

Connect In Pharma

THE FUTURE OF HEALTHCARE PACKAGING AND PRODUCTION

PACKAGING - MEDICAL DEVICES - CMO/CDMO - MACHINERY



14 & 15 September 2022
Palexpo, Geneva, Switzerland

www.connectinpharma.com

by EASYFAIRS



WELCOME

Welcome to Connect in Pharma- the new cost-effective go to market tool that helps reach the centre of the pharma and biopharma industry. Dedicated to driving collaboration, innovation and business growth by bringing together the industry leaders of the global community for pharmaceutical packaging, devices and production. Connect in Pharma aims to transform the paradigm of global pharma collaboration, by building up the new life science ecosystem that supports the pharma and biotech ground breakers.

The venue situated in the city of Geneva, at the heart of the European pharmaceutical business, offers a unique meeting place for those involved in producing and launching novel drugs downstream from the molecule. Home to stability, innovation and quality, Switzerland embodies all key drivers for success in the pharmaceutical industry.

Every aspect of the event is designed to engage, connect and support the key decision-makers at pharma companies, their suppliers and regional clusters. From focused meetings to agenda-setting conferences, new product showcases to fun networking parties, Connect in Pharma will create new business opportunities for the whole ecosystem to collaborate, innovate and define its future.

Be part of the new hub for pharmaceutical packaging, devices and production at Connect in Pharma. We can't wait to see you there.



INTERNATIONAL STRENGTHS

- Geneva is a global city, a financial centre and hosts the highest number of international organisations in the world.
- Palexpo - the international exhibition and congress centre:
 - Placed at the heart of a highway network between Italy, France and Germany.
 - **2 minutes walk** from the airport with 100 direct flight routes.
 - **1 hour flight** from Frankfurt, Paris and many other major cities.
 - **200 rail routes** reaching the exhibition centre.
- Main international Pharma hubs connecting **+60%** of world's pharma key companies represented in **300 km radius**
 - Switzerland: BioValley, Zurich, Bioalps and Pharma Ticino.
 - Germany: Baden Wurttemberg
 - France: Lyon Biopole,
 - Italy: Piedmont and Lombardy

UNTAPPED LOCAL MARKET

- The pharma and Biopharma industry represents **9.88%** of the total GDP of Switzerland.
- **44.8%** of exports (+82 billion euros) comes from Pharmaceutical and Biopharma output.
- **9.2 billion** Euros investment in R&D is driving the next-generation of biotechnology in fields such as:
 - Endocrinology and Metabolism
 - Haematology And Haemostaseology
 - Cardiology
 - Dermatology
 - Urology
 - Infectious Diseases And Vaccines
 - Pulmonology
 - Oncology And Haematological Neoplasms
- Strong local market: **over 99%** of registered businesses in Switzerland are untouched niche SMEs.

EXHIBITOR

Medical devices

- Polymer-based medical devices
- Parenteral
- Injectable
- Ophthalmic
- Pulmonary
- Nasal
- Dermal
- Connected Devices

Primary and secondary packaging

- Primary vial, closure system, tube, blister, IV bag, Single dose
- Secondary: cardboard, sleeve, leaflet, label, overwrap flexible, thermoformed packaging
- Pharmaceutical glass packaging
- Medical packaging

CMO/CDMO

- Solid forms
- Liquid forms
- Semi-solid forms
- Sterile forms

Process, machinery & logistics

- Filling, packaging, printing, assembly
- Traceability & anti-counterfeiting solution,
- Testing, quality control and vision inspection
- Aseptic filling machine, FFS & BFS
- Temperature control packaging and cold chain logistics
- 4.0 solutions

VISITOR

Main visitor sectors

- Pharmaceutical companies
- Biopharmaceutical companies
- Animal health companies
- CRO (contract research organisation)
- Regulatory affairs, quality management consultants
- Design and engineering consultants
- Hospitals

OUR KEY VISITORS

- Actelion
- Alcon
- AstraZeneca
- Bayer SAS
- BMS
- Boehringer Ingelheim
- Catalent
- Clariant
- Eli Lilly
- GSK
- Janssen
- J&J
- Lonza
- Merck
- Novartis
- Octapharma
- Pfizer
- Roche
- Sanofi
- Vifor Pharma



GENERATE LEADS

Connect in Pharma is committed to creating business opportunities and new leads for suppliers like you.

Through targeted marketing, a year-round content programme and a dedicated VIP initiative, we will engage with the key decision-makers at pharma companies - ensuring the right audience for you at the event.

What's more, Easyfairs' unique suite of exhibitor marketing tools will help you generate leads and develop new relationships both at the event and through the year.

Enlarge your network across the pharma production community and develop tomorrow's solutions with Connect in Pharma.

SHARE YOUR EXPERTISE

Connect In Pharma also provides opportunities to share your expertise.

- Two full days of agenda-setting conferences
- Connect'Inspiration where pharmaceutical experts will debate market trends.





DEVELOP NEW CONNECTIONS

Designed on a human scale, Connect in Pharma will stimulate synergies and new collaborations across the supply chain in a premium environment.

Networking and meetings will be at the heart of the event – including a special evening event on the first evening of the exhibition where all exhibitors and VIP visitors can meet in a relaxed and memorable setting.

Create new connections at Connect in Pharma.



OUR OFFER

Our exhibitor packages include:

- Easy-to-manage stands in units of 9sqm with an all-in furniture package
- Premium stand build with graphics, power, carpet and your company's nameboard
- Two lunches per day
- Choice of EasyGo visibility and lead generation packages to maximise ROI
- Suite of marketing tools to promote your presence and invite your prospects
- Invitations to networking parties and conference theatres



Drive your business at Connect in Pharma – contact us today to find out more.

info@connectinpharma.com
www.connectinpharma.com

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BOOKING FORM

Contact information:

Company name: _____

Contact name: _____

Address: _____

Contact number: _____

Email address: _____

Website: _____

Invoice address (if different from above):

Company name: _____ Contact name: _____

Address: _____

Postcode: _____ City: _____

Country: _____

Telephone: _____ Email address: _____

Website: _____ VAT number: _____

Stand prices (All prices are exclusive of VAT)

UNITS	LAUNCH RATE	EARLY BIRD RATE	REGULAR RATE	STAND OPTION*
ONE - 9 M ²	CHF 9,828.00	CHF 10,458.00	CHF 10,800.00	OPTION 1:
TWO - 18 M ²	CHF 19,656.00	CHF 20,916.00	CHF 21,600.00	OPTION 2:
FOUR - 36 M ²	CHF 39,312.00	CHF 41,832.00	CHF 43,200.00	OPTION 3:
GOPLUS**	CHF 1,475.00	CHF 1,475.00	CHF 1,475.00	OPTION 4:

EasyGo packages

GOVISIBILITY
850 CHF - Promote your company profile.

GOLEADS
1,050 CHF - Maximise lead generation and deepen customer relationships.

1 unit - 9sqm includes:

Shell build premium

- Carpet
- Cleaning
- 2 x open sides
- 2 x spotlights
- 1 x high table
- 3 x stools
- 1 x literature rack
- 1 x 1kw socket
- 2 x catering voucher per day
- 1 x parking voucher per day
- Graphics on 0.5m edges
- 1 x reception counter

Payment methods

30% deposit payable within 30 days of invoice date, 30% six months out and 40% four months out from the date of the event.

* Based on availability.
**To opt out of the EasyGo Plus recommended package, please tick and receive either of the mandatory packages.

GOPREMIUM

- Speaking opportunity
- 1 x floor graphics
- Interview or article in newsletter
- Logo on onsite floor plan
- Logo displayed onsite
- GOPLUS package
- 3 smart badge readers
- Unlimited lead capture licenses

2,950 CHF

LIMITED TO 10 COMPANIES

Grand total

I am aware of the general terms and conditions of participation available at www.easyfairs.com/wp-content/uploads/sites/17/2021/03/AGBs_Easyfair_CH_DE_final_EN.pdf accept and take note of all the clauses I subscribe to these documents and agree to abide by them.

Name: _____ Job function: _____

Signature: _____ Date: _____



Boost your reach, exposure and ROI

EasyGo is a service package based on the latest developments in digital marketing technology. It is part of the standard Easyfairs offer but you can choose one of four packages that best meets your objectives.

FOR MORE INFORMATION, GET IN TOUCH WITH YOUR EASYFAIRS SALES REPRESENTATIVE.

GOVISIBILITY
Promote your company profile.

850 CHF

GET NOTICED ALL YEAR ROUND

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery
- Invite customers and prospects
- Promote your products, paper-free via Smart Badge technology **1 READER**

GOLEADS
Maximise lead generation and deepen customer relationships.

1,050 CHF

GET NOTICED ALL YEAR ROUND

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery
- Invite customers and prospects
- Promote your products, paper-free via Smart Badge technology **1 READER**

BOOST YOUR LEADS

- Get details of visitors who touched your reader with their Smart Badge
- Capture and qualify leads with ease **1 LICENCE**
- Receive real-time SMS alerts when your guests check in

BEST VALUE

GOPLUS
Maximise lead generation and enhance online visibility.

1,475 CHF

GET NOTICED ALL YEAR ROUND

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery
- Invite customers and prospects
- Promote your products, paper-free via Smart Badge technology **2 READERS**

BOOST YOUR LEADS

- Get details of visitors who touched your reader with their Smart Badge
- Capture and qualify leads with ease **2 LICENCES**
- Receive real-time SMS alerts when your guests check in

GET PREMIUM ONLINE BRAND VISIBILITY

- Display your logo on the exhibitor list

LIMITED NUMBER

GOPREMIUM
Maximise lead generation and brand exposure, onsite and online.

2,950 CHF

GET NOTICED ALL YEAR ROUND

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery
- Invite customers and prospects
- Promote your products, paper-free via Smart Badge technology **3 READERS**

BOOST YOUR LEADS

- Get details of visitors who touched your reader with their Smart Badge
- Capture and qualify leads with ease **UNLIMITED LICENCES**
- Receive real-time SMS alerts when your guests check in

GET PREMIUM ONLINE BRAND VISIBILITY

- Display your logo on the exhibitor list

STAND OUT ONLINE AND ONSITE

- Attract attention when visitors register online
- Maximise your visibility at the event

GET NOTICED ALL YEAR ROUND

► Display your company profile online (description, products, news & jobs)

My Easyfairs simplifies the management of your company profile and product offering for the event's online catalogue:

- Create a company listing that informs people about your offering and makes it easy for them to get in touch via web and social media links, as well as a dedicated contact form.
- There is no limit to the amount of multi-format (text, image, video, links) product information you can publish.
- Keep your presence fresh with product updates and press releases. These will also be published on the event's News page.
- Attract top talent from your sector by advertising job opportunities at your company.

► Apply for inclusion in the Innovations Gallery

Position your company as an innovator! Apply for inclusion of one breakthrough product in the Innovations Gallery (subject to approval by the Innovations Reviewer).

► Invite customers and prospects

Invite guests via your chosen digital channels (e-mail, website, social media, electronic signature or personalised action code) with your personalised registration link.

You can download a list of everybody who used your link to pre-register. Get in touch to invite them to your stand and follow up after the event.

Promote your presence with highly professional ready-to-use marketing materials including invitations, web banners and event logos.

► Promote your products, paper-free via Smart Badge technology

Share information about your products & services effortlessly via a wireless reader on your stand. Smart Badge technology ensures you even reach visitors with whom you were unable to interact during the event.

By touching your reader with their Smart Badge, visitors get all the information listed on your online profile via email at the end of their visit.

BOOST YOUR LEADS

► Get details of visitors who touched your reader with their Smart Badge

Receive a list of everybody who demonstrated interest in your product by touching your reader with their Smart Badge. A fantastic opportunity to get in touch and to convert prospects into customers!

► Capture and qualify leads with ease

Capture visitor details with a quick scan of their badges using the Visit Connect app on your smartphone. You can add notes e.g. to categorise the really hot leads. Post-event follow-up has never been easier.

► Receive real-time SMS alerts when your guests check in

Find out when visitors that you invited arrive at the event: receive real-time SMS notifications. Get ready to meet and greet key prospects and customers - they really appreciate it!

GET PREMIUM ONLINE BRAND VISIBILITY

► Display your logo on the exhibitor list

Enhance your brand visibility where it will get most attention. Your logo appears on the exhibitor list of the online catalogue.

STAND OUT ONLINE AND ONSITE

► Attract attention when visitors register online

Make an immediate and powerful visual impact: registered visitors see your logo at a number of touch points during their online registration process including the confirmation page, the confirmation email and the entrance ticket. This exclusive opportunity is available to a limited number of exhibitors.

► Maximise your visibility at the event

Be seen where it matters. Your logo or promotional advertisement appears on displays in high-traffic areas. Plus, we also offer some exclusive visibility options such as speaker slots, bar sponsorship, posters, leafleting or sample distribution in prominent locations. Ask the event team for details! This exclusive offer is restricted to a limited number of exhibitors.