

HIGH! CANADA MAGAZINE B2B EXPO

CANADIAN CANNABIS SECTOR
SPONSORSHIP & PARTICIPATION KIT

VANCOUVER - 2024

V.1.0

HIGH! CANADA
MAGAZINE
B2B EXPO

VANCOUVER - FEB 9/10/2024
HALIFAX - JULY 9/10/2024

THE FUTURE OF THE CANADIAN CANNABIS TRADESHOW

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VANCOUVER BC - FEB 9/10/24



HALIFAX NS - JULY 9/10/24

HIGH! CANADA MAGAZINE B2B EXPO

EARLY BIRD
REGISTRATION

REGISTER NOW!

High! Canada Magazine is incredibly pleased to present our first set of community-driven Business to Business Expos!

We have Coast to Coast dreams and those dreams are of a nationally unified business expo for the cannabis sector. We are looking for sponsorship, booth partners, activation area partners for the Vancouver event.

We have streamlined, analyzed and planned for years based on our experiences across the spectrum of cannabis-centric shows, conferences and expos that we have either covered as media or worked on in planning of in some form.

This is not an Expo for the public or for the weak of heart but rather an opportunity to do business with other like minded entrepreneurs in our sector. This is a chance to give your brand a chance to really shine in front of retailers, buyers, budtenders and more - decision makers and trail-blazers like yourself - those people who can then give you feedback, perhaps order and recommend your brand in their shops and on their sites thereby your brand - allowing your product to speak for itself. Making that personal connection that will allow your brand to shine is what the High! Canada Magazine B2B Expo is all about. A opportunity for all of us to truly rise together and find common ground on the expo floor, in the consumption lounge or at any of the parties or side events.

Starting in **Vancouver** on February 9th and 10th and again in **Halifax** on July 9th and 10th, we will host two B2B Expos for our sector. With a focus on brand activation booths, product sampling stations, popup stops, a **'Technology Zone'** as there is much to offer in the ever evolving tech side of our sector, an **'Ancillary Alley'** for the many types of accessories and ancillary products out there, a **'Cultivation Row'** to showcase some unique cultivation products and processes and showcase what they can bring to the legal table, a **'Main Stage'** where we can showcase Live Music and other programming during the B2B Expo and a Musical Act to Close out each day and always an event favourite - a **'Consumption Lounge'** - where the sampling actually occurs. Lastly we have teamed up with the long running Vancouver 210 Event that facilitates parties celebrating 210 in Canada (that's halfway to 420 for those who didn't know).

Booths and Activation Areas (All prices are plus Canadian tax):

- One 10 foot by 10 foot activation area - **\$4500**
(Save \$500 if you order and pay before December 31st, 2023)
- One 5 foot by 10 foot activation area - **\$4000**
(Save \$500 if you order and pay before December 31st, 2023)
- One 5 foot by 5 foot activation area - **\$3500**
(Save \$500 if you order and pay before December 31st, 2023)
- One 3 foot by 3 foot activation area (Pop-up) - **\$2500**
(Save \$500 if you order and pay before December 31st, 2023)

Sponsorship:

We are looking for a Sponsor for each of these areas of the **Vancouver High! Canada Magazine B2B Expo** as well as Presenting, Gold and Silver Sponsors. Sponsorship and booth rentals allows us to rent a place big enough to do this and cover salaries and cost associated with facilitating an event of this caliber and scale. Prices for Sponsors include Canadian tax

.Presenting Sponsor is our Big Daddy/Big Momma VIP Sponsor and their logo will go on top of the events logo and get prime placement in all media, on site with banners and signage as well as a double booth. Lets talk about a decent list of deliverable geared towards what your company is looking for and wants to get out of sponsoring an event like the High! Canada Magazine B2B Expo. We will be producing a B2B Expo Special Exclusive in print for the Expo and Presenting Sponsor would get Back Cover Placement and up to six pages of content in this Expo Exclusive publication. **\$7000**

Gold Sponsors are limited to 4 spots and besides an ad page and four content pages in the B2B Expo Special Exclusive printed publication - Gold Sponsors also get a 10x5 booth built into the cost, cool 'look at me' signage at the B2B Expo and get super exclusive VIP treatment at the B2B Expo and all affiliated parties and side events. Logo placement on all media on top or in prominent positioning. **\$4000**

Silver Sponsors are limited to 8 spots and besides an ad page and two content pages in the B2B Expo Special Exclusive printed publication - Silver Sponsors also a 5x5 booth built into the cost and get super exclusive VIP treatment at the B2B Expo and all affiliated parties and side events. Logo placement on all media on bottom or in prominent end of material positioning. On-site signage indicating cool supporting Silver status. **\$3000**

'Technology Zone' Sponsor - One position - comes with technical bragging rights, very prominent on-site signage, great representation in the B2B Expo Special Exclusive printed publication, mention in all media and social media done around that area of the event and the B2B Expo itself. Plus 4 VIP Passes. **\$2500**

'Ancillary Alley' Sponsor - One position - comes with banging bragging rights, prominent on-site signage, great representation in the B2B Expo Special Exclusive printed publication, mention in all media and social media done around the event and the B2B Expo itself. Plus 4 VIP Passes. **\$2500**

'Cultivation Row' Sponsor - One position - comes with additional grower swagger, very prominent on-site signage, great representation in the B2B Expo Special Exclusive printed publication, mention in all media and social media done around that area of the event and the B2B Expo itself. Plus 4 VIP Passes. **\$2500**

'Main Stage' Sponsors - Two positions - comes with backstage passes, very prominent on-site and on-stage signage, great representation in the B2B Expo Special Exclusive printed publication, mention in all media and social media done around the event and the B2B Expo itself. Plus 8 VIP Passes. **\$5000**

'Consumption Lounge' Sponsor - - One position - T B A

210 After Party Sponsors - Five position - comes with a celebratory attitude, very prominent on-site signage, great representation at the B2B Expo and in the B2B Expo Special Exclusive printed publication, mention in all media and social media done around that area of the event and the B2B Expo itself. Plus 5 VIP Passes. **\$1000**

To Book a spot or a sponsorship position - please email editor@highcanada.net