



# User Guide



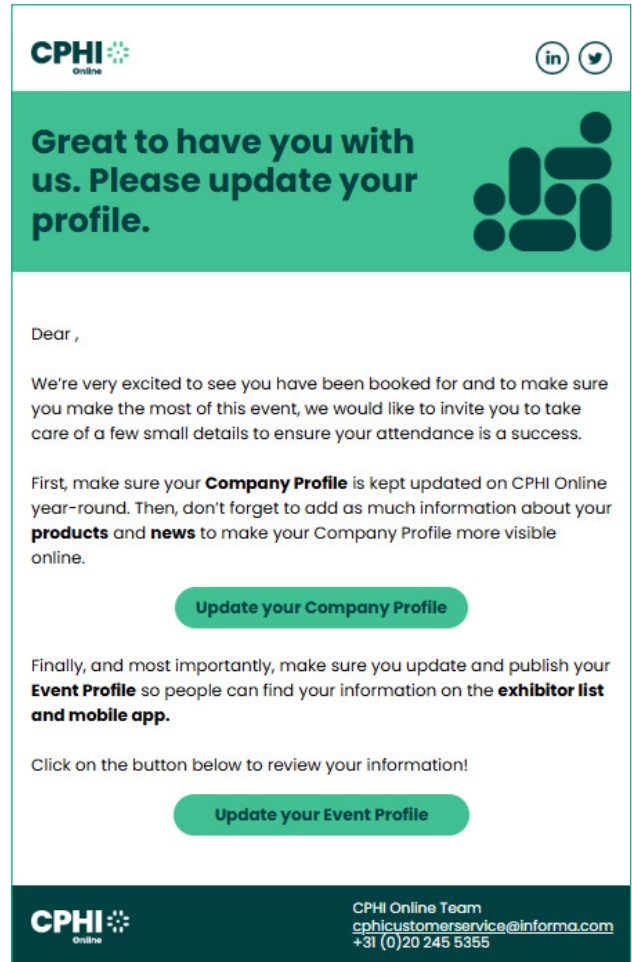
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# 1. Personal Profile

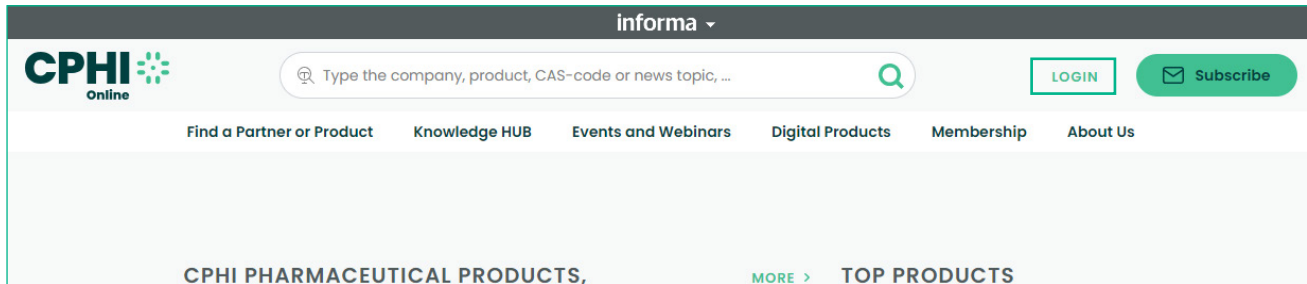
## 1.1 Set up your personal profile

A welcome / setup email will be sent to your inbox. Select “click here to create your user name and password” to start setting up your profile.



## 1.2 Complete your registration

The email link will take you to CPHI Online. Click on **“LOGIN”** in the top right corner.



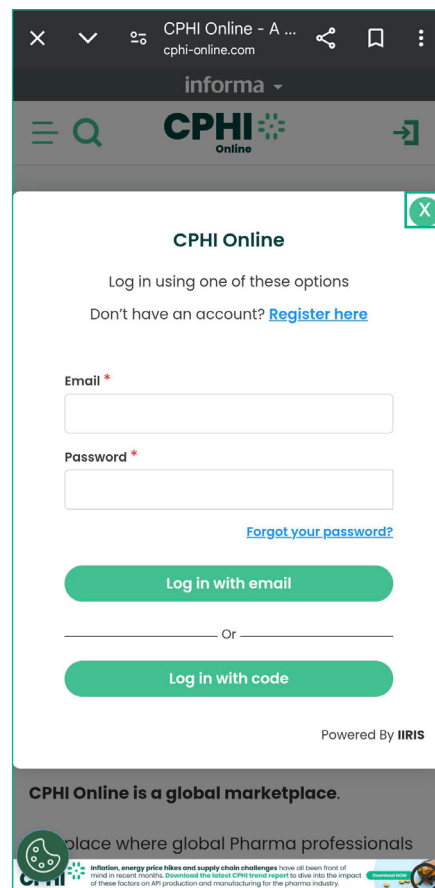
If you are new to CPHI Online, please click **Register here** to create an account

If you already have an account, please **enter the email address and password** you used to register in order to log in

For support, contact our **Customer Service** team via:

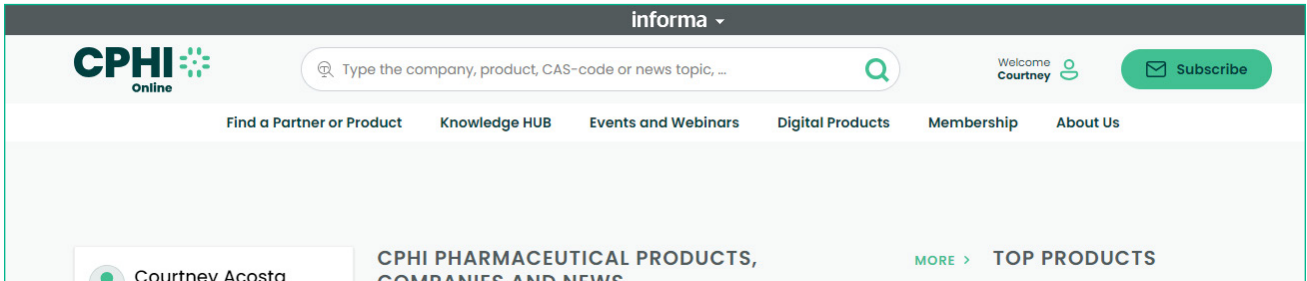
- WhatsApp: +31 20 245 5355
- Email: [cphicustomerservice@informa.com](mailto:cphicustomerservice@informa.com)
- Phone +31 20 245 5355

Our office hours are Monday to Friday, 9:00 to 17:00 CET



Complete all the information under “My Profile.” To edit your profile when you have logged in, select “Update” and enter all the required details.

**When you are done click “Save” and remember to publish!**



**CPHI**  
Online

- LEADS & STATISTICS
- MY PROFILE**
- Webinar Registrations
- MY COMPANY
- LOGOUT

First name: Courtney  
 Last name: Acosta  
 Email: courtney.acosta@informa.com

*To update any of the data above please contact us using the "chat with us" option at the bottom of this page, or email to [cphicustomerservice@informa.com](mailto:cphicustomerservice@informa.com)*

### Public Profile

Company: *	<input type="text" value="Informa Markets"/>
Job title: *	<input type="text" value="Sr. Commercial Marketing Executive"/>
Which best describes your position? *	<input type="text" value="Non-management"/>
Which best describes your department? *	<input type="text" value="Marketing/Communications/PR"/>
What is your organization's primary activity? *	<input type="text" value="Marketing Services Provider"/>
City: *	<input type="text" value="Amsterdam"/>
State/Province:	<input type="text"/>
Country/Region: *	<input type="text" value="Netherlands"/>
Phone number:	<input type="text"/>
Website:	<input type="text"/>
Short bio (max. 500 chars): *	<div style="border: 1px solid #ccc; height: 80px; width: 100%;"></div>

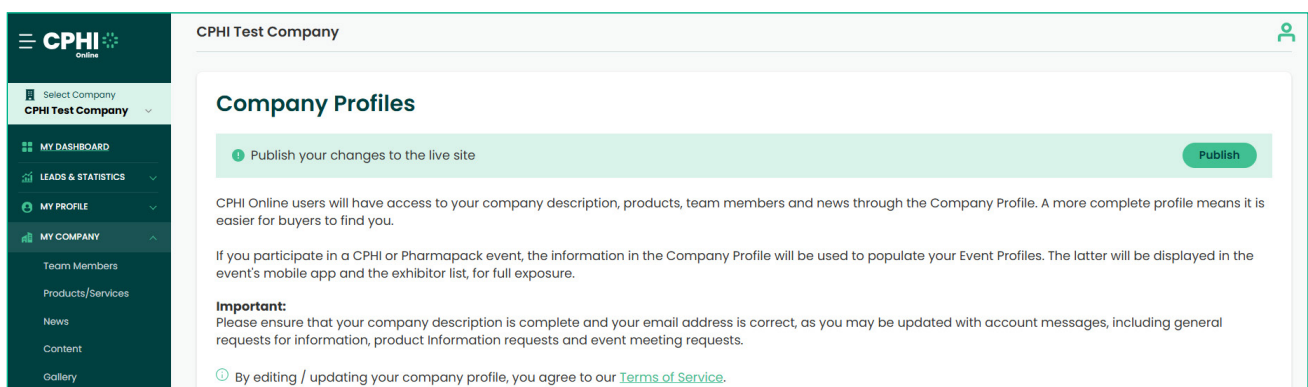
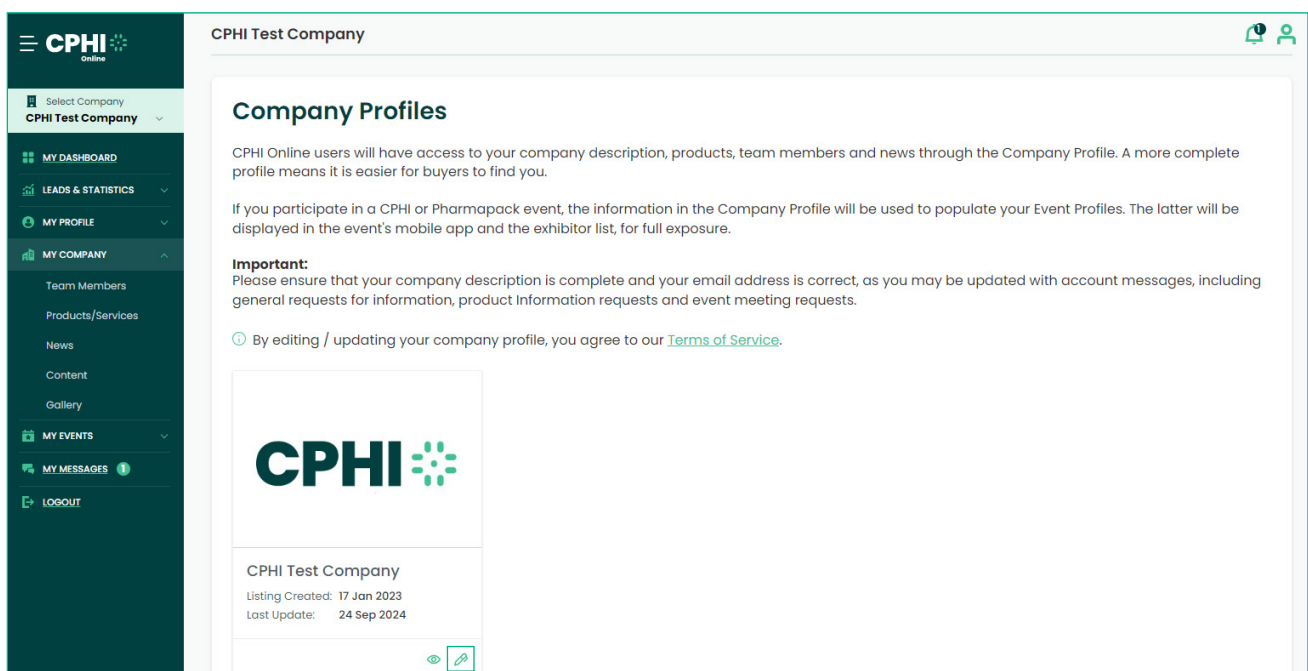
This field cannot be empty

# 2. Company Profile

## 2.1 Your Company Profile

Once you have finalised your registration you can update your Company Profile. Click on the tab “MY COMPANY” on the left side.

To begin editing click on the pen icon in the bottom corner of your company’s profile.








## 2.1 Your Company Profile (continued...)

To update your company name or address details, please use the “Chat with Us” option located at the bottom of this page, or send an email to [CPHIcustomerservice@informa.com](mailto:CPHIcustomerservice@informa.com).

CPHI Test Company	
Company name:	
Address:	
Address line 2:	
Address line 3:	
Town:	
State:	
Postal code:	
Country/Region:	
Telephone number:	

Please complete:

1. Email
2. Website
3. Description
4. Logo

Email * 	<input type="text"/>
Website *	<input type="text"/>
Description (max 600 chars) * 	<div style="border: 1px solid #ccc; height: 100px; width: 100%;"></div>
<p><b>B</b> <u>U</u> / </p>	
Logo (max. 300x300) * 	 cphi-2022.jpg - click image to enlarge
<input type="button" value="UPLOAD/REPLACE"/>	

## 2.1 Your Company Profile (continued...)

1. Facebook Page
2. X / Twitter handle (@)
3. LinkedIn Company Profile
4. YouTube Channel
5. Blog
6. No of employees
7. Sales markets
8. Product info
9. Company type
10. Primary activities
11. Company/product certifications
12. Categories (max 2)

Click on "Save"  
**After you have saved, remember to publish!**

**Facebook Page**

**Twitter handle (@)**

**LinkedIn Company Profile**

**YouTube Channel**

**Blog**

**No of employees \***

**Sales markets \***

**Which areas do you want to expand your products into?**

**Company type \***

**Primary activities**

**Company/product certifications**

**Categories (max 2) \***

**Save**

## 2.2 Add and update team members

### Team Members

+ ADD MEMBER

These are all the team members linked to your Company Profile.

To add team members to your Company Profile, click on the "+ ADD MEMBER" button. Please, fill in the fields and then click on "SAVE". Finally, click on "Publish your changes to the live site".

Select the ones that will be showing in your profile by clicking on the edit button and answering "Yes" to "Show on supplier profile". To increase the number of team members listed on your profile or to update any non-editable data fields, please send an email to [cphicustomerservice@informa.com](mailto:cphicustomerservice@informa.com).

Adding more team members will allow further networking opportunities and engagement with CPHI Online visitors, as it increases the contact options.

To add team members, click the tab "TEAM MEMBER" on the left navigation menu. Click "Add Member" and fill in the necessary information.

To show a team member on your Company Profile, click "Yes" to "Show on supplier profile".

**Note: Anyone added as an administrator has admin rights and can edit or update other user profiles and your Company Profile.**

### Edit Contacts

\* Mandatory field

Administrator ?

Yes  No

First Name \*

Last Name \*

Email \*

Company Name

Job title

Short bio (max. 500 chars)

**B** U *I* 

Picture

UPLOAD/REPLACE

Show on supplier profile ?

Yes  No

Enable contact form ?

Yes  No

## 2.3 Add and edit products / services

To add and edit products / services to your Company Profile, click on the “Products / Services” tab. To add a product, click on “+ Add Product” highlighted below.

### Products and Services + ADD PRODUCT


These are all the products linked to your Company Profile. To add products to your Company Profile, click on the “+ ADD PRODUCT” button. Please, fill in the fields and then click on “SAVE”. Finally, click on “Publish your changes to the live site”.

Drag and drop items to change the order in which the products are displayed. The first four products you select will be displayed at the top of your Company Profile.

To increase the number of products listed on your profile, please send an email to [cphicustomerservice@informa.com](mailto:cphicustomerservice@informa.com).



**Tip:** Highlight your products by publishing images and complete descriptions to make your Company Profile stands out.

Items per page:  ▾



**Startups**

Listing Created: 10 Jul 2024  
Last Update: 10 Jul 2024

## 2.3 Add and edit products / services (continued...)

1. Product Name
2. Model
3. Specifications
4. Measured in (kilogram, litre, etc.)
5. Product description
6. CAS Registry Number (0000-00-0)
7. Image
8. Sales markets
9. Supplied from
10. Categories (max 2)
11. Selling points
12. Other selling points
13. Press "Save"

### After you have saved, remember to publish!

The first four products will be shown directly on your Company Profile. You can change the order of your products by dragging them around.

### Edit Products

\* Mandatory field

Product name \*

Model

Specifications

**B** U / / ☰

Measured in

Click here ▾

Product description \* ⌵ ⌴

This field cannot be empty

**B** U / / ☰

CAS Registry Number (0000-00-0)

Image (File types: .jpg, .png, .gif; max-size: 720x720)

UPLOAD/REPLACE

Sales markets

Click here ▾

Supplied from

Click here ▾

Categories (max 2) \*

Click here ▾

Selling points

Click here ▾

Other selling points

Save

## 2.4 Add and edit news

To add and edit your news, click on the “News” tab. Click on “ADD NEWS” highlighted below.

News

+ ADD NEWS

Publish your company news on your Company Profile. Your press releases, product introductions and many more.

To add news to your Company Profile, click on the “+ ADD NEWS” button. Please, fill in the fields and then click on “SAVE”. In order to ensure the quality of the news, your article will be reviewed by the CPHI Online team before being published.

Items per page:  ▼

### After you have saved, remember to publish!

The products displayed on the homepage can be changed manually. As for the news items, only the most recent ones will be shown in the feed.

### Edit News Items

\* Mandatory field

Title \* ? 0 ▾ ▾

Summary / Introduction \* ? 0 ▾ ▾

This field cannot be empty

B U I ≡

Image (930 x 300, max 500kB) \* ?

UPLOAD/REPLACE

Image caption ? 0 ▾

Body text \* ? 0 ▾

B U I ≡

URL ?

PDF file ?

UPLOAD/REPLACE

Categories \* ?

Click here
▼

## 2.5 Add and edit your content

To add and edit your content, click on “+UPLOAD” highlighted below.

Within this tab you can add files to your profile (PDF). For example: product presentations, corporate brochures, etc.

### Videos and Downloads + UPLOAD

Publish your company content on your Company Profile. Your whitepapers, reports, brochures, webinars and many more. Drag and drop the items to change their order.

To add content to your Company Profile, click on the “+ UPLOAD” button. Please, fill in the fields and then click on “SAVE”. Finally, click on “Publish your changes to the live site”.

**Tip:** Add valuable content to increase the traffic to your Company Profile.

1. Type
2. Title
3. Description
4. File
5. Podcast/video/webinar link
6. Press “Save”

**After you have saved, remember to publish!**

### Edit Files

\* Mandatory field

---

Type \*

Select option
▼

Title \*

Description \*

**B**
U
*I*
☰

File (not for podcasts/videos/webinars)

UPLOAD/REPLACE

Podcast/video/webinar link ([https://www.youtube.com/...](https://www.youtube.com/)) ?

## 2.6 Add images to your gallery

To add and edit images to your gallery, click on “+UPLOAD” highlighted below.

### Images

**+ UPLOAD**

Upload images to the image gallery on your company profile. Format: jpg, jpeg or png. Max size: 1000 x 300 (w x h).

1. Type
2. Title
3. Press “Save”

**After you have saved, remember to publish!**

### Edit Files

\* Mandatory field

Type \*

Select option ▾

Title \*

0 ▾ ▾

File (not for podcasts/videos/webinars)

**UPLOAD/REPLACE**

**Save**

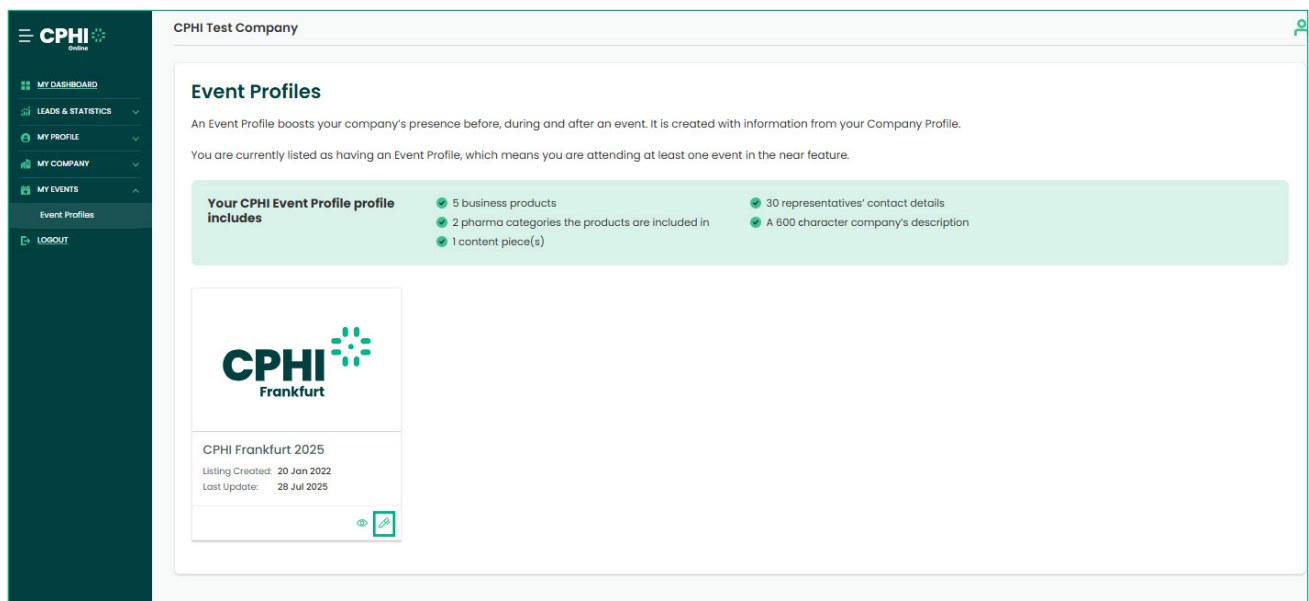
# 3. Event Profile

If you participate in a CPHI or Pharmapack event, we will automatically create your Event Profile with the information provided in the Company Profile. The Event Profile is the main source of information we will use for the event and will help boost your company's presence before, during and after the event trades.

The information included in your Event Profile will be reflected in the Event Platform and Mobile App, as well as the exhibitor list on the event website.

**We highly recommend that you click on the upcoming Event that you are attending and ensure that your company information is updated and correct.**

Please note this is only valid for certain events. If your event is not listed on the Event Profile list or if you have further questions, contact us via [CPHIcustomerservice@informa.com](mailto:CPHIcustomerservice@informa.com).



### 3.1 Your Event Profile

To view and validate the information of your Event Profile.

Click on the Upcoming Event that you are attending to review and update the information of your company. Note: the information in your Event Profile is pulled from your Company Profile.

1. Exhibiting name
2. Description on website (max 600 chars)
3. Logo (max 300x300px)
4. Products (max 5)
5. Categories (max 2)
6. Content pieces (max 1)
7. Press "Save"

**After you have saved, remember to publish!**

#### Informa CPHI Milan

By updating the exhibiting name on your event profile it will be reflected on CPHI Online, the exhibitor list and event planner. To update your exhibiting name anywhere else, then please contact the CPHI Customer Service team - [cphicustomerservice@informa.com](mailto:cphicustomerservice@informa.com).

\* Mandatory field


---

Exhibiting name \*


Description on website (max 600 chars) \* 320

What is CPHI-Online.com?  
 CPHI-Online.com is an online B2B directory of Pharmaceutical suppliers and products. The companies listed are or have been exhibiting at any of the global CPHI Exhibitions and events. The site targets **professional buyers of pharmaceutical products and services.**

**B** U *I* **E**


Logo (max. 300x300)  cphi-2022.jpg - click image to enlarge

**UPLOAD/REPLACE**

Products (max 5) 

Categories (max 2)

Content pieces (max 1) 

**Save**

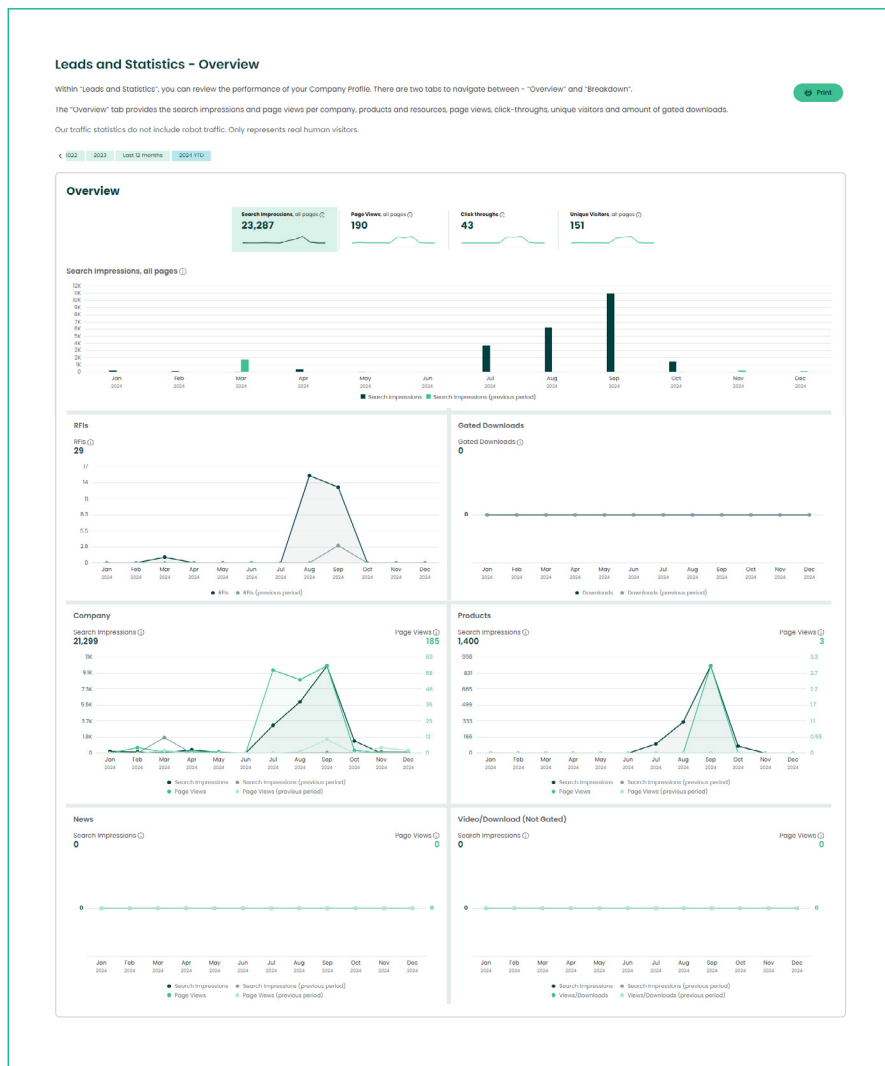
# 4. Leads & Statistics

Within "Leads & Statistics", you can review the performance of your of your Company Profile. There are two overviews to navigate between - "Overview" and "Breakdown".

You can view statistics for all the years your company has been featured on CPHI Online.

## 4.1 Overview

The "overview" section / report will provide you with a brief description of views such as: the number of times your company, product or news item has appeared in a search result.



## 4.2 Breakdown

The Breakdown section shows the number of times that your company, product and/or news item has been clicked on from a search result or visited directly. The traffic statistics do not include robot traffic, it only represents real human visitors.

Please see below for how this is presented:

### Leads and Statistics – Breakdown

Check the full breakdown of your business statistics. Print


**Detail views:** he number of times that your company, product and/or news item has been clicked on from a search result or visited directly.

Our traffic statistics do not include robot traffic. Only represents real human visitors.

< 2022
2023
Last 12 months
2024 YTD
>
Jun
Jul
Aug
Sep
Oct

#### Breakdown

All Product Impressions / Page Views

#	Image	Product	Search Impressions <span>⌵</span>	Page Views <span>⌵</span>
1		Startups	1400	3