

4TH ANNUAL

PREMIER GROWER'S CONFERENCE, AWARDS & EXPO

INTERNATIONAL GROWERS • SUPPLIERS • EXTRACTORS • MANUFACTURERS • DISTRIBUTORS



ARJAN ROSKAM
THE KING OF CANNABIS AND
40+ HIGH TIMES CANNABIS CUP WINNER
(2019)

NEW DATES NOV. 30-DEC. 2, 2021 NIAGARA FALLS, ON



FOCUSED ON THE EDUCATION,
COLLABORATION, NETWORKING AND
GROWTH OF THE CANNABIS GROWING INDUSTRY

Join Licensed Producers, head growers, extraction experts, suppliers, greenhouse operators, equipment manufacturers, investors, consultants, government officials, growing enthusiasts and more — all in one magnificent location.



GROWUP
INDUSTRY
AWARDS

SEPTEMBER 1, 2021

NEW! EXTRACTION ZONE
RESERVE YOUR BOOTH
TODAY



PRESENTED BY
extraction magazine

1-866-GROW-UP-1 • NIAGARA FALLS, ON • VICTORIA, BC • WWW.GROWUPCONFERENCE.COM

Dates subject to change due to COVID-19. Visit growupconference.com for current status.

CANADA'S LARGEST CANNABIS GROWER'S CONFERENCE AND EXPO



2,000+
ATTENDEES

50,000+
SQ. FEET

100+
EXHIBITORS

130+
SPEAKERS



2019 INFORMATION



- 3,000 Industry Leaders
- 1,900 Patient/Consumers
- 50+ Media



350,000 TWEET IMPRESSIONS



2,400 AVG. DAILY REACH



2,700 FOLLOWERS



10.9M
MEDIA IMPRESSIONS



- 28% President/CEO/Director
- 15% Growers
- 14% VP / Managers
- 13% Sales
- 11% Founder/CoFounder
- 11% Marketing
- 7% Business Development / Account Executives

GROWUP CONFERENCE & EXPO
NIAGARA FALLS, ON 🍁 VICTORIA, BC

NIAGARA FALLS, ON - NOVEMBER 30 - DECEMBER 2, 2021 • VICTORIA, BC - JUNE 20-22, 2022

SPONSORSHIP

Stand Out at Grow Up 2021

Partnerships and Sponsorships are a fantastic way to stand out at Grow Up Cannabis Conference and Expo. Attendees are looking for a way to connect with you and your brand. Sponsoring dinners, networking breaks, cocktail hours, parking etc. is a great way to gain recognition for your brand. We have numerous sponsorship opportunities and investment levels to choose from.

For more information on these or other sponsorship opportunities, please contact our Sponsorship Manager at 905-324-8528 or email us at sponsorship@growupconference.com.

SILVER

- 10 x 10 Booth
- Lead Retrieval (3 devices)
- 6 VIP Industry Conference and Expo passes
- 1 Investor's Breakfast
- 1 Women in Cannabis Breakfast
- 2 passes to the exclusive VIP Grower's Lounge
- ¼ page full colour ad in our Official Show Guide
- Designation as a Silver sponsor for the Conference and Expo
- Company logo in our guide and website
- 15% off additional company delegate passes
- 1 Sponsor social blast



GOLD

- 10 x 20 Booth
- Lead Retrieval (3 devices)
- 8 VIP Industry Conference and Expo passes
- 2 Investor's Breakfast
- 2 Women in Cannabis Breakfast
- 2 passes to the exclusive VIP Grower's Lounge
- ½ page full colour ad in our Official Show Guide
- Designation as a Gold sponsor for the Conference and Expo
- Company logo in our guide and website
- 20% off additional company delegate passes
- 1 Sponsor social blast



PLATINUM

- 20 x 20 Booth
- Lead Retrieval (3 devices)
- 14 VIP Industry Conference and Expo passes
- 2 Investor's Breakfast
- 2 Women in Cannabis Breakfast
- 4 passes to the exclusive VIP Grower's Lounge
- Full page full colour ad in our Official Show Guide
- Designation as a Platinum sponsor for the Conference and Expo
- Company logo in our guide and website
- 25% off additional company delegate passes
- 20 discount codes for 25% off registration
- Logo on all email blasts
- 1 Sponsor social blast



PRESENTING

- 20 x 30 Prime location Booth
- Lead Retrieval (3 devices)
- 16 VIP Industry Conference and Expo passes
- 3 Investor's Breakfast
- 3 Women in Cannabis Breakfast
- 8 passes to the exclusive VIP Grower's Lounge
- Back page full colour ad in our Official Show Guide
- Exclusive presenting sponsor branding:
- Grow Up Conference and Expo presented by (your logo)
- Feature article in our Official Show Guide
- One panel/workshop opportunity
- 50% off additional company delegate passes
- 20 complimentary client conference and expo tickets
- 40 discount codes for 25% off registration
- Newsletter blast and press releases announcing sponsorship
- Logo on all email blasts, printed material and advertising
- One delegate bag insert





2,000+
ATTENDEES

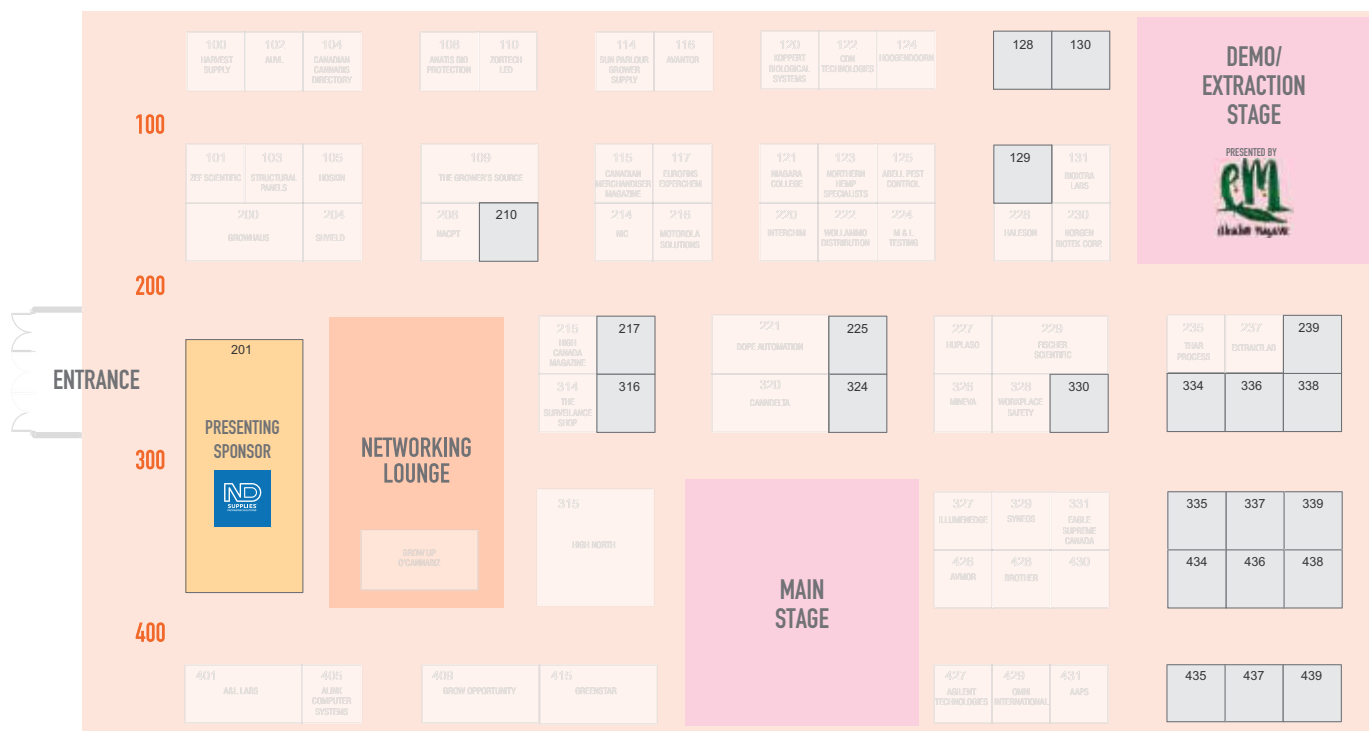
50,000+
SQ. FEET

100+
EXHIBITORS

130+
SPEAKERS

EXHIBIT BOOTHS

2021 NIAGARA FALLS EXPO FLOOR PLAN



FLOOR PLAN CURRENT AS OF SEPT. 9, 2021

EACH 10 X 10 BOOTH INCLUDES:

- 10 x 10 Booth
- (3) VIP Industry Conference and Expo passes
- Pipe & Drape 8' back, 3' side walls
- 1 standard 6' x 2' table and 2 chairs (if needed)
- Company listed on the Grow Up website
- Company listing in the official show guide.
- Access to the Exhibit Networking area

LARGEST CANNABIS GROWER EXPO IN CANADA

Grow Up is the largest cannabis grower exhibition and conference in Canada. If you are in the cannabis industry or would like to get your foot in the door, then Grow Up is the place to be. To reserve a booth at Grow Up, please call at 905-324-8528 or email us or expo@growupconference.com.

EARLY BIRD DATES: NIAGARA FALLS - JUNE 16, 2021 • VICTORIA, BC - FEB 1, 2022

Please note: Booth preferences will be assigned in order from date purchased. Please specify top 3 booths at time of purchase. Within 48 hours of your order, we will email you a confirmation of your booth. If your preferred booth is unavailable at the time of assignment, you will be notified. Floor plan and booth locations are subject to change. No refunds. Transfers accepted. Each exhibitor must have proof of insurance. Dates are subject to change. COVID-19 restrictions may be in place.

EXHIBITOR PRICING

Size	Early Bird	Regular Price
10 x 10	\$2,500	\$3,000
10 x 20	\$5,000	\$6,000
10 x 30	\$7,500	\$9,000
20 x 20	\$10,000	\$12,000
20 x 30	\$15,000	\$18,000
20 x 40	\$20,000	\$24,000
30 x 50	\$37,500	\$45,000

All prices are in Canadian dollars

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SPONSORSHIP EXTRAS

Additional Sponsorship Opportunities

Grow Up provides additional ways to get in front of delegates and decision makers. Take advantage of these unique sponsorship opportunities. For more information please contact our Sponsorship Manager at 905-324-8528 or sponsorship@growupconference.com.

☀️ LanyardsSOLD

The ultimate “awareness” opportunity – the identification of your Brand/Logo around the neck of every – from staff to speakers,volunteers to exhibitors.

☀️ Tote Bags.....SOLD

The ultimate year-round branding opportunity, the Grow Up Tote Bag is one of the most visible items seen at the conference and expo. Distributed to all attendees upon their arrival and often used for the rest of the year.

☀️ Tote Bag Inserts..... \$750

Promote your booth, company or message to every attendee. Limited number of inserts are available.

☀️ Growers/Speakers Lounge \$3,500

This category exclusive lounge is available multiple sponsors. Get recognized for providing a retreat to network, get business done or simply relax and get away for a while. Refreshment and snacks available.

☀️ Networking Breaks 3,500

Become the Official Sponsor of one or all of our four scheduled networking breaks. The breaks will be named after your company and appear in the official program. Your logo will appear at all designated break areas

☀️ VIP Speakers Dinner \$15,000

Join us for a VIP speakers networking dinner over-looking the magnificent Niagara Falls. A great way to get recognized and network with our VIP speakers. Sponsor will be recognized in the program, website and at the dinner.

☀️ Official Party \$15,000

The Official Networking Party by the Falls is the hottest ticket in town. Network with Speakers, Sponsors and VIP Delegates over-looking the Falls.

☀️ Exhibitors Meet-N-Greet ... \$5,000

Get the expo started off right. Host this opening meet-n-greet for exhibitors and delegates. Come mingle and have a cocktail after a long day of booth set-up.

☀️ Water Stations..... \$2,500

Complimentary water stations located close to session rooms provide welcome refreshment. Full wraps possible.

☀️ Keynote/Presentation \$10,000

Stand alone keynotes presentations available Sept. 12th-14th as a part of the conference.

☀️ Parking.....\$7,000/day

Give the delegates and attendees the gift of Free Parking. Two days available or sponsor both. Everyone will thank you.

☀️ Breakfasts..... \$7,500

Our Women in Cannabis and our Investor networking breakfasts are our most popular ticketed events. Expect these to be sold out. Two breakfast available, \$7,500 each.

☀️ Vape Lounge \$5,000

Get your company name on the hottest spot. We are offering an exclusive 2 DAY sponsorship for our outdoor Vape Lounge

☀️ Special Municipal and Government Delegate Sponsorships \$15,000

Get your City involved in Niagara’s largest Cannabis conference and expo. If you are interested in the next largest growing business, then you need to be here. We are offering custom packages to city officials and representatives. Please call to discuss.

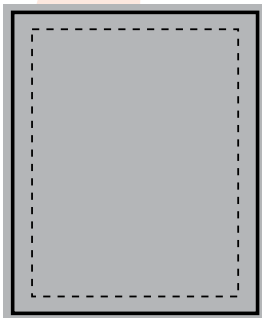


SHOW GUIDE

Official Show Guide

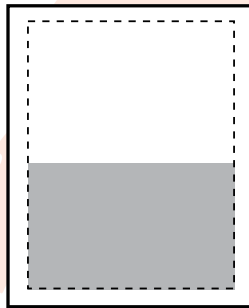
Advertise to your target market. This take-home program is a great source of reference during and month after the show. Exhibitor booth listing and floor plan are included in a standard booth. Advertising is sold separately or included in most sponsorship packages.

FULL PAGE



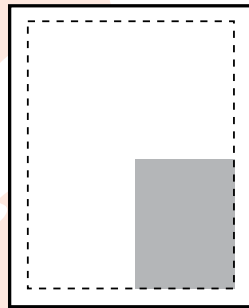
Live Area:
7" x 10"
With Bleed
8.25" x 11.175"

½ PAGE



Ad Size:
7" w x 4.875" h
Trim Size: 8" w x 10.875" h

¼ PAGE



Ad Size:
3.375" w x 4.875" h



AD SIZE	COLOUR
Full page	\$2,600
1/2 Page	\$1,500
1/4 Page	\$850

PREMIUM POSITIONS

Outside Back Cover (reserved for Presenting Sponsor)	\$4,000
Inside Front Cover	\$3,500
Inside Back Cover	\$3,000

Mechanicals

Full page bleed ads must include a 1/8" bleed. All ad materials must adhere to the live area. All ad material must be exact sizes. Artwork not received to our size specifications will be returned or resized to our specification at a rate of \$75.00 per hour. All ads must be supplied in digital format in either PDF, EPS, TIF or Photoshop. All support files such as eps or tiff images as well as all fonts must be supplied or converted to outlines.

DEADLINE FOR ARTWORK: Niagara Falls July 31, 2021, Victoria Feb 1, 2022

ARTWORK SUBMISSION:

Email: rrowe@growupconference.com or contact us for FTP instructions.

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