



#CannaBizSummit



CANNABIS BUSINESS SUMMIT & EXPO

WHERE COMMERCE MEETS A REVOLUTION

The largest conference and tradeshow hosted by the **National Cannabis Industry Association.**

100 Sponsors

2,000+ Attendees

What is the Cannabis Business Summit?

The largest B2B conference and tradeshow in the industry. The Cannabis Business Summit + Expo brings together top industry professionals for three days of networking and education.

Why Sponsor?

Meet cannabis business leaders looking for innovative products and services while elevating your brand in front of a national audience.

When?

June 2015 (Final dates TBD)

Limited booth space available reserve now!

Where?

Colorado Convention Center - Denver, CO:
The center of the nation's emerging legal cannabis industry.

2015 Sponsorship Guide

Contact: **Ryan**, Director of Sponsorships,
Cannabis Business Summit

Email: ryan@gsmiweb.com

Call: 888.409.4418, ext: 1928

www.cannabisbusinesssummit.com

Sponsorships for the
2014 Summit
sold out quickly.

RESERVE TODAY!

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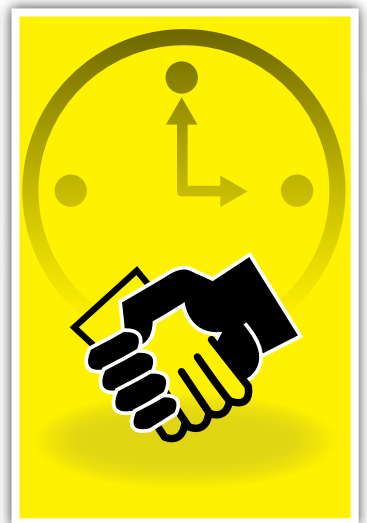
SUMMIT SNAPSHOT

2000+
Attendees

LOCATION
DENVER
COLORADO

100+
Sponsors

Structured
Expo Time and
Networking
Receptions



CORE BENEFITS

5 Benefits of Sponsorship and Exhibiting

- 01 | Reach over 2000 cannabis business professionals searching for products and technologies
- 02 | Gain industry exposure at the nation's leading cannabis business event
- 03 | Scale your sponsorship package to meet marketing objectives
- 04 | Connect with speakers, thought leaders, and leading industry figures
- 05 | Develop business leads and close new accounts

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VALUE OF FACE-TO-FACE EVENTS

Our events are an essential component to a cost-effective and successful marketing strategy! Leading industry research supports this fact.

The most effective lead generation vehicles include in-person events, industry specific magazines, and online marketing.

63% indicated in-person events are considered the best tactic to generate qualified leads.

Exhibitions continue to attract a high quality audience before, during and after national recessions.

Exhibitions also continue to attract first time attendees during recessionary periods.*

COST TO MAKE FIRST FACE-TO-FACE CONTACT WITH POTENTIAL BUYER*



With lead garnered from an exhibition:

Average Cost = \$215



Without a lead garnered from an exhibition:

Average Cost = \$1,039

*According to Forrester Consulting Services B2B Marketing Mix Study and CEIR Research Reports

WHO YOU WILL MEET:

- Dispensary Owners and Operators
- Cultivation Professionals
- Investors
- Entrepreneurs
- Policymakers
- Regulators
- Infused Product Executives
- Attorneys and cannabis legal experts
- Industry Consultants
- Cannabis Related Service Providers
- Suppliers and Vendors

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BOOTH SPACE AND SPONSORSHIPS ARE ONLY AVAILABLE TO NCIA MEMBERS.

Not yet a member of your industry's trade association? Add an annual membership to your sponsorship package for the discounted rate of \$950 (normally \$1,000).

Membership qualifies you to sponsor the Cannabis Business Summit as well as many other events NCIA hosts around the country and plugs you into a network of over 700 top cannabis industry professionals. Membership dues are 75% tax deductible and all proceeds support our work defending and advancing the industry on Capitol Hill and in the media.

EXHIBITOR PACKAGES

Industry Pioneer

\$35,000

- 25x25 booth space
- Four chairs and two skirted tables
- Most prominent placement in expo area
- Your banner displayed prominently in general session meeting room
- 10 complimentary conference passes
- 20% off additional conference passes at regular conference rate
- Full page advertisement in attendee folders
- Receive delegate list one month prior to event and an updated list prior to the event (companies and titles only)
- Logo and 50 word description displayed on website
- Company logo most prominently featured throughout event slideshow
- Logo impression in summit documents

SOLD OUT

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EXHIBITOR PACKAGES

Industry Ambassador

\$20,000

- 20x20 booth space
- Two chairs and a skirted table
- 8 complimentary conference passes
- 20% off additional conference passes at regular conference rate
- Receive delegate list one month prior to event and an updated list prior to the event (companies and titles only)
- Logo and 50 word description displayed on website
- Company logo prominently featured throughout event slideshow

Industry Influencer

\$10,000

- 20x10 booth space
- Two chairs and a skirted table
- 4 complimentary conference passes
- 20% off additional conference passes at regular conference rate
- Receive delegate list one month prior to event and an updated list prior to the event (companies and titles only)
- Logo and 50 word description displayed on website
- Company logo included in event slideshow

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EXHIBITOR PACKAGES

Industry Leader

\$5,000

- 10x10 booth space
- Two chairs and a skirted table
- 2 complimentary conference passes
- 20% off additional conference passes at regular conference rate
- Logo and 50 word description displayed on website



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SPONSORSHIP PACKAGES

Cocktail Reception Sponsor Day 2 – 2/25/2015

\$15,000

- Your company logo and/or banner hung on bar and around bar area
- Logo listed on event agenda
- Opportunity to name drinks after your company, products or services
- Opportunity to have bartenders wear company branded shirts
- Cocktail napkins with your logo printed on them

Pre-Summit Welcoming Reception Sponsor

Day 1 – 2/24/2015

\$10,000

- Your company logo and/or banner hung on bar and around bar area
- Logo listed on event agenda
- Opportunity to name drinks after your company, products or services
- Opportunity to have bartenders wear company branded shirts
- Cocktail napkins with your logo printed on them

Lunch Sponsors

\$5,000

- Tabletop logo on buffet table, and branding throughout lunch area
- Logo listed on event agenda
- Logo listed on website

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SPONSORSHIP PACKAGES

Twitter Feed 

\$2000

SOLD OUT

- Feed and screen area branded with your company information
- Exclusive- only one sponsor per Summit
- Logo listed on website

Live Tweeting



Live Tweet Screen (On-Site)



Live Twitter Feeds



Break Sponsors

\$2,000

- Tabletop logo on refreshment table
- Logo listed on event agenda
- Logo listed on website

Product/ Literature Inserts

\$1,500

- Provide an insert to be added to swag bag or event booklet (this can be corporate literature, product samples or marketing swag)
- Logo listed on website

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SPONSORSHIP PACKAGES

Lanyard Sponsor

\$4,000

- Company logo on lanyards
- Logo listed on website

SOLD OUT

Name Badge Sponsor

\$4,000

- Company logo on conference badges
- Logo listed on website

Swag Bag Sponsor

\$4,000

- Your logo printed on the conference swag bag
- Logo listed on website

Booth selection will be based on a first come, first serve basis. Additional requirements such as power, Internet, carpet, etc. can be contracted through the general service contractor.



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CONTACT US

Ryan

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About The National Cannabis Industry Association

The National Cannabis Industry Association (NCIA) is the largest cannabis trade association in the U.S. and the only organization representing cannabis-related businesses at the national level. NCIA promotes the growth of a responsible and legitimate cannabis industry and works toward a favorable social, economic, and legal environment for that industry in the United States.

About the Cannabis Business Summit:

The second annual conference hosted by the cannabis industry's trade association, the Cannabis Business Summit will bring together dispensary professionals, product manufacturers, consultants, and suppliers for two days of education and networking! Visionary leaders will share information about responsible business practices and successful case studies:

- Confer with leading experts on dispensary management strategies
- Discover new trends in cultivation
- Learn about new rules and opportunities in finance & banking
- Stay abreast of policy, regulation and legislation issues
- Explore new innovations in cannabis technology
- Discuss responsible business practices
- Develop relationships with colleagues and experts
- 2000+ cannabis professionals in attendance
- 50+ sessions throughout five tracks
- Expo space with over 100 top industry vendors and suppliers
- Unparalleled networking opportunities with the best and brightest minds in the industry!

Venue

Colorado Convention Center
Bellco Theatre/SMG
700 14th Street
Denver, Colorado 80202

