

CANADA'S PREMIER CANNABIS CONFERENCE & EXPO • SINCE 2017

GROWUP

MAY 27-28, 2025 • TORONTO

EXCLUSIVE TURNKEY SOLUTIONS



MENDO PAVILION



Showcase your brand in the Mendo Pavilion, an exclusive area designed to connect Mendo partners with an engaged audience. You'll have centre stage and access to hundreds of retail buyers, decision makers as well as budtenders eager to sample the best in the cannabis industry.

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



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



HIGHLIGHTING MENDO'S BEST BRANDS AT GROW UP



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EACH BOOTH INCLUDES:

- Full turn-key reusable booth inside the pavilion
- One round at the speed networking event
- Custom printed walls 97.75" wide x 96' tall
- 1 standard 6' x 2' table and 2 chairs (if needed)
- (3) Industry conference and expo passes
- Company listed on the Grow Up website
- Listed on the Mendo Pavilion webpage on Grow Up
- Company listing in the official show guide.
- Access to all networking parties
- Exclusive marketing, digital assets and social promotions driving traffic to the pavilion
- Product sampling from your booth with contact/lead capture included in your booth

\$3,950 ALL INCLUDED

GROWUP CONFERENCE & EXPO

CANADA'S LARGEST CANNABIS EVENT

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



SAMPLING GUIDELINES

SAMPLING GUIDELINES FOR THE MENDO PAVILION

Sampling will only be permitted by approved participating brands that have purchased the sample add-on. This includes Brands and Buyers exhibitors, Mendo Pavilion participants and Speed Networking participants. All others will be removed from the premises.

At Grow Up Toronto, we value the opportunity for you to showcase your products to our retail and budtender attendees. To ensure a smooth and successful event, we kindly ask you to follow these guidelines when distributing samples:

1. SAMPLING ADD-ON:

Prior to distributing any samples, you must obtain written approval from Grow Up organizers. Please submit your request to samples@growupexpo.com, detailing all of the product(s) you plan to distribute, the quantity, and any additional pertinent information.

2. VERIFY ATTENDEE'S CANSSELL STATUS:

Distribute samples exclusively to attendees with a Sampling wristband AND CanSell ID# on their badges. Always check for a CanSell designation on their conference badge before handing out samples.

3. COMPLIANCE WITH REGULATIONS:

Guarantee that all samples comply with local, provincial, and federal regulations. This encompasses proper packaging, labeling, excise stickers and adherence to quantity restrictions. All samples must have a sticker that says something to the effect of "For education purposes only. Not for resale." Each cannabis product sample must not exceed 3.5 grams of dried cannabis or its equivalent. You are responsible for staying informed about current regulations.

4. STORAGE AND HANDLING:

Safely and securely store and handle samples, adhering to any specific storage requirements.

5. EDUCATE ATTENDEES:

Sampling is for educational purposes only. Offer information about the product, its ingredients, and proper usage. Encourage responsible consumption and make sure attendees understand any potential risks associated with the product.

6. TRACK DISTRIBUTION:

Grow Up provides a lead retrieval system that allows you to maintain a record of the samples you distribute. This will help you manage inventory and gather valuable insights about your target audience. We recommend using an additional method of tracking as a back up.

7. NO SALES:

Please note that sales of cannabis products are strictly prohibited at the conference. Your focus should be on showcasing your brand and educating attendees.

8. CLEANLINESS AND WASTE MANAGEMENT:

Keep your booth clean and organized at all times. Dispose of any waste generated from sample distribution in the designated waste disposal areas.

The information on this page is meant as a guide only. Grow Up is not responsible for providing legal cannabis advice. It is the responsibility of each individual attendee, brand, LP, exhibitor and delegate to know the federal, provincial and local rules and regulations as it pertains to them. Grow Up can not guarantee that sampling will be available onsite. Educational sampling is an additional benefit to the conference and expo.

REFERENCE: CANNABIS SAMPLING*

Items, Benefits and Services Related to Education or Training:
Standard 6.5 also allows licensed retailers to accept items, benefits or services that are related to education or training. Examples of items, benefits and services related to education and training may include:

- Education or training sessions or materials
Including education or training outside of the licensed retail store (e.g., participating in such a session as part of a tour of an LP's facility)
- Modest meals and refreshments during the education or training
- Cannabis product samples directly related to education or training
- The expectation is that sample sizes would be a small quantity of a particular strain of cannabis or product available in Ontario
- Samples of a particular strain of cannabis or product should be received infrequently

Class of Cannabis	Equivalent to 1g dried flower
dried cannabis	1 gram
fresh cannabis	5 grams
solids containing cannabis	15 grams
non-solids containing cannabis, other than cannabis beverages	70 grams
cannabis plant seeds	1 seed
cannabis concentrates	.25 grams
cannabis beverages	570 grams

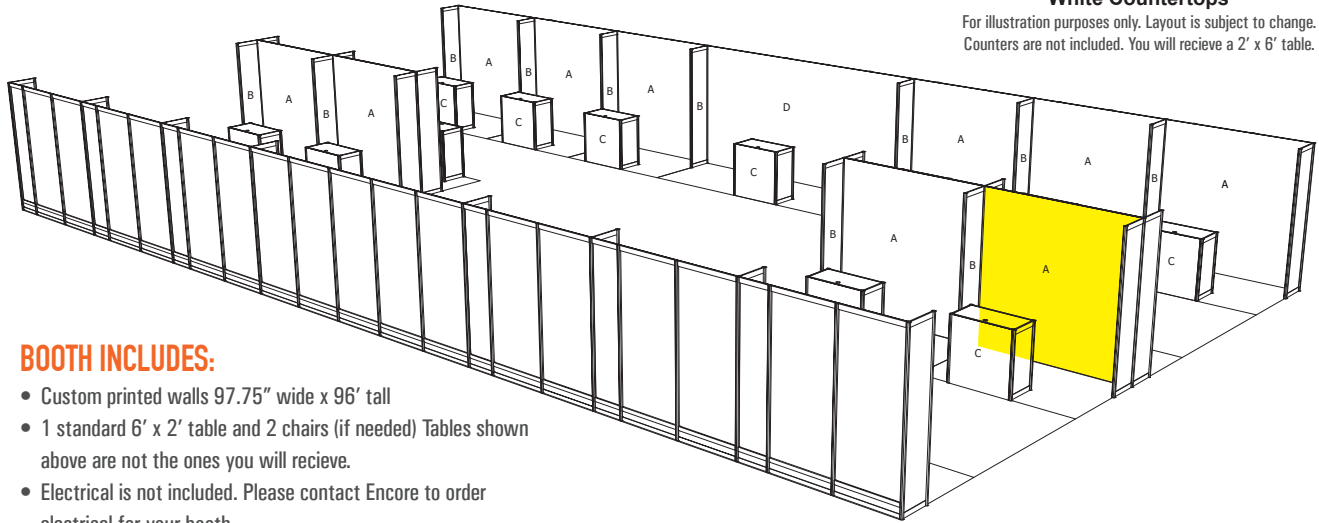


TORONTO, ON 2025 • VANCOUVER, BC 2025 — DATES TO BE ANNOUNED

ARTWORK SPECS

**Silver Metal
White Panels
White Countertops**

For illustration purposes only. Layout is subject to change.
Counters are not included. You will receive a 2' x 6' table.



BOOTH INCLUDES:

- Custom printed walls 97.75" wide x 96' tall
- 1 standard 6' x 2' table and 2 chairs (if needed) Tables shown above are not the ones you will receive.
- Electrical is not included. Please contact Encore to order electrical for your booth.

Graphic Panel Sizes			
Tag	Width	Height	Notes
A1 - A20	97.75"	96"	SURFACE
D1 - D2	196.1875"	96"	SURFACE

MECHANICALS

All walls must include a 1/5" bleed. All artwork 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 2, 2025

ARTWORK SUBMISSION: Email: rowe@growupconference.com or you can send large files via wetransfer.