



2021 Exhibitor & Sponsor Brochure

COAST TO COAST LEAD GENERATION OPPORTUNITY

Expand Your Brand at the Premier B2B Cannabis Trade Shows



7th ANNUAL

MARCH 3 – 4, 2021
LA CONVENTION CENTER • LOS ANGELES

cannabismeanbusiness.com



7th ANNUAL

MAY 27 – 29, 2021
JAVITS CONVENTION CENTER
NEW YORK CITY



4th ANNUAL

NOVEMBER 3 – 4, 2021
HYNES CONVENTION CENTER
BOSTON

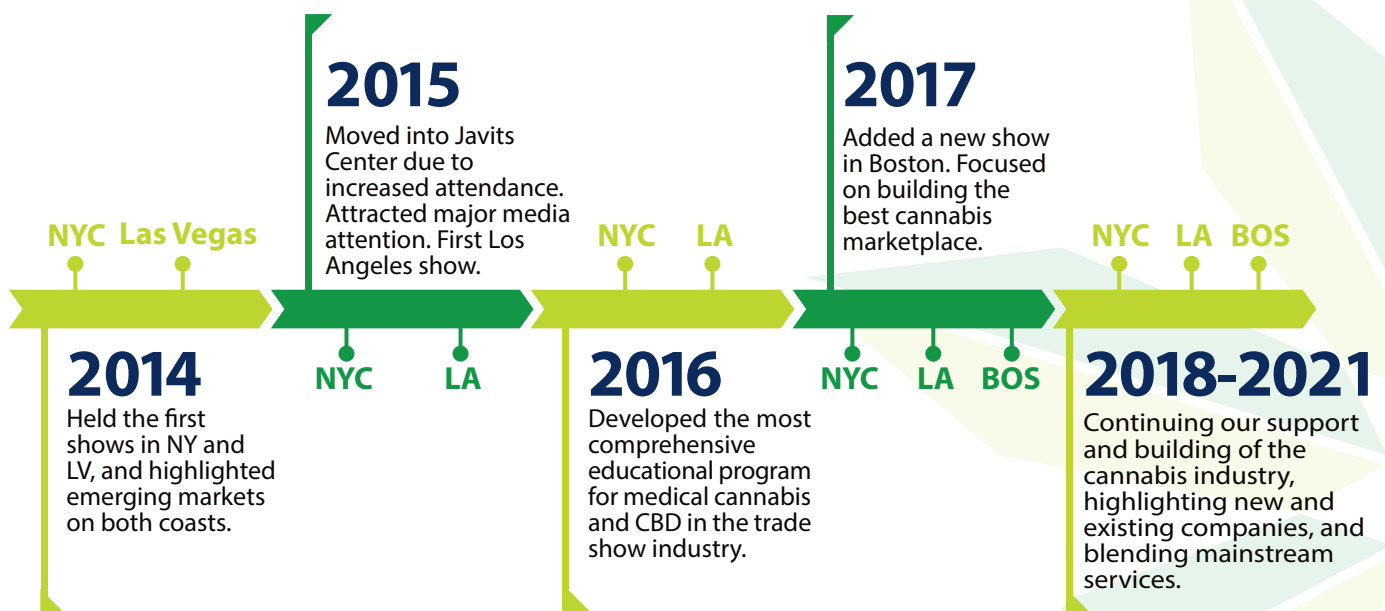
Mission

The Cannabis World Congress & Business Exposition is a business-to-business trade show event for the legalized cannabis industry. It is held three times per year in the largest media, financial and business markets: New York, Los Angeles and Boston. It is the leading forum for dispensary owners, growers, suppliers, investors, medical professionals, government regulators, legal counsel and entrepreneurs looking to achieve business success and identify new areas of growth in this dynamic and fast-growing industry.

History

The Cannabis World Congress & Business Expo (CWCBExpo) is the definitive business event for the cannabis industry. Exhibitors and sponsors bring cutting-edge solutions to owners and managers of businesses in this fast-growing industry, and a wealth of opportunity and knowledge to those looking to enter the market with potential partners and investors.

Our Past. Present. Future.



Why You Should Exhibit & Sponsor at CWCBExpo

Build your brand with exclusive sponsorship opportunities at the market leading CWCBExpo events. Showcase your products and news, gain access to industry leaders, amplify your involvement and maximize your investment.

You Must Exhibit & Sponsor At:



If You Are:

- Interested in Expanding a Cannabis Business
- A Private Equity and Investment Resource
- Providing Professional or Business Services that can Serve the Existing and Emerging Cannabis Industry

And Want to Meet, Network & Sell to:

- Accounting & Bookkeeping Firms
- Consulting Services
- Dispensaries
- Edibles Producers
- Grow Sites/Facilities
- Hemp Producers/Distributors
- Infused Products Producers
- Legal Services
- Licensed Retail Stores
- Hospitals/Clinics & Other Healthcare Facilities
- Private Equity Firms
- Security & Safety Services
- Smokeshops/Headshops
- And More!



Booth Pricing

NEW YORK BOOTHS

Traditional Space: \$57.00 sq./ft.

Corner/Island Space: \$60.00 sq./ft.

LOS ANGELES & BOSTON BOOTHS

Traditional Space: \$45.00 sq./ft.

Corner/Island Space: \$48.00 sq./ft.

- Each 10' x 10' booth will be set with 8' high blue and white back drape and 3' high blue side dividers.
- Booths 300 sq. ft. or less will receive a 7" x 44" one-line booth identification sign
- Booths larger than 300 sq. ft. can receive a 7" x 44" one-line identification sign upon request
- Each booth receives a basic listing in the digital show guide, consisting of company name, contact info and booth number

Booth Additions*

Item	Description	New York	Los Angeles	Boston
package "A"	one skirted 6'x2' table two folding chairs one wastebasket	\$430	\$255	\$425
package "B"	everything in package "A" plus: 10'x10' gray color carpet	\$690	\$415	\$620
package "C"	everything in package "A" plus: 10'x20' gray color carpet	\$940	\$575	\$820
electric service	refer to exhibitor guide for more info	price varies	price varies	price varies
enhanced digital profile	enhanced company profile in digital show guide	price varies	price varies	price varies

* Flooring/carpet is required. Provide your own, or purchase package "B" or "C."








































Sponsorship Summary

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Premier Sponsorships

The CWCBExpo has developed strategic opportunities that are fine-tuned to the individual needs of each exhibiting organization.

Sponsorship	Diamond	Sapphire	Emerald
Booth Size	20x20	10x20	10x10
Super Saver Pass			
Networking Mixer Tickets			
Bonus Points			
Website Logo with Link			
Enhanced Profile (On CWCBExpo website)			
Cleaning Service			
Show Entrance Signage			
Social Media Blasts	 (4)	 (3)	 (2)
Email Blasts	 (3)	 (2)	 (1)
Digital Show Guide Advertisement	(full  page)	(full  page)	(half  page)
Show Lobby Signage			
Aisle Sign			
Navigation to Booth			
Digital Spotlight			
Bag Insert			

Exclusive Entitlements For Diamond Sponsors Only:



Navigation to Booth

CWCBExpo will direct the attendees to your booth by showcasing your company on the show floor directory/floor plan panel with a path leading straight to your booth.



Digital Spotlight

The Digital Spotlight will include a dedicated company overview web page on cannabismeanbusiness.com with direct links to your social media and company homepage. The Digital Spotlight will include a full page company profile with your corporate branding and messaging.

The CWCBExpo sponsorship opportunities help to differentiate your company from competitors and increase your brand and product visibility.



Diamond Sponsor

The Diamond Sponsorship is designed for organizations that want to be noticed in a big way before and during our events. The CWCBExpo attendees recognize these organizations as influencers within the cannabis industry. The Diamond Sponsorship offers your brand the widest on-site exposure possible. Also included: 20x20* booth (space only), 4 social media blasts, full page ad in the digital show guide, 3 email blasts to the attendee data base.



Sapphire Sponsor

The Sapphire Sponsorship is built specifically for the growing organization that looks to become a mainstay within their sector of the cannabis industry. Also included: 10x20* booth (space only), 3 social media blasts, full page ad in the digital show guide, 2 email blasts to the attendee data base.



Emerald Sponsor

The Emerald Sponsorship is engineered for the organization on the rise and ready to accomplish executive level goals. Also included: 10x10* booth (space only), 2 social media blasts, half page ad in the digital show guide, 1 email blast to the attendee data base.

*For every additional 10x10 space over and above the spaces indicated above, an additional fee will be charged.

Industry Party Sponsor

The Industry Party sponsorship establishes your company as the lavish brand that strives to put the customer first. Elite companies host elite events and the CWCBExpo stops at nothing to provide the attendees with a luxury experience. The “CWCBExpo Industry Party” will be managed by CWCBExpo with your company designated as a sponsor with entitlements below:

Lead Sponsor

1. Dedicated Signage at Industry Party
2. Company Introduction during Industry Party
3. Promotional Email Blast with Company Logo
4. Social Media Post
5. Half-page Company Digital Show Guide Advertisement
6. Logo on Website as Industry Party Lead Sponsor
7. Opportunity for Brief Statement during Industry Party
8. Industry Party Digital Show Guide Advertisement
9. Additional Industry Party Tickets
10. Dedicated VIP Section for Your Guests

Sub Sponsor

1. Shared Signage at Industry Party
2. Company Introduction during Industry Party
3. Promotional Social Media Post with Company Logo
4. Logo on Website as Industry Party Sub Sponsor
5. Industry Party Digital Advertisement
6. Additional Industry Party Tickets



Networking Mixer Sponsor

The Networking Mixer sponsorship puts your company in the center of action. Continued networking, exchanging of business cards, deals being done, and partnerships being made are now associated directly with your brand. The CWCBExpo's event management team prepares this networking event with your goals in mind to ensure success.

1. Dedicated Signage at Networking Mixer
2. Company Introduction during Mixer
3. Promotional Email Blast with Company Logo
4. Social Media Post
5. Half-page Company Digital Show Guide Advertisement
6. Logo on Website as Networking Mixer Sponsor
7. Opportunity for Brief 3-Minute Statement during Mixer
8. Networking Mixer Digital Advertisement
9. Additional Networking Mixer Tickets

Limit 3 per Show



Press Office Sponsor

The Press Office sponsorship fulfills your organization's goals of getting in front of press and media outlets for the duration of the event. Get your products in the hands of the influencers of the industry and speak to them one-on-one in your private meeting space located inside of the Press Office.

1. Dedicated Signage within Press Office
2. All mentions of Press Office will be referred to as "Your Company's" Press Office
3. Private Meeting Space within Press Office
4. Promotional Product Display within Press Office
5. Press Kit/Gift Handout (material supplied by Press Office Sponsor)
6. Full-page Digital Show Guide Promotional Advertisement
7. Mention in Press Release
8. Show Bag Insert
9. Logo on Website as Press Office Sponsor

Limit 1 per Show



Keynote Address Sponsor*

The Keynote Address sponsorship will allow an opportunity to build a relationship with our A-list keynotes.

1. Company Spotlight prior to Introduction to Keynote
2. Promotional Email Blast with Company Logo
3. Social Media Post
4. Signage in Lobby for Keynote Address with Company Logo
5. Private Meet & Greet with Keynote
6. Company Logo on Keynote Signage
7. Full-page Keynote Digital Show Guide Advertisement
8. Dedicated Signage at Keynote Speech
9. Press Release Shout-out with Keynote
10. Literature Drop at Keynote Address
11. Company Introduction of Keynote
12. Logo on Website as Keynote Sponsor
13. Company Logo on Backdrop during Keynote

Limit 1 per Keynote

* Keynote Address Sponsorship is subject to management approval



Conference Program Sponsor

The Conference Program sponsorship provides exposure in sessions and signage throughout the conference program. It positions your brand as an industry leader associated with education and shows you to be an influencer in the cannabis industry.

1. Company Logo on Conference Signage
2. Dedicated Signage in the Lobby for the Conference Program
3. Dedicated Signage
4. Press Release Shout-out
5. Literature Drop in Conference Rooms
6. Promotional Email Blast with Company Logo
7. Social Media Post
8. Logo on Website as Conference Sponsor
9. Half-page Digital Show Guide Advertisement

Limit 1 per Show



Conference Room Sponsor

The Conference Room sponsorship pin-points your target audience and places your brand in front of specifically tailored attendees that you need.

1. Company Signage Outside of Conference Room
2. Promotional Email Blast with Company Logo
3. Social Media Post
4. Introduction at Sessions (Excluding Keynote)
5. Literature Drop in Conference Track Room
6. Dedicated Signage in Conference Room
7. Half-page Digital Show Guide Advertisement

Limit 1 per Room, per Show



Coffee Cart Sponsor

Energize the crowd with the Coffee Cart sponsorship. Be recognized as the company that kept the party alive.



Private Meeting Suite

Are you conducting an executive board meeting? Do you need a space to privately speak with potential investors? If so, the CWCBExpo has private meeting space for you and your employees to use throughout the show. Book today as space is limited and running out fast.



Digital Show Guide Sponsor

The source for all show related information comes from one book, the Digital Show Guide. Impress every attendee by being headline news in this show's edition.



1. Company Logo on Front Cover of Digital Show Guide
2. Promotional Email Blast with Company Logo
3. Social Media Post
4. Logo on Website as Show Guide Sponsor
5. Company Logo on Floor Map Directory
6. Two-Page Centerfold Spread Company Showcase in Digital Show Guide
7. Dedicated Signage at Registration

Digital Show Guide Advertisement

It makes sense to be published in the knowledge center for the show. Attract your audience to your booth as they flip through the Digital Show Guide and spot who they want to visit.



Available Sizes:	
Two Page	\$3,650
Full Page (Inside Front Cover)	\$2,500
Full Page (Inside Back Cover)	\$2,500
Full Page (Back Cover)	\$3,150
Full Page	\$1,950
Half Page	\$1,100



Enhanced Profile

Separate your company from the pack by adding your logo, company description, contact information, and website URL to the Digital Show Guide.



Email Blast

Utilize the subscription base of CWCBExpo and co-brand an email blast to our loyal following to let them know you're ready to meet with them.



Social Media Blast

Build traffic to your social platforms through our strategic posting methods. Package includes one (1) post on each of the following: Facebook, Twitter, and Instagram.



Lanyard

If your company is looking to be visible throughout the show, here is your chance. Put your company logo on the lanyard.

1. Company Branded Lanyard
2. Promotional Email Blast with Company Logo
3. Social Media Post
4. Logo on Website as Lanyard Sponsor



Badge With Your Logo On The Back

Those pesky badges never stay put... But you won't care! In fact, you will love it when the badge naturally rotates and shows your company!



Show Bag

Every attendee receives a show bag, and your company can be on it. The Show Bag will put your brand in everyone's hands.

1. Company Branded Show Bag
2. Promotional Email Blast with Company Logo
3. Social Media Post
4. Logo on Website as Show Bag Sponsor



Show Bag Insert

Put your company's marketing material into our Show Bag.



Notebook Distribution

An exclusive gift to all conference and workshop attendees so they may jot down their notes in your branded book. The knowledge gained from their experience at the CWCBExpo will make them open their notebook over and over.



Pen Distribution

A pen does not stay in the possession of one person long which makes this traveling marketer perfect to satisfy the many people who will use it through its lifetime.



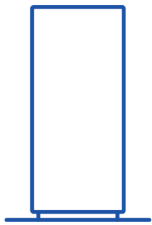
Footprints

Create a pathway straight to your booth with beautifully designed footprints that entice each attendee to follow along and lead them right to you.



Column Wrap

Captivate the audience with a center of attention Column Wrap.



Meter Board

A larger than life portrait of your brand front and center at the venue focuses the attention of each attendee and navigates them directly to your booth.



Lobby/Entrance Signage

As soon as our attendees get to the show who is there to greet them? Why not you? Grab their attention from the moment they walk in!



Aisle Sign

An Aisle Sign allows your brand to decorate the horizon and stake claim to an entire row.



Floor Graphic

Like a logo on a football field or signs painted on the street, the Floor Graphic is directing and informational. Put your brand on everyone's path.

CWCBE expo Show Details*

Los Angeles • March 3 - 4, 2021 • Los Angeles Convention Center, Hall G

1201 South Figueroa Street, Los Angeles, California 90015

Los Angeles CWCBE expo Schedule:	Tuesday March 2, 2021	Wednesday March 3, 2021	Thursday March 4, 2021
On-Site Registration:	8 am - 5 pm	8 am - 5 pm	8 am - 5 pm
Workshops:	(to be determined)		
Seminars:		10:30 am - 4:30 pm	10:30 am - 4 pm
Exhibit Floor Open:		11 am - 5 pm	11 am - 5 pm
Exhibitor Move In/Out:	Move In: 8am - 5pm		Move Out: 5pm - 8pm

New York City • May 27 - 29, 2021 • Jacob K. Javits Convention Center, Hall 3A

655 West 34th Street, New York, New York 10001 (Enter at 11th Avenue and 38th Street)

NY CWCBE expo Schedule:	Wednesday May 26, 2021	Thursday May 27, 2021	Friday May 28, 2021	Saturday May 29, 2021
On-Site Registration:	8 am - 5 pm	8 am - 5 pm	8 am - 5 pm	8 am - 3pm
Workshops:	(to be determined)			
Seminars:		10 am - 5 pm	10 am - 5 pm	10am - 3 pm
Exhibit Floor Open:		11 am - 5 pm	11 am - 5 pm	11 am - 4 pm
Exhibitor Move In/Out:	Move In: 8am - 5pm			Move Out: 4pm - 8pm

Boston • November 3 - 4, 2021 • John B. Hynes Veterans Memorial Convention Center, Hall A

900 Boylston Street, Boston, Massachusetts 02115

Boston CWCBE expo Schedule:	Tuesday Nov 2, 2021	Wednesday Nov 3, 2021	Thursday Nov 4, 2021
On-Site Registration:	8 am - 5 pm	8 am - 5 pm	8 am - 5 pm
Workshops:	(to be determined)		
Seminars:		10:30 am - 4:30 pm	10:30 am - 4 pm
Exhibit Floor Open:		11 am - 5 pm	11 am - 5 pm
Exhibitor Move In/Out:	Move In: 8am - 5pm		Move Out: 5pm - 8pm

* Times subject to change without notice