

CPHI Milan 2026 – Filming Permissions & Guidelines

Accredited media may film on-site for editorial purposes using lightweight, handheld camera equipment only (e.g. smartphones, or DSLRs with a tripod or small on-camera microphone).

Large equipment such as lighting rigs, boom mics, and full sound setups are not permitted.

Media partners should seek permission before filming inside exhibitor stands or conducting interviews with exhibitors or visitors.

What is permitted for media partners:

- Filming interviews using handheld equipment.
- Recording podcast or video content using approved equipment.
- Bringing filming crews of up to **four people** for editorial coverage.
- Use tripods and small on-camera microphones where they do not obstruct visitors.

What is not permitted without prior approval:

- Large production setups, including lighting rigs, boom microphones or extensive sound equipment.
- Filming crews of more than four people.
- Equipment or filming activity that blocks aisles or disrupts exhibitors or visitors.
- Filming inside exhibitor stands without permission.
- Branding or promotional activity implying an exclusive partnership with CPHI.
- Drone filming.

Important:

Media partners who do not comply with this policy may be asked to stop filming, remove non-compliant equipment or obtain the appropriate approval before continuing. Repeated or serious breaches may result in restricted access to on-site media privileges.