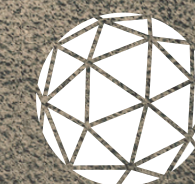


Cannabis Europa London

Partnership Opportunities

The Barbican Centre,
2 – 3 May 2023



CANNABIS
EUROPA

Cannabis Europa London

Conference & Expo - 2 & 3 May 2023

As the cannabis industry gains exponential momentum globally, Cannabis Europa returns to the Barbican Centre, London. Back to where it all began.

Join 1,500+ influential leaders from thriving cannabis companies, investment firms actively deploying capital into the market, plus key political organisations - a crucial combination to drive your business forward and navigate this rapidly changing industry. Position your company as an internationally recognised leader in Europe.

We will once again be holding a boutique industry exhibition, showcasing up to 50 leading businesses, building networks and leads, enabling business growth in Europe and beyond

- **Two days of industry-defining talks & debates - featuring renowned business leaders, academics and politicians**
- **50 handpicked boutique exhibitors**
- **Networking sessions and live Q&A's with industry pioneers**
- **Insights to give your business genuine market advantage**
- **Exclusive networking drinks reception in the beautiful conservatory space**



A Gear Change for Cannabis in Europe

The time has come for the cannabis industry to switch gear, to come together and embed cannabis at the heart of the global economy and drive economic growth.

Be part of setting the framework for the integration of cannabis into the mainstream and wider global economy.



2,500+

In-person & virtual attendees



60%

C-Suite Executives



50

Exhibitors



70+

Industry & government speakers



Why Sponsor?



Cannabis Europa is part of Prohibition Partners, the largest media group in cannabis.



Through our brands, we enable partners to:



Amplify

Promote your message across our media properties, some of the largest, and most trusted in Europe and globally



Discover

Engage with C-Suite Executives leading innovation in the cannabis industry



Network

Develop contacts and business opportunities in cannabis, FMCG, Pharma and beyond



Fundraise

Connect with thousands of investors from across the globe

Our Network & Attendees

Our audience includes the biggest operators in cannabis, CPG, pharma, banking and journalism

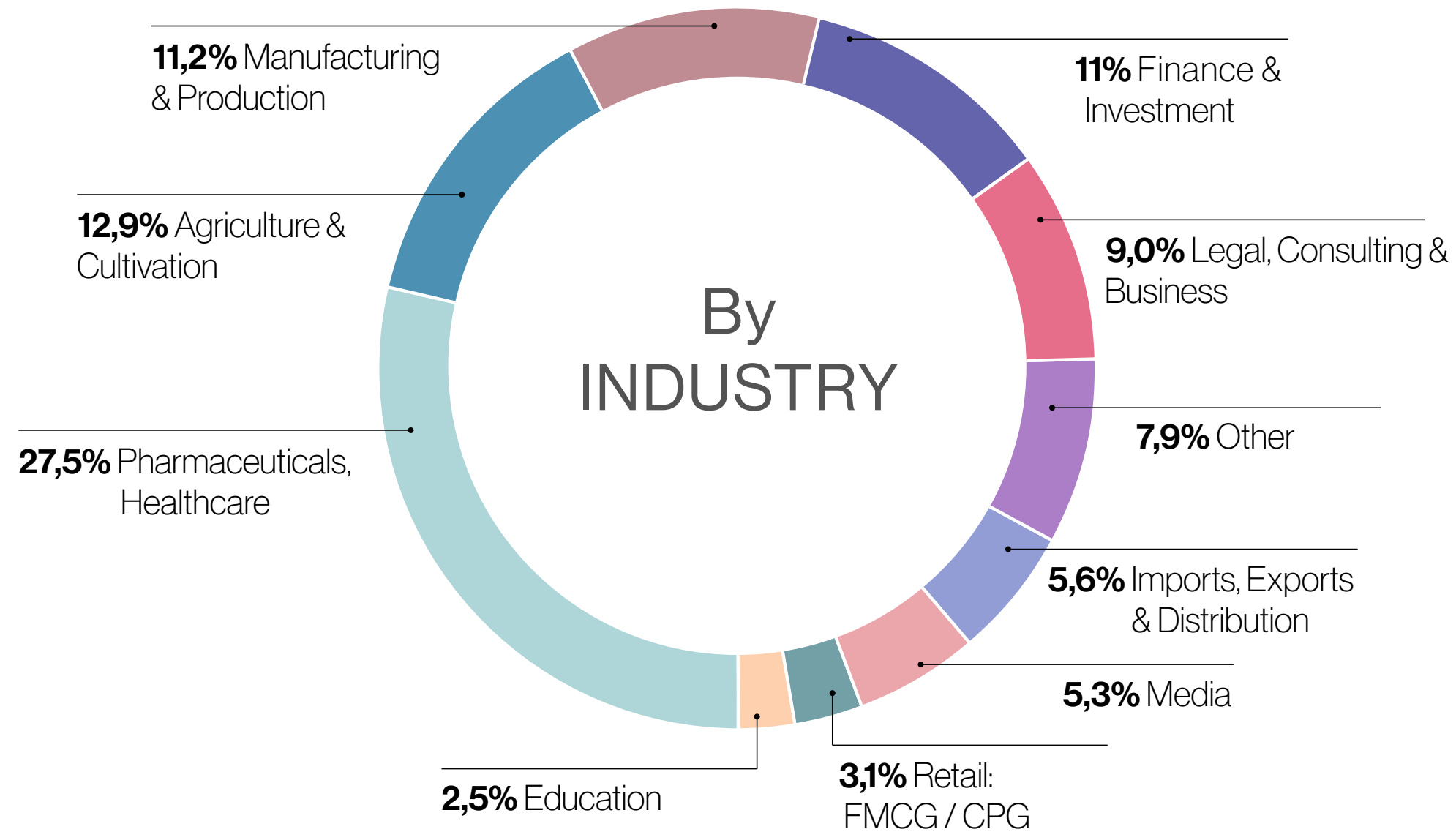


Our Network & Attendees

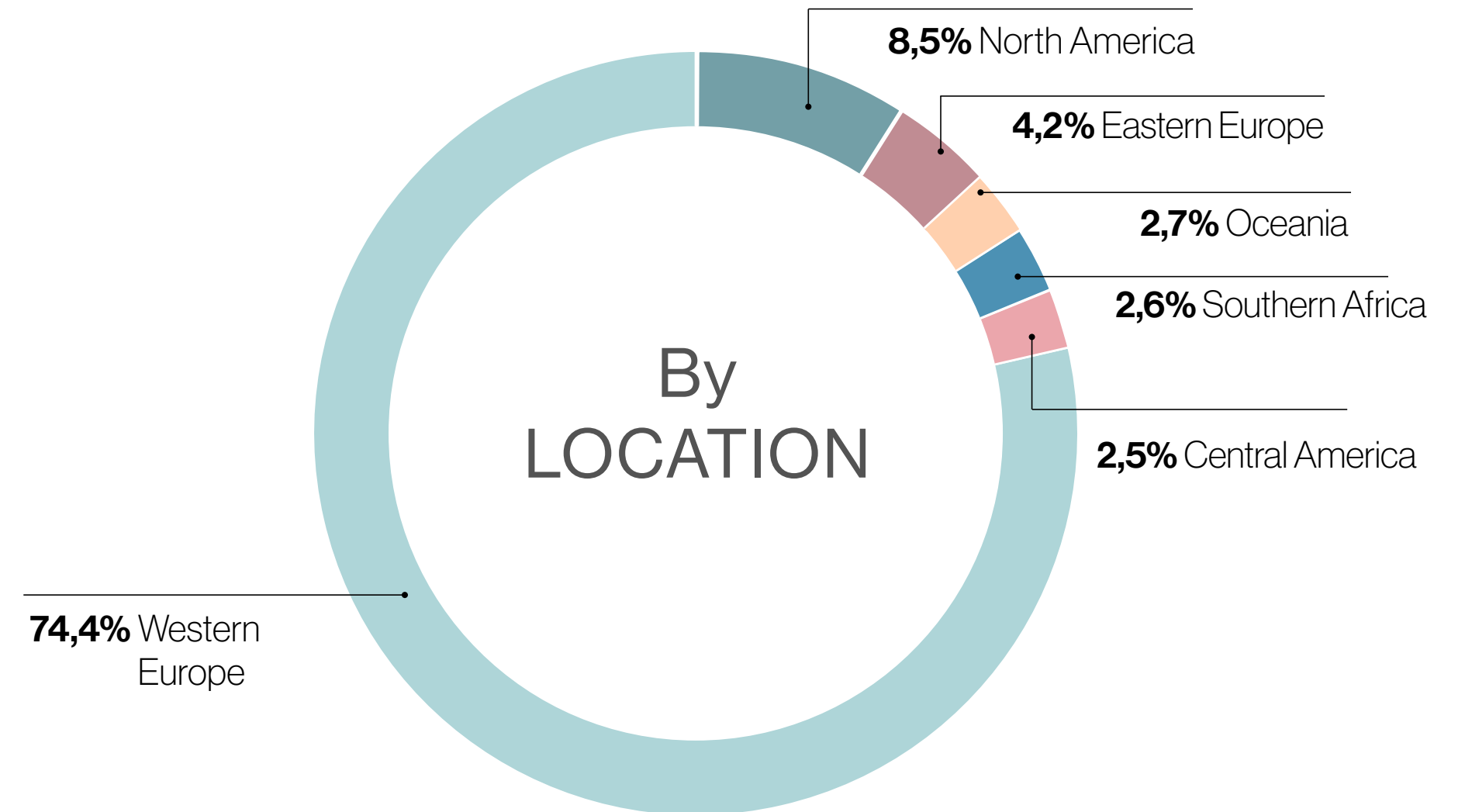


Our audience includes the biggest operators in cannabis, CPG, pharma, banking and journalism

2022 attendees



2022 attendees



Our Past Sponsors

Our clients include some of the world's largest cannabis, pharma, and legal firms



What our clients say:

Everybody is here. All the names are here, all the CEOs are here, the bankers are here, the distributors are here. This is almost like a Super Bowl for cannabis in Europe. Really stellar group here that they put together.

-Michael Sassano, CEO, Somai Pharmaceuticals

It's really one of those top notch conferences and we're really happy to participate. It's amazing to meet great people and to network. Talking about supply talking about different business collaborations, and after this period of COVID it's great to just see people again.

-Benedikt Sons, CEO, Cansativa

We've been slammed with visitors to our booth all day and are having some really good conversations. For us, Cannabis Europa is something we look forward to every year and we're very excited to be a part of it.

-Calvin Rasode, VP Global Marketing, Brains Bioceutical

Sponsorship Packages

50 exhibitors - in a unique setting



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Headline Partner

Be the most influential voice in European cannabis

Ensure your business is aligned with Cannabis Europa as the premier operator in the space by taking up our Headline sponsorship.

Take the opportunity to open the biggest Cannabis Europa to date with a keynote speech, instantly placing you at the epicentre of the agenda across the two days. Demonstrate more specific expertise through additional content and a dedicated 15-minute interview feature, as well as being able to invite guests to a branded VIP meeting room.

We will ensure your company is positioned as a Headline Partner and is promoted to the most influential investors, regulators and business leaders as our main partner for the most talked about event in European cannabis.



Headline Package Contents:

- Keynote address and greeting
- 15-minute dedicated slot in agenda
- A bespoke panel discussion slot
- Official event lanyard sponsor
- Use of dedicated on-site meeting room
- Company video adverts – played on loop via our screens
- Headline logo placement on banners, screens and media walls
- 15 free passes
- Attendee data – collated through a GDPR compliant process
- Social media promotion as Headline Partner on all channels
- Standard 3m (w) x 2m (d) exhibition booth
- Virtual expo booth

Investment: £50,000

Gold Partner

An authoritative position at the heart of the conference

With all eyes on Europe in 2023, the Gold Partnership positions your company as an authority in the global cannabis market.

The Gold Partnership is more than just marketing; it is a chance to showcase industry expertise and thought-leadership throughout the two day event.

The Gold Partnership Package places you a level above the rest in the eyes of our attendees - made up of influential investors, regulators, and business leaders from the global cannabis industry.



Gold Package Contents:

- A bespoke panel discussion slot
- Attendee data – collated through a GDPR compliant process
- Company video adverts – played on loop via our screens
- Gold logo placement on banners, screens and media wall
- 10 free passes
- Announcement blog - launched in the lead up to Cannabis Europa
- Social media promotion as Gold Partner on LinkedIn, Twitter, Facebook, Instagram
- SEO services (backlinks, redirects, link authority)
- Standard 3m (w) x 2m (d) exhibition booth
- Virtual expo booth within the meeting app

Investment: £23,000

Silver Partner

Grow your network and visibility, and build your reputation

Our Silver Partnership ensures your company is front-of-mind with our attendees, including investors, regulators and business leaders in the international cannabis market.

Silver Partnership is for companies that want to clearly showcase their business and expertise with strong branding across the two-day conference. With space for only four companies we guarantee your message will cut through.



Silver Package Contents:

- Silver logo placement on banners, screens and media wall
- Company video adverts – played on loop via our screens
- 6 free passes
- Announcement blog - launched in the lead up to Cannabis Europa
- Social media promotion as Silver Partner on LinkedIn, Twitter, Facebook, Instagram

Investment: £10,000

Bronze Partner

Amplify your presence and expand your reach

In a hugely competitive market, presenting a clear message to the market about your expertise can be difficult.

As a Bronze Partner at Cannabis Europa, you will get your brand in front of all the right people, at a highly targeted event, leaving them with a lasting impression.































Bronze Package Contents:

- Bronze logo placement on branded banners, screens and media walls
- 4 free VIP passes
- Announcement blog - launched in the lead up to Cannabis Europa
- Social media promotion as Bronze Partner on LinkedIn, Twitter, Facebook, Instagram

Investment: £5,000

Partnership Matrix

	Headline	Gold	Silver	Bronze	Expo
Keynote address					
Dedicated slot in agenda					
Lanyard sponsor					
On-site meeting room					
Panel discussion slot					
Attendee data					
Video adverts					
Announcement blog					
On-site branding					
Social media promotion					
Expo booth					
Product display on expo stage					
Free passes	15	10	6	4	2

Expo-Only Packages

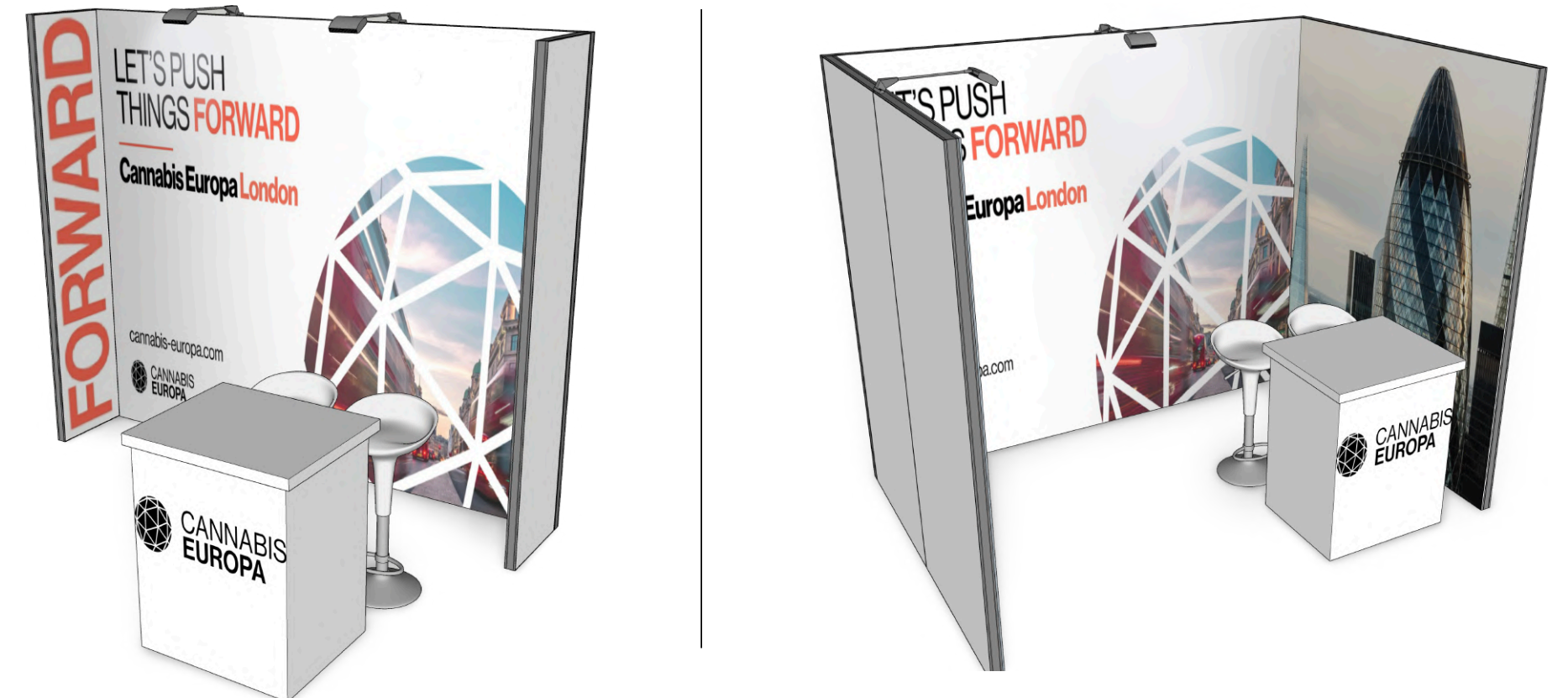
Grow your network, launch products or services and deliver your marketing messages

Exhibition Floor Technical Booth

- Panelled booth from 3m (w) x 2m (d)
- Options of 1, 2 or 3 open sides
- Back wall graphic included
- Counter: Graphic included
- Stools x 2
- Carpet
- Lighting
- 2 x 13 amp sockets
- Additional graphics available on request
- 2 x tickets
- Complementary virtual expo booth within meeting app

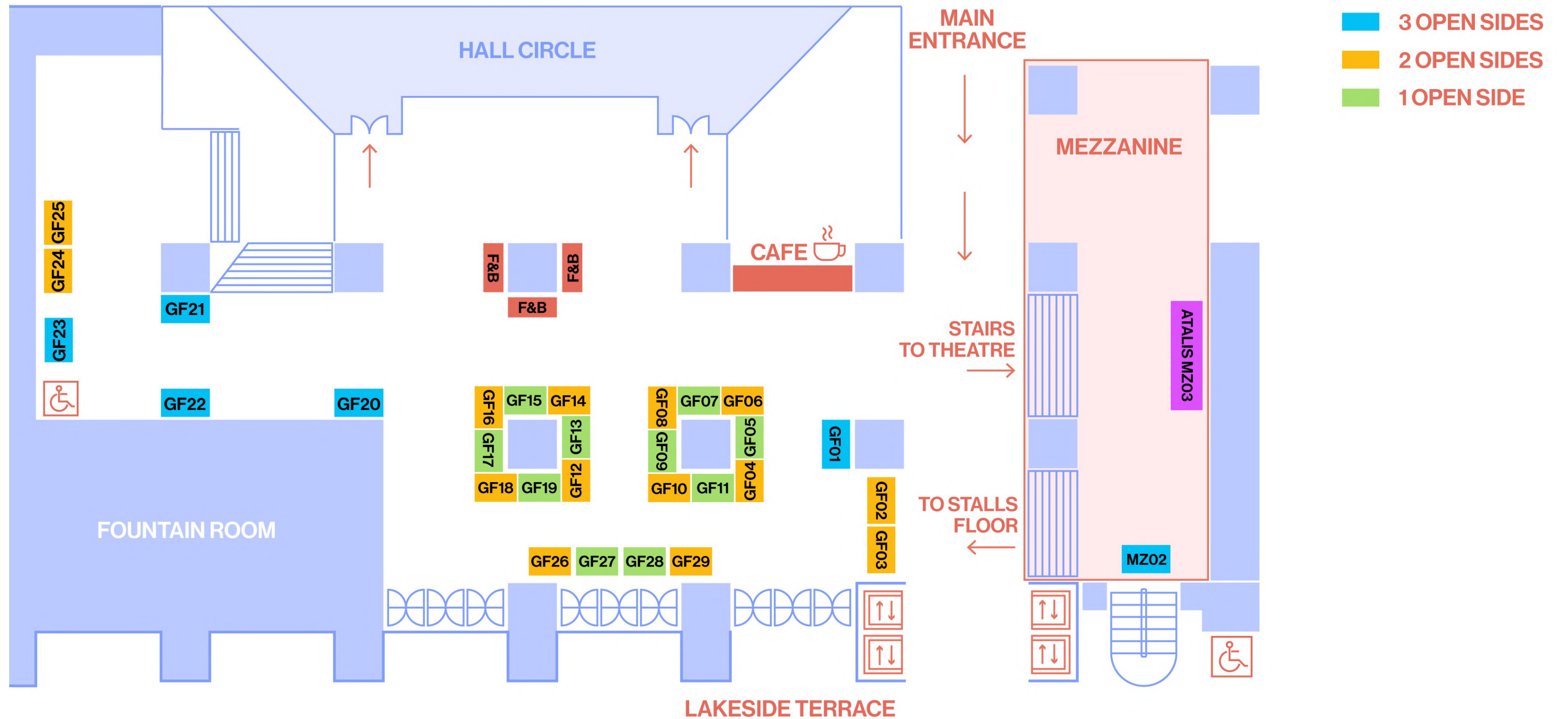
From £4,000

*Note: stand may not look exactly the same as example image



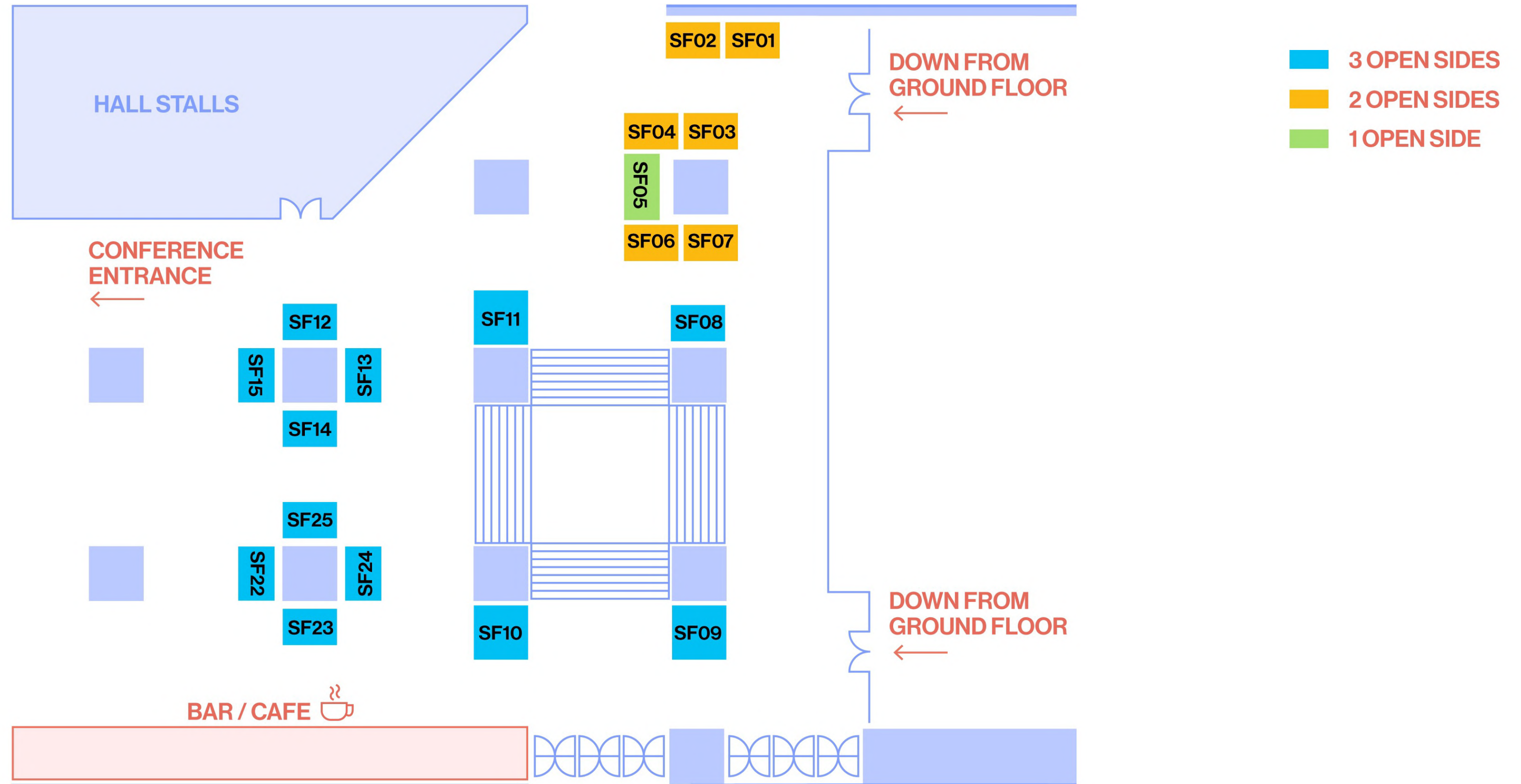
Exhibitor Floor Plan

Ground Floor



Exhibitor Floor Plan

Lower Level



Additional Sponsorship

Experiential Opportunities



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VIP Partner Reception

Set in the iconic Barbican Conservatory

Following the second day of the conference, we will be holding a networking drinks reception in the gorgeous, lush conservatory of the Barbican Centre.

Our VIP reception sponsor will receive extensive on-site branding in the conservatory, as well as the opportunity to hold an opening toast for the delegates in attendance.

Package Contents:

- Welcome address at drinks reception
- On-site branding (roll-ups, printed materials)
- VIP Lounge sponsor on ground-floor expo networking room
- Silver sponsorship partner package
- Announcement blog - launched in the lead up to Cannabis Europa
- Social media promotion as Silver Partner on LinkedIn, Twitter, Facebook, Instagram
- Standard exhibition booth (and virtual booth in the meeting app)

Investment: £25,000



Afterparty

Hosted at a premium London venue

Package Contents:

- Welcome address
- Event built to partner specifications (size/scope, guest list etc.)
- Dedicated account manager to assist with event
- On-site branding (roll-ups, printed materials)
- Video ads played on a loop throughout the evening
- Silver-level conference sponsorship
- Announcement blog - launched in the lead up to Cannabis Europa
- Social media promotion as Silver Partner on LinkedIn, Twitter, Facebook, Instagram
- Standard exhibition booth

Investment: **POA**



Additional Sponsorship Opportunities



Charging Stations: £2,000 per unit

- Available either as attractions/booth or as a standalone branded unit on expo floor
- Capable of charging 24 devices
- Additional branding on event signage, directing delegates to your booth
- Additional complimentary ticket/unit

Registration Partner: £7,500

- Onsite and online registration partner
- Logo featured prominently at registration, online and onsite
- Link through to website
- Social media promotion
- 2 x complimentary tickets

Additional Sponsorship Opportunities



Wi-fi Sponsor: £2,500

- Available throughout venue
- Naming rights, password protected, URL redirect and logo featured on signage
- Social media promotion
- Additional complimentary ticket



Streaming Sponsor: £10,000

- Sponsor the live stream of the conference
- Video played before, during and after live stream
- Holding image, logo and YouTube promotion
- Promotion as Silver partner
- 2 x complimentary tickets



Meeting Rooms: prices from £2,000/day

- Onsite meetings rooms available by the day

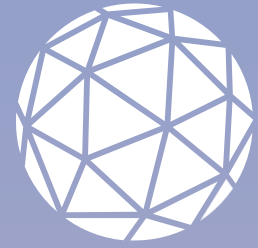
Pitching Opportunity



Investor Pitch Opportunity: £3,000

The Cannabis Europa audience will include investors seeking innovation within the sector. They will have undertaken their due diligence on the sector and will be ready to place capital. This opportunity provides you with:

- 10-minute pitch on main stage
- Promotion via agenda and digital platforms as a pitching company
- Dedicated email campaign to our audience
- Pop-up banner/poster in the expo floor
- One full ticket to the two-day event.



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