

#CannabisCaucus



# QUARTERLY CANNABIS CAUCUSES

Where the cannabis industry's leaders  
connect to make their voices heard

## Event Guide & Sponsorship Opportunities

**Brian Gilbert**  
Events Coordinator

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**Office:** 303.223.4135

### What are Quarterly Cannabis Caucuses?

B2B focused member meetings held quarterly in the cannabis industry's most active markets.

Each event is designed to equip cannabis business professionals with tools to help change cannabis laws while offering a consistent opportunity for members to showcase their services and forge meaningful connections for future collaboration.

### Why Sponsor?

Gain exposure for your brand to nationwide network of nearly 1,000 member businesses, established cannabis business owners, industry leaders, key decision makers and elected officials while supporting the only national trade association representing the cannabis industry on the federal level.

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# CAUCUS SNAPSHOT

NCIA's Quarterly Cannabis Caucuses will be held in the cannabis industry's 12 most active regions on Tuesdays and Thursdays throughout 2016 during the first month of each new quarter.

Sponsorship opportunities are being made available to current NCIA member businesses in order to gain valuable exposure for their brand to our nationwide network of nearly 1,000 businesses while also supporting our working advancing the cannabis industry on Capitol Hill.

Sponsorship of these events will offer consistent access to our membership base in an intimate setting in order to facilitate meaningful face-to-face connections offering a true return on investment.



**48 EVENTS**



**500+ ATTENDEES QUARTERLY  
2000+ ATTENDEES ANNUALLY**



**12 REGIONS**

Interested in sponsoring one or a series of these events throughout the year? Continue on to learn more about pricing and specific benefits along with associated discounts for annual packages or recurring purchases.

Don't forget! Sponsorship opportunities for Quarterly Cannabis Caucus and Cannabis Business Summit® events are only offered to current NCIA members. Not yet a member of NCIA? Join before finalizing your purchase by heading to [thecannabisindustry.org/join](http://thecannabisindustry.org/join) or calling (888) 683-5650 today.



# PRICING & BENEFITS

## PREMIER SPONSORSHIP PACKAGE - \$750

(limited to two per event)

- Dedicated space for free-standing banner setup near stage, buffet or registration area;
- 6' x 6' booth to display products, distribute marketing materials & engage attendees;
- Inclusion of marketing materials in folder given to all attendees at check-in;
- Dedicated slide in sponsor slideshow displayed throughout the event (when applicable);
- Logo impression and website link displayed on event ticketing page;
- Logo impression and website link included in all e-mail invitations for each event;
- Logo impressions on all postal mail invites & physical marketing materials (when applicable);
- Eight tickets to each event;
- 5 minutes to address attendees from stage on topic agreed upon beforehand with NCIA; and
- Attendee contact information following the event (dependent upon opt-in during registration).

## SUPPORTING SPONSORSHIP PACKAGE - \$500

- Dedicated space for free-standing banner setup near stage, buffet or registration area;
- Inclusion of marketing materials in folder given to all attendees at check-in;
- Logo impression in sponsor slideshow displayed throughout the event (when applicable);
- Logo impression and website link displayed on each event ticketing page;
- Business listing and website link included in all e-mail invitations for each event;
- Business listing on postal mail invites and physical marketing materials (when applicable);
- Four tickets to each event; and
- Recognition by NCIA staff member from stage during address to attendees.



# PACKAGE DISCOUNTS

Interested in securing sponsorship of more than one region per quarter or more than one quarter throughout the entire year? Review our discounts below for a more cost effective way of sponsoring these events. Not able to find the best configuration to fit your needs? We're here to serve you so please reach out to us in order to create the perfect package to suit your budget.

Number of Events	Discount Applied
4 - 12	10%
12 - 24	15%
24 - 36	20%
36 - 48	25%

In addition to these discounted bulk rates all sponsors which purchase a package listed above will be eligible for a 5% discount on all Cannabis Business Summit '16 packages as well. Already purchased a sponsorship for CBS16? Don't worry! We'll simply apply the discount retroactively if payment is still required or refund the cost from your purchase now.

Don't miss your opportunity to take part in our largest event of the year which will be bringing together nearly 3,000 industry professionals for 3 days of educational workshops, seminars & tours along with an expo floor featuring over 100 exhibitors showcasing the most innovative products and services this industry has to offer.

Coupling your purchase will not only offer invaluable exposure across the country at our regional events but also elevate your brand at the cannabis industry's most influential gathering of industry leaders, elected officials, accredited investors and key policymakers from across the globe.

View more information on current packages still available by going to [www.cannabisbusinesssummit.com/exhibit](http://www.cannabisbusinesssummit.com/exhibit) or by contacting Byron Minganelli, Director of Strategic Partnerships, at [byron@gsmiweb.com](mailto:byron@gsmiweb.com) or (888) 409-4418.

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# DATES & LOCATIONS

REGION	CITY	ST	Q1	Q2	Q3	Q4
Oregon	Portland	OR	1/12/2016	4/12/2016	7/12/2016	10/11/2016
Washington	Washington	DC	1/12/2016	4/12/2016	7/12/2016	10/11/2016
Northeast	Boston	MA	1/14/2016	4/14/2016	7/14/2016	10/13/2016
Florida	Orlando/Miami	FL	1/14/2016	4/14/2016	7/14/2016	10/13/2016
Midwest	Chicago	IL	1/19/2016	4/19/2016	7/19/2016	10/18/2016
Tri-State	New York	NY	1/19/2016	4/19/2016	7/19/2016	10/18/2016
Colorado	Denver	CO	1/21/2016	4/21/2016	7/21/2016	10/20/2016
Southwest	Phoenix	AZ	1/21/2016	4/21/2016	7/21/2016	10/20/2016
Nevada	Las Vegas	NV	1/26/2016	4/26/2016	7/26/2016	10/25/2016
Southern California	Los Angeles	CA	1/26/2016	4/26/2016	7/26/2016	10/25/2016
Northern California	San Francisco	CA	1/28/2016	4/28/2016	7/28/2016	10/27/2016
Washington	Seattle	WA	1/28/2016	4/28/2016	7/28/2016	10/27/2016

# SPONSORSHIP CONFIRMATION

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Company Name: \_\_\_\_\_

Event Date(s): \_\_\_\_\_

Event Location(s): \_\_\_\_\_

Agrees to provide a financial sponsorship for the National Cannabis Industry Association's **QUARTERLY CANNABIS CAUCUS** designated above.

As a **SUSTAINING/SUPPORTING (please circle)** sponsor, I understand that I will receive the applicable sponsorship opportunities outlined in exchange for a \$\_\_\_\_\_ donation to the National Cannabis Industry Association (NCIA), a 501(c)(6) nonprofit corporation. I further understand that these opportunities will not be valid until this agreement is signed and my payment has been processed by NCIA.

As a sponsor, I agree to provide digital artwork, promotional materials, and a list of my companies guests by the deadlines set forth below.

I understand that I will receive the applicable sponsorship opportunities described below, as long as I provide payment by 30 DAYS AFTER THIS AGREEMENT IS EXECUTED and all of the aforementioned deliverables are provided to NCIA by their respective deadlines.

As a sponsor, I understand that NCIA is relying on my commitment, as represented by this Letter of Agreement (and anything else agreed to in a custom sponsorship package, described in an attachment to this Agreement), to provide funding and/or goods, and that NCIA may not seek additional sponsors, may turn away other potential sponsors, and may make expenditures based on this commitment. I understand that if I do not fulfill my sponsorship obligations I may be liable for damages sustained by NCIA as a result.

Mailing Address: \_\_\_\_\_

Website: \_\_\_\_\_

Contact Name & Company Title: \_\_\_\_\_

I will be sending a check for \$\_\_\_\_\_ to: NCIA, 1410 Grant Street, Suite B301, Denver, CO 80203

I would like to pay by credit card. Authorized amount: \$\_\_\_\_\_

Name on Card: \_\_\_\_\_

Card Type:      Visa      Mastercard      American Express

Card Number: \_\_\_\_\_      Exp. Date: \_\_\_\_ / \_\_\_\_      CCV: \_\_\_\_\_

Billing Address: \_\_\_\_\_      Billing Zip Code: \_\_\_\_\_

Signature of authorized agent: \_\_\_\_\_

Date: \_\_\_\_\_



# SPONSORSHIP CONFIRMATION

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## SPONSOR RESPONSIBILITIES & TIMELINE

- High-res logo artwork as you want it displayed in all marketing material should be e-mailed to [Events@TheCannabisIndustry.org](mailto:Events@TheCannabisIndustry.org) immediately upon execution of this agreement;
- Marketing materials for inclusion in folder given to all attendees at check-in must be mailed to National Cannabis Industry Association, 1410 Grant Street, Suite B301, Denver, CO 80203 immediately upon execution of this agreement;
- List of sponsor guests must be e-mailed to [Events@TheCannabisIndustry.org](mailto:Events@TheCannabisIndustry.org) no later than 48 hours prior to each event. Any guests exceeding the number of tickets included in sponsorship package must be purchased separately through the event website or at the door (subject to availability).

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## CONTACT US TODAY!

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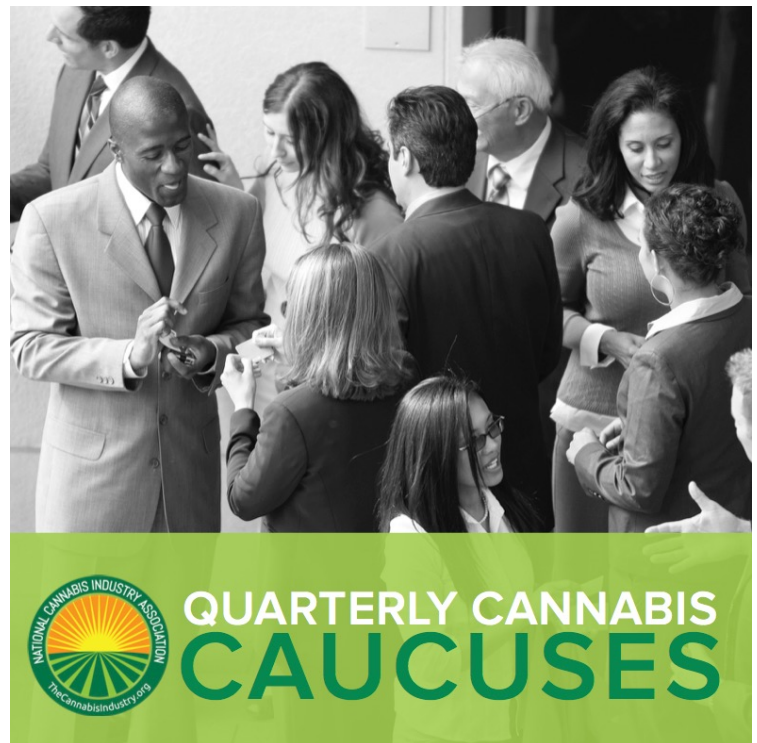
[www.thecannabisindustry.org/events](http://www.thecannabisindustry.org/events)

## ABOUT NCIA'S QUARTERLY CANNABIS CAUCUS SERIES

NCIA's Quarterly Cannabis Caucuses will give you the tools to help change cannabis laws while making meaningful connections with vested industry players.

Each Caucus will be free of charge for current NCIA members and include an in-depth federal policy update from senior NCIA staff or staff from a district congressional office, a comprehensive state and local policy update from a local elected official or a member of NCIA, an informational packet filled with detailed legislative analysis and recent federal policy developments, and an organizational update so you can keep up to date with what NCIA is doing for you.

All of this will be offered as well as the opportunity to network with the leaders in the cannabis industry.



## ABOUT NATIONAL CANNABIS INDUSTRY ASSOCIATION

Established in November 2010, National Cannabis Industry Association (NCIA) is the largest cannabis trade association in the U.S. and the only organization 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.

NCIA is a 501(c)(6) nonprofit trade association representing nearly 1,000 businesses in the state-legal cannabis sector. 75% of contributions may be deductible as a business or trade expense.

Federal Tax Identification #27-3484449.

8 | *NCIA Quarterly Cannabis Caucuses* | [www.thecannabisindustry.org](http://www.thecannabisindustry.org) | (303) 223-4135