



2017 QUARTERLY CANNABIS CAUCUS EVENT SERIES

Event Guide & Sponsorship Opportunities

Following an enormously successful launch across 2016, NCIA's Quarterly Cannabis Caucus event series will be returning in 2017! This year, they will be held in the cannabis industry's 8 most active regions once again on Tuesdays and Thursdays during the first month of each new quarter.

The Quarterly Cannabis Caucuses are B2B focused member meetings held quarterly in the cannabis industry's most active markets. Each event is designed to bring together the local cannabis industry community to network, learn about our recent efforts in DC and equip cannabis professionals with the tools to help change cannabis laws. All this, while offering a consistent opportunity for member businesses to showcase their products and services while forging connections for future collaboration.

Sponsorship opportunities are being made available to current NCIA member businesses to gain invaluable exposure to our nationwide network of over 1,000 businesses, while also supporting our work advancing the cannabis industry on Capitol Hill. Sponsorship of these events will offer routine access to our most established member communities in an intimate setting helping facilitate meaningful face-to-face connections offering a true return on investment.

| 2017 DATES & LOCATIONS | | | | | 2016 CANNABIS CAUCUS EVENT SNAPSHOT | | | |
|------------------------|----------|----------|----------|----------|-------------------------------------|--------------------|---------------|---------------|
| REGION | Q1 DATE | Q2 DATE | Q3 DATE | Q4 DATE | TOTAL ATTENDANCE | AVERAGE ATTENDANCE | TOTAL REACH | AVERAGE REACH |
| Washington | 01/10/17 | 04/11/17 | 07/11/17 | 10/10/17 | 156 | 39 | 31601 | 10534 |
| Northeast | 01/10/17 | 04/11/17 | 07/11/17 | 10/10/17 | 130 | 33 | 26711 | 8904 |
| Colorado | 01/12/17 | 04/13/17 | 07/13/17 | 10/12/17 | 587 | 147 | 52849 | 17616 |
| Tri-State | 01/17/17 | 04/18/17 | 07/18/17 | 10/17/17 | 133 | 33 | 21918 | 7306 |
| Oregon | 01/17/17 | 04/18/17 | 07/18/17 | 10/17/17 | 213 | 53 | 25696 | 8565 |
| So. California | 01/19/17 | 04/20/17 | 07/20/17 | 10/19/17 | 264 | 66 | 42794 | 14265 |
| No. California | 01/24/17 | 04/25/17 | 07/25/16 | 10/24/17 | 321 | 80 | 41371 | 13790 |
| Midwest | 01/26/17 | 04/27/17 | 07/27/16 | 10/26/17 | 168 | 42 | 23577 | 7859 |
| TOTALS | | | | | 1972 | 62 | 139818 | 46606 |

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 Caucuses as well as Cannabis Business Summit® and the Seed to Sale Show™ are only offered to current NCIA members. Not yet a member of NCIA? Join before finalizing your purchase by heading to thecannabisindustry.org/join or calling (888) 683-5650 today.

PACKAGE DETAILS - PRICING & BENEFITS

Premier Sponsorship Package Benefits - \$1500 (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;
- ❖ 2-3 minutes to address attendees from stage on topic agreed upon beforehand with NCIA;
- ❖ Attendee contact information following the event (dependent upon opt-in during registration); and
- ❖ Recognition by NCIA staff member from stage during address to attendees.

Supporting Sponsorship Package Benefits - \$750

- ❖ 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.

| NUMBER OF EVENTS | DISCOUNT APPLIED |
|------------------|------------------|
| 3-8 | 10% |
| 9-16 | 15% |
| 17-24 | 20% |
| 25-36 | 25% |

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.

SPONSORSHIP CONFIRMATION

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 **PREMIER/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 company 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 (cont.)

Premier Sponsorship Package Benefits

- ❖ 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;
- ❖ 2-3 minutes to address attendees from stage on topic agreed upon beforehand with NCIA;
- ❖ Attendee contact information following the event (dependent upon opt-in during registration); and
- ❖ Recognition by NCIA staff member from stage during address to attendees.

Supporting Sponsorship Package Benefits

- ❖ 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.□

Sponsor Responsibilities & Timeline

- ❖ High-res logo artwork as you want it displayed in all marketing material should be e-mailed to 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 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).

CONTACT US TODAY!

Brian Gilbert
Events Manager

Email: brian@thecannabisindustry.org

Office: 303.223.4135

Website: www.thecannabisindustry.org/events

ABOUT NCIA'S QUARTERLY CANNABIS CAUCUS EVENT 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.



#CannabisCaucus

STAY INFORMED. GET CONNECTED. TAKE ACTION.

QUARTERLY CANNABIS CAUCUS

▶ 8 regions over 3 weeks every 3 months ◀

Washington • Northeast • Colorado • Tri-State • Oregon
Southern California • Northern California • Midwest

REGISTER NOW: www.TheCannabisIndustry.org/Events

ADVOCACY. EDUCATION. COMMUNITY.