



EMERGE

Virtual
Cannabis
Conference

THE FUTURE OF CANNABIS

EVENT OUTLINE

EMERGE VIRTUAL CANNABIS CONFERENCE & EXPO

[Click Here to Watch Emerge Promo](#)



THREE THINGS WE KNOW

- Cannabis is an essential business
- Events are the industry's lifeblood for connections and business growth
- Demand and need for premium virtual events will continue into 2021 and beyond

Produced in partnership with the cannabis industry's leading media outlets and organizations, the Emerge Virtual Cannabis Conference & Expo is a live three-day kick-off leading to 90 days of extended learning, networking, and business on the most experiential platform in the world.

This extraordinary event is truly interactive. Attendees use personalized avatars to walk the event floor, visit sponsor booths, and engage with other attendees in Q&A, session voting, business card exchange, and sponsor booth touchpoints.

The Emerge Exhibitor Difference

- Lead Generation, Thought Leadership, High-Impact Placement
- Customized 3D booths with attendee engagement icons (not a square on a screen)
- Measurable results: visitor traffic, engagement, and more
- Extended engagement for 90 days beyond the live event for demos, content, product launches, and meetings

Emerge is THE virtual place to learn, network, and get business done. This is the future of cannabis, here, now.

EVENT PLATFORM

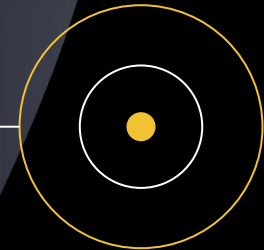
EMERGE VIRTUAL CANNABIS CONFERENCE & EXPO



Using the state-of-the-art Hyperfair platform, our attendees can join live sessions, watch pre-recorded seminars, and network with speakers, exhibitors, and other participants.



Conference guests can also view product demonstrations while interacting with other live attendees.



EMERGE EVENT THEMES



SPRING 2021: MARCH 30 - APRIL 1 CULTIVATION & SUSTAINABILITY

- Innovative Cultivators
- Sustainable Growth Technologies
- Best Practices + New Techniques
- Lighting, Grower Tech, and Tools
- Cannabis and the Organic Market

FALL 2021: SEPTEMBER 14 - 16 PACKAGING, RETAIL, AND WELLNESS

- Responsible Materials Sourcing
- Sustainable Packaging
- Cannabis Health & Wellness Products
- High-Profile Influencers & Partners
- Packaging Innovations
- Retail Strategies: Staffing, Display & Tech

SUMMER 2021: JUNE 22 - 24 CONCENTRATES & COMPLIANCE

- Extraction Tech Today
- Growth & Opportunities in Concentrated Cannabinoids
- Tinctures, Terpenes, and Customization
- Compliance Updates and Issues

WINTER 2021: DECEMBER 14 - 16 INNOVATORS & EMERGING TECH

- Innovator of the Year
- Most Innovative Products
- Leadership Profiles
- Sustainability Awards
- Cannabis Tech Trends
- Advocacy Update

TOPICS COVERED

CANNABIS SALES & MARKETING



Explore creative and engaging marketing techniques designed to drive sales, gather data, and amplify brand identity while maintaining compliance.

CANNABIS BUSINESS STRATEGY



Showcasing the best and brightest in the industry, highlighting innovation, best practices, emerging technology, and insights into the future of the sector.

INTERNATIONAL BUSINESS



Highlighting the latest innovations arising from the global cannabis community, including trends, collaboration opportunities, and pertinent legislative concerns.

CANNABIS SCIENCE & RESEARCH



Leading scientists will share the latest research, advancements, and technology innovating cannabis for the cultivation, business, and health markets.

CANNABIS HEALTH & WELLNESS



Explores the rapidly expanding health & wellness sector, including trends in CBD, medical marijuana, and lifestyle products like edibles, beverages, hemp products & more.

PITCH CONTEST



Select executives, investors, and industry analysts will evaluate each pitch and recommend their top picks for an investment fund pool.

EMERGE - BY THE NUMBERS



The first Emerge Virtual Cannabis Conference & Expo received great feedback via social media and word of mouth. Here are a few broad strokes on key figures from the show:

BUSINESS CARDS EXCHANGED

OVER 19,000 BUSINESS CARDS WERE
PASSED AMONG ATTENDEES AT THE
SHOW

ATTENDEES

OVER 1,600 ATTENDEES MADE FOR ONE
OF THE LARGEST VIRTUAL EVENTS IN
THE CANNABIS INDUSTRY

TIME SPENT IN EMERGE

THE AVERAGE TIME SPENT ON A
VIRTUAL EVENT IS 45 MINUTES.
PEOPLE SPENT OVER 2 HOURS IN THE
EMERGE PLATFORM

CONVERSATIONS

OVER 9,800 CHATS TOOK PLACE
BETWEEN ATTENDEES AND EXHIBITORS
OVER THE 3 DAY KICK-OFF PERIOD

EXHIBITORS

90 EXHIBITORS PACKED THE PAVILIONS
FROM A MULTITUDE OF CATEGORIES IN
OUR INDUSTRY

SESSIONS

40 EDUCATIONAL AND INSPIRING SESSIONS
FROM PEOPLE SUCH AS STEVE DEANGELO,
WANDA JAMES, JIM BELUSHI, RICKY
WILLIAMS, JULIAN MARLEY AND MANY
OTHER HIGH PROFILE NAMES

MARKETING EMERGE

THE STRATEGY

Event marketing will be done primarily through social/digital channels of those participating in the event. Emerge will partner with multiple media outlets, PR agencies, influencers, celebrities, and brands to guarantee frequency and reach across the entire cannabis industry. Earned and unearned media will be utilized to ensure awareness and attendance.

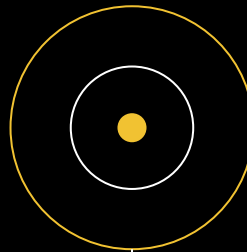
Additionally, each issue of *Cannabis & Tech Today* magazine will tie in with the theme of every Emerge Conference creating an award-winning physical companion to the virtual events. Every attendee will have access to the publication in print or digital form and will also receive other media elements from partners and sponsors to activate the program.

SOCIAL REACH 1MM

The projected combined social following of all event partners. This will include media outlets, influencers, brands, and celebrities sharing the event details to their followers.

EMAIL CAMPAIGN 100K

The projected combined email list of all event partners. This will primarily include media outlets and brands sharing the event details to their respective email lists.



WEB IMPRESSIONS 10MM

The projected combined total digital impressions from the event marketing campaign. This will include all mentions of the event from partners and organically from fans and press.

PRINT IMPRESSIONS 1MM

Projected number of print and digital impressions from four quarterly issues of *Cannabis & Tech Today* aligned with each event.

SPONSORSHIPS

PLATINUM SPONSOR - \$15,000 FOR 3 MONTHS (1 AVAILABLE)

PLATINUM VIRTUAL BOOTH IN EMERGE RECEPTION AND PAVILION



Multiple booth layouts available.

Non-profit organizations receive 30% off their sponsorship price.

- Biggest Booth on the floor (5000 square feet) with best-in-show positioning
- Up to 3 virtual booth assistants, 24/7, complimented by your live sales team
- ROI reporting tools including all event contact info and data
- Up to 12 products featured in 3D rendition
- 6 wall graphics throughout the booth for maximum impact
- 6 posters
- Up to 6 videos
- 2 bulletin boards
- Up to 20 different downloadable brochures



SPONSORSHIPS

PLATINUM SPONSOR - BENEFITS

- 100 All-Access complimentary tickets
- Logos on marketing emails and event collateral throughout
- Platinum booth
- 10 dedicated social media posts from Emerge and various media partners
- Double Page Spread OR two full pages inside *Cannabis & Tech Today* (print and digital editions)
- 50% off any AD buy of *Cannabis & Tech Today* media packages *
- 2 sponsorships of *Cannabis Tech Talks* Podcast
- 15 (30-second) commercials played throughout event
- Editorial consideration for the next issue of *Cannabis & Tech Today*
- 5-minute presentation welcome to kick off event
- Main logo on virtual swag bag
- 2 dedicated email blasts to Emerge attendees and 2 dedicated email blasts to C&T Today's 10k subscribers
- Placement of virtual product or discount code in Swag Bag

PLATINUM SPONSOR PRICING (1 AVAILABLE)

- \$15,000 FOR 3 MONTHS
- \$45,000 FOR 12 MONTHS

*See terms and conditions on page 17.



SPONSORSHIPS

GOLD SPONSOR - \$9,500 FOR 3 MONTHS

GOLD VIRTUAL BOOTH IN EMERGE PAVILIONS

20%
Upcharge
for
Reception
Placement



Multiple booth layouts available.

Non-profit organizations receive
30% off their sponsorship price.

- 2nd Biggest Booth on floor (2500 square feet) with prime placement
- 2 virtual booth assistants, 24/7, complimented by your live sales team
- ROI reporting tools including all event contact info and data
- Up to 8 products featured in 3D rendition
- 4 wall graphics throughout the booth for maximum impact
- 5 posters
- Up to 3 videos
- 1 bulletin board
- Up to 10 different downloadable brochures



SPONSORSHIPS

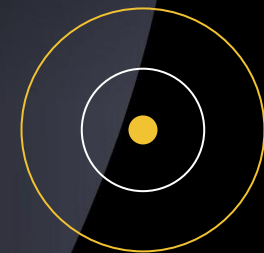
GOLD SPONSOR - BENEFITS

- 50 All-Access complimentary tickets
- Logos on marketing emails and event collateral throughout
- Gold booth
- 5 dedicated social media posts from Emerge and various media partners
- One full page AD in the next issue of *Cannabis & Tech Today* (print and digital editions)
- 50% off any AD buy of *Cannabis & Tech Today* media packages *
- 1 sponsorships of *Cannabis Tech Talks* Podcast
- 8 (30-second) commercials played throughout event
- Editorial consideration for the next issue of *Cannabis & Tech Today*
- 1 dedicated email blast to Emerge attendees and 1 dedicated email blast to C&TT's 10k subscribers
- Placement of virtual product or discount code in Swag Bag

GOLD SPONSOR PRICING

- \$9,500 FOR 3 MONTHS
- \$28,500 FOR 12 MONTHS

*See terms and conditions on page 17.

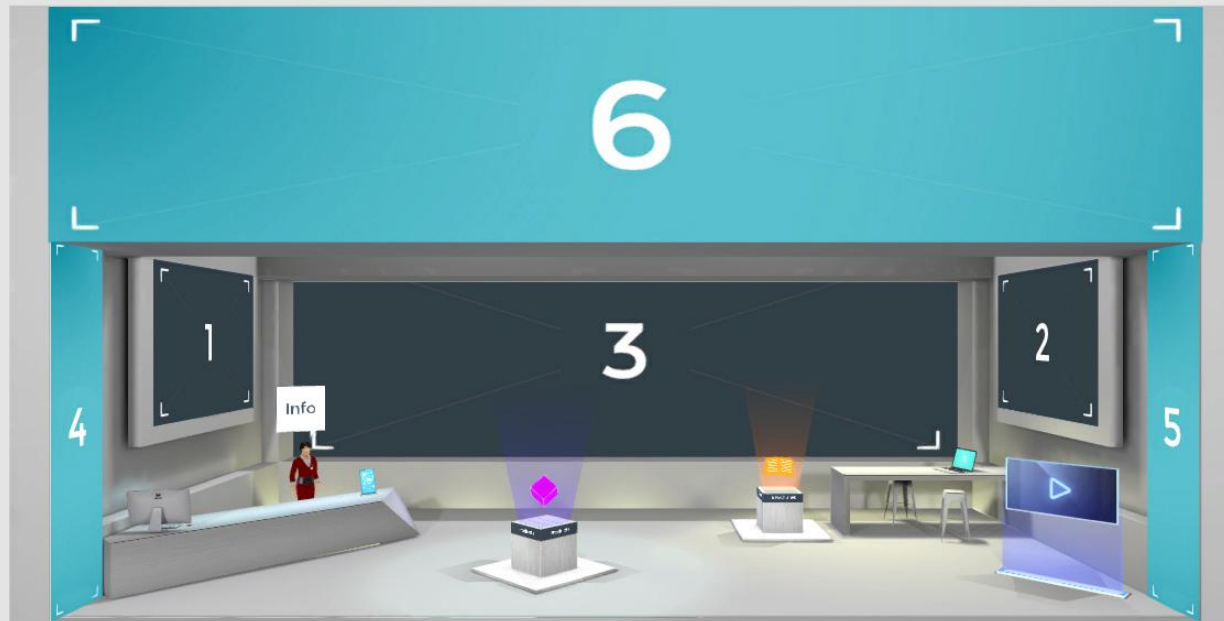


SPONSORSHIPS

SILVER SPONSOR - \$4,950 FOR 3 MONTHS

SILVER VIRTUAL BOOTH IN EMERGE PAVILIONS

20%
Upcharge
for
Reception
Placement



Multiple booth layouts available.

Non-profit organizations receive
30% off their sponsorship price.

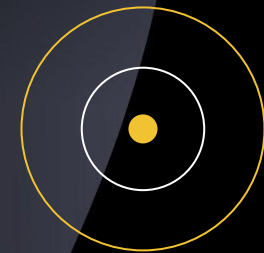
- 3rd Biggest Booth on floor (900 square feet)
- 1 virtual booth assistant, 24/7, complimented by your live sales team
- ROI reporting tools including booth info and data
- Up to 4 products featured in 3D rendition
- 3 wall graphics throughout the booth for maximum impact
- 3 posters
- 1 video
- 1 bulletin board
- Up to 5 different downloadable brochures



SPONSORSHIPS

SILVER SPONSOR - BENEFITS

- 25 All-Access complimentary tickets
- Logos on marketing emails and event collateral throughout
- Silver booth
- 2 dedicated social media posts from Emerge and various media partners
- 50% off any AD buy of *Cannabis & Tech Today* media packages *
- 4 (30-second) commercials played throughout event
- Logo placed on sponsor wall and Emerge website
- Placement of virtual product or discount code in Swag Bag



SILVER SPONSOR PRICING

- \$4,950 FOR 3 MONTHS
- \$14,850 FOR 12 MONTHS

*See terms and conditions on page 17.

SPONSORSHIPS

BRONZE SPONSOR - \$2,950 FOR 3 MONTHS

BRONZE VIRTUAL BOOTH IN EMERGE PAVILIONS

20%
Upcharge
for
Reception
Placement



Non-profit organizations receive
30% off their sponsorship price.

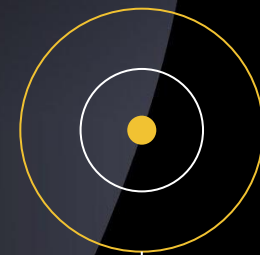
- Booth on floor (400 square feet)
- 1 virtual booth assistant, 24/7, complimented by your live sales team
- ROI reporting tools including booth info and data
- 1 product featured in 3D rendition
- 2 wall graphics throughout the booth for maximum impact
- 1 posters
- 1 video
- 1 bulletin board
- 1 downloadable brochure



SPONSORSHIPS

BRONZE SPONSOR - BENEFITS

- 10 All-Access complimentary tickets
- Logos on marketing emails and event collateral throughout
- Bronze booth
- 1 dedicated social media post from Emerge and various media partners
- 50% off any AD buy of *Cannabis & Tech Today* media packages *
- 2 (30-second) commercials played throughout event
- 1 Emerge newsletter featured sponsor
- Logo placed on sponsor wall and Emerge website
- Placement of virtual product or discount code in Swag Bag



BRONZE SPONSOR PRICING

- \$2,950 FOR 3 MONTHS
- \$8,850 FOR 12 MONTHS

*See terms and conditions on page 17.

SPONSORSHIPS

BENEFITS COMPARISON

FEATURES	PLATINUM \$15,000	GOLD \$9,500	SILVER \$4,950	BRONZE \$2,950
TICKETS	100	50	25	10
LOGO INCLUSIONS	●	●	●	●
BOOTH LEVEL	PLATINUM	GOLD	SILVER	BRONZE
SOCIAL POSTS	10	5	2	1
PRINT/DIGITAL AD	2 PAGES	1 PAGE	—	—
AD DISCOUNT	●	●	●	●
PODCAST SPONSOR	2 SPONSORSHIPS	1 SPONSORSHIP	—	—
30 SECOND COMMERCIAL	15	8	5	2
PRESENTATION	●	—	—	—
LOGO ON SWAG BAG	●	●	—	—
EMAIL BLAST	4	2	—	—
SWAG INCLUSION	●	●	●	●
MARKETING PACKAGE	●	●	●	●

EMERGE

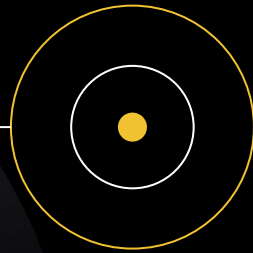
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For more information on Sponsorship Opportunities, please contact:

Steven Higgins

shiggins@innotechtoday.com

DIRECT: +1 (727) 771-5998



Please be aware, space is extremely limited and reserved on a first-come basis.

Payment is due net 3 days from confirmation.

Please note that we do offer a 5% discount for multiple event sponsorships.

This guarantees the sponsorship level you requested for future events and it also ensures you get the best rate available, even if there are rate increases later.

Guaranteed rate protection and exhibit floor positioning, with a discount.

50% off Cannabis & Tech Today coupon expires 30 days after initial agreement.

