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## Go-to-China Package 2022

Boost Pharma Business in China

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# Why Advertising?

**Whether you are new to trading, sourcing or expanding to China pharma markets, CPhI & P-MEC China offers you a full range of expertise in pharmaceutical industry**

CPhI China has been serving the pharmaceutical industry for more than 2 decades through exhibition, online platform and conference to network, boost business and expand China pharma market.

Each year the annual physical exhibition in Shanghai China attracts a remarkable number of pharma attendees at home and abroad, covering 200,000sqm and the whole pharmaceutical industry segments.

Launched in 2010, the 365-day pharma digital platform, CPhI.CN (制药在线) and PharmaSources.com offers local and global buyers, suppliers and partners access to increase brand awareness, generate high quality leads and learn the latest market trends.



## Our Footprint and Channels in China Pharma Market



**3-day Physical Exhibition**  
**53,000+ Attendees**

[www.cphi-china.cn](http://www.cphi-china.cn)



**365-day Digital Platform**  
**145,000+ Active Users**

[www.cphi.cn](http://www.cphi.cn) / [www.pharmasources.com](http://www.pharmasources.com)



**Official WeChat**  
**74,000+ Followers**

WeChat: [cphi\\_cn](https://www.cphi.cn)



**Webinars & Conferences**  
**37,500+ Views**

(in 2021)

# Why Advertising - User Profile



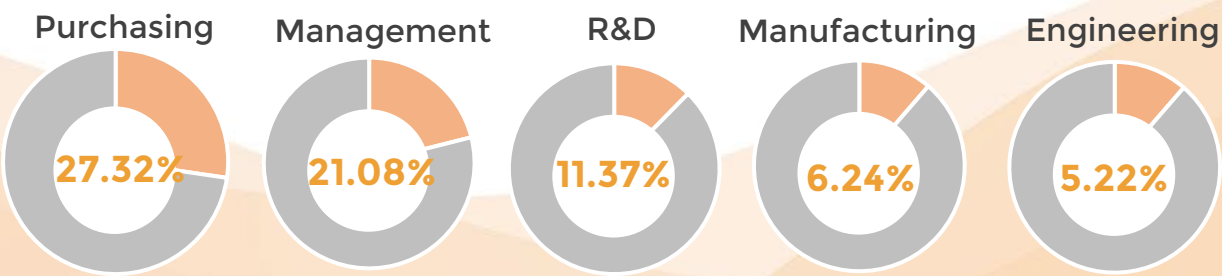
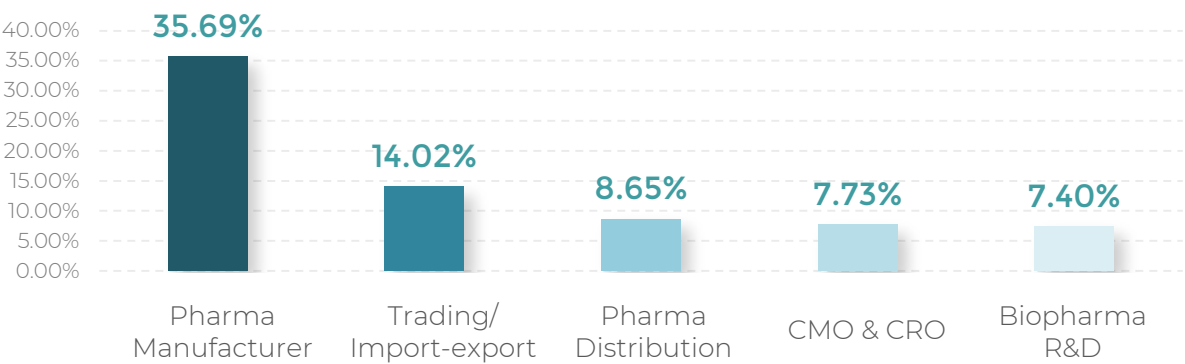
**30,527,670**  
Website Visits / Year (2021)

**91,000+**  
Active Chinese Users

## Active Users Covering the Entire Pharma Industry Chain



## Active User Business Type and Department



# Why Advertising – Supplier Member Profile



**30,527,670**  
Website Visits / Year (2021)

**3,500+**  
Global Supplier Members

## Supplier Member Region Breakdown



## Supplier Members at Glance



# Subscription Plans

Seeking to showcase your brand, products and connect with Chinese buyers and partners? Exploring opportunities to tap into the world's 2nd largest pharma marketplace in China?

Join now as a **supplier member** and unlock your tailor-made benefits and services during the physical show and all-year-round!

Services *	Basic \$ 4,000	Silver \$ 7,000	Gold \$ 9,000	Diamond \$ 15,100
Supplier Membership (One Year)	√	√	√	√
Listing in the Exhibitor List of CPhI & P-MEC China 2022	√	√	√	√
Listing in E-Catalogue of CPhI & P-MEC China 2022	√	√	√	√
Booth Showcase at CPhI & P-MEC China 2022	/	√	√	√
Dedicated Promotion on CPhI.CN for 2 Months	/	√	√	√
One AD in Chinese E-Newsletter	/	1 out of 2	√	√
One AD on CPhI.CN Homepage				
One WeChat Message	/	/	1 out of 2	√
One Multimedia News Release				
One Webinar	/	/	/	√

\* Please refer to P 7-8 for more details

# Subscription Plans – Service Introduction



## CPhI.CN Supplier Membership

- 365-day listing on CPhI.CN website with dedicated Digital Showroom page displaying company profile and products in Chinese
- 1,000 products can be displayed and no categories limits to ensure maximum ROI
- Receive quality leads for quick and direct contact all year around
- English to Chinese translation of your company profile
- CPhI.CN Digital Showroom maintenance service, including uploading products, etc.



## One AD in Chinese E-Newsletter

- Display one product AD with picture and name
- E-newsletter delivery to targeted local database
- Re-direct AD to your Digital Showroom to generate leads



## One AD on CPhI.CN Homepage

- One week display of one product AD with picture and name on CPhI.CN website featured position
- Re-direct AD to your Digital Showroom to generate leads



## Booth Showcase

- One booth showcase on CPhI & P-MEC China 2022
- Print and display one company poster on booth panel, poster size: 900mm(W)x1200mm(H)
- Get support with collecting business cards of booth visitors
- Get support with handing out brochure and business card

Listing in the Exhibitor List  
CPhI & P-MEC China 2022

- Be listed in the online Exhibitor List before and during the show
- Company logo, profile and products can be listed
- Your company can be searched before and during the show

Listing in E-Catalogue  
CPhI & P-MEC China 2022

- Be listed in the E-Catalogue which can be accessed during and after the show
- Company profile and contact info can be listed



# Subscription Plans – Service Introduction



## One WeChat Message Post

- One Chinese article to be delivered in official CPhI.CN WeChat during off-show dates
- The sequence of the article listing depends on availability
- No limits on article picture and word number
- Content to be provided by client at least one week before scheduled date
- English to Chinese translation and proofreading service included



[www.cphi.cn/news/](http://www.cphi.cn/news/)

## One Multimedia News Release

- One Chinese article to be delivered on CPhI.CN website News page
- Article to be promoted through 100+ popular mass media channels in China including Sohu.com, 163.com, ifeng.com, etc. to increase brand publicity
- No limits on word number; 3 pictures maximum
- English to Chinese translation and proofreading service included

## Exclusive Webinar

- One pre-recorded webinar session (30-45mins)
- Bilingual interpretation service
- Dedicated webinar promotion page
- One WeChat promotion
- One e-newsletter promotion
- Company logo inclusion in all related promotional materials
- All registrants' data of qualified and GDPR-compliant leads



# Website Advertising

## Advertising on CPhI.CN



www.cphi.cn

A - Top Banner	\$1,500/week
B - Spotlight	\$1,000/week
C/D - Side Banner	\$750/week
F - Side Banner	\$750/week
G - Side Banner	\$550/week
H - Banner	\$550/week

\* Plus \$3,000 Supplier Membership fee for non-exhibitors



## Advertising on CPhI China Chinese Website



www.cphi-china.cn  
www.pmecchina.com

CPhI China Banner	\$2,500/week
P-MEC China Banner	\$2,500/week

\* Plus \$3,000 Supplier Membership fee for non-exhibitors





## Customized E-Newsletter

- ✓ Exclusive e-newsletter delivery to 5,000 targeted database as per specific requirements during off-show dates.
- ✓ Content and pictures provided by client.
- ✓ English to Chinese translation provided.
- ✓ Hyperlinked to CPhI.CN digital showroom.

**Price: \$2,100/eDM \***

\* Plus \$3,000 Supplier Membership fee for non-exhibitors

## E-Newsletter Banner Ads

### Top Banner Ad

**Price: \$1,299/eDM\***

- Distribution to 20,000 decision makers, R&D Staff Buyers, Suppliers etc.
- Delivered during off-show dates.
- Banner provided by client.
- English to Chinese translation provided.
- Hyperlinked to CPhI.CN digital showroom.

### Product Showcase

**Price: \$750/Product/eDM \***

- Distribution to 20,000 decision makers, R&D Staff Buyers, Suppliers etc.
- Delivered during off-show dates.
- Hyperlinked to CPhI.CN digital showroom.



\* Plus \$3,000 Supplier Membership fee for non-exhibitors

# WeChat



74,000+ Followers



4,300+  
Avg. Reads

## Top Message

\$2,000

- Content to be provided by client at least one week before scheduled date
- Available to book for off-show dates
- Extra rate applies for translation service: \$100/500words

## Customized Article

**\$3,450**

- To be written in Chinese by experienced editorial team
- Available to book for off-show dates
- Client to provide supporting materials including article and pictures, etc.
- To be released at Top Message position

# News Release



100 +  
Mass Media



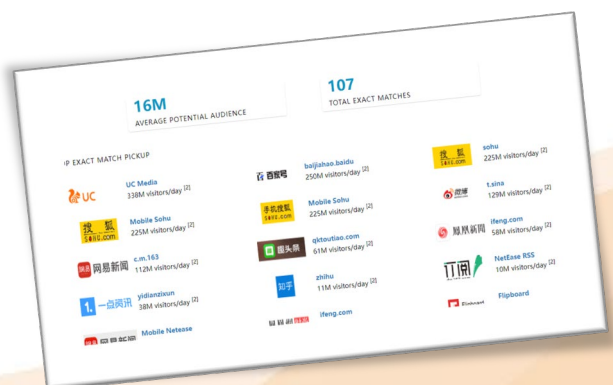
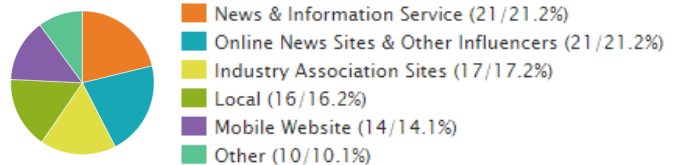
16M  
Potential Audience

## Exclusive Article

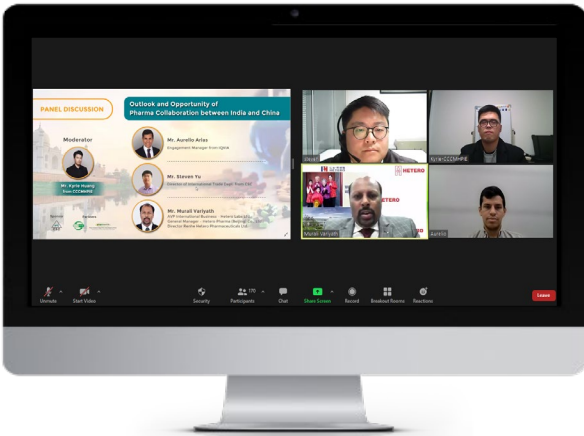
**\$1,500**

- One Chinese article to be delivered on CPhI.CN website News page
- Article to be promoted through 100+ popular mass media channels in China increase brand publicity
- No limits on word number; 3 pictures maximum
- English to Chinese translation and proofreading service included
- News release visibility report

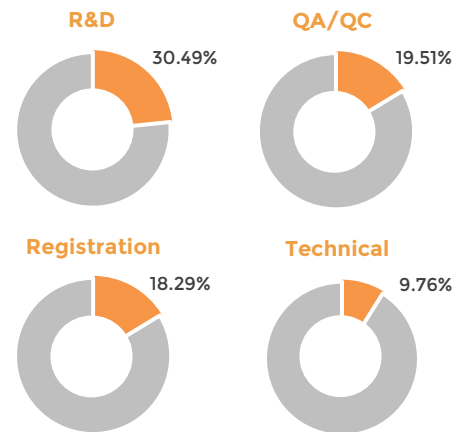
### Total News Pickup by Source Type



*\*Previous Report Sample*



**37,502**  
Total Views in 2021



**Audience Department**



Position yourself as a thought leader on a specific topic in the pharma sector and generate high-quality leads.

## Customized Webinar

**\$8,800**

- ✓ One pre-recorded webinar session (30-45mins)
- ✓ 1-2 guest speakers invited by our editorials to support the content
- ✓ Bilingual interpretation service
- ✓ Dedicated webinar promotion page
- ✓ Welcome video or introduction promotion during the webinar
- ✓ Customized marketing promotion (e-newsletter, WeChat, etc.)
- ✓ Company logo inclusion in all related promotional materials
- ✓ All registrants' data of qualified and GDPR-compliant leads
- ✓ On-demand version presented online for 3 months to collect leads

## Exclusive Webinar

**\$4,800**

- ✓ One pre-recorded webinar session (30-45mins)
- ✓ Bilingual interpretation service
- ✓ Dedicated webinar promotion page
- ✓ Exclusive marketing promotion (e-newsletter, WeChat, etc.)
- ✓ Company logo inclusion in all related promotional materials
- ✓ All registrants' data of qualified and GDPR-compliant leads

# Matchmaking

**Want to find clients for your products and service? We can Help!**

## Matchmaking USD 5,666

- Dedicated customer service to help match 3 clients as per your specific products/service requirement in 4 weeks. (products/service to be checked before booking)
- Dedicated customer service will arrange 1-to-1 video meeting. (20mins/meeting)
- Digital Showroom & exposure online: including product displays to get extra online trade offer (4 weeks)
- 1 spotlight banner on CPhI.CN (2 weeks)
- E-newsletter and WeChat promotion
- English & Chinese translation service
- Company logo exposure on all promotional material



## Buyer Testimonials

It's a good chance to establish new networks and easy to join for me.

-- Nagase Vietnam Co., Ltd

It was smart and effective way of contacting supplier.

-- AIM PHARMACEUTICALS PLC

## Supplier Testimonials

Negotiations are targeted, the meetings are effective and we are likely to make the deal with the buyer. -- Weifang Shengtai Pharmaceutical

The buyers' needs are clear to us. The customer service team offer good translation services for non-English Speakers. -- Shenzhen Bona

The video meetings gave us a good communication channel with our customers. We hope to have more of these opportunities -- Nantong Weilan International Trade





## Contact our sales team

Sales Operations Team (Non-Asia)  
[salesoperations@informa.com](mailto:salesoperations@informa.com)

Candice Lau (Pan-Asia)  
[Candice.Lau@informa.com](mailto:Candice.Lau@informa.com)