

CANADA'S LARGEST CANNABIS BUSINESS CONFERENCE



O'CANNABIZ CONFERENCE & EXPO

TORONTO · APRIL 23-25, 2020

THE INTERNATIONAL CENTRE, 6900 AIRPORT RD. MISSISSAUGA, ON

JUST ADDED

EXCLUSIVE KEYNOTE CONVERSATION:

OLIVIA NEWTON-JOHN
& AMAZON JOHN EASTERLING

RETAILERS REGISTER FOR FREE
visit ocannabiz.com/retailers
for more information



KEYNOTE SPEAKER
TECH TITAN AND SERIAL ENTREPRENEUR
MICHELE ROMANOW
OF DRAGON'S DEN

MASTERCHEF CHAMPION
AND AUTHOR OF "MY MODERN AMERICAN TABLE"
SHAUN O'NEALE

KEYNOTE SPEAKER:
PRO SOCCER PLAYER, TRAINER AND COACH
RACHAEL RAPINOE
CEO, MENDI



INDUSTRY CONFERENCE, AWARDS AND EXPO

APRIL 23-25, 2020

200+
SPEAKERS

100,000
SQUARE FEET

350+
EXHIBITOR BOOTHS

**RESERVE YOUR
BOOTH TODAY**

**REGISTRATION
NOW OPEN**

**VOTED #1 CANNABIS
EVENT IN CANADA**
BY HIGH CANADA MAGAZINE

[ocannabizconf](https://www.facebook.com/ocannabizconf)

[ocannabiz](https://twitter.com/ocannabiz)

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ocannabiz.com

COME JOIN CANADA'S FASTEST GROWING INDUSTRY



O'CANNABIZ

INTERNATIONAL CONFERENCE & EXPO
THE INTERNATIONAL CENTRE, TORONTO

APRIL 23-25, 2020 • MAIN CONFERENCE & EXPO



46,4M
MEDIA IMPRESSIONS

100,000
SQ. FEET

350+
BOOTHS

200+
SPEAKERS

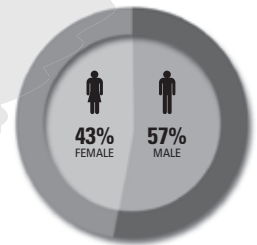


7,500+
ATTENDEES

- 3,400 Industry Leaders
- 4,000 Patient/Consumers
- 100+ Media

ATTENDEE PLACE OF RESIDENCE

33%	Within a 40km radius of Toronto
28%	Within Ontario, but outside of a 40 km radius of Toronto
14%	USA
12%	Western Canada
11%	Quebec
1%	Atlantic Canada
1%	Outside of North America



f 250,000
Peak Reach per Month

t 200,000
Peak Impressions per Month

BANNER ADS



740,000 IMPRESSIONS **4,500** CLICKS

ocannabiz.com • 905-858-3298 • info@ocannabiz.com

PARTNERSHIPS

TITLE PARTNERSHIP AVAILABLE

Only one spot available. Please call 905-858-3298 for details.

Stand Out at O'Cannabiz

Partnerships are a fantastic way to stand out at O'Cannabiz Conference and Expo. Attendees are looking for a way to connect with you and your brand. Partnering dinners, networking breaks, cocktail hours etc. is a great way to gain recognition for your brand. We have numerous partnership opportunities and investment levels to choose from. For more information on these or other partnership opportunities, please contact our Partnership Manager at 416-543-4749 or email us at partnership@ocannabiz.com

SILVER

- Designation as a Silver partner for the Conference and Expo
- 10' x 10' Booth
- 1 Lead Retrieval / Attendee Badge Scan App (use on up to 3 devices)
- 2 Conference & Two-Day Expo passes
- 4 Two-day Exhibitor only passes
- 1 Investor's Breakfast ticket
- 1 Leaders in Cannabis Breakfast ticket
- ¼ page full colour ad in our Official Show Guide
- Company logo in our guide and website
- 15% off additional company delegate passes
- 24 hour Professional Security



\$7,500

GOLD

- Designation as a Gold partner for the Conference and Expo
- 10' x 20' Booth
- 1 Lead Retrieval / Attendee Badge Scan App (use on up to 3 devices)
- 4 Conference & Two-Day Expo passes
- 4 Two-day Exhibitor only passes
- 2 Investor's Breakfast tickets
- 2 Leaders in Cannabis Breakfast tickets
- ½ page full colour ad in our Official Show Guide
- Company logo in our guide and website
- 20% off additional company delegate passes
- 1 Partner social blast
- 24 hour Professional Security



\$12,500

PLATINUM PLUS

\$22,500

- Designation as a Platinum Plus partner
- 20' x 30' Booth

PLATINUM

- Designation as a Platinum partner for the Conference and Expo
- 20' x 20' Booth
- 1 Lead Retrieval / Attendee Badge Scan App (use on up to 3 devices)
- 6 Conference & Two-Day Expo passes
- 10 Two-Day Exhibitor only passes
- 2 Investor's Breakfast tickets
- 2 Leaders in Cannabis Breakfast tickets
- Full page full colour ad in our Official Show Guide
- Company logo in our guide and website
- 25% off additional company delegate passes
- Logo on all email blasts
- 1 Partner social blast
- 24 hour Professional Security



\$17,500

PRESENTING

- Exclusive presenting partner branding
- O'Cannabiz Conference and Expo presented by (your logo)
- 20' x 30' Prime location Booth
- 1 Lead Retrieval / Attendee Badge Scan App (use on up to 3 devices)
- 8 Conference & Two-Day Expo passes
- 10 Two-day Exhibitor only passes
- 3 Investor's Breakfast tickets
- 3 Leaders in Cannabis Breakfast tickets
- Full page premium placement in our Official Show Guide
- Feature article in our Official Show Guide
- One panel/workshop opportunity
- 50% off additional company delegate passes
- Newsletter blast and press releases announcing partnership
- Company profile email blast and page on the O'Cannabiz website
- Logo on all email blasts, printed material and advertising
- 24 hour Professional Security



\$30,000

ASK ABOUT OUR **MULTI-SHOW DISCOUNTS**

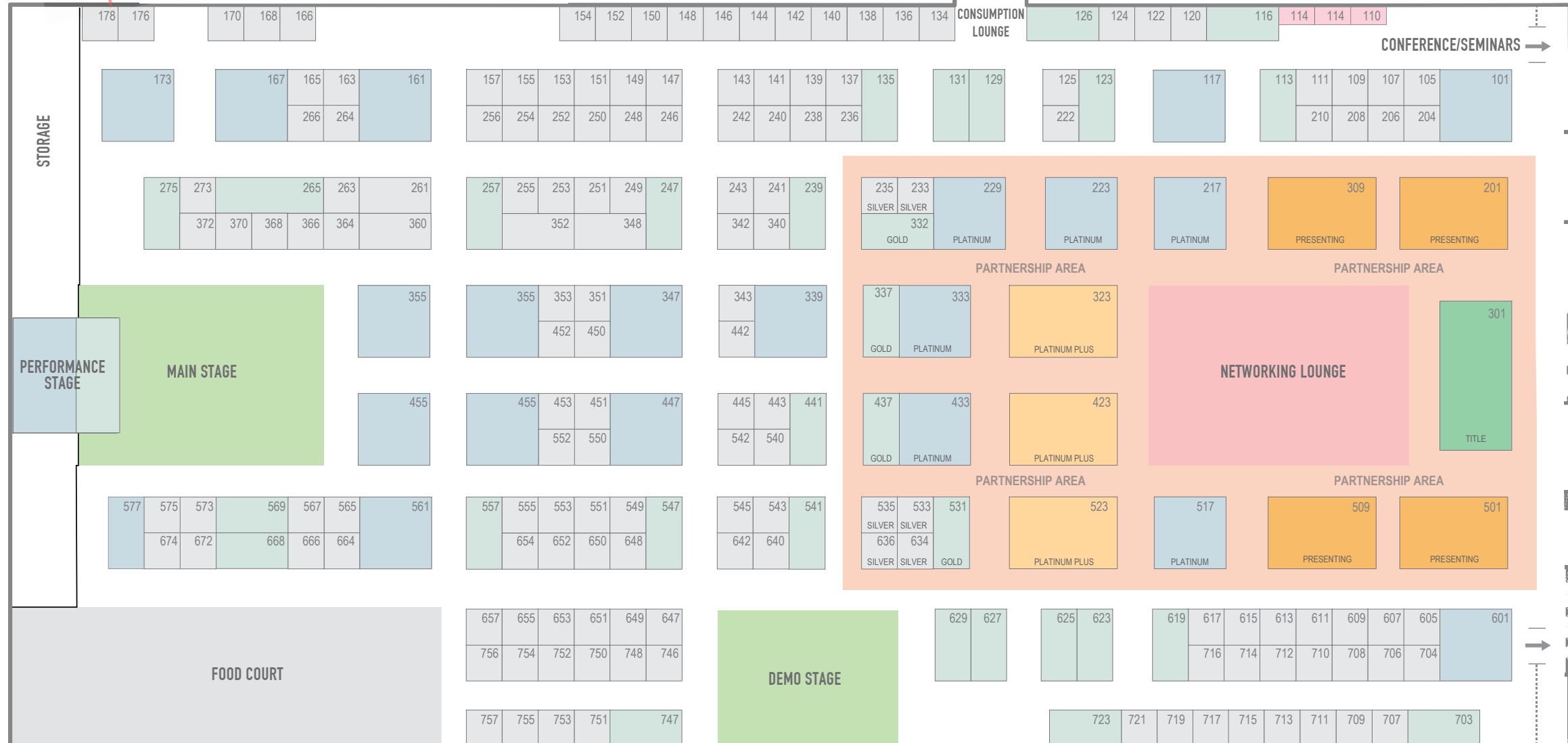
O'Cannabiz currently has partnership opportunities available in Toronto and Niagara Falls.



EXHIBITION BOOTHS



EXHIBIT HALL 5 • APRIL 24-25, 2020
APRIL 23RD - EXHIBITOR LOAD-IN



■ 20' X 40'
 ■ 20' X 30'
 ■ 20' X 20'
 ■ 10' X 20'
 ■ 10' X 10'
 ■ 5' X 10'

ISLAND BOOTHS ADDITIONAL \$2,000 10 X 20 PENINSULAS (3-SIDED) ADDITIONAL \$1,000 10' X 10' END-CAPS ADDITIONAL \$500

STANDARD BOOTH

\$3,000 (per 10 x 10 booth)
\$500 additional fee for corner locations

- 10 x 10 exhibit space with 24 hour Professional Security, 8' drapery back wall, 3 ft sidewalls, table and 2 chairs
- Listing of Booth & ID in O'Cannabiz Official Show Guide and Website
- One (1) Conference Delegate Pass
- Two (2) Exhibitor Only Passes
- One (1) Lead Retrieval App License
- Waste basket
- Porter Service (handheld items only)
- Not Included: Carpet, electricity, water and A/V (must be ordered separately)

EXHIBITOR PRICING

Size	Regular Size
10 x 10	\$3,000
10 x 20	\$6,000
10 x 30	\$9,000
20 x 20	\$12,000
20 x 30	\$18,000
20 x 40	\$24,000
30 x 50	\$45,000

All prices are in Canadian Dollars

Please Note: Booth locations for partnership/-booth package participants are assigned at time of payment. Early registration/payment is your best chance to secure prime event location for your company



THE INTERNATIONAL CENTRE, TORONTO

APRIL 23, 2020 • EXHIBITOR LOAD-IN + BUSINESS CONFERENCE
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ocannabiz.com • 905-858-3298 • info@ocannabiz.com



O'CANNABIZ INDUSTRY AWARDS GALA

HIGHLIGHTS FROM 2019 O'CANNABIZ AWARDS

- Sold Out! Book early.
- 35 Award Categories
- Celebrity Host, Comedian Darrin Rose
- Partner branded Gift bags with swag
- Complimentary digital file of O'Cannabiz Award wreaths to all winners to display for bragging rights

all partner packages include the following:

RIGHTS AND BENEFITS

- Your company recognized as the 'Partner Level' in all O'Cannabiz Industry Awards related media
- Partner acknowledgement from the stage by event host

PROMOTION + BRANDING

- Featured as Partner on the official O'Cannabiz Industry Awards webpage
- Partner recognition on all O'Cannabiz Industry Awards related social media graphics
- Company profile included on the O'Cannabiz website
- Two (2) dedicated e-blasts/newsletters
- Opportunity to place one (1) branded item in the Awards Gala Gift Bag

THE O'CANNABIZ INDUSTRY AWARDS GALA IS A NATIONAL ANNUAL EVENT, HONOURING CANNABIS PROFESSIONALS AND COMPANIES, RECOGNIZING EXCELLENCE AND INNOVATION IN OUR INDUSTRY.



premiere partner

ONE POSITION AVAILABLE

ADDITIONAL RIGHTS AND BENEFITS

\$25,000

- Reserved Table in a preferred VIP location
- To be billed as O'Cannabiz Industry Awards presented by "Your Brand"
- Company boiler plate included in all media releases relate to the O'Cannabiz Industry Awards

ADDITIONAL PROMOTION + BRANDING

- Full-Page Ad
- Corporate logo included on O'Cannabiz Industry Awards Photo Op banner
- Brand exclusive messaging distributed on O'Cannabiz social media channels
- Corporate logo placement on all digital screens at O'Cannabiz Industry Awards
- Two (2) branded items in the Awards Gala Gift Bag

REGISTRATION + TICKETS

- O'Cannabiz Industry Award Gala Tickets Twenty (20) (Two (2) Tables)
- Six (6) VIP Conference & Expo Registrations

solid gold partner

TWO POSITIONS AVAILABLE

ADDITIONAL PROMOTION + BRANDING

\$15,000

- Reserved Table in a preferred VIP location
- Half (1/2) Page Ad

REGISTRATION + TICKETS

- O'Cannabiz Industry Award Gala Tickets Ten (10) (One (1) Table)
- Four (4) VIP Conference & Expo Registrations

red carpet royalty reception partner

ONE POSITION AVAILABLE

ADDITIONAL PROMOTION + BRANDING

\$12,500

- Reserved Table in a preferred VIP location
- Half (1/2) Page Ad
- Photo Op area at the event with a Step & Repeat Banner featuring your company's logo with O'Cannabiz Industry Awards logo (O'Cannabiz to provide photographer)
- Corporate logo placement on signage in the cocktail reception area

REGISTRATION + TICKETS

- O'Cannabiz Industry Ten (10) (One (1) Table) Award Gala Tickets
- Four (4) VIP Conference & Expo Registrations

sterling silver partner

FOUR POSITIONS AVAILABLE

ADDITIONAL PROMOTION + BRANDING

\$7,500

- Reserved Table in a preferred VIP location
- Quarter (1/4) Page Ad

REGISTRATION + TICKETS

- O'Cannabiz Industry Award Gala Tickets Ten (10) (One (1) Table)
- Two (2) VIP Conference & Expo Registrations

For more details contact: partnership@ocannabiz.com



ADDITIONAL PARTNERSHIP OPPORTUNITIES

IF YOUR BRAND HAS A SPECIFIC OBJECTIVE, WE CAN HELP YOUR MARKETING STRATEGY BY HONING IN ON ONE OR A SERIES OF SPECIFIC SPONSORSHIP ELEMENTS.

OFFICIAL VIP KICK OFF PARTY..... \$12,500

Let's get this conference started with the hottest spot on the strip. Mingle with O'Cannabiz speakers, sponsors and VIP delegates. Limited capacity.

OFFICIAL O'CANNABIZ INDUSTRY COCKTAIL RECEPTION \$7,500

Open to all exhibitors and delegates to grab a drink, relax and mingle. They deserve it.

OFFICIAL O'CANNABIZ VIP SPEAKER DINNER..... \$12,500

This exclusive event is invite only and has a limited capacity. Get up close and personal with the who's who of the Industries experts, movers and shakers.

BUSINESS CONFERENCE LUNCH PARTNERSHIP \$5,000

One (1) available. Kick off our first day of the Main Business Conference by being everyone's favourite company for providing a great meal to our Conference Delegates only.

Sole Sponsorship – Includes: Table-top signage, Company logo on O'Cannabiz Website and Official Show Guide and Two (2) Easel Signs provided by O'Cannabiz (Sponsor responsible for cost of food and beverages).

EXPO BUSINESS CONFERENCE LUNCH PARTNERSHIP \$7,500

Two (2) available. Friday or Saturday.

Open to Exhibitors and Conference Delegates only.

Sole Sponsorship – Includes: Table-top signage, Company logo on O'Cannabiz Website and Official Show Guide and Two (2) Easel Signs provided by O'Cannabiz (Sponsor responsible for cost of food and beverages).

TOTE BAG \$10,000

The ultimate year-round branding opportunity, the O'Cannabiz 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

Given to all attendees upon arrival, impress participants with the ingenuity of your company's bags insert.

EXPO NETWORKING LOUNGE..... \$10,000

Get recognized for providing a retreat to network, get business done or simply relax and rest for awhile.

This lounge is available to all attendees both Friday, April 24 (Industry Day) and Saturday, April 25 (Industry + Public Day). The Expo Networking Lounge is located in the Expo Hall, and available to all attendees with Conference and Expo badge types. Refreshments available for purchase.

EXHIBITOR 'HAPPY HOUR' NETWORKING COCKTAIL RECEPTION..... \$7,500

Open to all exhibitors and delegates to grab a drink, relax and mingle. They deserve it.

NEWSLETTER BLASTS \$3,500

Advertise in one of our email blasts that go to the top industry insiders; 10,000+ subscribers.

SMOKING LOUNGE..... \$10,000

Get your company name on the hottest spot. We are offering an exclusive 2 DAY partnership for our outdoor Smoking Lounge.

MAIN STAGE Call for pricing

Brand our Main Stage which will hold sessions throughout the day April 24 and 25 on the Expo Floor.

LIVE DEMO STAGE Call for pricing

Brand our Live Demo Stage which will hold sessions throughout the day April 24 and 25 on the Expo Floor.

CUSTOM LANYARDS \$12,500

The ultimate "awareness" opportunity – the identification of your Brand /Logo around the neck of every O'Cannabiz attendee – from staff to speakers, volunteers to exhibitors.

BREAKFASTS \$7,500 each

Two separate breakfasts available.

Our Leaders in Cannabis and our Investor Networking breakfasts are our most popular ticketed events.

Expect these to be sold out.

SPEAKER \$5,000

Speaking Position on Thursday, Friday or Saturday during the conference.

KEYNOTE/COMPANY PRESENTATION..... \$10,000

Stand alone featured keynote presentation on Thursday, Friday or Saturday during the conference.

COFFEE BREAKS..... \$2,500

Recognized Partner of the event Conference Coffee Break, with logo placement on the O'Cannabiz website, session screens, Show Guide and on-site signage and frequent mentions from the stage.

WiFi Call for pricing

Branded connection by your company name, be the provider for Exhibitors and/or Attendees to have a stable wifi connection throughout the event.