

# Justification toolkit

Guide to help you illustrate the benefits of you attending CPHI Milan in October



**At the heart of Pharma**

# Your gateway to innovation in pharma

CPHI Milan is the premier, must-attend event that brings together the international pharma community annually.

**This October, over three days, engage, learn, and celebrate alongside some of the most prominent names in the industry.**

With over 62,000 professionals from across the supply chain, the event offers a platform for unparalleled industry-wide networking opportunities and cutting-edge solutions in the likes of AI, sustainability, and patient-centric solutions.

And as a major hub for the pharma sector, you can make valuable connections with emerging markets in a strategic European location.



## It all happens here. Only once-a-year.



**62,000+**  
attendees



**2900+**  
exhibiting  
companies



**250+**  
expert  
speakers



**170+**  
participating  
countries

This kit includes materials you can tailor to meet your needs and make things easier to organise a request for approval to attend and show ROI upon your return.

It contains:

**1** CPHI Milan pass options

**2** Justification letter template

**3** Decision making tool

**“CPHI has been a must-attend event for me for 17 years. This is a unique opportunity to meet new contacts and reinforce existing relationships.”**

ALESSANDRO GAGNONI  
Senior Director Pharmaceutical  
Operations, Kamfarma SA



# Industry trends to watch

Across 15 product sectors, including 4 brand new zones, CPHI Milan offers a true sense of the state of pharma in 2026, and where the industry is heading in the coming years.

Add to that a roster of more than 250+ speakers sharing insights across 130+ sessions on a range of key topics, and you'll have plenty of inspiration to inform the future of your business.



## AI in pharma

Revolutionising drug discovery and clinical trials.



## Patient-centric formulations

Personalised medicine driving growth.



## Sustainability

Eco-friendly manufacturing and packaging innovations.



## Emerging markets

Unmissable opportunities in Asia, Africa and Latin America.

## Event highlights

**Exhibitor showcase:** Explore innovations from 2,900+ exhibitors including our Start-Up Market, showcasing the companies setting the agenda for pharma's future.

**Content sessions and Leadership Summit:** Hear from a diverse lineup of global industry leaders, visionaries, and innovators at the Leadership Summit.

**Casual networking experiences:** Dedicated spaces for informal networking, including happy hours, and networking sessions to connect with peers and experts.

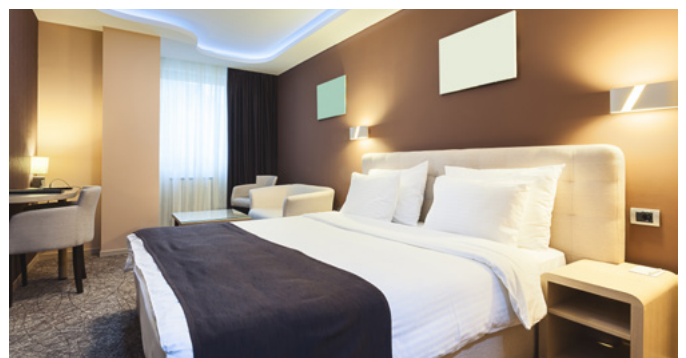
**Recognition and awards:** A ceremony celebrating the most innovative companies, products, and individuals shaping the future of pharma.

## CPHI Milan's official hotel partner

**bnetwork**  
accommodation specialist

As the official accommodation agency for CPHI Milan 2026, bnetwork has secured a range of great accommodation solutions at every price point and is ready to assist with accommodation bookings!

**Visit their dedicated & secured online booking centre.**



## A pass for every attendee

With a variety of options, you can select the pass that best suits your business needs!

Whether it's meeting new suppliers, getting ahead of industry trends, networking with your peers, or all of the above, CPHI Milan has the option for you. We also offer a range of limited premium passes, which offer an enhanced event experience, including more networking and on-site benefits.

**All passes grant access to the online and in-person events.**

LIMITED AVAILABILITY

### Standard

Meet people, discover fresh innovation and connect with 2,900+ suppliers in Milan.

~~€329~~ **€247**

Offer ends 7 September

[Buy now](#)

MOST POPULAR

### Explorer

Maximise your networking with one-hour early access each day and gain access to the Match & Meet zone.

~~€499~~ **€374**

Offer ends 7 September

[Buy now](#)

PREMIUM PASS

### Leader

Get exclusive access to the event, with dedicated entry, reserved lounge spaces, refreshments and more.

~~€799~~ **€599**

Offer ends 7 September

[Buy now](#)

PREMIUM PASS

### Networking Leader

Get a head start on meetings, connect with qualified leads, and grow your pipeline faster. Enjoy super early access, bookable meeting tables, and tailored matchmaking. This pass is designed to accelerate your business.

**€3,999**

100 available

[Buy now](#)

exclusive of VAT

*please see next page for detailed benefits*



## Compare passes

<b>Ticket benefits</b>	<b>Standard</b> Vol: limited 70%	<b>Explorer</b> Vol: unlimited	<b>Leader</b> Vol: 1000	<b>Networking Leader</b> Vol: 100
Access to show floor	10AM	9AM	8.30AM	8.30AM
Access to the exhibitor list	✓	✓	✓	✓
Access to content sessions	✓	✓	✓	✓
Lead scanning (virtual businesscard)	✓	✓	✓	✓
Access to Match and Meet zone	-	✓	✓	✓
Free public transport ticket	-	✓	✓	✓
Official CPHI Milan merchandise	-	-	✓	Deluxe
Leader Lounge access	-	-	✓	✓
Fast track entry	-	-	✓	✓
Access to Leadership Summit	-	-	✓	✓
In-app Attendee list access	-	-	-	Add on
Hotel room access <sup>1</sup>	-	-	-	✓
Free access to the venue buses	-	-	-	✓
Concierge service	-	-	-	✓
Connections Programme <small>powered by Newbridge for targeted matchmaking</small>	-	-	-	✓
Access to exclusive Networking Leader Lounge <sup>2</sup>	-	-	-	✓
City pass (museums, landmarks)	-	-	-	✓
Sustainability Summit (06 Oct)	-	-	-	✓
Duomo after-hours networking experience	-	-	-	✓
	<a href="#">Buy now</a>	<a href="#">Buy now</a>	<a href="#">Buy now</a>	<a href="#">Buy now</a>

<sup>1</sup> Pre-reserved, near the venue, with booking and payment completed by the pass holder.

<sup>2</sup> Bookable space/tables via the event app

**Subject:** Request for approval to attend CPHI Milan 2026

Dear

I am writing to request your approval to attend CPHI Milan 2026 from October 6–8, 2026. With more than 62,000 members of the international pharma community set to attend, it's the pharma sector's leading global event.

**CPHI Milan will provide invaluable opportunities to:**

- Network directly with industry leaders and peers.
- Gain insights into emerging trends such as AI, sustainability and patient-centric solutions.
- Explore innovations from 2,900+ exhibitors.

CPHI Milan will also feature a comprehensive educational program, including keynote presentations, learning sessions, and access to sustainability resources at no additional cost. Several presentations directly align with our current initiatives and goals, such as:

Additionally, the tradeshow floor will host exhibitors who can provide solutions and insights for projects we have on the horizon. If approved to attend, I will have the opportunity to meet face-to-face with key vendors, discuss potential solutions, view product demonstrations, and gather valuable information for us to evaluate upon my return.

I am seeking approval for the registration fee and travel expenditures.

Here is a complete breakdown of the conference costs:

- Event registration: €
- Air/Train fare: €
- Transportation: €
- Hotel: €
- Meals: €
- Other expenses: €

**The total cost will be €**

I've conducted thorough research, and CPHI Milan stands out as the premier event for the pharmaceutical industry. With over 36 years of experience hosting events worldwide, CPHI is unmatched in size, scale, and influence. Attending this event will provide our organization with access to advanced research, emerging technologies, and strategic innovations that can enhance our operations and position us as leaders in the industry.

Thank you for considering this request. I am confident that attending CPHI Milan will be a valuable investment for our organization, offering unparalleled opportunities to gain insights, build connections, and explore solutions that will drive our success.

Sincerely,

# ROI calculator

<b>Event registration</b>	Covers the cost of different pass types for CPHI Milan: <ul style="list-style-type: none"> <li>• <b>Standard Pass</b> (€247) for general admission</li> <li>• <b>Explorer Pass</b> (€374) with early access &amp; transport perks</li> <li>• <b>Leader Pass</b> (€599) for VIP treatment</li> <li>• <b>Networking Leader Pass</b> (€3,999) offering ultimate networking and exclusive services.</li> </ul>	€
<b>Air/Train fares</b>	Includes the cost of flights/trains to and from the event location, varying by travel class and booking time.	€
<b>Transportation</b>	Local travel expenses such as taxis, car rentals, ride shares, or public transport during the trip.	€
<b>Hotel</b>	Accommodation costs, and it is recommended to book through the official hotel partner, <b>bnetwork</b> , for exclusive rates and proximity to the event venue.	€
<b>Meals</b>	Food and beverage expenses, including per diem allowances or business meals during the trip.	€
<b>Miscellaneous/ Other expenses</b>	Includes additional expenses such as printing, Wi-Fi, tips, or other unforeseen costs incurred during the trip.	€
<b>Total</b>		€



**For more information about attending CPHI Milan, head to [www.cphi.com/europe](http://www.cphi.com/europe) today**



**MILAN**  
6-8 OCT 2026

# Thank you for considering CPHI Milan 2026

## Contact information:

**WhatsApp:** +31 20 245 5355

**Email:** [cphicustomerservice@informa.com](mailto:cphicustomerservice@informa.com)

**Hotline:** +31 20 245 5355

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