



New York City
Jacob Javits Convention Center
June 15-17, 2016

Marketing & Branding Incentives Kit:

Grow Your Business at New York 2016

In partnership with:



JACOB K. JAVITS CONVENTION CENTER | NEW YORK CITY



WEDNESDAY THROUGH FRIDAY | JUNE 15-17, 2016

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Hemp means business.™

www.hempmeansbusiness.com

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Exhibition Fact Sheet

What

Cannabis sativa is an annual herbaceous plant in the Cannabis genus. People have cultivated Cannabis sativa throughout recorded history as a source of industrial fiber, seed oil, food, recreation, clothing and medicine. Modern industrial uses include building, automotive and composite materials. Each part of the plant is harvested differently, depending on the purpose of its use. At CWCBExpo, our mission is to promote all things within cannabis sativa - **Cannabis Means Business** and **Hemp Means Business**.

The **3rd Annual Cannabis World Congress & Business Expo** is the leading forum for doing business in one of the fastest growing industries in the United States. This event is the focus for decision makers in the cannabis industry including current business owners and managers, entrepreneurs starting a cannabis business, investors providing private equity and resources, and professional and business service providers.

When

Add-On Workshops:	Wednesday, June 15, 2016	9:00 am - 6:00 pm
Expo:	Thursday & Friday, June 16 - 17, 2016	10:00 am - 5:30 pm
Conference:	Thursday & Friday, June 16 - 17, 2016	10:00 am - 5:30 pm

Where

In New York City, the media and financial capital of the world!
Jacob K. Javits Convention Center
655 West 34th Street, New York, NY 10001

Who

Attendees are **highly qualified professionals and entrepreneurs**, who represent key segments of the cannabis industry.

Contact

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Exhibition Fact Sheet

Why New York?

New York became the 27th State to reintroduce the Industrial Hemp Crop and the 23rd to enact a medical marijuana law. Regulations are now in place for Hemp pilot programs to begin and Medical Marijuana Grow and Dispensary licenses were awarded and issued to qualified applicants and these dispensaries will open for business in January 2016.

New York is the media and financial capital of the world, and now more than ever, the emerging cannabis industry will continue to expand its presence across the East Coast. Nearby states such as Pennsylvania, Maryland, Ohio, New Jersey and Washington, DC have also seen changes to their respective cannabis sativa laws.

New York is a breeding ground for venture-capitalists and entrepreneurs looking for new businesses and emerging markets. The legalized cannabis sativa business is a billion dollar industry and is estimated to top \$35 billion by 2020. The Cannabis World Congress & Business Exposition offers the most professional and best exposure for exhibitors and brings business owners and mainstream entrepreneurs to this burgeoning and evolving new frontier.

CWCBE History

In 2014, the first ICA Cannabis Business Conferences in Las Vegas and New York provided a solid foundation for the launch of the CWCBE events. The June 2015 New York and the September 2015 Los Angeles CWCBE events delivered high attendance and exhibits. The events brought together experts and lawmakers who demystified the legalities and regulations surrounding the industry. Attendees walked away with the right information, tools, and resources to prosper in the legalized marijuana industry. The 2015 New York and Los Angeles CWCBE events each had over 100 mainstream and industry media covering the show. In 2016 CWCBE introduces an Industrial Hemp component to both the exhibitor and conference track.

Partner

Pennsylvania Hemp Industry Council (PAHIC) seeks to accelerate the return of the Industrial Hemp Crop to the Pennsylvania agricultural landscape. To effectively achieve our aim of broad adoption of Industrial Hemp as a rotational crop by farmers, we will build a vital and effective collaboration of agencies, individuals and the general public.

Organizer

Leading Edge Events, LLC is a part of H.A. Bruno, LLC producing industry leading events since the 1970s. Currently H.A. Bruno, LLC produces eight events in four countries, covering six industries, with offices in Paramus, NJ, Mexico City and London.

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Attendee Profile: B2B

Attendees at the Cannabis World Congress & Business Expo are **highly qualified professionals and entrepreneurs.**

- Employed in the Cannabis Industry
- Interested in Starting a Cannabis Business
- Private Equity & Investment Resources
- Provide Professional or Business Services

These attendees will represent **all segments of the cannabis industry.**

- Accounting & Bookkeeping Firms
- Consulting Services
- Delivery Services
- Dispensaries
- Edibles Producers
- Federal, State & Local Governments
- Grow Sites/Facilities
- Hemp Producers/Distributors
- Infused Products Producers
- Law Enforcement
- Legal Services
- Licensed Retail Stores
- Hospitals/Clinics & Other Healthcare Facilities
- Private Equity Firms
- Regulatory Enforcement Agencies
- Security & Safety Services
- Smokeshops/Headshops

These attendees will be **looking to purchase or invest** in a broad scope of products and services.

- Accounting & Insurance Services
- Advertising & Marketing Agencies
- Banking & Payment Processing
- Botanicals
- Containers/Bottles/Packaging
- Dispensing/Vending Machines
- Displays/Fixtures
- Grow Lights
- Hemp Products
- Hydroponics & Cultivation Products
- Infused Edibles & Beverages
- Inventory Tracking
- Lawyers & Legal Resources
- Licensing Services
- Medical Resources
- Paraphernalia Goods
- POS & Management Software
- Private Equity & Investment Resources
- Professional Training & Education
- Security Services & Equipment
- Seed Banks
- Testing & Lab Services
- Tinctures/Tonics/Topicals
- Vaporizers
- And More...

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Why Be A Sponsor At CWCBE New York

*"...non-stop
business
building,
education,
networking and
serious media
coverage..."*

The Cannabis World Congress & Business Exposition (CWCBE) attracted business professionals and garnered major media attention at its event in June 2015 at the Jacob K. Javits Center in New York. The expo was packed with over 2,500 attendees and over 100 exhibits. CWCBE returns to New York City this June 2016 and will provide an exceptional business venue and market place packed with cannabis owners and exhibitors, entrepreneurs, investors and attendees.

The June 2015 CWCBE quickly became the leading event for the legalized and medical marijuana industry, as it provided 3-days of **non-stop business building, education, networking and serious media coverage** that included CBS News, CNBC, Forbes, NBC, *New York Times*, Getty Images, TheStreet.com, WNYC, *The Sydney Morning Herald* and 200 media members in attendance.

CWCBE's goal is to become the leading forum for industry leaders - medical, professional, research, association and advocacy. The 2016 event will provide exceptional educational, networking, and business growth opportunities in this fast-booming industry.



*"...all
business
segments
were
represented..."*

Attendees at CWCBE came from all over the country with international attendees from Canada, Puerto Rico, Europe, Israel and other parts of the world. The majority of the attendees came from the tristate area and the Eastern seaboard—from Maine to Florida. **All business segments were represented** including entrepreneurs, venture capitalists, agricultural experts, medical professionals, consultants and service providers including lawyers, real estate professionals and accountants.

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Why Be A Sponsor At CWCBE New York

"... a solid investment in time and energy..."

"Exhibiting at the Cannabis World Congress in New York has been a **solid investment in time and energy** for us. As a design-manufacturer of plant growth rooms for cannabis, we had been seeking an event like this on the East Coast to amplify our message about the value of turnkey controlled environments as an alternative to traditional methods of building a commercial facility. We've had significant conversations and expect follow-up with several exciting companies."

- Michael Robbie, Director, Marketing, CONVIRON



"... an inspiring and an enlightening opportunity ..."

"CWCBE was as exciting as we had anticipated. It was both an **inspiring and an enlightening opportunity** for us to be a part of the emerging center for medical marijuana here in New York. Interacting with the diverse crowd provided an incredible opportunity to learn and transmit knowledge about the benefits of medicinal and recreational cannabis encapsulation. We thank The ICA for letting us take part in this incredible convention, packed with valuable speakers, exhibitors and attendees. After a wonderful experience, The Capsule Consulting Group is excited to be a part of CWCBE for many years to come!"

- The Capsule Consulting Group

"...they were not disappointed..."

Savvy entrepreneurs, service providers, investors and the media, from across the country and around the world attended CWCBE in New York to find out how to succeed in the cannabis industry and **they were not disappointed.**"

- Dan Humiston, President, International Cannabis Association

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Our Advocacy Partner

Pennsylvania Hemp Industry Council:



Who We Are

The **Pennsylvania Hemp Industry Council** seeks to accelerate the return of the Industrial Hemp Crop to the Pennsylvania agricultural landscape.

To effectively achieve our aim of broad adoption of Industrial Hemp as a rotational crop by farmers, we will build a vital and effective collaboration of agencies, individuals and the general public.

Pennsylvania is a very strong agricultural state with over 63 thousand farms and almost 8 million acres of farm land. These farmers, the entire state, as well as the environment would benefit tremendously from the ability to grow industrial hemp. With our ideal climate and close proximity to major markets, we need to return this vital cash crop to our state.

Hemp can aid rural communities that need revitalization and opportunity by creating good paying jobs. Investing in research and development would build a bio-based economy that can provide solutions to real-world problems.

The United States annually imports hemp and hemp products at an estimated value of 500 million dollars. Hundreds of PA farmers and entrepreneurs have already expressed a desire to supply the national demand for hemp and its products not only to reap the economic benefits, but to create many products that can proudly be labeled "100% Made in the USA". With our rich agricultural heritage and our first class universities and research facilities, Pennsylvania should absolutely be a leader in this new industry.

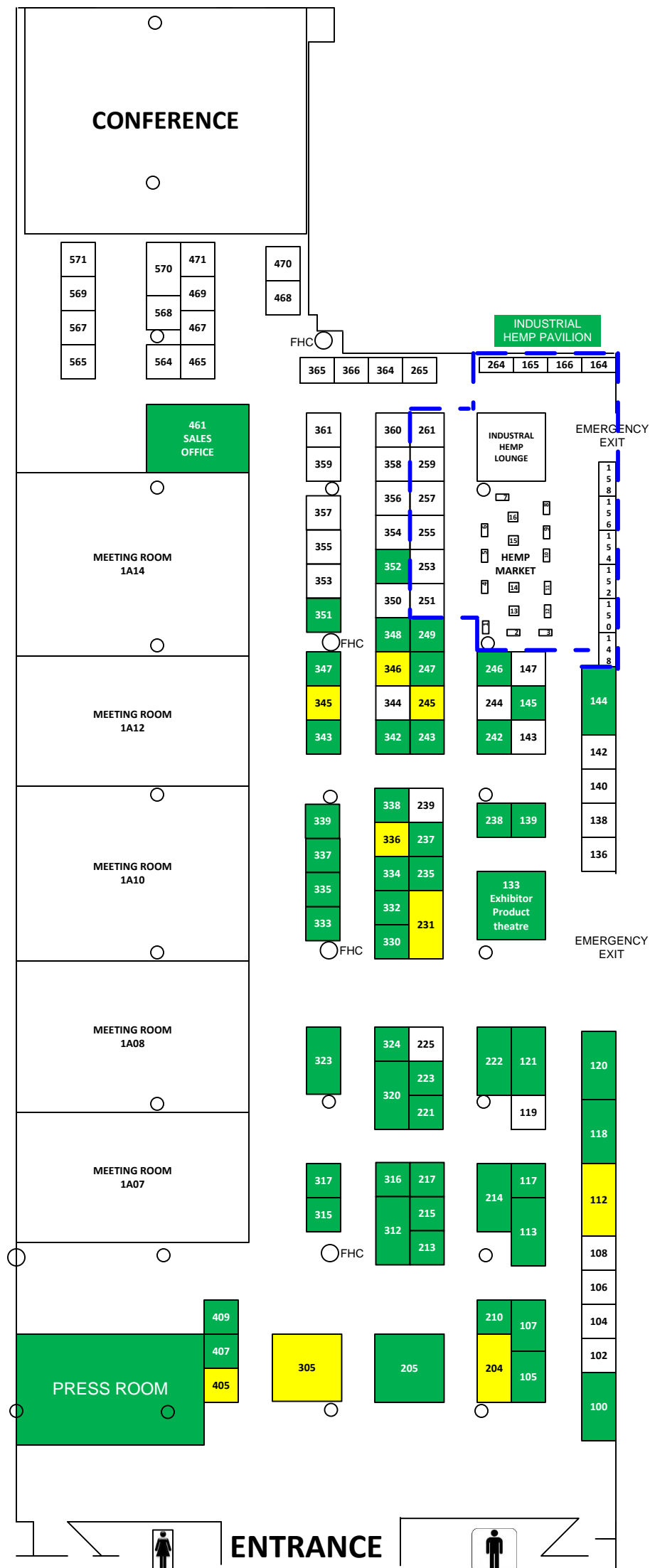
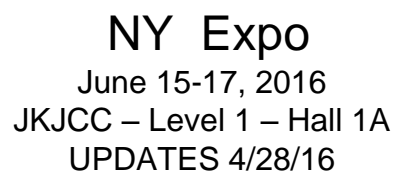
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2016 Industrial Hemp Pavilion Pricing

New York - June 15-17, 2016

Hemp Display Table \$750.00 per table

Total: \$750.00

Hemp Starter Booth

50 Sq. Ft. \$1,750.00

Total: \$1,750.00

Basic Booth

\$56.95 per square foot

100 Sq. Ft. \$5,695.00

Total: \$5,695.00

Turn-Key Booth

\$61.95 per square foot

100 Sq. Ft. \$6,195.00

Total: \$6,195.00

Featured Booth

\$66.95 per square foot

100 Sq. Ft. \$6,695.00

Total: \$6,695.00

**Sector
Exclusive****Platinum Sponsor****\$28,000**
(Value \$55,500)

1. Exhibit space: furnished booth with carpet, electrical (500w with multi-box), with a 6'-draped table, 2 chairs, wastebasket, pipe & drape, company ID sign
2. Dedicated session in the Conference program (topic and speakers subject to review and approval)
3. Enhanced company listing on event website with logo, company URL, company name, booth number, 150-word description
4. Full-page 4-color ad in the show guide
5. Logo and link on home page and sponsorship page of www.cwcbexpo.com
6. Logo on the sponsors page of the show guide and on the sponsors billboard at the show
7. Enhanced company listing in the show guide including company logo
8. Fifteen (15) full access passes for your chosen guests (full conference and exhibits)
9. Unlimited no charge exhibit passes for your top tier clients and prospects (exhibit floor only)
10. Company logo and platinum sponsorship featured in pre-show promotions
11. Company logo and platinum sponsorship featured in post-show emails to attendees
12. Company logo and platinum sponsorship on the event's entrance unit
13. Custom 2-sided 3' x 8' billboard in the lobby outside the expo hall
14. Insert into the official show bag distributed to all attendees
15. Bonus of 100 Priority Points for selecting booths at future shows

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**Sector
Exclusive****Gold Sponsor****\$18,000**
(Value \$38,500)

1. Exhibit space: furnished booth carpet, electrical (500w with multi-box), with a 6' draped table, 2 chairs, wastebasket, pipe & drape, company ID sign
2. Enhanced company listing on event website with logo, company URL, company name, booth number, 150-word description
3. Full-page 4-color ad in the show guide
4. Logo and link on home page and sponsorship page of www.cwcbexpo.com
5. Logo on the sponsors page of the show guide and on the sponsors billboard at the show
6. Enhanced company listing in the show guide including company logo
7. Twelve (12) full access passes for your chosen guests (full conference and exhibits)
8. Unlimited no charge exhibit passes for your top tier clients and prospects (exhibit floor only)
9. Company logo and gold sponsorship featured in pre-show and post-show emails
10. Company logo and gold sponsorship on the event's entrance unit
11. Insert into the official show bag distributed to all attendees
12. Bonus of 50 Priority Points for selecting booths at future shows

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**Sector
Exclusive****Silver Sponsor****\$14,000**

(Value \$26,750)

1. Exhibit space: furnished booth carpet, electrical (500w with multi-box), with a 6' draped table, 2 chairs, wastebasket, pipe & drape, company ID sign
2. Enhanced company listing on event website with logo, company URL, company name, booth number, 150-word description
3. Half-page 4-color ad in the show guide
4. Logo and link on home page and sponsorship page of www.cwcbexpo.com
5. Logo on the sponsors page of the show guide and on the sponsors billboard at the show
6. Enhanced company listing in the show guide including company logo
7. Eight (8) full access passes for your chosen guests (full conference and exhibits)
8. Unlimited no charge exhibit passes for your top tier clients and prospects (exhibit floor only)
9. Company logo and silver sponsorship featured in pre-show and post-show emails
10. Company logo and sponsorship on the event's entrance unit
11. Bonus of 30 Priority Points for selecting booths at future shows

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Exclusive**Show Guide And Directory Sponsor****\$25,000**

1. Exhibit space at the CWCBE.
2. You'll be featured as the Show Guide and Directory Sponsor in outward facing communications to potential and attending media, attendees, and exhibitors.
3. Your logo as Show Guide and Directory Sponsor on the 2016 NY CWCBE website (www.cwcbexpo.com)
4. Your new product information, press kits, press gifts will be placed on the front registration desk and next to Show Guide distribution designated areas.
5. Signage in the lobby registration area recognizing you as the exclusive Show Guide and Directory sponsor.
6. Inclusion in a press release announcing your Show Guide and Directory Sponsorship.
7. Recognition throughout the Show Guide and Directory as the exclusive sponsor.

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Exclusive**Press Office And Media Booth Sponsor \$20,000****Maximize your presence to the media as the Exclusive Sponsor of the Press Office!**

1. You'll be featured as the Press Office sponsor in outward facing communications to potential and attending media.
2. Your logo as Press Office Sponsor on the 2016 NY CWCBE website (www.cwcbexpo.com)
3. Your new product information, press kits, press gifts will be placed on the front registration desk and handed out to the registered press.
4. Signage recognizing you as the Exclusive sponsor in the Press Office.
5. Exposure to Conference Speakers & pitched to media looking for story ideas at CWCBE in NY.
6. Pre-Registered Press List prior to the event & final press list after the event.
7. Inclusion in the CWCBE NY Media Advisory announcing your Press Office Sponsorship
8. Recognition as the Press Office and media Booth Sponsor in a 1/2 page spread in "Cannabis Enterprise" which is also the CWCBE Show guide
9. A complimentary meeting area made available for press briefings and meetings on Thursday and Friday.

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Branding Options

Aisle Sign Sponsorship

\$2,500

EXCLUSIVE - Imagine your logo and booth number on a 3' x 6' sign hanging from all aisle signs. Your prospects will have no trouble finding your company when they see your logo overhead. It is also one of the very few opportunities on the show floor outside of the booths. *Artwork provided by the sponsor, we provide the signage.*



Badge Holder

\$1,700

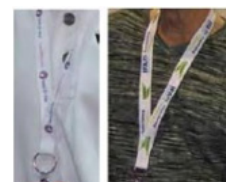
EXCLUSIVE - Watch as every attendee and exhibitor promotes your brand and booth number as they walk the show floor. Your message will be in every badge holder and visible to everyone at the show. This is a great way to drive traffic to your booth. *Artwork provided by sponsor, we produce inserts.*



Badge Lanyard

\$5,000

EXCLUSIVE - Your company name will be seen throughout the show when you sponsor the badge lanyards. These branded lanyards are given to every attendee and exhibitor at registration and used to hold their badge. It's a walking advertisement for your company that will be seen in every booth, session and networking event at the show. *Artwork provided by sponsor, we produce lanyard.*



Meter Board Free-Standing Advertising

\$2,500

Watch attendees as they stop to read your billboard in the lobby outside the expo hall. These 2-sided meter boards (3' x 8') will catch the attention of every attendee and exhibitor as they enter and leave the show floor. Use this innovative marketing medium to increase your branding and drive traffic to your booth. *Artwork provided by sponsor, we produce the billboard.*



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**Branding
Options**
Expo Floor Graphics
1 Location: \$750
2 Locations: \$1,500

Get on the path to brand visibility with these great floor graphics. There are a multitude of locations on the show floor to lay these customized graphics as booth locators, directionals, and reminders to attendees to stop by and learn about your products. Graphics are 4-color and 30" x 30". *Exhibitor provides artwork. We produce and install the graphics at the show.*


Footprints to Your Booth
(Limited to 3 Sponsors)
2 Color: \$2,500
4 Color: \$3,000

Imagine a path of footsteps from the expo entrance right to your booth – each footprint has your logo and booth number. *Exhibitor provides artwork. We produce and install the footsteps at the show.*


Official Attendee Show Bag
(Single or Shared Sponsor)
Single: \$8,500
Shared: \$5,000

See your brand coming and going. Take advantage of one of the most visible sponsorships – the official event show bag. Attendees walk the floor, attend seminars and visit other booths with your logo and message for everyone to see. The best part? Attendees collect information at the expo and take the bag home. As an added bonus, the bag sponsor gets an insert into the bag making the sponsorship even more valuable. *Exhibitor provides artwork and insert. We produce and distribute the bags.*

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**Branding
Options**
Official Show Bag Insert
\$950

Promote your company in every show bag provided to every attendee as they enter the show. You can include a flyer, brochure or promotional item that will catch the attention of every attendee. Plus you get two for one – attendees will see it when they open their bag at the show and when they go through the bag when they get back to their company. *Inserts provided by sponsor; limited to 1 insert per sponsor.*

Show Entrance Panel Advertising
Shared Sponsor Panel
\$1,750
(Limited to 4 Logos per Panel)
Single Sponsor Panel
\$4,200
(Exclusive Logo on Panel)

Every brand wants to make a splash as attendees enter the show floor. There's no better way to reach your audience than this billboard right at the show entrance. This billboard is high visibility and you can use it as another opportunity to drive traffic to your booth. *Exhibitor provides artwork. We produce the billboard.*

Banners, Banners, Banners
Cost Varies
Registration and Show Floor Opportunities

Be instantly visible from the moment attendees enter the convention center lobby. A prime, prominent location features your logo, message and booth number, delivering a bold call to action sure to resonate with your prospects. *Contact your account representative for size and pricing.*


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**Branding
Options**
Entrance and Show Floor Column Wraps

11'11" - Banner Provided	\$2,395
11'11" - We Create Banner	\$2,995
13'6" - Banner Provided	\$2,895
13'6" - We Create Banner	\$3,495
18'10" - Banner Provided	\$3,395
18'10" - We Create Banner	\$3,995



Columns at entrances to our Show Hall and Floor feature your brand in a huge way: Your 8' high graphics are an ideal way to attract qualified candidates to your booth, or choose other columns throughout the exhibit floor to promote your concept.

Show Entrance Unit

Four Sponsors, each	\$895
Single Sponsor (exclusive)	\$4,200

Every brand wants to make a splash as visitors enter the IFE expo floor. There's no better way to be top of mind than this billboard opportunity right at the IFE show entrance. Pump up your development efforts with a great call to action along with your booth location – this billboard has high visibility and you can use it as another opportunity to drive traffic right to your booth!


Restroom Mirror Graphics
\$1,499

We all know the one place we all need to go - so why not deliver your message to show attendees in the restrooms! These 30" x 30" clings stick right on the mirror so there's no chance your message will be missed! *Your graphic will appear in each restroom.*

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Show Guide And Directory: 2016 Advertising Rates & Contract (page 1 of 2)

Advertiser: _____

Contact Name: _____

Email: _____ Phone: _____

Address: _____

Issue:* ☐ New York Show Guide * Consult Ad Representative for Two-Issue Discount
☐ Los Angeles Show Guide

Display Ad:	<input type="checkbox"/> Full Page	\$1,799
	<input type="checkbox"/> 1/2 Page Horizontal	\$999

Display Ad Premium Placement:	<input type="checkbox"/> Inside Front Cover	\$2,499
	<input type="checkbox"/> Inside Back Cover	\$2,499
	<input type="checkbox"/> Back Cover	\$2,999

Other Available Options:	<input type="checkbox"/> Belly Band	TBD*	* Consult Ad Representative for pricing
	<input type="checkbox"/> Insert	TBD*	
	<input type="checkbox"/> Specially Placed Two-Page Spread	TBD*	

Display Specs:

Full Page Ad: Trim: 8.5"W x 11"H; Bleed: 8.75"W x 11.25"H; Live Area: 7.625"W x 10.125"H

Half Page Ad: 7.625"W x 4.875"H; No Bleeds

Company/Business/Executive Profile:	<input type="checkbox"/> 1,500 Word Profile Placement	\$1,000
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Digital Ad Enhancements:	<input type="checkbox"/> Left of Cover Placement	\$1,999
(Consult Ad Representative for Specs)	<input type="checkbox"/> Belly Band	\$999
	<input type="checkbox"/> Ad Jolt (animation)	\$799
	<input type="checkbox"/> Other Sponsorship Placements	\$499
	<input type="checkbox"/> Insert/Blow-in Card	\$499
	<input type="checkbox"/> Video	\$499
	<input type="checkbox"/> Lead-Generation	\$249

Total Price: \$ _____

Sales Contact Info:

Susan Reuter / President of Sales / sreuter@leexpos.com / 201 881-1620

Marilene Ramos / Vice President of Sales / mramos@leexpos.com / 201 881-1642

Katey Giammatteo / National Sales Manager / kgiammatteo@leexpos.com / 201 580-2054

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Show Guide And Directory: 2016 Advertising Rates & Contract *(page 2 of 2)*

Terms

1. Cannabis World Congress & Business Exposition (hereafter "Publisher") reserves the right to reject any advertising that does not conform to publication standards.
2. Advertisers and advertising agencies assume joint liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the Publisher from any claim or action based on the content of any advertisement published.
3. Publisher holds advertisers and/or their agents jointly and severally liable in the event of non payment, for such monies owed without commission as are due and payable to the Publisher.
4. Positioning of advertisements is at the discretion of the Publisher, unless the advertiser has specifically contracted for premium position.
5. Any deliberate attempt to simulate the publication's format is prohibited. Publisher reserves the right to place the word "advertisement" on copy which, in the Publisher's opinion, resembles editorial matter or, in extreme cases, reject the advertisement unless it is redone, at the advertiser's expense, in a format that does not simulate editorial matter.
6. Prepayment and satisfactory credit references are required from first-time advertisers. NO credit is allowed on classified advertising.
7. Advertisers will be billed at the one-time rate unless contract and insertion orders specify higher frequency. Advertisers not fulfilling contracted frequency will be short-rated. Payment is due on invoicing.
8. Insertions on an account carrying a previous balance extending beyond 60 days from date of invoice will not be accepted. Accounts delinquent 90 days may be turned over to a collection agency.
9. Insertion orders canceled after published space closing date will be billed at earned-space rate. All cancellations must be made in writing no later than the published space closing date.
10. If the type, border or content of an advertisement does not reproduce satisfactorily, the Publisher reserves the right to alter it at the advertiser's expense.
11. Claims for errors in advertising must be brought to the Publisher's attention within 30 days following publication date. If the advertisement runs again with the same error, the advertiser is responsible.
12. These terms and conditions shall apply to all advertising accepted by the Publisher, and these terms and conditions supersede any advertiser contract clauses.
13. It is the Exhibitor's sole responsibility to comply with all Federal, State, Local and Municipal Laws governing their business. The Exhibitor expressly represents and warrants that Exhibitor will indemnify Leading Edge Expositions, LLC, from all claims resulting from a breach of this warranty. The person signing this document expressly represents and warrants Leading Edge Expositions, LLC, that he/she is authorized by Exhibitor to bind it to the terms and conditions hereof. The signer of this document understands and agrees that he/she is personally bound and liable pursuant to the terms and conditions hereof in the event that such authority to bind the Exhibitor does not actually exist.

☐ American Express ☐ Visa ☐ MasterCard ☐ Discover

Credit Card#: _____ Exp. Date: ____ / ____ Security Code: _____

Billing Zip Code: _____ Amount: \$_____ Cardholder's Name: _____

Signature: _____ Date: _____

For Office Use Only

Accepted: _____ Date: _____ Notes: _____

Cannabis World Congress & Business Exposition, a division of Leading Edge Expositions, LLC, 210 East Route 4, Suite 204, Paramus, NJ 07652

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