Welcome to Pharmapack

The Event Planner – Exhibitor Guide

21-22 January 2026
Paris Expo, Porte de Versailles - Hall 4 | Paris, France

PHARMAPACK
By CPHI

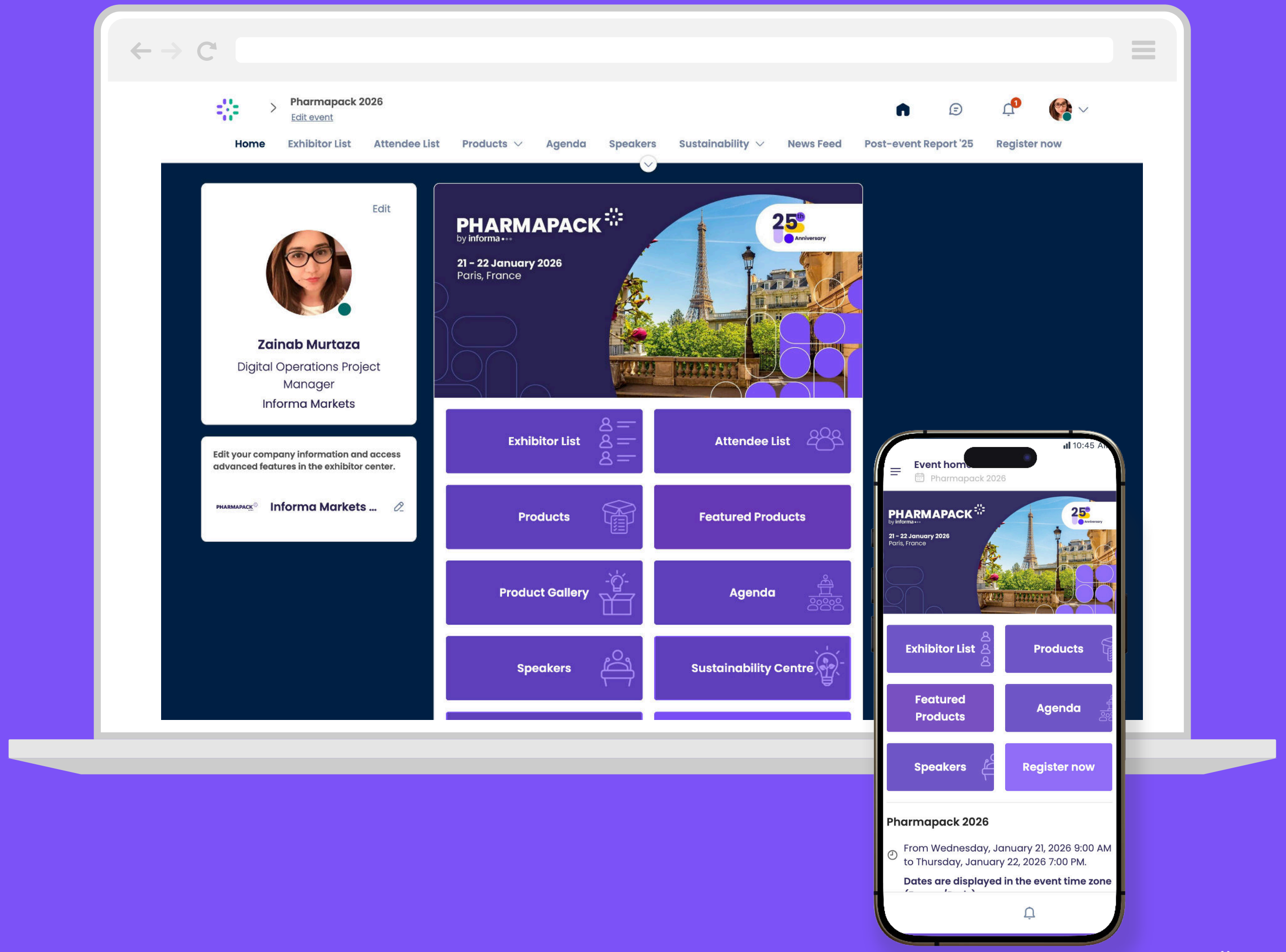
Contents

What is the Event Planner?

The Event Planner is your number one tool for increasing the efficiency and success of your event. Here you will find a suite of easy-to-use tools that extend your sphere of influence, facilitate deeper connections and increase your return on investment. All personalised to your needs and accessible at your pace.

On the Event Planner you can:

- Advertise your presence at the event through a company and personal profile
- Search the full list of attendees to find your target audience
- Network with professionally aligned contacts before, during and after the event through messaging or setting up meetings
- Capture and retrieve the details of all the connections you make



Getting Started

Logging in to the Event Planner

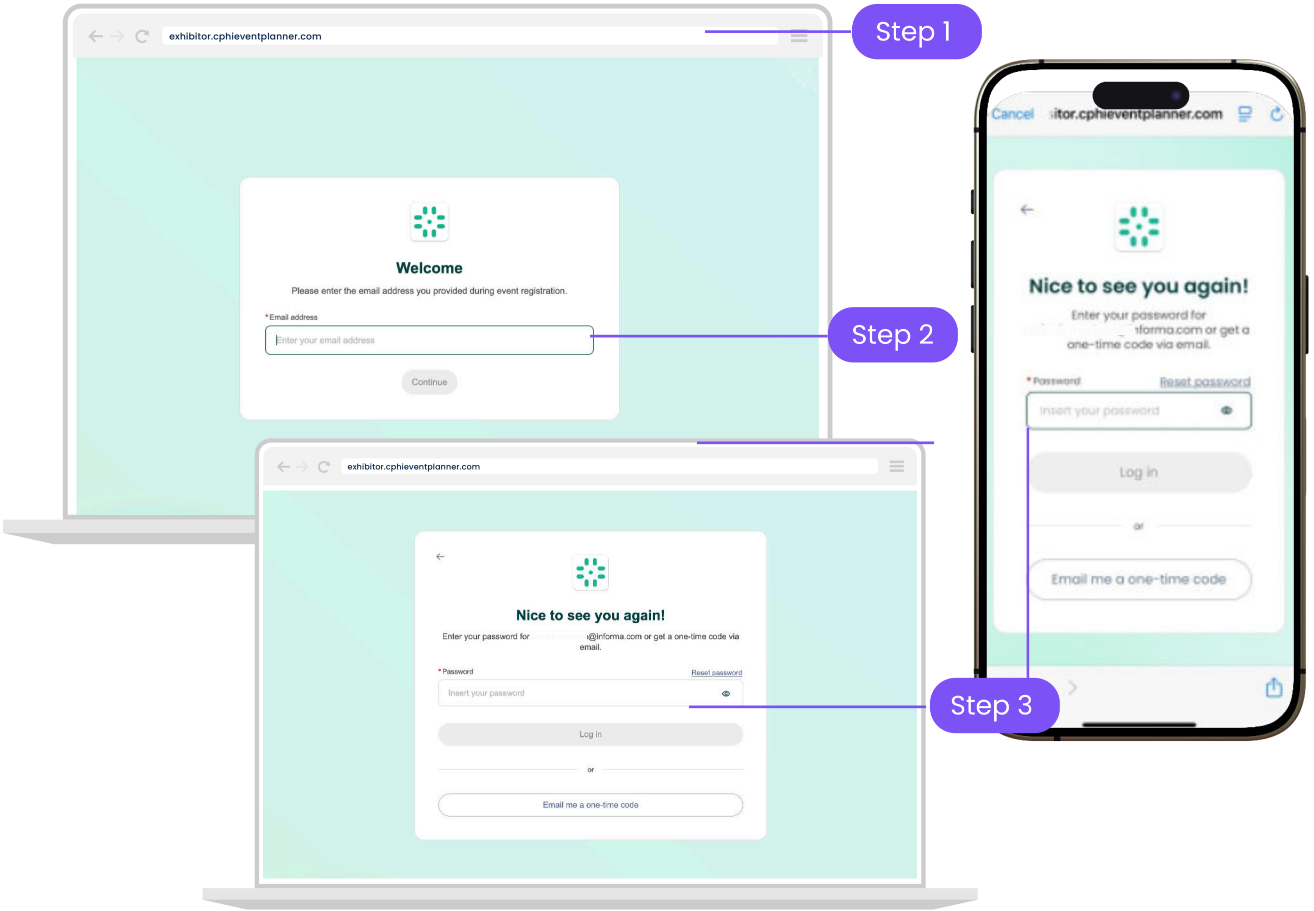
Access the Platform

Step 1: To do this either:
A: Click on the link sent to you in your Welcome email from servicesnoreply@eventsbycphi.com
B: Visit the Event Platform : **exhibitor.cphieventplanner.com**
C: Download the Events by CPHI from the Apple or Google Play store.

Step 2. Enter the email address you used to register for the event.

Step 3. If you've previously set a password, you'll be prompted to enter it. Your password protects your account through Two Factor Authentication.

Step 4. You will then be sent a one-time code to your email. Enter this to access your account.



*Check your spam folder if you don't get an email in your Inbox from servicesnoreply@eventsbycphi.com
**If you have forgotten your password, You can either request a one-time login code or click 'Reset Password'.

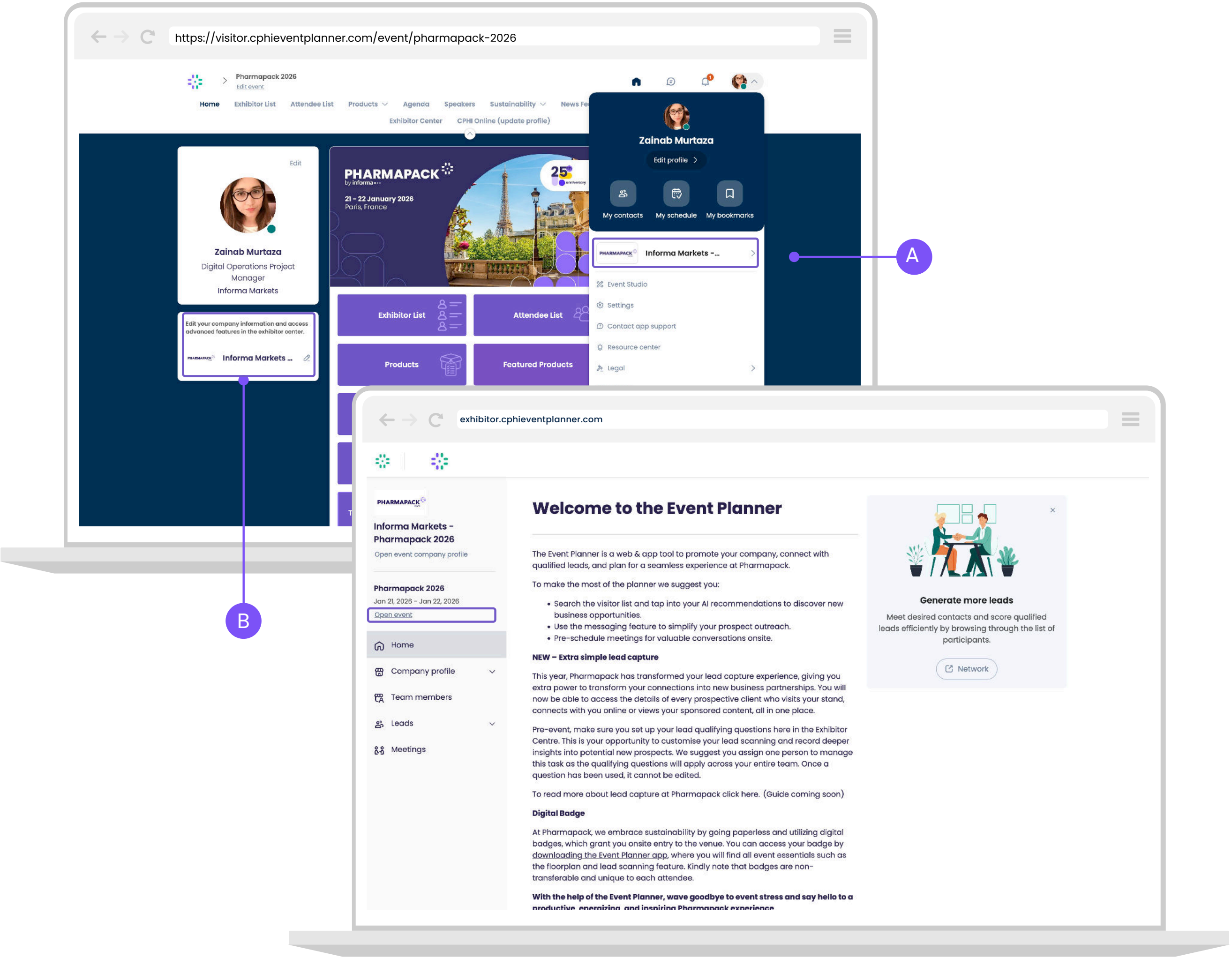
Access the Exhibitor Centre

The Exhibitor Centre is your company's hub. Here you can update your company profile, add products and marketing content, review meetings and so much more.

There are two ways to access the Exhibitor Centre:

- A Click your picture in the upper right corner and select **"Your company"** from the menu.
- B Click on the pen next to your company on the left-hand side of the homepage.

To exit the Exhibitor Centre, select **"Open Event"** from the left hand menu.



Create your personal profile

Make a great first impression by taking a few minutes to set up your personal profile. A complete profile is more attractive to attendees and gives you a boost to connecting with the right people.

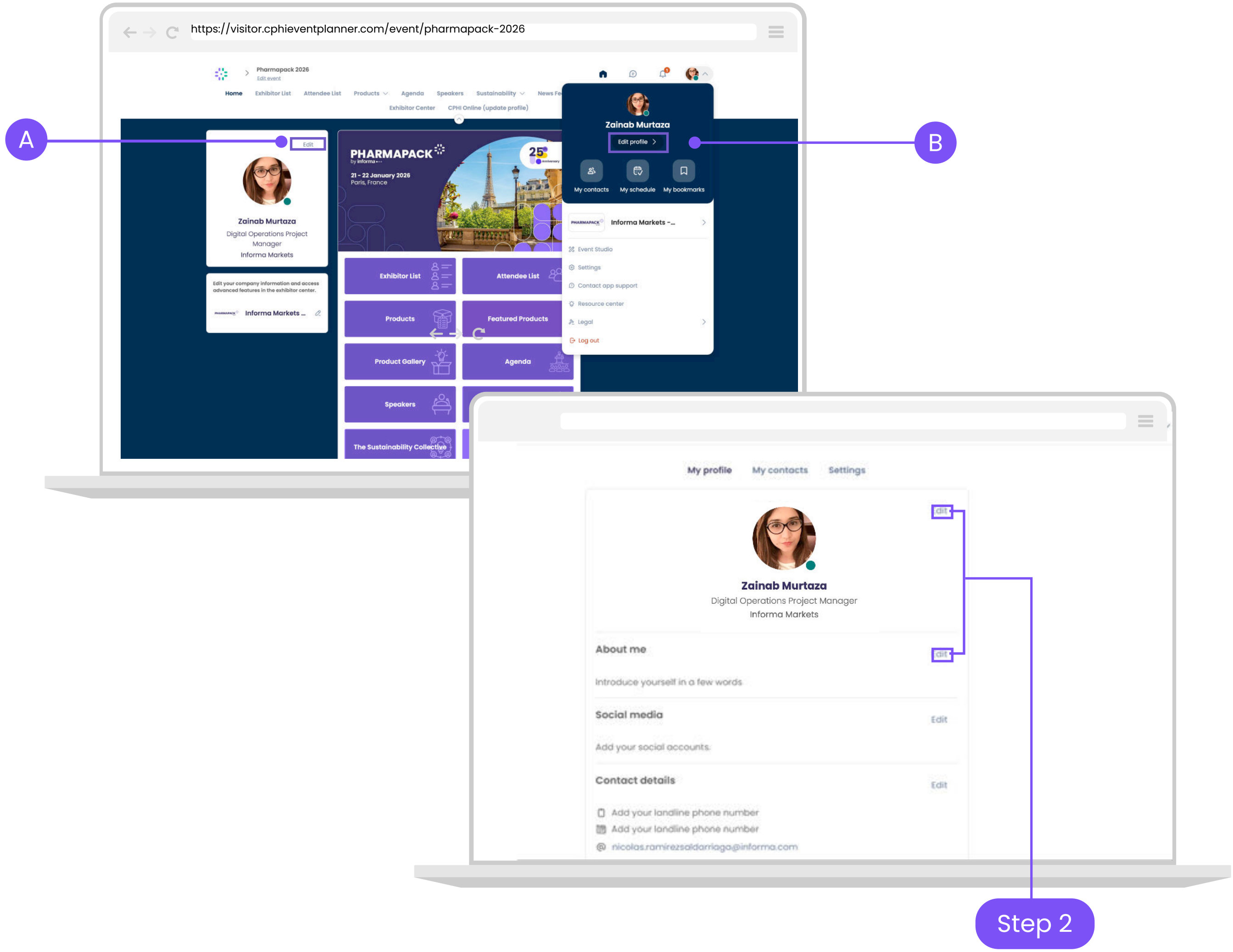
Step 1: Access your profile. There are two ways to access your profile:

- A Click **"Edit"** at the top-right of the profile picture box.

  or
- B Click **"My Profile"** from the drop-down menu to the right of the page.

Step 2: Once in your profile, proceed to click on the "Edit" buttons to make relevant changes or updates.

Step 3: Complete all sections, fuller profiles will help you to get matched with the most relevant attendees.



Networking

Find your next client on the attendee list

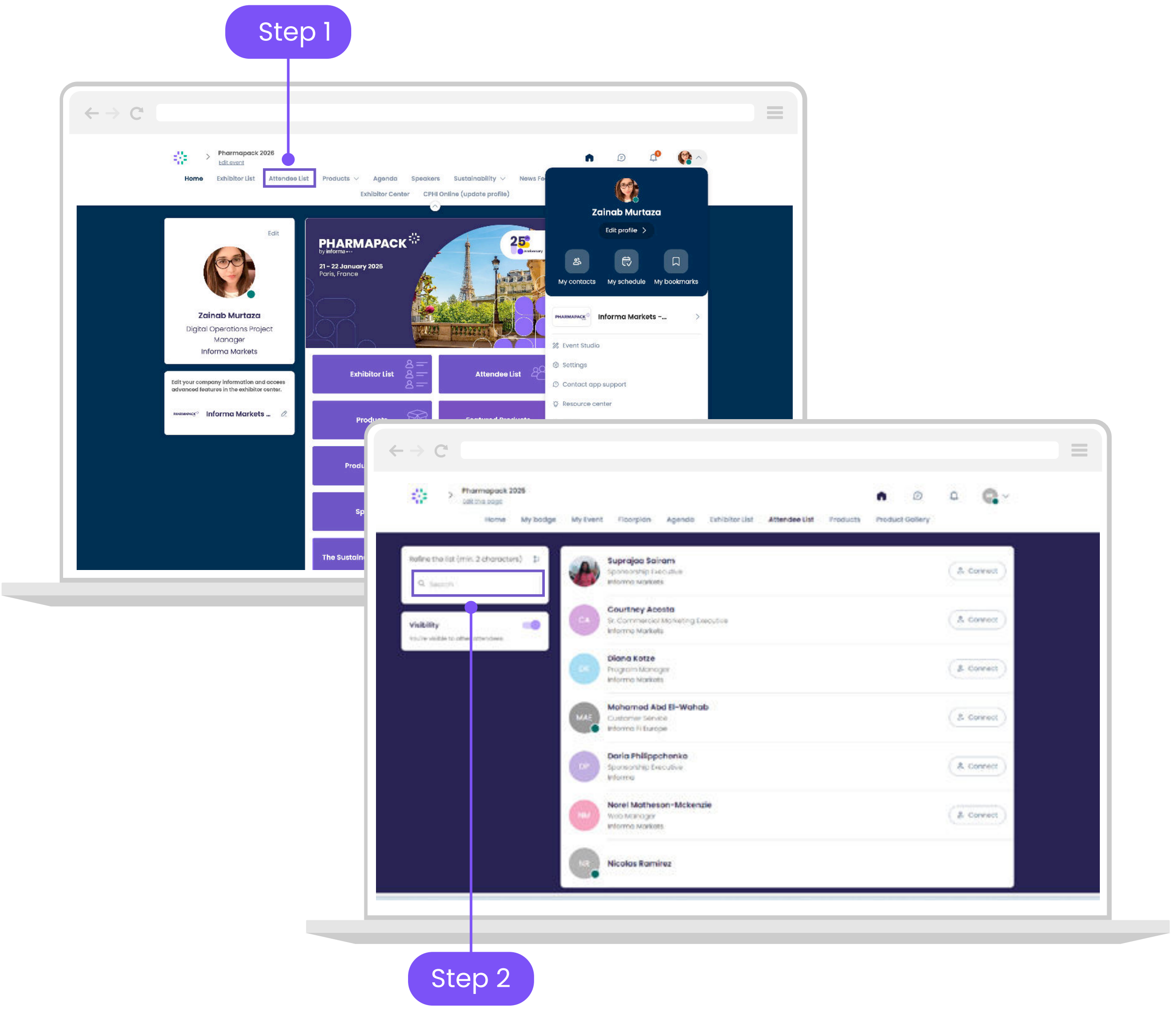
All Informa Markets online platforms provide exhibitors with the official attendee list. **This list will be available later on**, and includes everyone who has registered for the show, thus vastly increasing the target market size for exhibitors. It is the place to start building your pipeline of future valuable contacts. Make sure to brief your teams on how to search through attendees with the easy-to-use filters and tools.

Step 1: From the main event page, click on **"Attendee List"** in the top left corner of the navigation bar of the homepage

Step 2: Search the list for visitors that align with your business goals using the filters on the left-hand side of the screen

Step 3: Click on an attendee profile to find out more about them and start networking by sending a connection request or booking a virtual meeting

Don't miss your perfect match! At the top of the attendee list, you will also see your **AI-recommended attendees.** These are matched specifically to you based on your profile and behaviour on the platform.



Send a connection request

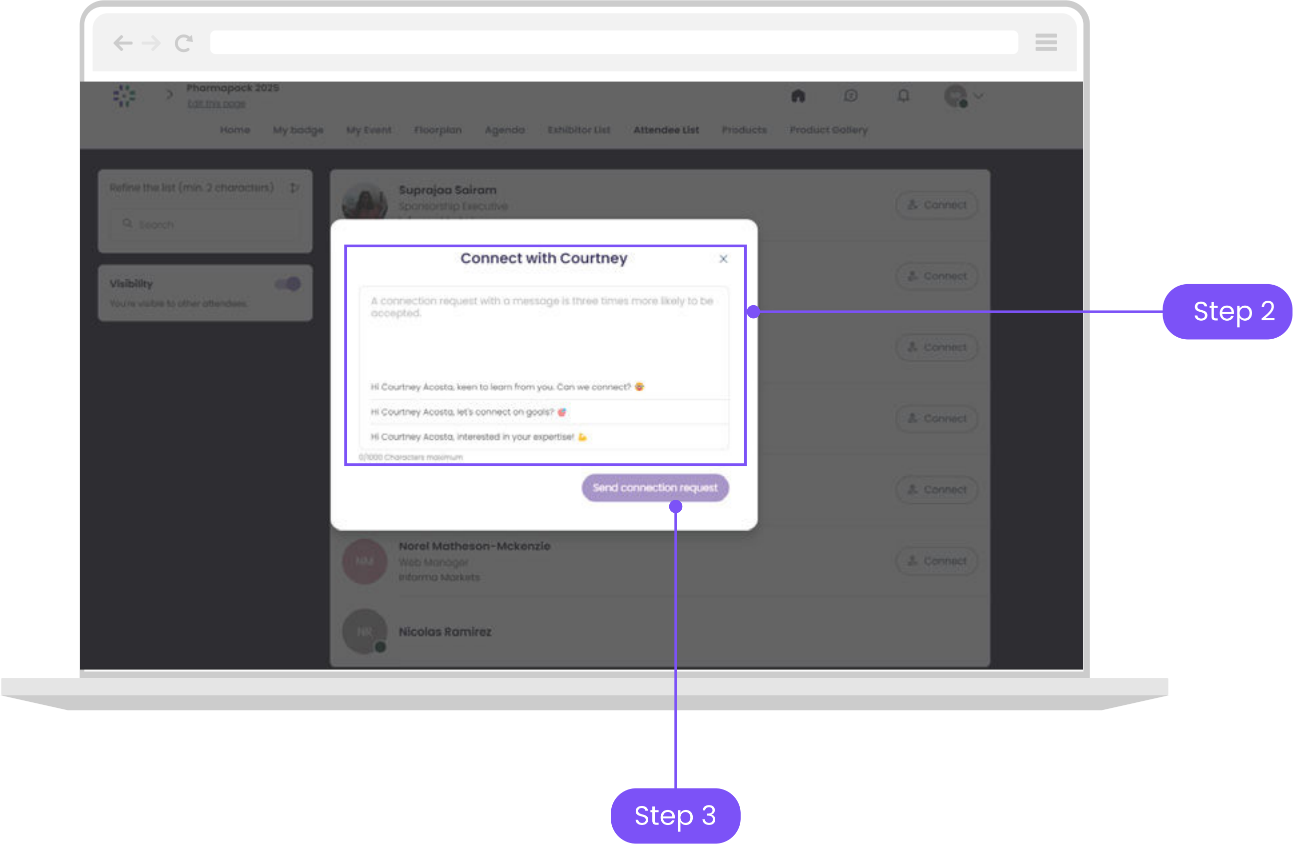
You can send a connection request to an attendee, speaker or another exhibitor. Once someone has accepted your request, you will be able to exchange messages on the platform and they will appear in your list of leads.

Step 1: Click on an attendee profile from the attendee list, speaker list, or the members under a company profile.

Step 2: Add an introductory message about yourself, your company and reason to connect.

Step 3: Click **"Send connection request".**

Note: You will be able to find all the people you have been in contact with from **"My contacts"** tab under your profile picture, or in the **"My Event"** button under My Networking tab.



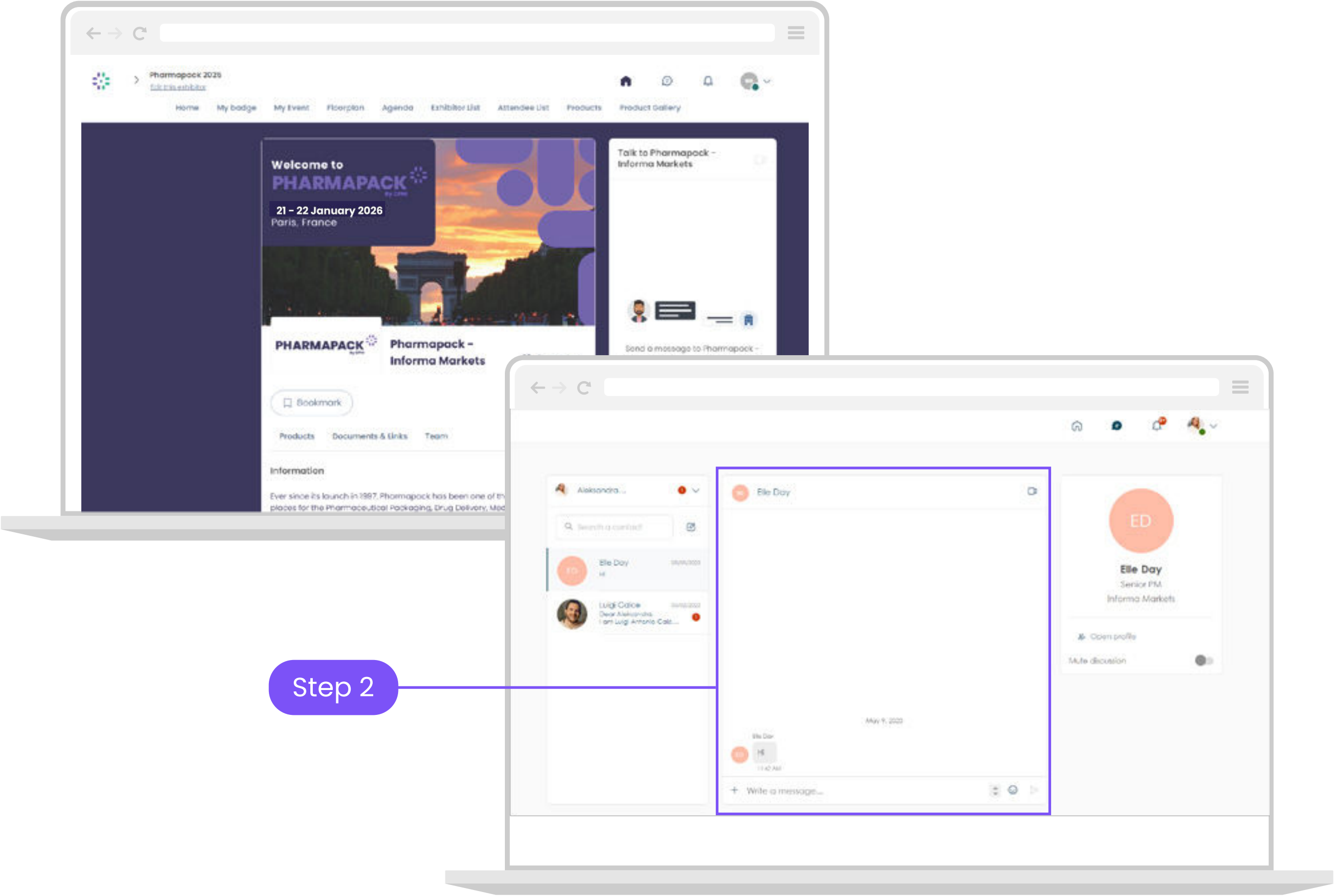
Send a message

Engage with prospective clients by sending and responding to messages. It's a great way to check-in during the event and follow-up on any outstanding issues after you've met in-person.

Exhibitors who used the messaging feature at a previous event increased their number of leads by more than 300%.

Step 1: Head to the profile of the attendee you wish to message

Step 2: On the right-hand side of their profile, you will find a chat box. Type your message here and click the send icon



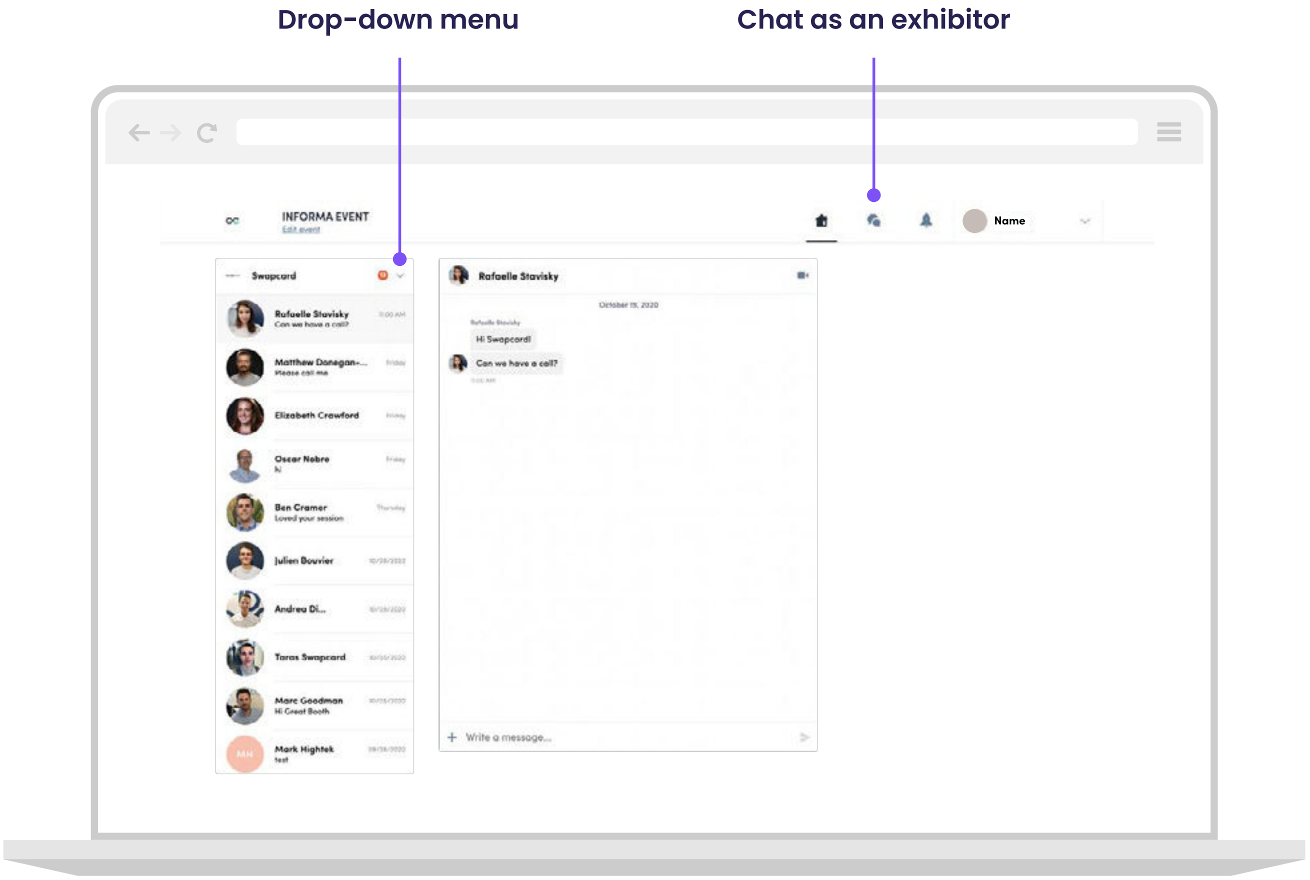
Manage your messages

Step 1: When you receive a new message, a red circle will appear over the chat bubble icon along the top of the screen

Step 2: Click the chat bubble icon to view your inbox

Step 3: You can switch between your personal inbox and the company inbox using the drop-down menu at the top of your messages

Step 4: Click on a message to view it and respond



Create a group chat

Create a group chat for discussions with up to 10 people. You can send messages, share files and arrange group video calls for those topics that cannot be conveyed in a message.

Step 1: Head to your message inbox by clicking on the chat bubble icon

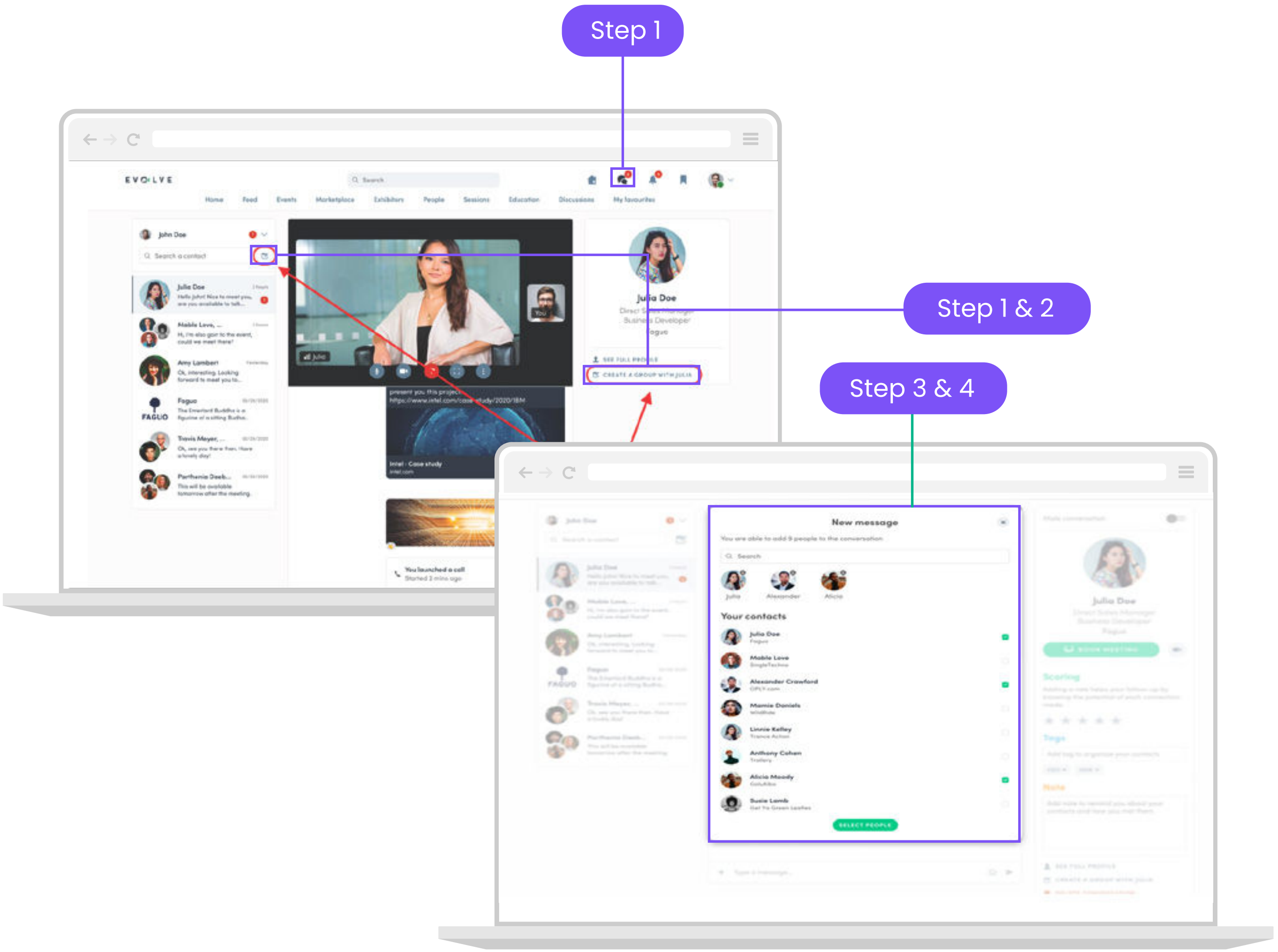
Step 2: Click the new message icon at the top of your messages

Step 3: Add people from your contact list to the group by selecting the checkbox next to their name

Step 4: Click **"next"** to start your conversation

By default, the person creating the group chat is the admin.
This gives them the right to:

- Add and remove members
- Assign and demote new admins
- End the conversation



Request a meeting

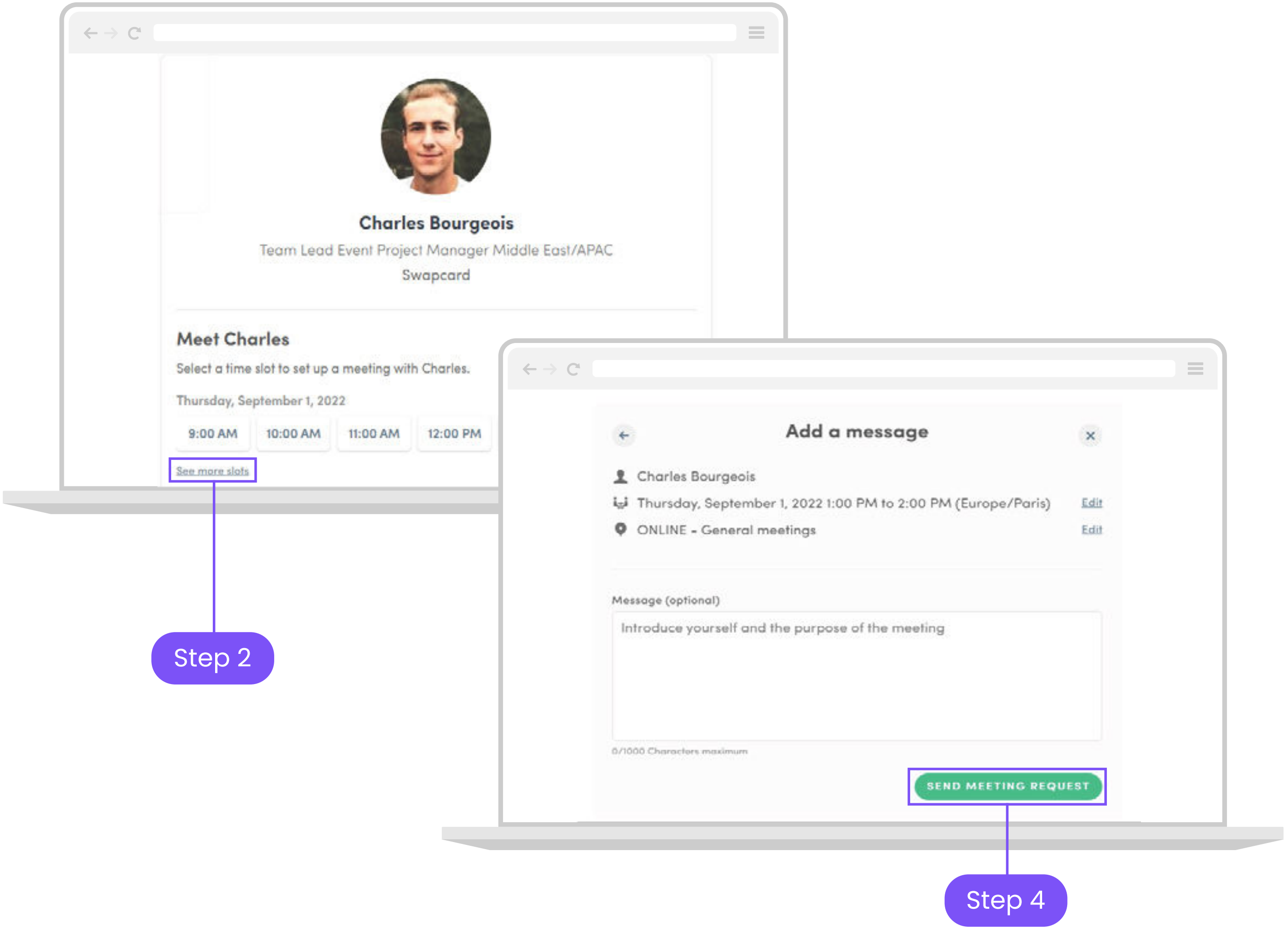
Arrange meetings once the visitor list is available! Move your business relationship further and make time for those important face-to-face discussions. Meetings can be held online or in-person at the show.

Step 1: Visit an attendee's profile from the attendee list, speaker list, or an exhibitor's profile

Step 2: Select one of the suggested time slots or click **"see more slots"** for all available times

Step 3: Select a meeting location, and add participants if required

Step 4: Add a message and send your meeting request

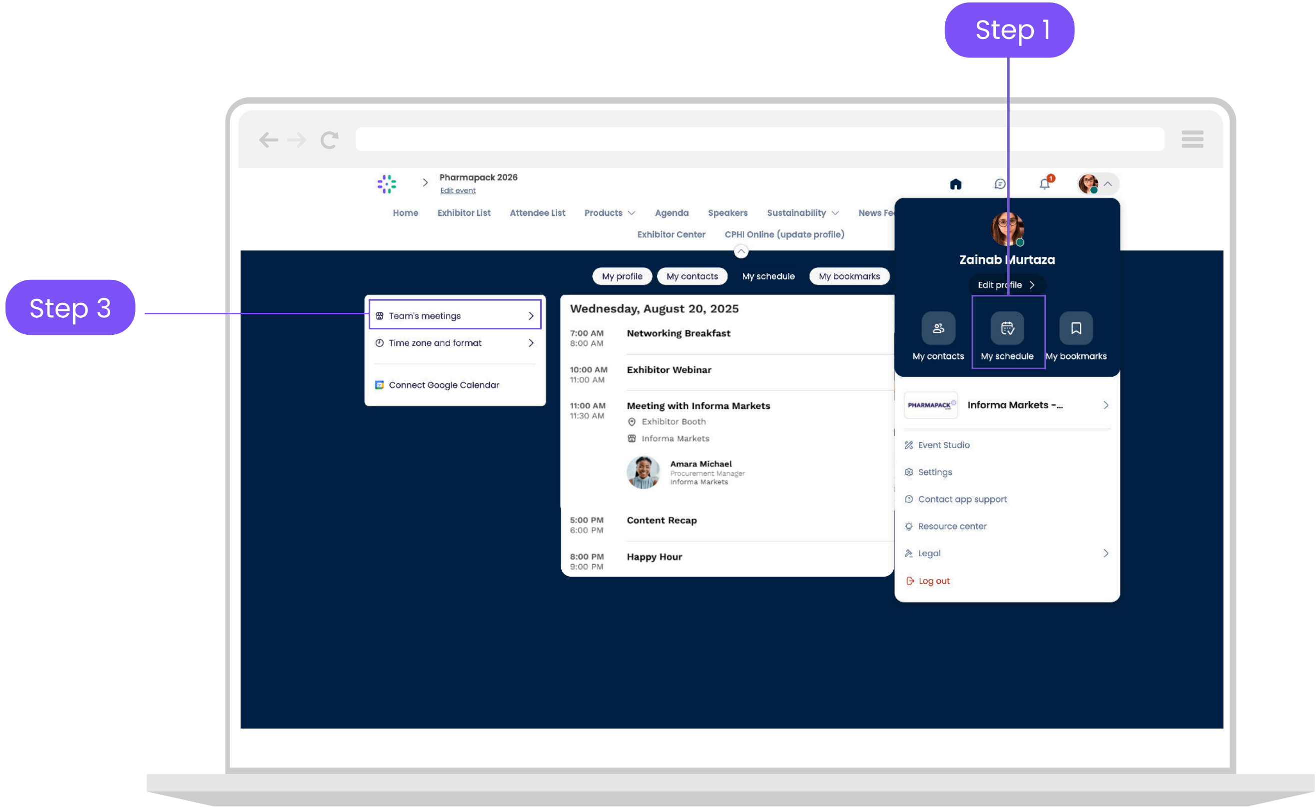


Manage your personal meetings

Step 1: You can find your meetings under your **"My schedule"** button when you click on your profile picture.

Step 2: Here you can manage all the meetings that have been assigned to you.To edit, confirm or cancel a meeting, click on the **edit icon**

Step 3: You can manage your team's meeting, by clicking on it on the left hand-side panel, It will take you to your company's exhibitor centre.



Manage your Team meetings

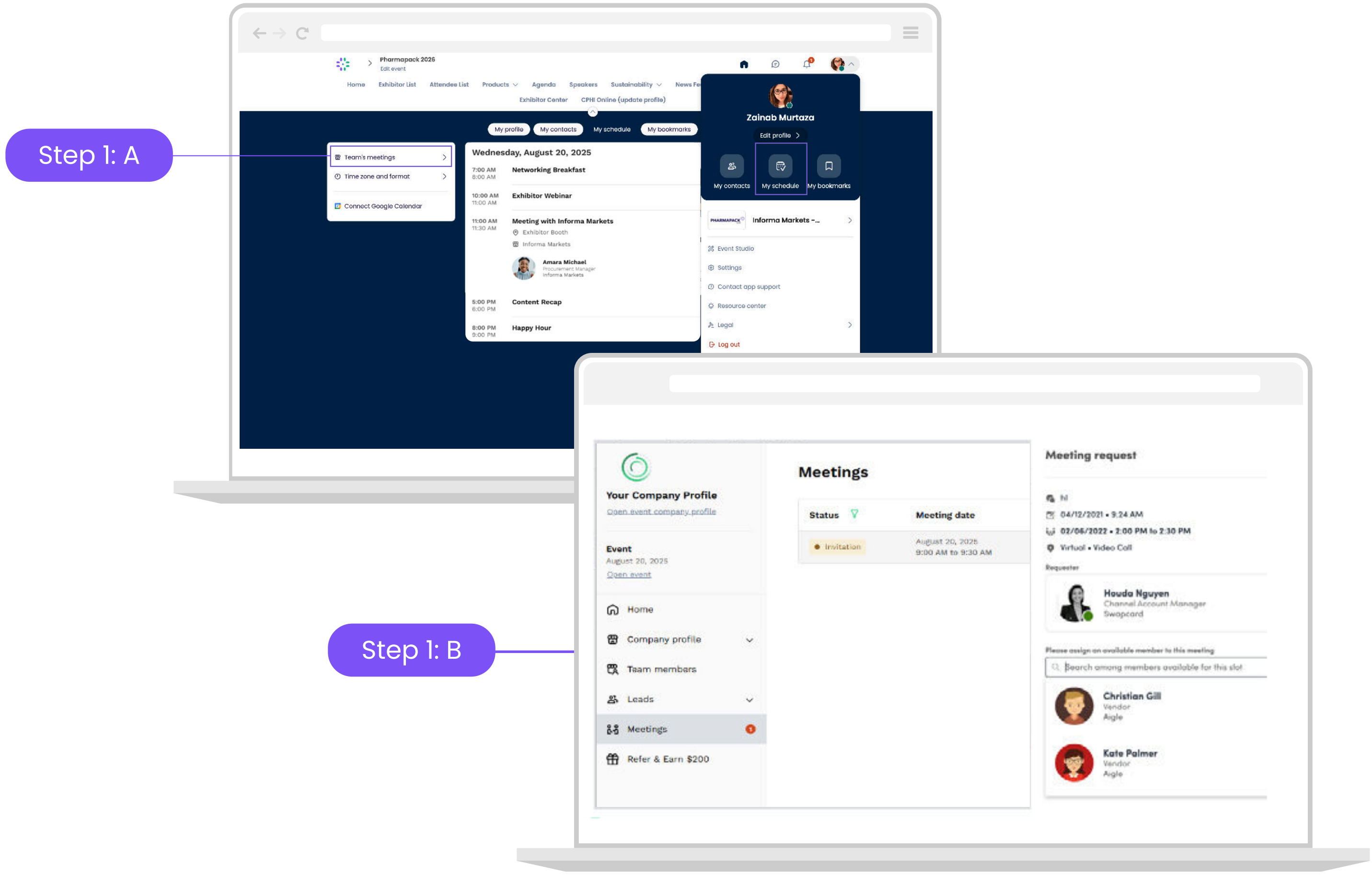
Step 1: There are two ways to view your company meetings:

- A From the left hand side on of your personal meetings page select **"team's meetings"**
- B Enter the Exhibitor Centre (see page 8) and select **"Meetings"** from the left navigation bar

Step 2: Here you can manage all the meetings requests sent to your company. To edit, confirm or cancel a meeting, click on the **edit icon.**

Step 3: Once you have clicked on a meeting, you can use the search bar title **"participants"** to find your team members and assign the meeting to them

Step 4: To manage your company's meeting availability, select manage availability from the right hand side of the page.



Content

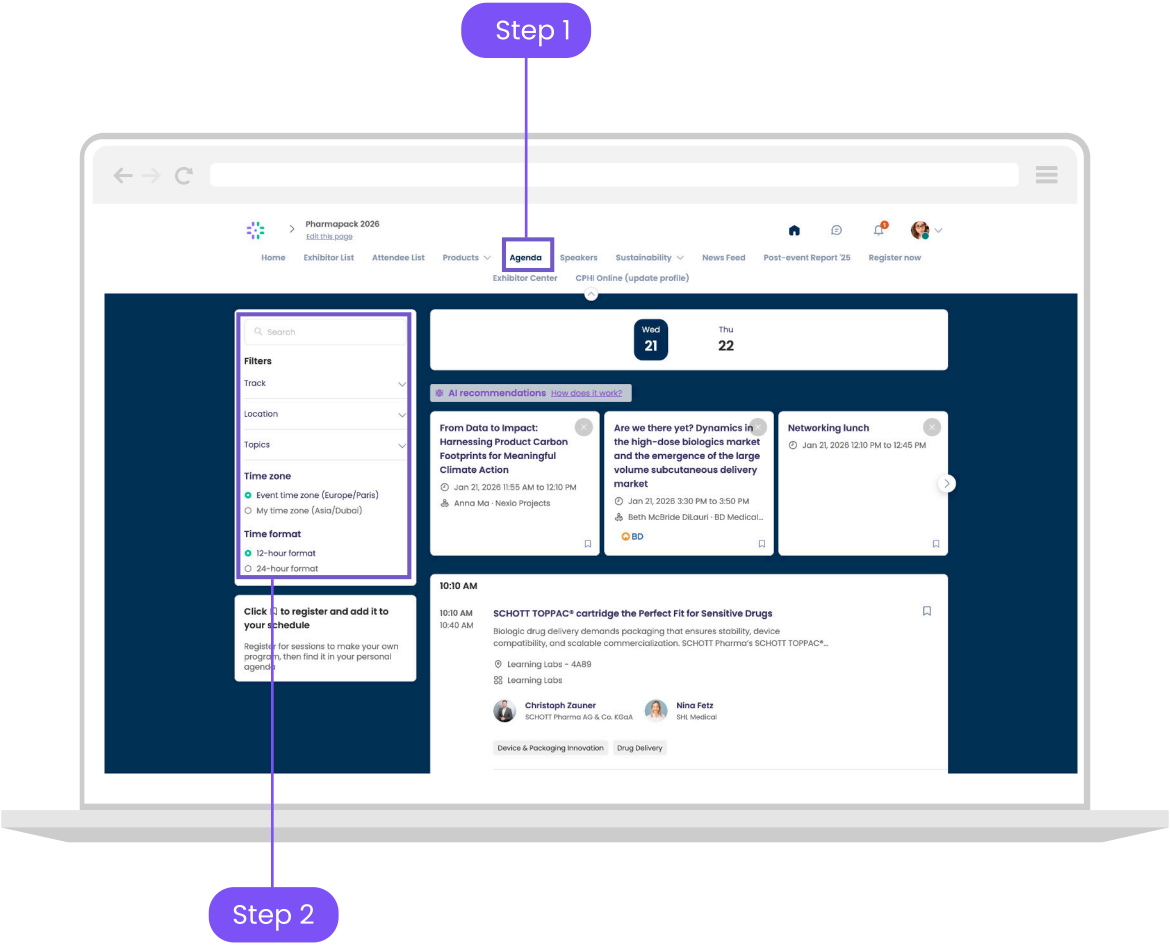
Register for sessions

Keep up with industry trends, get inspired by new innovations and learn the secrets of sector leaders. There is something for everyone in the event content agenda.

Step 1: From the homepage of the platform, click on **"Content Agenda"** in the top navigation bar to find an overview of all the sessions taking place at the event.

Step 2: You can search using the filters on the left-hand side to find the most relevant sessions for you.

Step 3: To register your attendance at a session and add it to your calendar, simply click the icon to the right of the session name.



Lead Retrieval

What are the benefits of lead scanning?

1

Say goodbye to binders

Reduce admin time as everything is digitalised. No paperwork means you can focus on the conversation with your potential new partners and clients.

2

Don’t miss a connection again

Your entire show team onsite can download the app and scan attendee badges during the event.

3

Personalise your lead qualification

Create qualifying questions that work for your company. Once your team members scan a badge, they can use these to categorise their leads.

4

Get business done faster

Download your leads in spreadsheets, and share them with your wider team before you’ve even left the venue.

5

Be more sustainable

Ditch paper and start using the event app to generate less waste & accelerate your business sustainably.

What are lead qualifying questions?

A lead is an individual serving as a potential sales prospect for your company. As an exhibitor, you have the option to incorporate specific questions for your leads to respond to, allowing you to categorise them into different groups and take prompt action accordingly.

These questions are customised based on the unique goals, products, or services of your company. By using custom lead qualifying questions, your business can gain deeper insights into a lead's needs, interests, and purchasing intent.

This feature can also be used to add questions for your team to answer after their conversations.

- Is the lead hot, warm or cold?
- Assign a follow-up action (send brochure, send email, set up meeting)

Examples of lead qualifying questions

- **What products are you interested in?**
- **What is your purchasing authority?**
- **When are you looking to place an order?**
- **What is your total budget?**
- **What is your preferred method of contact?**

Set up your qualifying questions

Bring consistency to your lead qualification by creating personalised questions for your company. After scanning an attendee badge or connecting with someone online, your team can answer these questions to help identify the quality of the lead.

To set up your personalised questions:

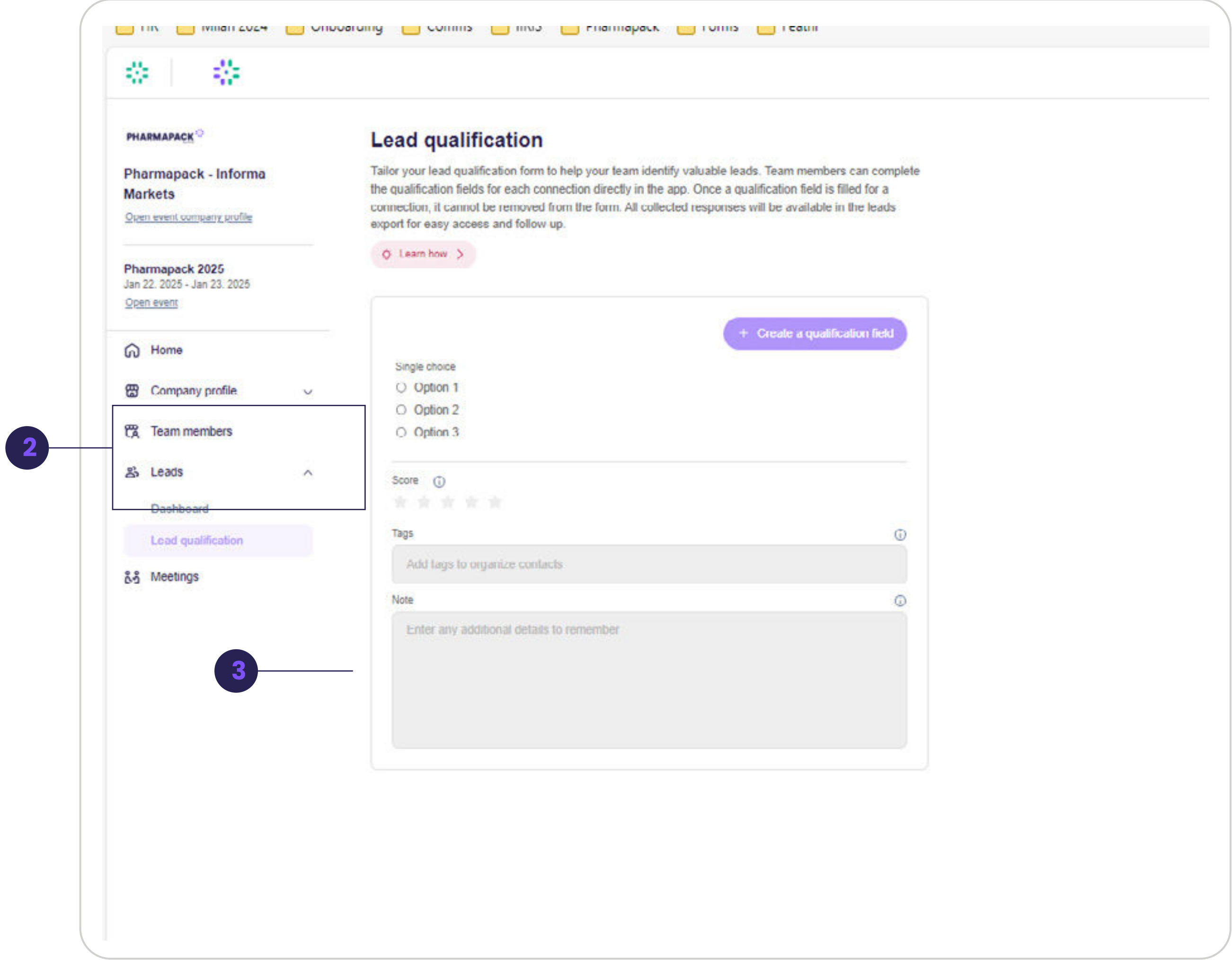
Step 1: Log in to the Event Planner and go to your **Exhibitor Centre***. To get to the exhibitor centre from the event homepage, click your profile picture in the top right-hand corner and select “Exhibitor Centre” from the dropdown menu.

Step 2: Select **“Leads”** from the left hand menu.
Then select **“Leads qualification”**.

Step 3: Click the button titled **“+ Create a qualification field”**.

Step 4: Create your questions. There is no limit on the number of questions you can add. Single choice, multiple choice and short text answers are supported.

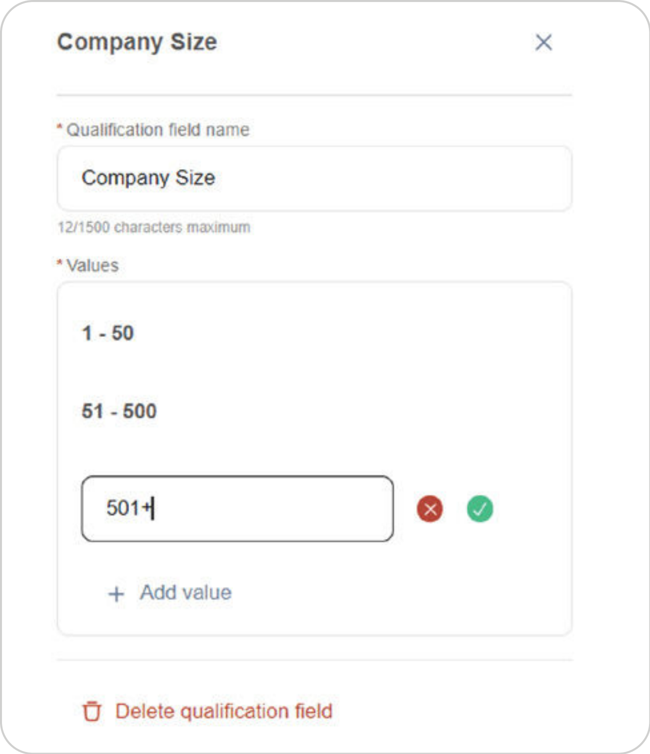
** It is possible for any member of your team to add questions, however once a question is added it will be seen by all your team members. We suggest one person take responsibility for adding questions and that they set these up as early as possible to get the most benefit.*



Set up your qualifying questions (continued)

Step 5: Click on the **pen icon** to edit the question

Step 6: Edit the field name and values. To save a value, select the tick icon.



Once a qualifying field has been used by your team, it cannot be deleted or edited.

As a default, it is possible for any member of your team to add questions. Once a question is added it can be seen and used by all of your team members. We suggest one person take responsibility for adding questions and that these are set up as early as possible.

Start networking pre-event

The connections you make will be saved as a lead to your Leads Board.

To start making connections, [click here](#) and log in to your account.

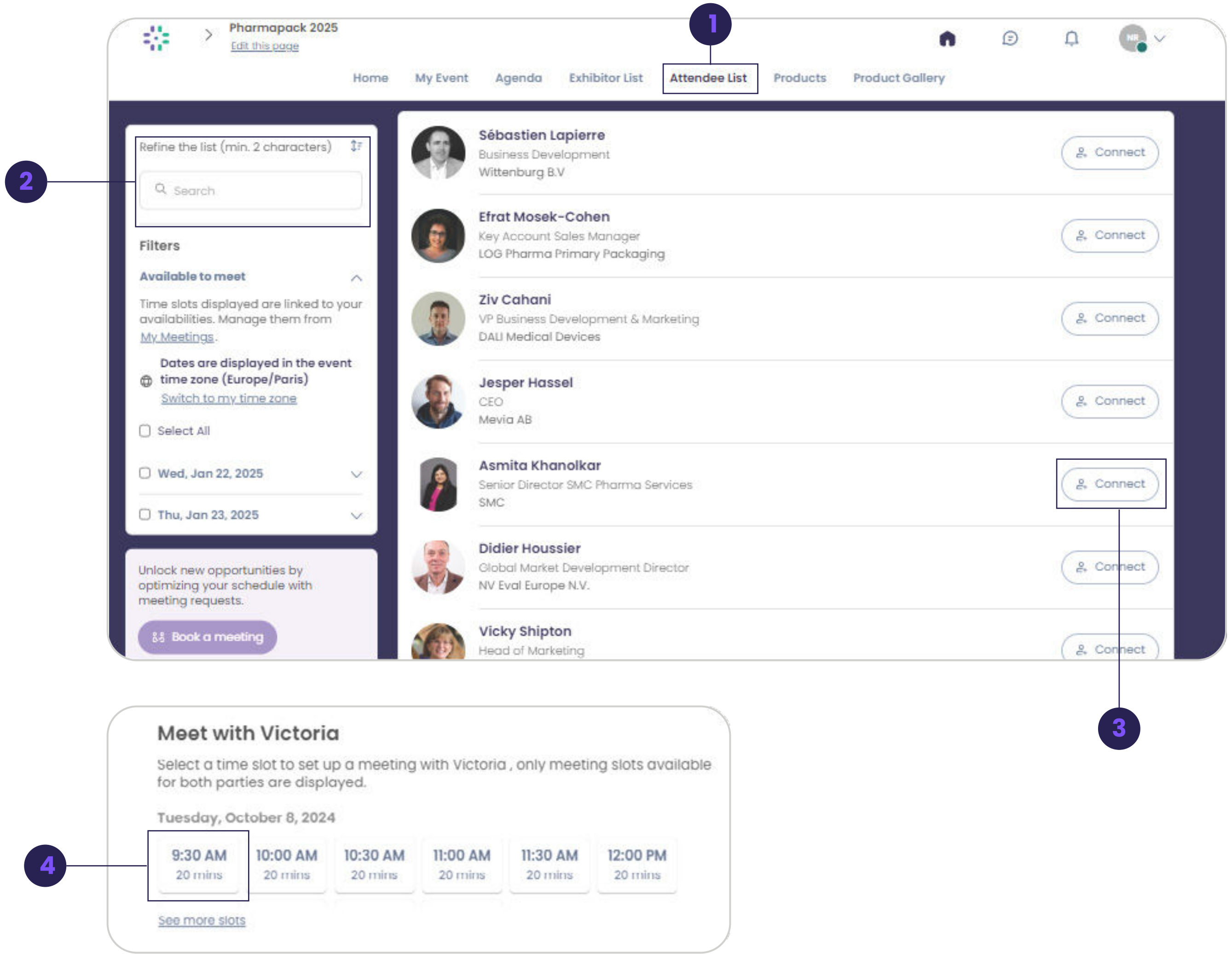
Step 1: Select **Attendee List** from the top menu.

Step 2: Use **filters** to search for potential leads or type **keywords** into the search bar.

Step 3: To **send a connection,** select the. icon on the attendee card. Once your request has been accepted, you will be able to exchange messages.

Step 4: To **request a meeting,** click on the attendee profile and select a meeting slot, then follow the instructions to add a location, extra team members and a message.

At the top of the visitor list you will also find your AI recommendations. The more information you provide in your personal profile and the more you interact with the platform, the more accurate these will be.



Scan attendee badges onsite

Scanning a badge will capture their contact details for you to download later.

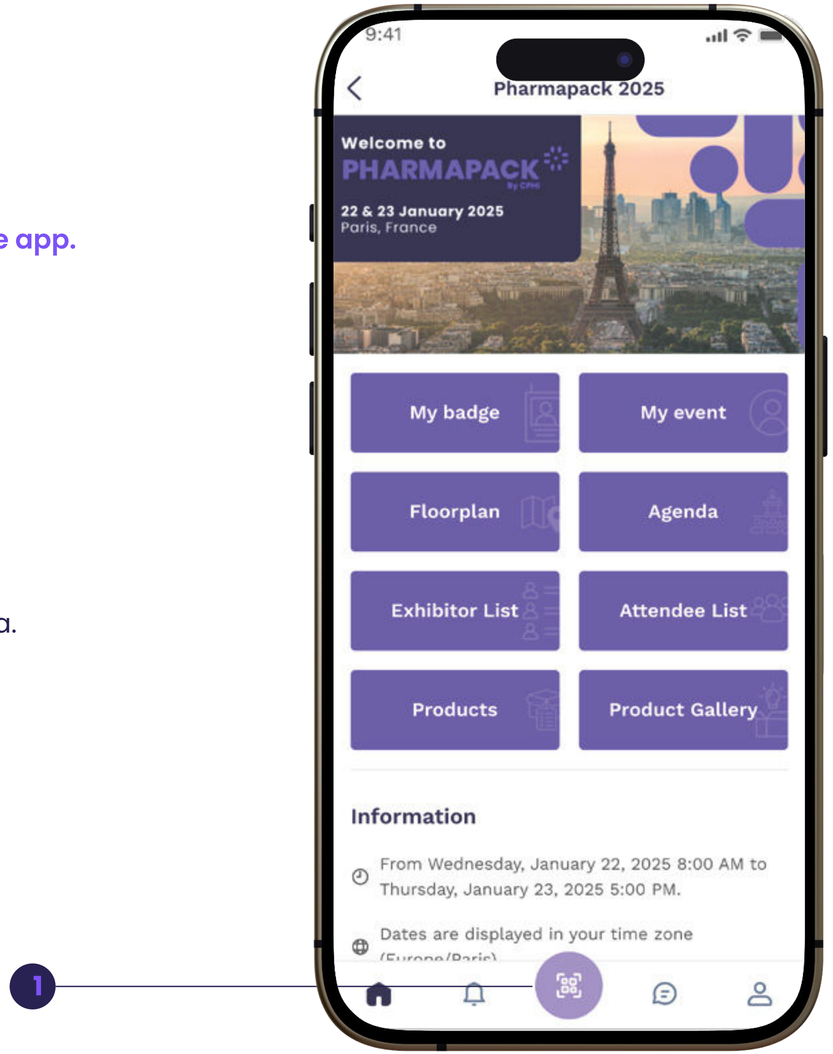
To start scanning badges onsite, you will need to download the app.

Step 1: Log in and select the QR code icon at the bottom centre..

Step2: Select **QR Code.**

Step3: Align the square camera with the attendee badge.

The app will prompt you to allow access to your camera. Please agree in order to scan badges.



Add notes and tags

Once a badge has been scanned, you'll be able to see their contact details and annotate their profile with your own notes.

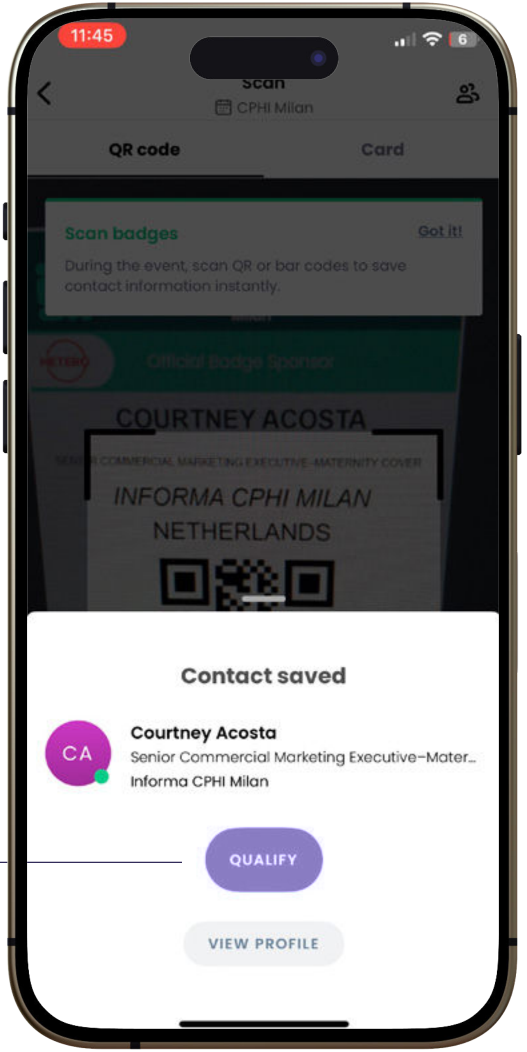
Step 1: Click **"Qualify"** to start adding your own annotations.

Step 2: Give your lead a score out of 5 based on their potential.

Step 3: Add tags to enable easy filtering of leads (pre-populate possible tags with your team before the event to ensure you are on the same page).

Step 4: Add your own additional notes about the lead.

1



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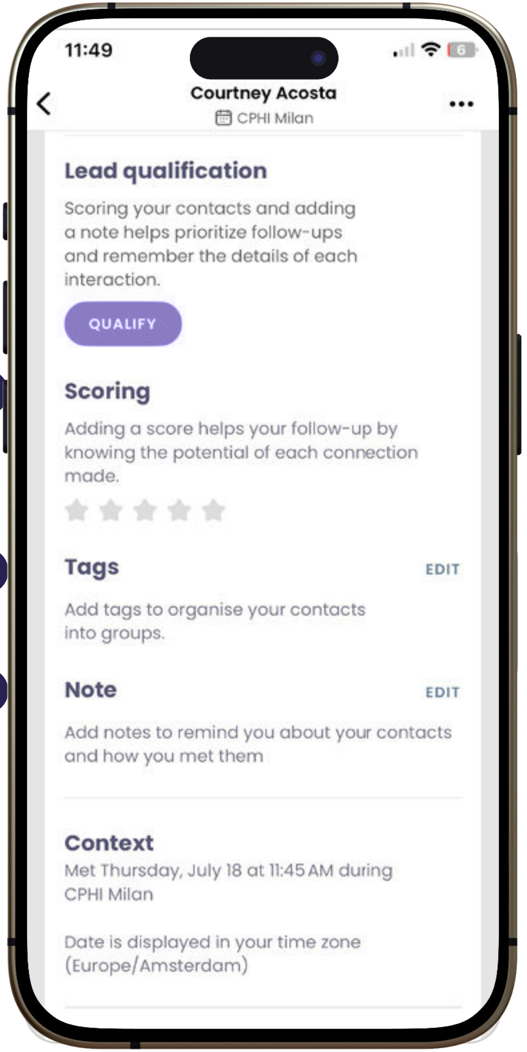


Download your leads post-event

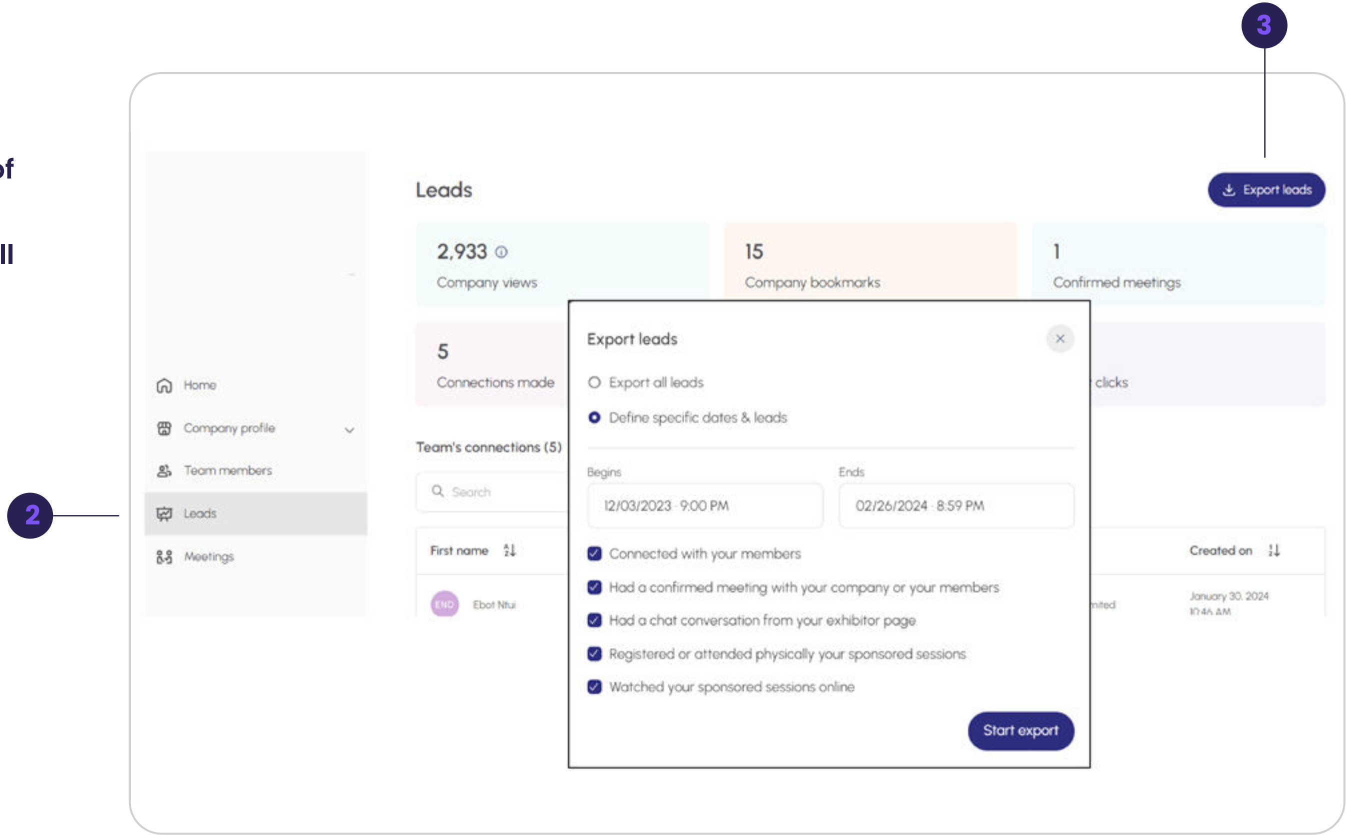
Post-event, you can download an excel file that includes the information of all your scanned badges, any connections made online and anyone who has interacted with your sponsored content. The file is formatted so that all the information can seamlessly be imported into most CRM systems.

Step 1: Log in to the Event Planner and go to your **Exhibitor Centre.** To get to the exhibitor centre from the event homepage, click your profile picture in the top right-hand corner and select "Exhibitor Centre" from the dropdown menu.

Step 2: Select **"Leads"** from the left-hand menu.

Step 3: Click **"Export Leads"** from the top right corner.

Step 4: You can download all your leads at once or select specific dates and sources.



Click here to download the Event Planner App and start scanning!

Need assistance?

Contact the Pharmapack customer service team on
PharmapackCustomerService@informa.com