

INTERNATIONAL GROWERS • SUPPLIERS • EXTRACTORS • MANUFACTURERS • DISTRIBUTORS • SINCE 2017

# PREMIER GROWER'S CONFERENCE, AWARDS & EXPO

FEATURING GROW UP'S **PSYCHEDELIC SUMMIT** AND **EXTRACTION ZONE**

# GROWUP

## CONFERENCE, EXPO & AWARDS

SPONSORSHIP OPPORTUNITIES

### JUNE 20-22, 2022

VICTORIA, BC

### SEPTEMBER 12-14, 2022

NIAGARA FALLS, ON

READY TO RECONNECT IN-PERSON

MUST ATTEND EVENT OF THE YEAR



**GROWUP  
INDUSTRY  
AWARDS**  
growupawards.com

## THE BIGGEST GROWER EVENT IN CANADA

**EARLY BIRD** BOOTH REGISTRATIONS NOW OPEN  
FOCUSED ON EDUCATION, COLLABORATION, NETWORKING  
AND GROWTH OF THE CANNABIS GROWING INDUSTRY

Conference • Expo • Awards Ceremony • Networking Parties  
Grower's Luncheon • Psychedelic Summit • Extraction Zone  
Masterclass Technical Sessions



**JUNE 20-22, 2022**

VICTORIA CONFERENCE CENTRE, VICTORIA, BC, CANADA



**SEPTEMBER 12-14, 2022**

NIAGARA FALLS CONVENTION CENTRE, NIAGARA FALLS, CANADA

## RESERVE YOUR BOOTH TODAY

growupconference growupcanada growupconference growupconference.com

MUST BE 19 YEARS OLD OR OVER. NO CANNABIS WILL BE AVAILABLE IN ANY FORM AT THE SHOW



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



**3,500+**  
ATTENDEES

**50,000+**  
SQ. FEET

**100+**  
EXHIBITORS

**150+**  
SPEAKERS



## MEDIA COVERAGE



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



**350,000** TWEET IMPRESSIONS



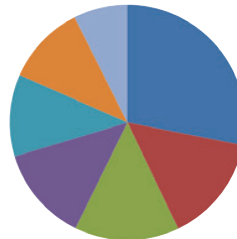
**2,400** AVG. DAILY REACH



**3,675** 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



# GROW UP

## 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

- 8 x 10 Booth
- Lead Retrieval (3 devices)
- 6 VIP Industry Conference and Expo passes
- 2 Awards Gala tickets
- 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

- 8 x 20 Booth
- Lead Retrieval (3 devices)
- 8 VIP Industry Conference and Expo passes
- 2 Awards Gala tickets
- 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

- 16 x 20 Booth
- Lead Retrieval (3 devices)
- 14 VIP Industry Conference and Expo passes
- 4 Awards Gala tickets
- 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

- 16 x 30 Prime location Booth
- Lead Retrieval (3 devices)
- 16 VIP Industry Conference and Expo passes
- 8 Awards Gala tickets
- 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





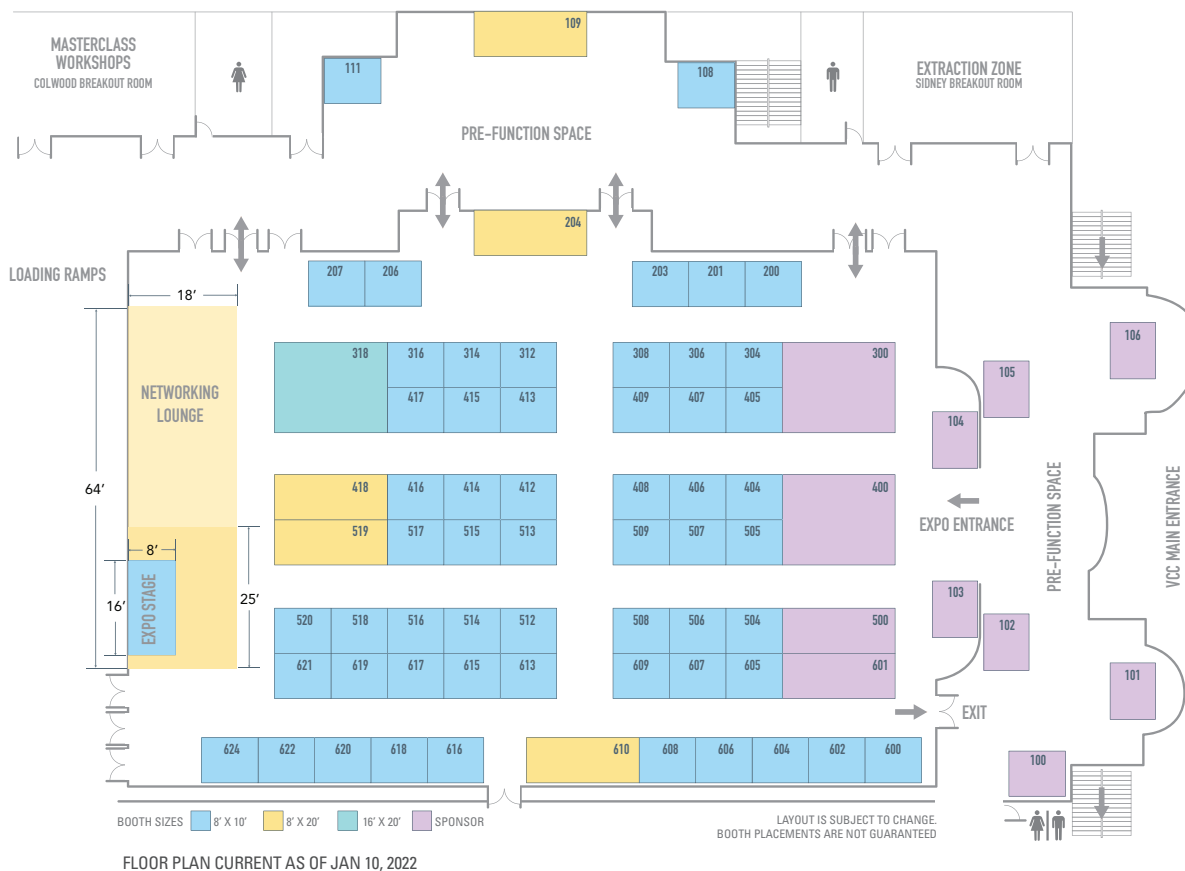
**3,500+**  
ATTENDEES

**50,000+**  
SQ. FEET

**100+**  
EXHIBITORS

**150+**  
SPEAKERS

**EXHIBIT BOOTHS**



### EACH 8 X 10 BOOTH INCLUDES:

- 8 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](mailto:expo@growupconference.com).

**EARLY BIRD DATES:** VICTORIA, BC - JAN. 31, 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
8 x 10	\$2,500	\$3,000
8 x 20	\$5,000	\$6,000
8 x 30	\$7,500	\$9,000
16 x 20	\$10,000	\$12,000
16 x 30	\$15,000	\$18,000
16 x 40	\$20,000	\$24,000
24 x 50	\$37,500	\$45,000

All prices are in Canadian dollars

# GROWUP CONFERENCE & EXPO

NIAGARA FALLS, ON 🍁 VICTORIA, BC

VICTORIA, BC - JUNE 20-22, 2022 • NIAGARA FALLS, ON - SEPTEMBER 12-14, 2022





# 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 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 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.

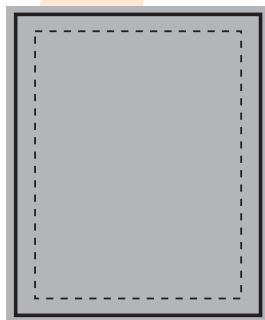


# SHOW GUIDE

## Official Show Guide

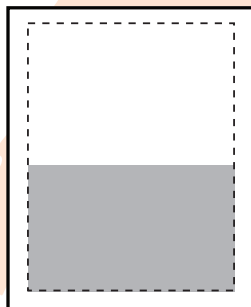
Advertise to your target market. This take-home program is a great source of reference during and month after the show. Exhibitor booth listing and floor plan are included in a standard booth. Advertising is sold separately or included in most sponsorship packages.

### FULL PAGE



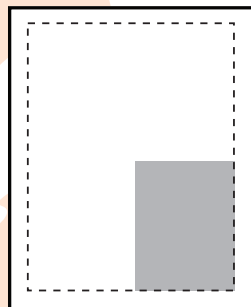
Live Area:  
7" x 10"  
With Bleed  
8.25" x 11.175"

### 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:** Victoria May 1, 2022, Niagara Falls July 31, 2022

## ARTWORK SUBMISSION:

Email: [rrowe@growupconference.com](mailto:rrowe@growupconference.com) or contact us for FTP instructions.