



NCIA'S

2019 SPONSORSHIP & EVENTS PROSPECTUS:

Growing *Your* Business and *Our* Industry

- ▶ Elevate your cannabis brand while advancing the industry we are building together.

ADVOCACY.

EDUCATION.

COMMUNITY.

NETWORKING WITH A PURPOSE

New events are entering the cannabis marketplace every day and it's increasingly important for successful businesses to focus on only those events that truly deliver return on investment and provide lasting value.

NCIA events have a **proven track record** of delivering immediate ROI to our sponsors and exhibitors who also enjoy the peace of mind of knowing their sponsorship dollars are used to further advance the industry's policy priorities in Washington, D.C.

No other events program in the cannabis industry delivers both brand awareness and political influence at the same time like the one NCIA is proud to offer exclusively to our members.



ADVANCE
POLICY PRIORITIES



SEE IMMEDIATE
RETURN ON INVESTMENT



BUILD YOUR
BRAND AWARENESS



NETWORK WITH
INDUSTRY INFLUENCERS

NCIA'S EVENTS ARE DIFFERENT. AND, THAT MATTERS.

- ▶ All event revenues support the work NCIA is doing to lobby on your behalf on Capitol Hill and to build public support for the cannabis industry.
- ▶ NCIA is a well-established organization with IRS-granted nonprofit status since 2010 with financial records available to any member upon request.
- ▶ 75% of your sponsorship fees are tax deductible and all proceeds support the industry's only unified and coordinated national lobbying and public relations campaign.

WHO YOU WILL MEET

- Top cannabis industry executives
- Dispensary owners and cultivation operators
- Infused product manufacturers
- Prominent consultants
- Cannabis legal experts
- Policymakers
- State and local government representatives
- Regulators
- Investors
- Entrepreneurs
- Suppliers and vendors
- NCIA staff and executives

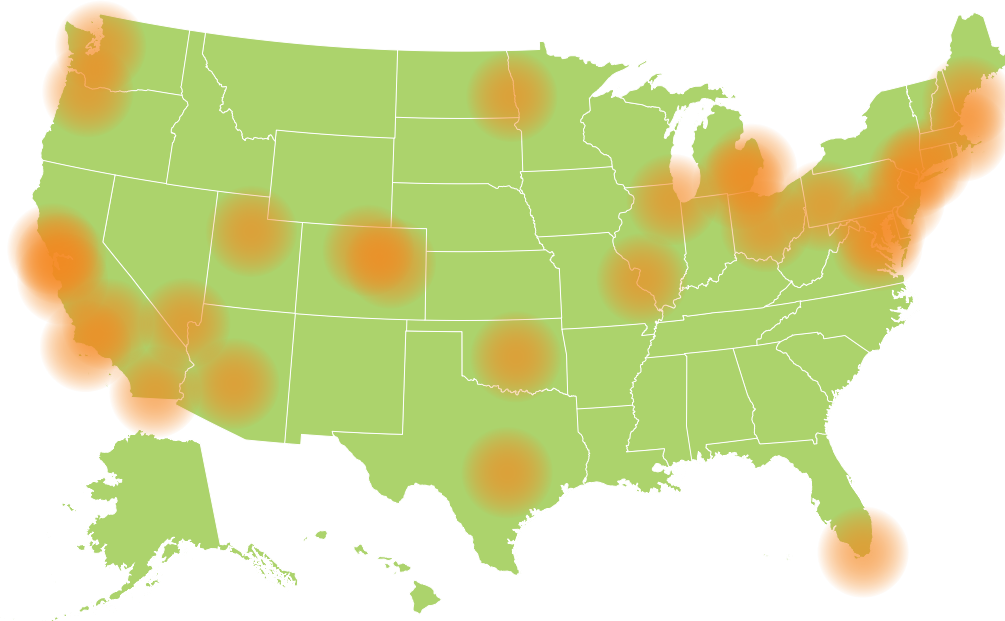
LEVEL OF DECISION MAKING AUTHORITY



- 70% Executive level decision making authority
- 30% Heavy influence over decision making process



2019 EVENT CALENDAR



CANNABIS CAUCUS SERIES

NORTHERN CALIFORNIA

- San Francisco | March 12
- Oakland | June 18
- San Francisco | September 10

SOUTHERN CALIFORNIA

- Los Angeles | March 14
- San Diego | June 20
- Los Angeles | September 12

COLORADO

- Denver | March 19
- Boulder | June 11
- Denver | September 17

MIDWEST

- Lansing | March 21
- Columbus | June 25
- Ann Arbor | September 19

NORTHEAST

- Philadelphia | March 26
- New York | June 27
- Boston | September 24

INDUSTRY SOCIALS

WEST COAST TOUR

- Seattle | January 15
- Portland, OR | January 17
- Las Vegas | January 22
- Phoenix | January 24
- Salt Lake City | January 29

EAST COAST TOUR

- Portland, ME | April 9
- Jersey City | April 11
- Pittsburgh | April 16
- Baltimore | April 18
- Miami | April 30

HEARTLAND TOUR

- Minneapolis | August 13
- Chicago | August 15
- Saint Louis | August 20
- Oklahoma City | August 22
- Austin | August 27

CANNABIS INDUSTRY LOBBY DAYS

9TH ANNUAL CANNABIS INDUSTRY LOBBY DAYS

- Washington, D.C. | May 21–23

TRADE SHOWS

3RD ANNUAL SEED TO SALE SHOW

- Boston | February 12–13

6TH ANNUAL CANNABIS BUSINESS SUMMIT & EXPO

- San Jose | July 22–24

3RD ANNUAL CALIFORNIA CANNABIS BUSINESS CONFERENCE

- Long Beach | October 8–9



CANNABIS CAUCUS SERIES

Cannabis Caucuses are the premier B2B networking and educational event series created exclusively for NCIA members. Participants have the opportunity to make meaningful connections with industry leaders, while gaining insights into NCIA's federal policy work.



2019 EVENT SERIES

NORTHERN CALIFORNIA

San Francisco | March 12
Oakland | June 18
San Francisco | September 10

SOUTHERN CALIFORNIA

Los Angeles | March 14
San Diego | June 20
Los Angeles | September 12

COLORADO

Denver | March 19
Boulder | June 11
Denver | September 17

MIDWEST

Lansing | March 21
Columbus | June 25
Ann Arbor | September 19

EAST COAST

Philadelphia | March 26
New York | June 27
Boston | September 24

SPONSORSHIP PACKAGES

	PLATINUM \$4,500	GOLD \$2,400	SILVER \$1,000	BRONZE \$650
	2 SPONSORS / EVENT	3 SPONSORS / EVENT	3 SPONSORS / EVENT	4 SPONSORS / EVENT
BENEFITS DURING EVENT				
Complimentary tickets to event	10	8	8	5
Space/Table Space on site	10x10 space	6x6 space	6x6 space	Shared space
Sponsor-provided free-standing banner near bar or food area	🌿	🌿	🌿	🌿
NCIA staff recognition during address to attendees	🌿	🌿	🌿	🌿
Dedicated slide in event slideshow presentation	🌿	🌿	🌿	
Sponsor provided banner pop-up near stage or registration	🌿	🌿	🌿	
On-site signage thanking sponsor	🌿	🌿		
1-2 minutes to address attendees at event	🌿			
BENEFITS BEFORE & AFTER EVENT				
Logo and website link on event landing page	🌿	🌿	🌿	🌿
Logo and website link in email campaigns	🌿	🌿	🌿	🌿
Logo inclusion in post-event email to attendees	🌿	🌿	🌿	🌿
Twitter, Facebook, Instagram and LinkedIn post pre-event	🌿	🌿	🌿	
Twitter, Facebook, Instagram and LinkedIn post post-event	🌿	🌿	🌿	
Logo on Facebook event cover photo	🌿	🌿	🌿	
Logo on official event photo album	🌿	🌿		
Standalone pre-event email to all NCIA contacts in region	🌿			
Logo and website link on event ticketing page	🌿			



NEW IN 2019! INDUSTRY SOCIALS

Industry Socials are an opportunity for industry leaders to engage with each other and with their national trade association in a relaxed and low-key environment while developing lasting business relationships.



2019 EVENT SERIES

WEST COAST TOUR

Seattle | January 15
Portland, OR | January 17
Las Vegas | January 22
Phoenix | January 24
Salt Lake City | January 29

EAST COAST TOUR

Portland, ME | April 9
Jersey City | April 11
Pittsburgh | April 16
Baltimore | April 18
Miami | April 30

HEARTLAND TOUR

Minneapolis | August 13
Chicago | August 15
Saint Louis | August 20
Oklahoma City | August 22
Austin | August 27

SPONSORSHIP PACKAGES

	PLATINUM \$3,500	GOLD \$1,750	SILVER \$950	BRONZE \$500
	1 SPONSORS / EVENT	3 SPONSORS / EVENT	3 SPONSORS / EVENT	4 SPONSORS / EVENT
BENEFITS DURING EVENT				
Unlimited client ticket pass discount (% off)	75%	50%	25%	15%
Complimentary tickets to event	12	10	8	5
NCIA staff recognition during address to attendees	🌿	🌿	🌿	🌿
Sponsor-provided free-standing banner near bar or food area	🌿	🌿	🌿	🌿
Table and exhibit opportunities on site	🌿	🌿	🌿	
Dedicated slide in event presentation or signage on site	🌿	🌿		
Sponsor provided banner pop-up near registration table	🌿	🌿		
BENEFITS BEFORE & AFTER EVENT				
Twitter, Facebook and Instagram shout-outs leading up to event	🌿	🌿	🌿	🌿
Facebook post on event page	🌿	🌿	🌿	🌿
Logo and website link on event ticketing page	🌿	🌿	🌿	🌿
Company logo and website link on NCIA website	🌿	🌿	🌿	🌿
Listing in post-event email to attendees	🌿	🌿	🌿	🌿
Twitter, Facebook, and Instagram shout-out after event	🌿	🌿	🌿	🌿
Logo and website link in email campaigns	🌿	🌿		
Logo and website link in post-event email	🌿			
Logo on Facebook event cover photo	🌿			
Standalone pre-event email to all NCIA contacts in region	🌿			



9TH ANNUAL CANNABIS INDUSTRY LOBBY DAYS

2019 LOBBY DAYS

NCIA'S 9TH ANNUAL CANNABIS
INDUSTRY LOBBY DAYS

Washington, D.C. | May 21–23

Our most impactful annual event brings over 300 cannabis industry professionals to Washington, D.C. to tell their stories and urge their representatives to fix the unfair federal policies crippling our industry. At Lobby Days, NCIA members gather to amplify our message and make their voices heard in the halls of Congress, while simultaneously forging strong relationships with the most influential leaders in the cannabis industry.



SOLD OUT!

SPONSORSHIP PACKAGES

GOLD
\$10,000

SILVER
\$5,000

BRONZE
\$2,500

4 SPONSORS / EVENT

8 SPONSORS / EVENT

8 SPONSORS / EVENT

BENEFITS DURING EVENT

Complimentary registration to Lobby Days (member companies only)

Complimentary registration to NCIA-PAC Fundraising Reception

Dedicated space for free-standing banners in prominent locations at Lobby Days Welcome Reception, Breakfast Training and PAC Fundraiser

Recognition by NCIA staff member from stage at all Lobby Days events

Shared table for marketing materials at Welcome Reception and Breakfast Training

Table and exhibit space at PAC Fundraising Reception

Logo featured in Breakfast Training presentation

Logo on Lobby Days tote bags

Literature and/or product insert Lobby Days tote bags

Logo on Step & Repeat at NCIA-PAC Fundraising Reception

Logo Featured in NCIA Lobby Days mobile app

Logo on 116th Congress Directory provided to Lobby Days Attendees

Logo on name badge lanyards

BENEFITS BEFORE & AFTER EVENT

Twitter, Facebook, Instagram and LinkedIn posts pre-event

Twitter, Facebook, Instagram and LinkedIn posts post-event

Logo and website link on NCIA website

Logo and website link on all email marketing

Logo and website link on post-event email to attendees

Custom sponsor graphics for social media sponsor announcement

Logo featured in pre-Lobby Days training webinar presentations

Logo on professional photography, includes "class photo" at the Capitol

Logo on Facebook event page cover photo

Logo and website link on NCIA-PAC page



3RD ANNUAL SEED TO SALE SHOW:

LEADING INNOVATION IN THE INDUSTRY

Seed to Sale Show is the only national show focused solely on innovative best practices, science, and cutting-edge technology surrounding the whole life cycle of the cannabis plant grown, processed, and sold in a regulated market.

6TH ANNUAL CANNABIS BUSINESS SUMMIT & EXPO: CULTIVATING A NEW ERA OF ENTERPRISE

Cannabis Business Summit & Expo was the winner of Trade Show Executive's Fastest 50 Award in 2016 and 2017 honoring the fastest-growing trade shows held in the U.S., and the winner of *The Denver Post's* The Cannabist's Golden Pineapple Award in 2016 for Best Business Event.

Shop for all of your business-to-business needs at NCIA events, known for having the highest concentration of legitimate buyers and sellers when compared to any other industry event, to make sure you stay successful in a highly competitive market.

3RD ANNUAL CALIFORNIA CANNABIS BUSINESS CONFERENCE: NAVIGATING THE WORLD'S LARGEST ADULT-USE MARKET

The only industry association trade show preparing California cannabis businesses for success in the largest adult-use market in the world, the California Cannabis Business Conference unifies the Golden State and brings together seasoned industry leaders to convene on best business practices and operations. Industry leaders, policymakers, entrepreneurs, and newcomers will convene to discuss best practices in emerging topics, brush up on policy issues, and exchange insider secrets.

2019 SEED TO SALE

NCIA'S 2019 SEED TO SALE SHOW
Boston, MA | February 12–13

2019 SUMMIT & EXPO

NCIA'S 6TH ANNUAL CANNABIS
BUSINESS SUMMIT & EXPO
San Jose, CA | July 22–24

2019 CANNABIS BUSINESS CONFERENCE

NCIA'S 3RD ANNUAL CALIFORNIA
CANNABIS BUSINESS CONFERENCE
Long Beach, CA | October 8–9

For more information about sponsoring trade shows, contact Sponsorship@TheCannabisIndustry.org.



DIGITAL MARKETING OPPORTUNITIES

EMAIL PARTNER/SPONSORED NEWSLETTER NEW IN 2019!

DEDICATED EMAIL	\$10,500 / EMAIL
SPONSORED SHOUT-OUTS IN WEEKLY EMAILS (280 CHARACTERS + IMAGE)	\$2,500 / EMAIL
SPONSORED SHOUT-OUTS IN WEEKLY EMAILS (IMAGE ONLY)	\$1,500 / EMAIL



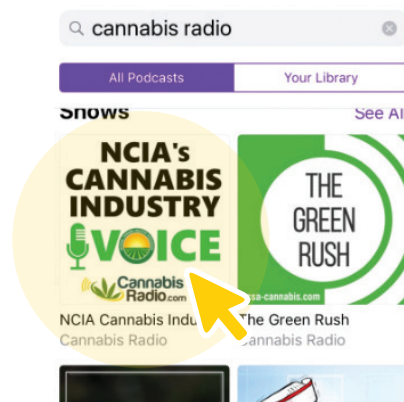
SOCIAL MEDIA POSTS NEW IN 2019!

FACEBOOK POSTS (1 PER WEEK)	\$2,000 / MONTH
FACEBOOK LIVE INTERVIEW (1 PER MONTH)	
TWITTER POSTS (3 PER WEEK)	
INSTAGRAM (1 PER WEEK)	
LINKEDIN (1 PER WEEK)	



NCIA PODCAST PACKAGE NEW IN 2019!

1 ON-AIR INTERVIEW & 30-SECOND AD (PODCAST & NETWORK RUN)	\$2,500 / MONTH
CUSTOM SOCIAL MEDIA GRAPHIC PROMOTING INTERVIEW	
2 TWITTER POSTS PER MONTH LINKING INTERVIEW (POSTED TO NCIA & CANNABIS RADIO)	
1 LINKEDIN POST LINKING INTERVIEW	



Due to our partnership with CannabisRadio who has exclusive relationships with iTunes and iHeartRadio as the only cannabis podcast network available on their platforms, NCIA's Cannabis Industry Voice has great exposure in the world of cannabis podcasting. We are working internally to create some listener surveys that can begin to harvest our data, but for now, we can say that we push it out to the entirety of our network (email newsletter, social channels, at our Cannabis Caucus events) and that we are carried on all of the major podcast platforms (iTunes, iHeartRadio, Spreaker, TuneIn, etc.) and will soon also be included on Spotify through our partner CannabisRadio.

If you have an iPhone, you can go to the Apple Podcast app and search "Cannabis Radio" and all CannabisRadio (our official podcast partner) shows will pop up, including NCIA's Cannabis Industry Voice podcast.



SPONSORSHIP BUNDLES

SPONSOR MULTIPLE EVENTS

Select multiple event opportunities for additional sponsorship perks and savings!



Sponsors who **bundle more than \$10,000** in 2019 event sponsorships will receive the following additional benefits from NCIA:

- MARKETING MATERIALS AND BANNER(S) SHIPPED TO AND FROM ALL EVENTS
- ONE 30 MINUTE INTERVIEW ON NCIA'S CANNABIS INDUSTRY VOICE RADIO SHOW

Bundle more than \$35,000 in event sponsorships and also receive:

- CUSTOM DIGITAL MARKETING BENEFITS.
- CONTACT US FOR MORE DETAILS.



SPONSORSHIP PACKAGES

SELECT THE EVENTS THAT YOU WOULD LIKE TO SPONSOR.

CANNABIS CAUCUS SERIES

☐

PLATINUM
\$4,500

☐

GOLD
\$2,400

☐

SILVER
\$1,000

☐

BRONZE
\$650

NORTHERN CALIFORNIA

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- ☐ San Francisco | September 10

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- ☐ Los Angeles | March 14
- ☐ San Diego | June 20
- ☐ Los Angeles | September 12

COLORADO

- ☐ Denver | March 19
- ☐ Boulder | June 11
- ☐ Denver | September 17

MIDWEST

- ☐ Detroit | March 21
- ☐ Columbus | June 25
- ☐ Ann Arbor | September 19

NORTHEAST

- ☐ Philadelphia | March 26
- ☐ New York | June 27
- ☐ Boston | September 24

INDUSTRY SOCIALS

☐

PLATINUM
\$3,500

☐

GOLD
\$1,750

☐

SILVER
\$950

☐

BRONZE
\$500

WEST COAST TOUR

- ☐ Seattle | January 15
- ☐ Portland, OR | January 17
- ☐ Las Vegas | January 22
- ☐ Phoenix | January 24
- ☐ Salt Lake City | January 29

EAST COAST TOUR

- ☐ Portland, ME | April 9
- ☐ Jersey City | April 11
- ☐ Pittsburgh | April 16
- ☐ Baltimore | April 18
- ☐ Miami | April 30

HEARTLAND TOUR

- ☐ Fargo | August 13
- ☐ Chicago | August 15
- ☐ Saint Louis | August 20
- ☐ Oklahoma City | August 22
- ☐ Austin | August 27

CANNABIS INDUSTRY LOBBY DAYS

☐

GOLD
\$10,000

☐

SILVER
\$5,000

☐

BRONZE
\$2,500

9TH ANNUAL CANNABIS INDUSTRY LOBBY DAYS

- ☐ Washington, D.C. | May 21–23

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3RD ANNUAL SEED TO SALE SHOW

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- ☐ San Jose | July 22–24

3RD ANNUAL CALIFORNIA CANNABIS BUSINESS CONFERENCE

- ☐ Long Beach | October 8–9



CONTACT

Sponsorships@TheCannabisIndustry.org
(415) 951-3683

**I WANT TO
SPONSOR!**

NETWORKING WITH A PURPOSE

ADVOCACY

Participating in your trade association's events program is one of the most impactful ways to invest in the critical lobbying and advocacy work to end national marijuana prohibition and develop sensible policies for a vibrant cannabis industry.

EDUCATION

Succeeding in the rapidly growing and changing cannabis industry is not easy but NCIA's thoughtfully curated educational programming is designed to assist businesses at all levels navigate the uncertain regulatory landscape and learn about new trends and best practices as we work together to elevate the cannabis industry.

COMMUNITY

NCIA's events consistently draw serious buyers and forward-thinking cannabis industry executives looking for products and solutions from their fellow member-businesses with the shared vision for and investment in the industry's long-term growth.

WHO IS NCIA?

The National Cannabis Industry Association (NCIA) is the largest cannabis trade association in the U.S. and the only one representing cannabis-related businesses at the national level. NCIA promotes the growth of a responsible and legitimate cannabis industry and works toward a favorable social, economic, and legal environment for that industry in the United States.





ADVOCATING FOR THE RESPONSIBLE CANNABIS INDUSTRY
THECANNABISINDUSTRY.ORG