

# CANADA'S LARGEST CANNABIS GROWER'S CONFERENCE AND EXPO



70+ SESSIONS • 125+ EXHIBITORS • 160+ SPEAKERS • 3,500 ATTENDEES



- 3,000 Industry Leaders
- 50+ Media
- 40% Attendees work for an LP

## 2021 INFORMATION



**10.9M**  
MEDIA IMPRESSIONS



**350,000** TWEET IMPRESSIONS



**2,400** AVG. DAILY REACH



**5,500** FOLLOWERS




- 26% President/CEO/Director
- 25% Growers
- 12% VP / Managers
- 11% Sales
- 10% Founder/CoFounder
- 10% Marketing
- 6% Business Development / Account Executives

# GROWUP CONFERENCE & EXPO

EDMONTON, AB • VICTORIA, BC

EDMONTON, AB MAY 28-30, 2023 • VICTORIA, BC - SEPTEMBER (DATES TBA), 2023





# GROWUP ALBERTA

MAY 28-30, 2023 • EDMONTON

EDMONTON CONVENTION CENTRE

## PREMIER GROWER'S CONFERENCE, AWARDS & EXPO

MASTER GROWERS • SUPPLIERS • HASH MAKERS • EXTRACTORS • MANUFACTURERS • DISTRIBUTORS

IMAGES OF PREVIOUS GROW UP KEYNOTE SPEAKERS AND EVENTS



## PARTNERSHIP OPPORTUNITIES

ENJOY SAMPLING\*  
IN OUR OUTDOOR  
CONSUMPTION LOUNGE  
\*EDUCATIONAL SENSORY EVALUATIONS

BRANDS & BUYERS ZONE • GROW UP CANNABIS CUP  
2-DAY CONFERENCE • 2-DAY INDUSTRY EXPO  
NETWORKING PARTIES • SCIENCE SYMPOSIUM  
HASH ZONE • MASTERCLASSES • SEED EXCHANGE

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

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MAY 28-30 EDMONTON CONVENTION CENTRE

1-866-GROW-UP-1 • EDMONTON, AB • VICTORIA, BC • [WWW.GROWUPCONFERENCE.COM](http://WWW.GROWUPCONFERENCE.COM)

# SPONSORSHIP

## Stand Out at Grow Up

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](mailto:sponsorship@growupconference.com).

### SILVER

- 10 x 10 Booth
- Lead Retrieval (3 devices)
- 6 VIP Industry Conference and Expo passes
- 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
- 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
- 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
- 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







# EXHIBIT BOOTHS

**GROWUP  
ALBERTA**  
MAY 28-30, 2023 @EDMONTON  
CANADA'S PREMIERE CONFERENCE & EXPO

EDMONTON  
CONVENTION  
CENTRE

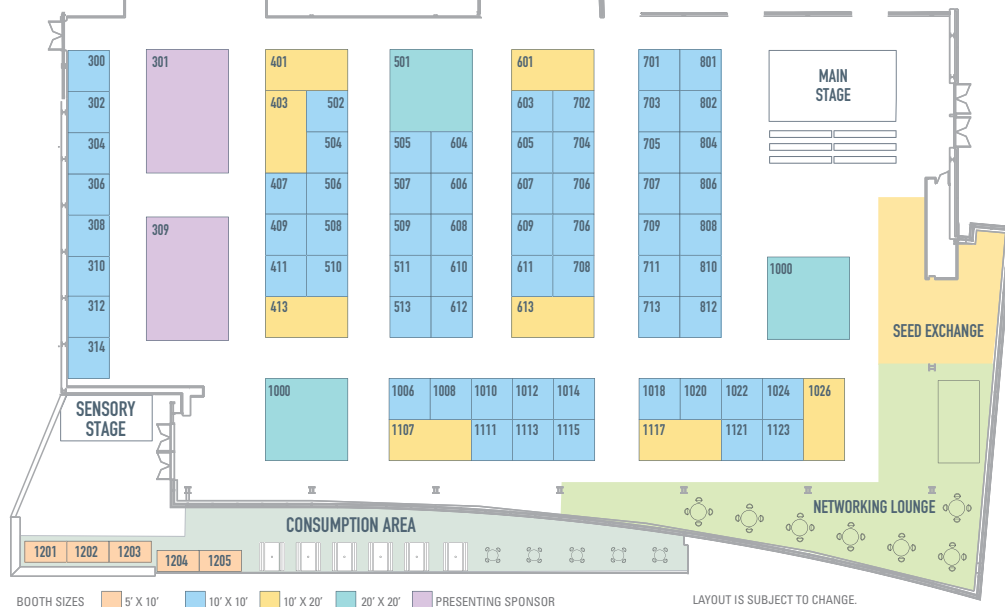


## EXHIBITOR PRICING

Size	Early Bird	Regular Price
5 x 10	\$2,500	\$3,000
10 x 10	\$3,500	\$4,000
10 x 20	\$7,000	\$8,000
10 x 30	\$10,500	\$12,000
20 x 20	\$14,000	\$16,000
20 x 30	\$21,000	\$24,000
20 x 40	\$28,000	\$32,000

All prices are in Canadian dollars

Earlybird pricing in effect until Jan. 31, 2023



## 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.

**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.

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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](mailto:sponsorship@growupconference.com).

### ☀️ Lanyards ..... \$7,500

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

### ☀️ Tote Bags ..... \$7,500

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. 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 ..... \$25,000

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

### ☀️ 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.

### ☀️ Consumption Lounge ..... \$7,500

Get your company name on the hottest spot. We are offering an exclusive 3 DAY sponsorship for our outdoor consumption lounge

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

Get your City involved in the 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.

