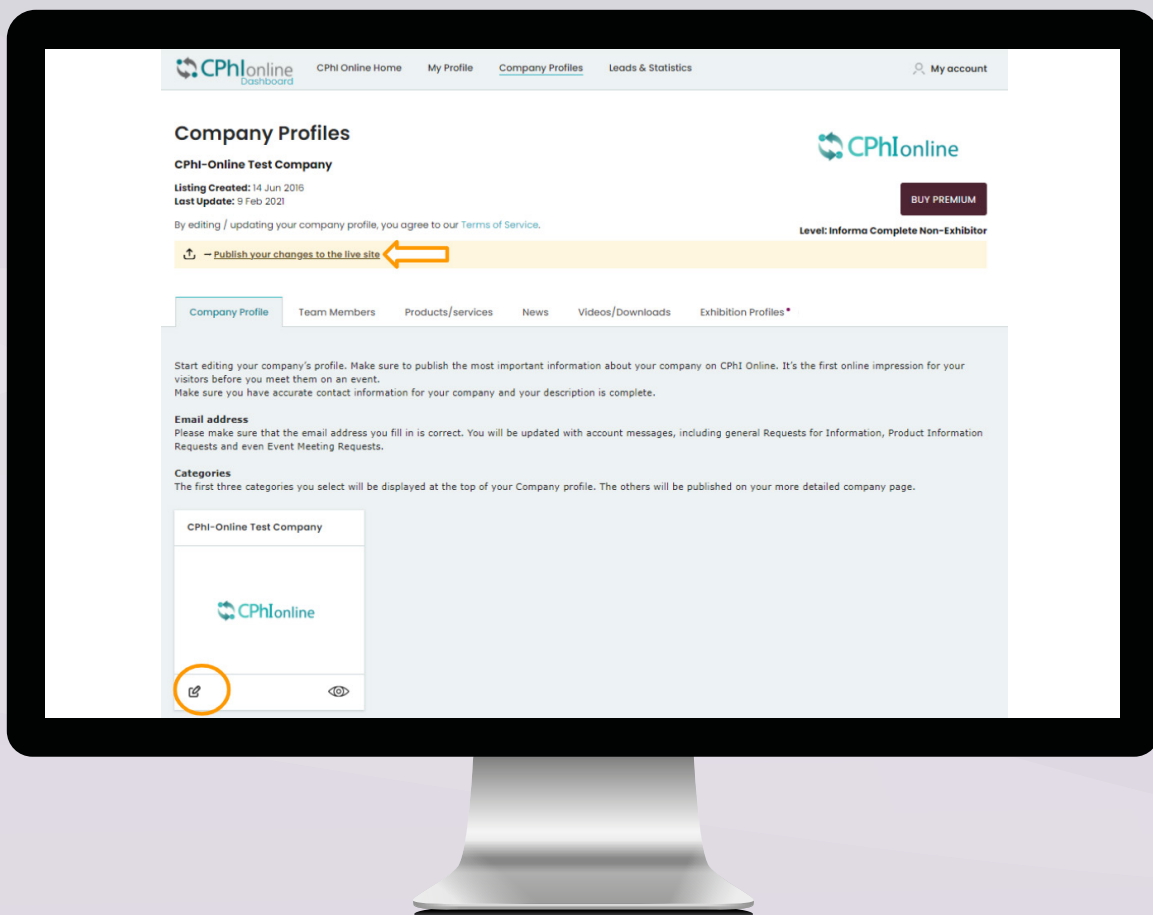
Step 2

How to complete/update your Company Profile on CPhI-Online.com

You can complete or update your Company Profile in 5 easy steps:

Select the pen icon, **highlighted** in the image, to start and update/edit:

- 1** Your company logo
Adding a company logo will help define your brand during the event.
- 2** Company description
A company description is a great way to summarize everything about your company.
- 3** Links to your social media profiles such as Facebook, Twitter, LinkedIn and Youtube
Further your networking outside the event by adding your social media feeds.
- 4** Sales markets and categories
Choose the markets and categories you are interested in to help with better, more consistent networking.
- 5** Click **Save** and then, **Publish** (highlighted in the image)
Don't forget to save your updates! Once it is published it is now live.



Step 3

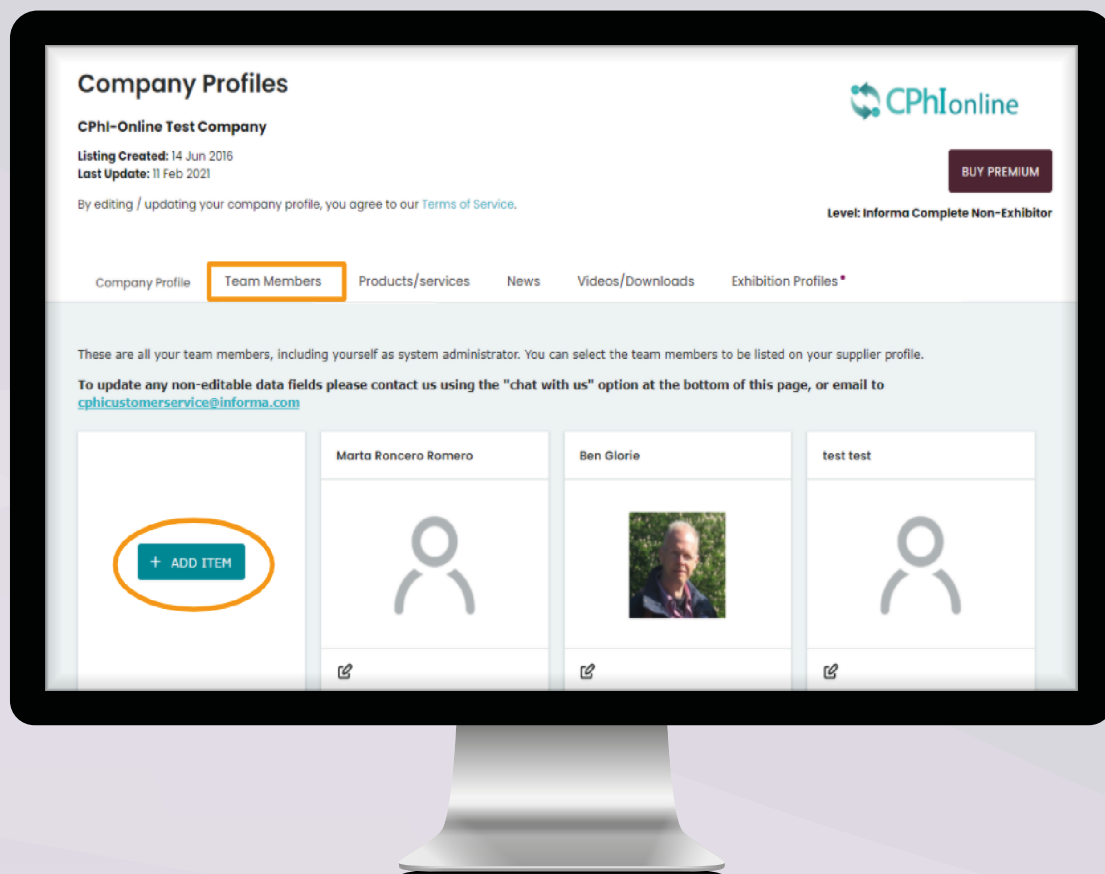
How to add team members on CPhI-Online.com

Once you have completed your Company Profile on CPhI-Online.com, add your team members.

Each time you participate in a live or virtual event, you will have the possibility to select which team members will be added to the Exhibition Profile. The Exhibition Profile is completed with team members from the Company Profile.

To add team members to your Company Profile, please click on the “Team Members” tab and select the “+ ADD ITEM” button. Please, fill in the fields and save the new team member.

Adding more team members will allow further networking opportunities and engagement with visitors and attending exhibitors, as it increases the time your company can spend meeting new people during the events.



Please note that only those team members who are added to your Company Profile will receive an invite to the CPhI Discover Registration Form and can network during the event.

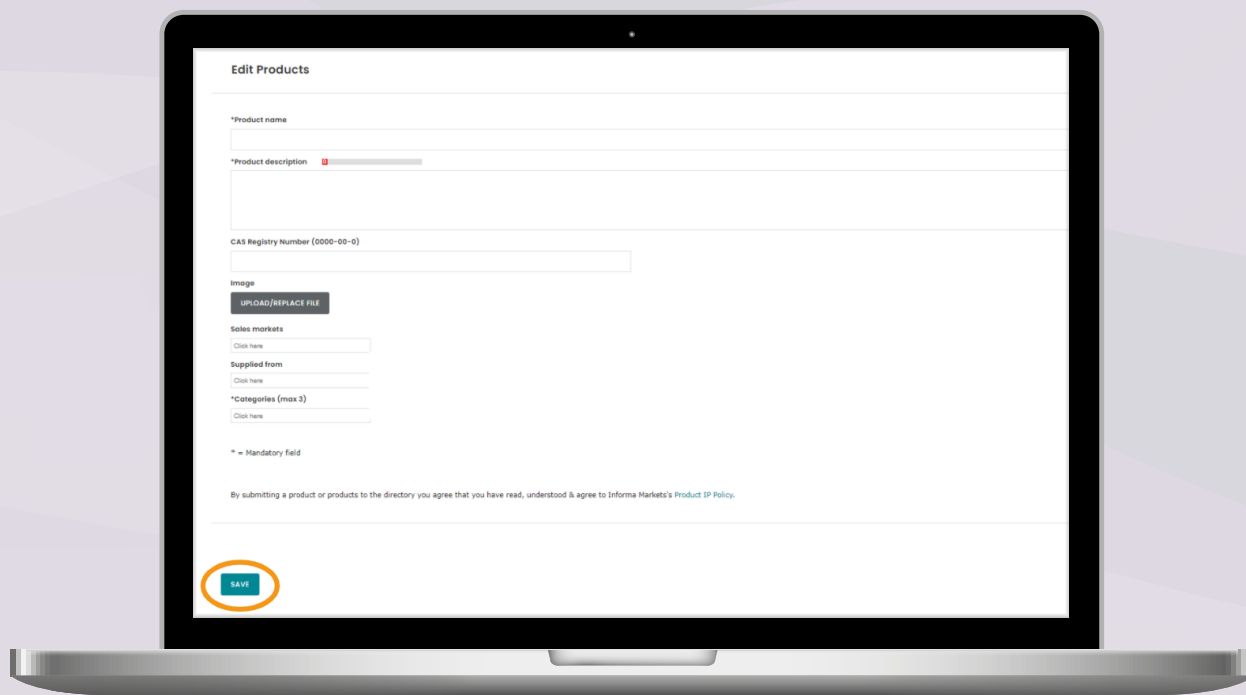
Step 4

How to add or edit your Products and Services on CPhI-Online.com

To add products or services to your Company Profile, please click on the “Products/Services” tab and fill in the required information.

- 1 Enter your product name and description
- 2 Add the CAS Registry Number
- 3 Upload your product images(s)
- Specifications: 300x300 px (JPEG, JPG or PNG)
- 4 Enter your Sales Markets
- 5 Enter Supplied Form
- 6 Enter Categories

Once done please click ‘**Save**’ and then, ‘**Publish**’. After it is published it is now live.



Step 5

Set up your Exhibition Profile on CPhI-Online.com

Your Exhibition Profile is your profile for CPhI Discover.

Your Exhibition Profile is created with information from your Company Profile. You will find it in the Exhibition Profiles tab. You can update or change information at any time.

The logo uploaded in the Exhibition Profile will be used for the marketing purposes included in your CPhI Discover package.

By default, there are Products and Categories added from your Company Profile. Select from the dropdown list to add more or click on the (X) to remove.

The screenshot shows the 'CPhI-Online Test Company' profile setup form. It includes a text input for the exhibiting name, a description field with a character count of 545, a logo upload button, and dropdown menus for products and categories. The products list includes 'Product 1 Test' and 'Product 2', and the categories list includes 'APIs (Active Pharmaceutical Ingredients)', 'Amino Acids', 'Phospholipids', and 'Analytical Chemistry'. A legend at the bottom indicates that an asterisk (*) denotes a mandatory field.

Team members from your Company Profile are added by default. Select from the dropdown list to add more (depending on your package you can add 5 or 10 members) or click on the (X) to remove.

The screenshot shows the 'Team members (max 5)' dropdown menu. The selected members are Alexandra Bosch, Ben Glorie, and Chad Brown. The dropdown list includes names such as Adrian Fernandes, Alex Bosch, Annika Kiestra, Ben Glorie, Chad Brown, Diana Kotze, and Kemit Shah.

Please note, only team members added to your Exhibition Profile will receive a link to the registration form for CPhI Discover and can partake in the event.

Once you are happy with all the information please click 'Save' and then, 'Publish'. Once it is published it is now live.

Step 6

Complete the CPhI Discover registration form

The team members added to the Exhibition Profile will receive an email with a link to register as an exhibitor at CPhI Discover.

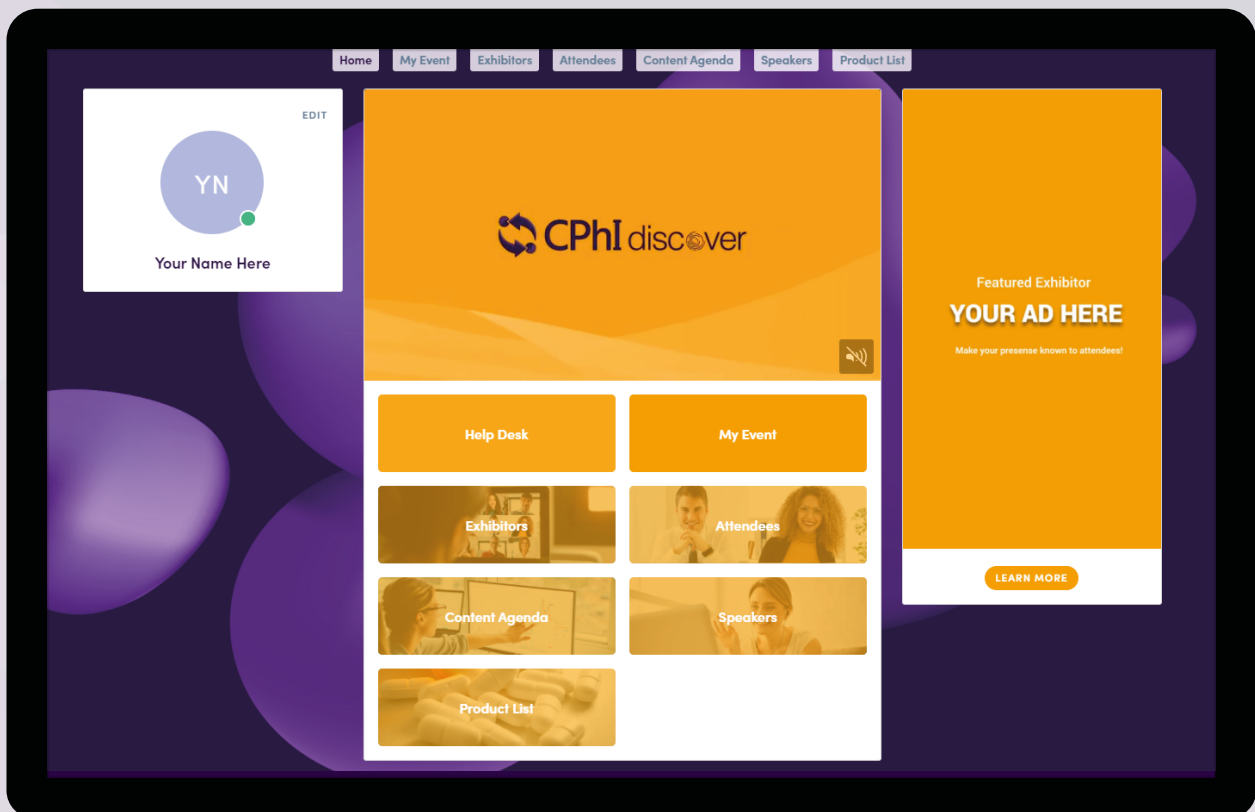
Step 7

The CPhI Discover matchmaking platform

CPhI Discover is powered by Swapcard.

An advanced matchmaking tool that empowers you with quality interactions. Swapcard uses natural language processing, advanced algorithms and deep neural networks to constantly learn about your professional goals and interests.

Swapcard takes the work out of networking through intelligent matchmaking – making it more fun and as efficient as ever.



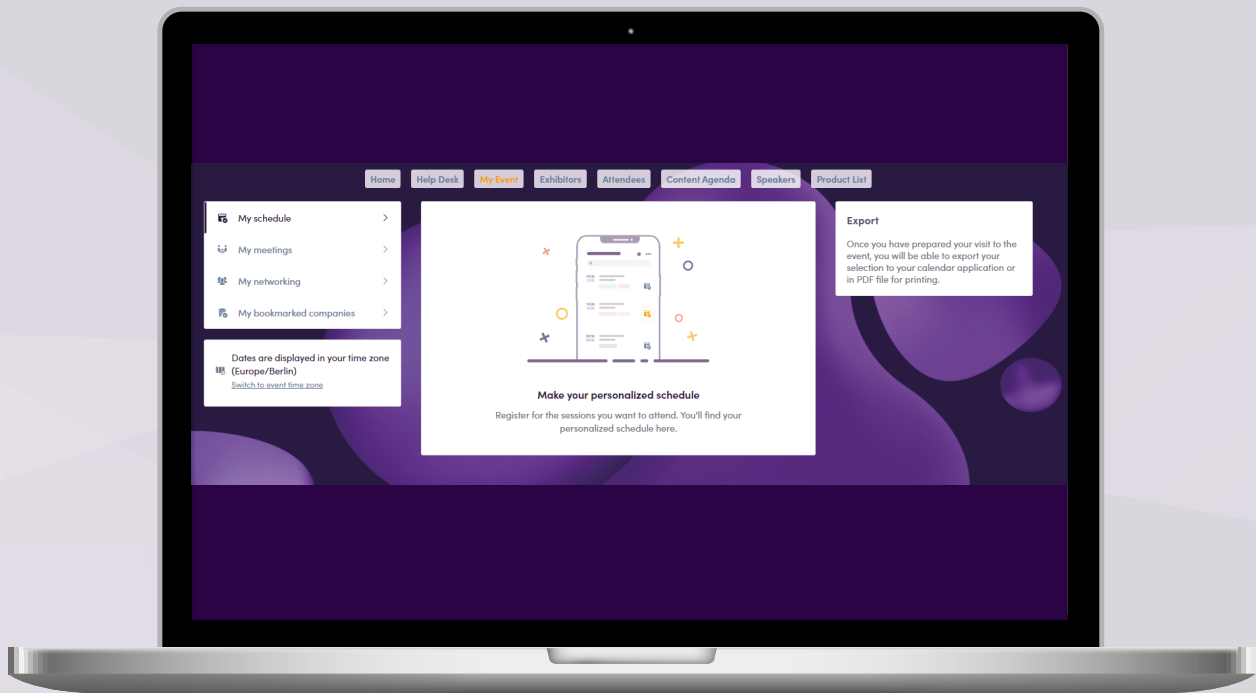
Step 8

Networking at CPhI Discover

Connections and Meetings are a core element of a successful event experience. We've made this as easy as possible, putting all your networking features in one place to get a calendar full of meetings.

Click on the **"My Event"** section, you will find your networking features:

- 1 My schedule: Your personal experience at the event.
- 2 My meetings: All the meetings you've set up.
- 3 My networking: The connections you've made.
- 4 My bookmarked companies: The companies you are interested in.

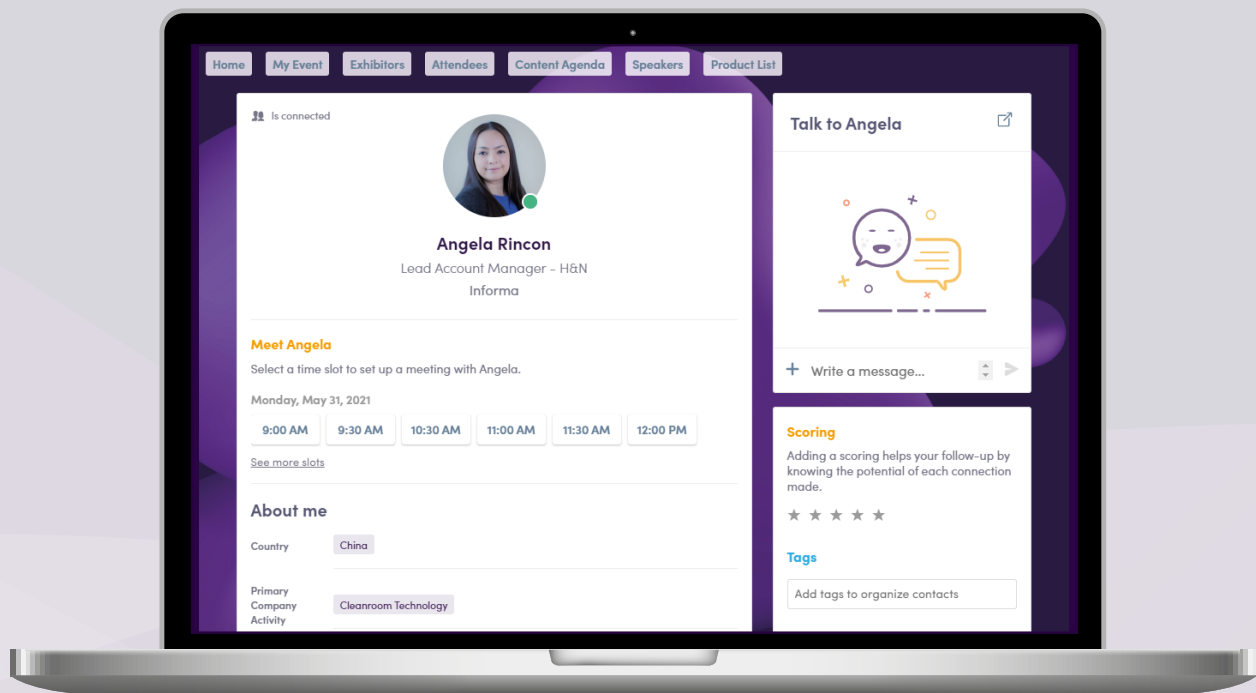


Step 9

How to send meeting requests

Requesting a meeting has never been easier, here is how to request a meeting in three easy steps:

- 1 Select a time slot to set up a meeting on any profile you would like to schedule a meeting with.
- 2 Add a message (optional) and click on **"SEND MEETING REQUEST"**.
- 3 Keep track of all your meetings and their status change in the section "My meetings".



Need more help?

For any questions or queries please don't hesitate to contact our friendly Customer Success Team.

Email: cphicustomerservice@informa.com

Phone: +31 (0)20 708 1637