

SPONSORSHIP OPPORTUNITIES

GROWUP CONFERENCE & EXPO

PRESENTED BY

Tweed

*Advanced
Nutrients*



OPENING KEYNOTE FRIDAY, SEPT. 7, 2018

KEVIN O'LEARY

CANADIAN ENTREPRENEUR, FINANCIER, AUTHOR AND SHARK TANK INVESTOR

CANADA'S LARGEST GROWER'S CONFERENCE

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

SEPT. 7-8, 2018, NIAGARA FALLS, ON



SCOTIABANK CONVENTION CENTRE, NIAGARA FALLS, CANADA

www.growupconference.com

CANADA'S LARGEST CANNABIS GROWER'S CONFERENCE AND EXPO

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GROWUP

CANNABIS CONFERENCE & EXPO



4,200+
ATTENDEES

82,000+
SQ. FEET

250+
BOOTHS

120+
SPEAKERS



2017 INFORMATION



- 1,900 Industry Leaders
- 2,300 Patient/Consumers
- 50+ Media



350,000 TWEET IMPRESSIONS



2,400 AVG. DAILY REACH



650 FOLLOWERS



3,1M
MEDIA IMPRESSIONS

FINANCIAL POST
TORONTO STAR
POST MEDIA
NOW MAGAZINE
VIEW MAGAZINE
24 HOURS
CANNA INVESTOR
CANNABIS NOW
MAGAZINE
DOPE MAGAZINE

HIGH CANADA
MARIJUANA ADVENTURE
CTVNEWS.CA
CHCH NEWS
YOURTV NIAGARA
NIAGARA THIS WEEK
NIAGARA FALLS REVIEW
WELLAND TRIBUNE
FORT ERIE TIMES
NIAGARA ADVANCE

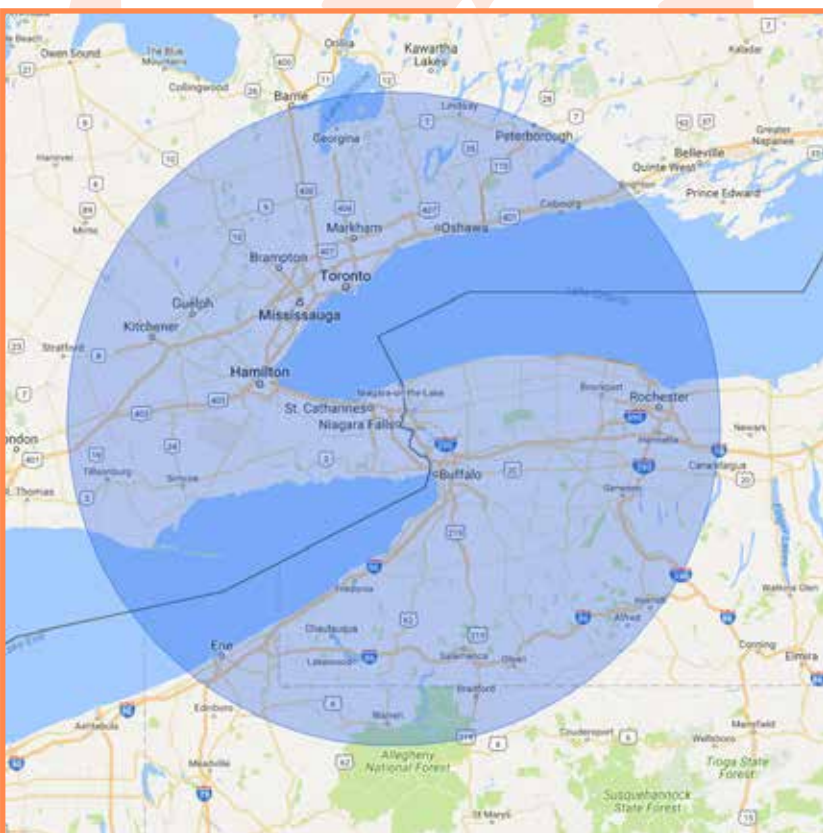
ST. CATHARINES
STANDARD
SCENE MAGAZINE
NEWSTALK 610 CKTB
CIVILIZED LIFE
GEEKS&BEATS
GIANT FM
WEED WEEK
ABOUT NIAGARA
VOLTEFACE

PEACE NATURALS
ICI RADIO-CANADA
WBFO
610 CKTB
GIANT FM
KX 94.7
97 ROCK
103.3 THE EDGE

SEPT. 7-8, 2018 🌿 **1.866.GROWUP.1**

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LOCATION



Niagara Falls, Canada

Niagara Falls is an international brand name. Covering an area just over 1,800 sq. km., Niagara showcases an impressive array of natural wonders, sights, and attractions that distinguish it as a world-class destination with over 12M visitors in 2014. In addition to all its attractions, Niagara Falls provides clear driving access to 55% of the U.S. and 62% of the Canadian population making the Scotiabank Convention Centre a natural crossroads and meeting place.

- 11.6M population within a 150 km radius
- 1.55M population within a 30 minute drive
- Largest licensed growing facility in the world
- \$107 Billion in annual trade between the Niagara / U.S. border
- The Niagara Region is a Premier growing location
- Niagara is major source of electricity for Ontario
- Neighbouring New York state legalized medical marijuana in 2014

GROWUP

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EXHIBIT BOOTHS



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EXPO FLOOR PLAN



EXHIBITOR PRICING

Size	Early Bird	Regular Price
10 x 10		\$2,500.00
10 x 20		\$5,000.00
10 x 30		\$7,500.00
20 x 20		\$10,000.00
20 x 30		\$15,000.00
20 x 40		\$20,000.00
30 x 50		\$37,500.00

All prices are in Canadian dollars

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.

EACH 10 X 10 BOOTH INCLUDES:

- 10 x 10 Booth
- (2) Two-day Exhibitor Passes. Access to exhibit floor only.
- (1) Two-day Conference Pass. Access to industry conference and exhibit floor.
- Pipe & Drape 8' back, 3' side walls
- 1 standard 6' x 2' table and 2 chairs (if needed)
- Company listing on the Grow Up Conference website
- Company listing in the official show guide.

82,000 sq. ft. of Floor Space

Grow Up is the largest cannabis grower exhibition 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 this fall. To reserve a booth at Grow Up, please call at 905-324-8528 or email us or expo@growupconference.com.

Join Licensed producers, suppliers, greenhouse operators, equipment manufacturers, investors, lawyers, government, consultants, growing enthusiasts and more — all in one magnificent location.

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SPONSORSHIP

PRESENTING

Stand Out at Grow Up '18

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)
- 2 two-day conference passes
- 4 two-day exhibitor 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)
- 4 two-day conference passes
- 4 two-day exhibitor 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)
- 6 two-day conference passes
- 8 two-day exhibitor 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



- 20 x 30 Prime location Booth
- Lead Retrieval (3 devices)
- 8 two-day conference passes
- 8 two-day exhibitor 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
- 40 discount codes for 25% off registration
- Newsletter blast and press releases announcing sponsorship
- Company profile email blast and page on the Grow Up website
- Logo on all email blasts, printed material and advertising

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SPONSORSHIP EXTRAS

Additional Sponsorship Opportunities

Grow Up Cannabis Conference and Expo 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 email us at sponsorship@growupconference.com.

 **Lanyards** **SOLD**

 **Tote Bags** **SOLD**

 **Tote Bag Inserts** **\$750**

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

 **VIP Growers Lounge** **\$7,500**

This exclusive lounge is available to ONE presenting sponsor. 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 overlooking the magnificent Niagara Falls. This is 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. This networking party is the hottest ticket in town. Network with Speakers, Sponsors and VIP Delegates overlooking Niagara 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.

 **Speaker** **\$5,000**

Speaking positions available Sept. 7th and Sept 8th as a part of the conference.

 **Keynote/Presentation** **\$10,000**

Stand alone keynote presentations available Sept. 7th and Sept 8th 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.

 **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.

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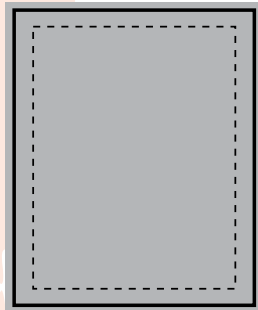


SHOW GUIDE

Official Show Guide

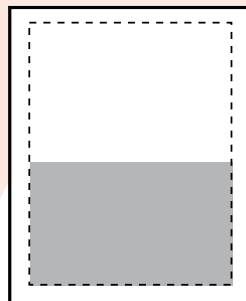
Advertise to your target market. This take-home program is a great source of reference during and month after the show. Exhibitor booth listing and floor plan are included in a standard booth. Advertising is sold separately or included in most sponsorship packages.

FULL PAGE



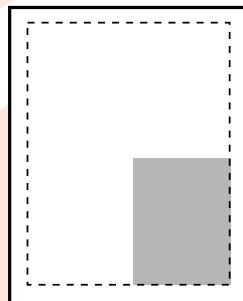
Live Area:
4.875" x 7.875"
With Bleed
5.625" x 8.625"

1/2 PAGE



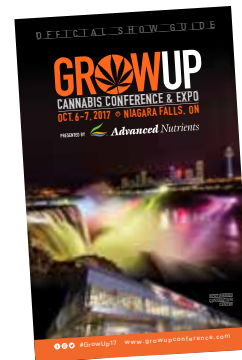
Ad Size:
4.875" w x 3.875" h

1/4 PAGE



Ad Size:
2.375" w x 3.875" h

Trim Size: 5.375" w x 8.375" h
Double page spread (with bleed): 11" w x 8.225" h



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

PREMIUM POSITIONS

Outside Back Cover	\$4,000
(reserved for Presenting Sponsor)	
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: August 14, 2018

ARTWORK SUBMISSION:

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

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