

CANADA'S PREMIER CANNABIS CONFERENCE & EXPO • SINCE 2017

GROWUP

TORONTO • VANCOUVER • 2025

SPONSORSHIP OPPORTUNITIES

Put your brand in front of retail buyers, licensed producers, top cannabis brands, CEOs, corporate executives, head growers, extraction experts, suppliers, greenhouse operators, equipment manufacturers, investors, consultants, government officials, growing enthusiasts and more — all in one place.



1-866-GROW-UP-1 • ONTARIO • BC • ALBERTA • WWW.GROWUPCONFERENCE.COM



EXCLUSIVE NETWORKING EVENTS AND BEST ROI IN THE INDUSTRY



2023 INFORMATION



- 3,000 Industry Leaders
- 50+ Media

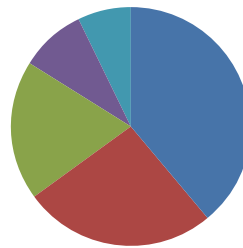


23.1M
MEDIA IMPRESSIONS

178,000 PAGE VIEWS

f 2,400 AVG. DAILY REACH

8,300 FOLLOWERS



- 39% Worked for a Health Canada approved LP
- 26% C-Suite
- 19% Retail
- 9% Marketing
- 7% Business Development / Account Executives

2,000 ATTENDEES • 100+ SPEAKERS • 100+ EXHIBITORS • BRANDS & BUYERS ZONE & SPEED NETWORKING

GROWUP CONFERENCE & EXPO
CANADA'S LARGEST CANNABIS EVENT

TORONTO, ON – MAY 27-28, 2025 • VANCOUVER, BC – FALL 2025



SPONSORSHIP

PRESENTING

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.

- 20' x 30' Prime location Booth
- Lead Retrieval (3 devices)
- 16 Industry passes
- 6 CannaVision Global Executive Summit (Toronto only)
- 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

SILVER

- 10' x 10' Booth
- Lead Retrieval (3 devices)
- 6 Industry passes
- 1 CannaVision Global Executive Summit Pass (Toronto only)
- 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



\$5,000

GOLD

- 10' x 20' Booth
- Lead Retrieval (3 devices)
- 8 Industry passes
- 2 CannaVision Global Executive Summit Passes (Toronto only)
- 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



\$8,500

PLATINUM

- 20' x 20' Booth
- Lead Retrieval (3 devices)
- 14 Industry passes
- 4 CannaVision Global Executive Summit (Toronto only)
- 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



\$15,000



\$25,000

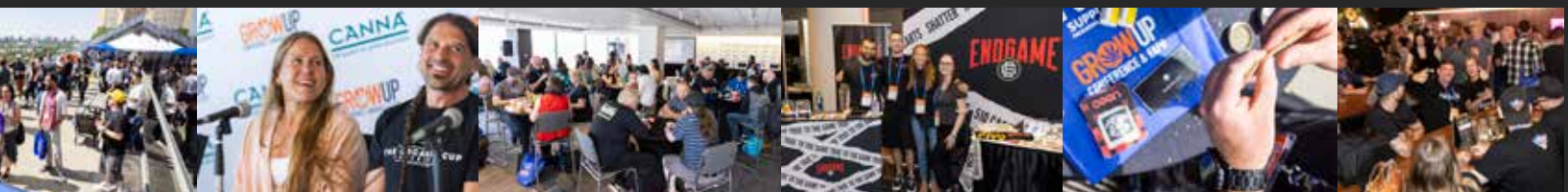




EXHIBIT BOOTHS

TORONTO, MAY 27-28, 2025
VANCOUVER – FALL 2025

EXHIBITOR PRICING MAY 27-28, 2025

Size	Early Bird	Regular Price
5 x 10*	\$2,000	\$2,500
10 x 10	\$3,500	\$4,000
10 x 20	\$6,500	\$7,500
20 x 20	\$12,000	\$13,500
20 x 30	\$15,000	\$16,500

SAVE 10% WHEN BOOKING TORONTO & VANCOUVER
TORONTO EARLY BIRD ENDS JANUARY 31, 2025

*Reserved for Brand booths. All prices are in Canadian dollars



EACH BOOTH INCLUDES:

- (3) Industry 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 B2B CANNABIS CONFERENCE AND 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.

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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.


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.

Main Stage SponsorSOLD

Get noticed by everyone at the event. Your brand will be centre of attention with the branded backdrop on the main stage. Two full days of the ultimate branding.

Networking LoungeSOLD

 The networking is the perfect place for your company to invite delegates in for a beverage and relax during the event. Make this space your own. You will have full branding and naming rights for the lounge.

Tote Bags..... \$5,000

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.

Consumption Lounge \$8,000

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

Meet the Exhibitors Party... \$7,500

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

Official Party \$15,000

Sponsor the hottest party in the city - The Official Grow Up Party. Your company will be associated with presenting this one-of-a-kind exclusive party. Open to sponsors, speakers, exhibitors and VIP delegates.

Speed Networking..... \$10,000

Designate your company as the official sponsor of the Retail Speed Networking. This exclusive event is the highlight of the Brands and Buyers Zone. You will have prime space to promote your company to all participants.

Official Party Shuttle..... \$2,500

Have your company recognized as the provider of the shuttle to and from the host hotel and the Official Networking Party. "Complimentary Shuttle Provided by (your brand)."

Networking Breaks \$3,500 ea.

Become the Official Sponsor of one or two of our 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

Grower's Luncheon \$7,500

This is exclusive networking lunch is a great opportunity to get your company in front of the best growers in the business.

Water Stations..... \$2,500

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

Tote Bag Inserts..... \$750

Promote your booth, company or message to

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.



BRAND & BUYERS ZONE

WHERE CANADIAN CANNABIS DOES BUSINESS



The focus of Grow Up's **Brand and Buyers Zone** is to facilitate commerce between LPs, Micros, Craft growers and Retail. We give the producers (regardless of size) the opportunity to showcase their brands in front of hundreds of purchasing agents from **Canada's largest retailers**.

This unique opportunity gives brands a **direct connection** to a national pool of buyers. Retailers will be able to arrange **one-on-one meetings** with the brands that are interested in purchasing. This premiere event is for you if you're a brand looking to connect with buyers and increase your visibility in the market.



In addition, your team will have access to **networking opportunities, cultivation seminars and workshops**, where they can learn best practices from industry experts and gain valuable insights into our changing cannabis industry.

Reserve Your Brand's Space Now

Don't miss this chance to make direct connections with people that can **take your brand to the next level**. Secure your tradeshow booth and be a part of this must-attend event. We can't wait to see you there!

Booths start at \$2,000*

(*Early bird price before January 31, 2025. 5' x 10' booth. Sampling Add-on available for \$2v50 per booth)

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TORONTO, ON 2025 • VANCOUVER, BC 2025 — DATES TO BE ANNOUNED



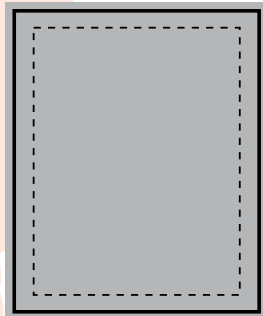
SHOW GUIDE

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.

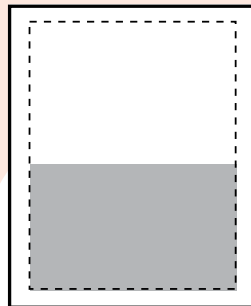


FULL PAGE



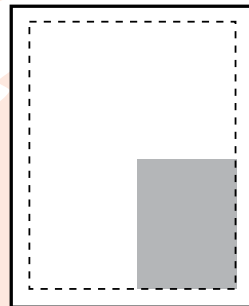
Live Area:
4.875" x 7.875"
With Bleed
5.625" x 8.625"
Double page spread (with bleed): 11" w x 8.225" h

1/2 PAGE



Ad Size:
4.875" w x 3.875" h
Trim Size: 5.375" w x 8.375" h

1/4 PAGE



Ad Size:
2.375" w x 3.875" 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: May 15, 2025

ARTWORK SUBMISSION:

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

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FLOOR PLAN



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