



# ΔCANNΔBIS

THE FUTURE OF **MEDICINAL CANNABIS**

CONFERENCE  
**MELBOURNE**  
2020

## **Partnership and Exhibition Prospectus**

3 - 4 March 2020 Melbourne, Australia



## Message from the Chair

Things are rapidly evolving in the field of medicinal cannabis with many voices in the conversation. Harnessing the collective talent, knowledge and expertise is critical to seize the opportunities in this high growth industry providing an important new medicine for patients.

To help define and shape the future of this sector, the Australian Medicinal Cannabis Industry has created ACannabis, an international event to be held in Melbourne March 2020. It will be where the medicinal cannabis ecosystem can connect, engage and build a framework to support for patients' well-being, enable best practice, and strengthen growth for the industry.

This event will draw together policy makers, governments, global leaders, healthcare professionals, patients and industry participants to share knowledge, exchange ideas and showcase leading edge industry technologies and opportunities and investment.

ACannabis is the platform to gain a deep understanding of ground-breaking research, an inside perspective on global trends and a unique opportunity for the agtech and medtech sector to have the conversations required to leverage our advantages. It's a place where thought leaders can inspire innovators, patient advocates can connect with cultivators and investors can discover manufacturers.

It's an opportunity for the industry to develop a greater understanding of the medical needs and to build confidence in prescribing medicinal cannabis so patients can assess life-changing medicines.

Australia is well placed to leverage the changing social and legal environment to lead the world with quality medicinal cannabis, deliver next generation patient well-being, and develop a new export industry.

The Australian Medicinal Cannabis Industry's vision is to have an innovative, responsible and legally compliant industry delivering both economic and social value while focusing on individual well-being. Our role in defining the industry is to bring people together to drive collaboration, funding and opportunities that will shape our future.











**Peter Crock**  
Chair  
Medicinal Cannabis Industry Australia



# Why CANNBIS is different...

ACannabis is different to other events currently happening across Australia because it will:

-  Increase the capability of the Australian ecosystem
-  Build a productive bridge between research and industry
-  Accelerate the reputation of being a clean green medicinal supplier
-  Position Australia as an active player in the international medicinal cannabis ecosystem
-  Encourage investment into the wellbeing of patients
-  Create a platform for patient advocates to be heard
-  An opportunity to establish patient focused policies
-  Create one location to see what is happening across the medicinal cannabis industry



# Who's coming?

- △ **Researchers**
- △ **Innovators**
- △ **Business**
- △ **Government**
- △ **Healthcare professionals**
- △ **Patient advocates**
- △ **Biotech – Agtech – Medtech**





# ΔCANNΔBIS

DEFINING AN INDUSTRY  
**SHAPING THE FUTURE**  
SUPPORTING PATIENTS



The Program

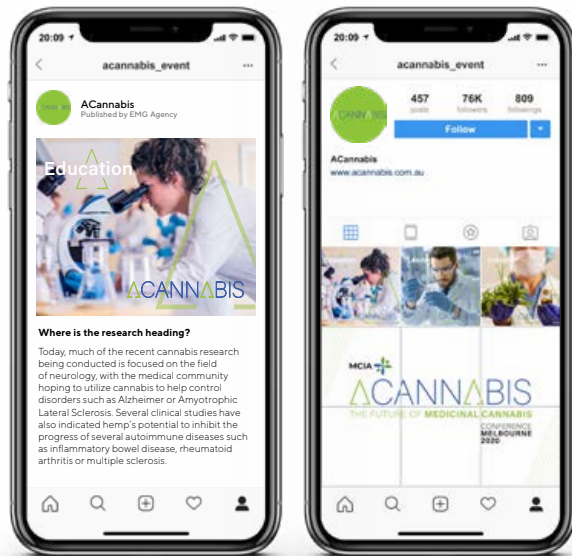
# Provoke Discover Act

## How?

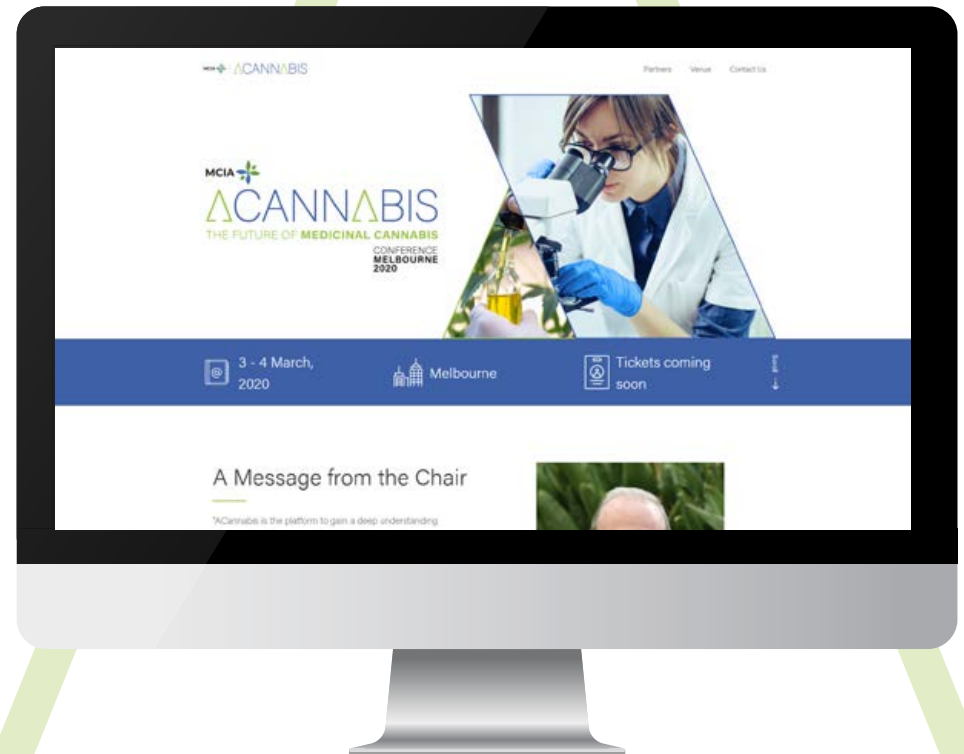
- △ Main stage
- △ Panel discussions
- △ Delegate networking
- △ Masterclasses
- △ Roundtable sessions
- △ Fireside chats

## Online Communications

# Inform Engage Connect



Visibility - Local/National/International



Who is supporting us?

# Founding Partners







# TRANSFORMING THE FUTURE **OF MEDICINAL CANNABIS**



# PARTNERSHIP PACKAGES



# Gold Partner \$25,000 excl. GST

**1**  
OPPORTUNITY

## BRAND & COMMUNICATIONS

- Tier two placement on partner recognition
- Company logo and 80 word profile on the partners page of the event website and event delegate handbook with hyper-link to your website
- Electronic delegate list (subject to privacy laws) pre and post event
- ½ page advertisement in delegate handbook
- 2 x inserts of promotional material in event satchel (quantity of 300 of each insert to be provided)
- Social media announcement of partnership on ACannabis social media platforms

## PROGRAM & TICKETING

- MC acknowledgement at opening, during and closing of the event
- 5 x ACannabis delegate tickets
- Additional tickets available at the early bird ticket rate
- 2 x ACannabis exhibitor tickets to be used by representatives staffing your area. Additional exhibitor tickets may be available on request at cost

## ON-SITE EXPOSURE

- 6m<sup>2</sup> exhibition space within the Exhibition Hub including a branded backdrop and basic furniture
- Tier two placement of logo on plenary holding screen
- Tier two placement of logo on our partner recognition wall within the venue
- Opportunity to select a session within the program to be "brought to you by..."
- Our on-site media team will also be available at designated times to capture the moments of your participation in the event and share on social media plus share with your marketing/media team

# Networking Reception \$20,000 excl. GST

**SOLD**

## BRAND & COMMUNICATIONS

- Recognition as hospitality & networking partner
- Tier two placement on partner recognition
- Company logo and 60 word profile on the partners page of the event website and event delegate handbook with hyper-link to your website
- 1 x insert of promotional material in event satchel (quantity of 300 to be provided)
- Social media announcement of partnership on ACannabis social media platforms
- 1/4 page advertisement in delegate handbook

## PROGRAM & TICKETING

- 2 x ACannabis delegate tickets
- 10 x tickets for the networking reception to host invited stakeholders
- MC acknowledgment of your organisation's partnership and support during the 1.5 days in plenary
- Opportunity for a 3 minute welcome at the networking reception
- Acknowledgement during the networking reception event

## ON-SITE EXPOSURE

- Tier two placement of logo on plenary holding screen
- Tier two placement of logo on our partner recognition wall within the venue
- Naming rights and logo branding on all directional and promotional signage highlighting 'Networking Reception'. All branding will need to be in keeping with the ACannabis brand and look and feel



# Keynote Speaker

\$10,000 excl. GST

2

OPPORTUNITIES

## BRAND & COMMUNICATIONS

- Tier three placement on partner recognition
- 1 x Insert of promotional material in event satchel (quantity of 300 to be provided)
- 1/4 page advertisement on delegate handbook
- Social media announcement of partnership on ACannabis social media platforms

## PROGRAM & TICKETING

- 2 x ACannabis delegate tickets
- 3 x Tickets for the Networking Reception

## ON-SITE EXPOSURE

- Recognition of your organisation's partnership and support on main plenary screens when speaker is presenting
- Tier three placement of logo on plenary holding screen
- Tier three placement of logo on our Partner recognition wall within the venue



# Silver Partner

\$10,000 excl. GST

3  
OPPORTUNITIES

## BRAND & COMMUNICATIONS

- Tier three placement on partner recognition
- Company logo and 60 word profile on the partners page of the event website and event delegate handbook with hyper-link to your website
- Brand placement on the front page of the event website
- 1/4 page advertisement in delegate handbook
- 1 x Insert of promotional material in event satchel (quantity of 300 to be provided)
- Social media announcement of partnership on ACannabis social media platforms

## PROGRAM & TICKETING

- MC acknowledgement at opening, during and closing of the event
- 2 x ACannabis delegate tickets

## ON-SITE EXPOSURE

- Tier three placement of logo on plenary holding screen
- Tier three placement of logo on our partner recognition wall within the venue

# Catering

\$10,000 excl. GST

1  
OPPORTUNITY

## BRAND & COMMUNICATIONS

- Tier three placement on partner recognition
- Company logo and 60 word profile on the partners page of the event website and event delegate handbook with hyper-link to your website
- 1/4 page advertisement in delegate handbook
- 1 x Insert of promotional material in event satchel (quantity of 300 to be provided)

## PROGRAM & TICKETING

- MC acknowledgement during the event
- Branding and acknowledgement at the start and end of lunch
- 2 x ACannabis delegate tickets

## ON-SITE EXPOSURE

- Tier three placement of logo on all on-site signage
- Tier three placement of logo on plenary holding screens
- Tier three placement of logo on our partner recognition wall within the venue
- Naming rights and logo branding on all directional and promotional signage highlight 'Lunch'. All branding will need to be in keeping with the ACannabis brand look and feel

# Coffee Carts

\$10,000 excl. GST

1  
OPPORTUNITY

## BRAND & COMMUNICATIONS

- Recognition as Coffee Cart Partner
- Company logo and 60 word profile on the partners page of the event website and event delegate handbook with hyper-link to your website

## PROGRAM & TICKETING

- 1 x ACannabis delegate ticket

## ON-SITE EXPOSURE

- Company branding featured on a minimum of two coffee carts in the Hub only
- 1000 x branded coffee cups (co-branded with event logo)
- Tier four placement of logo on our partner recognition wall within the venue

# Lanyards

\$8,000 excl. GST

SOLD

## BRAND & COMMUNICATIONS

- Recognition as Lanyard Partner
- Tier four placement on Partner recognition
- Company logo and 60 word profile on the partners page of the event website and event delegate handbook with hyper-link to your website
- 1 x Insert of promotional material in event satchel (quantity of 300 to be provided)

## PROGRAM & TICKETING

- 2 x ACannabis delegate tickets

## ON-SITE EXPOSURE

- One logo placement (mono colour) or company name (text only) on the lanyards given to all delegates at the start of the event (co-branded with the event logo)
- Tier four placement of logo on our Partner recognition wall within the venue

# Exhibition

**\$5,000** excl. GST

**17**  
OPPORTUNITIES

## BRAND & COMMUNICATIONS

- Recognition as Exhibition
- Tier four placement on partner recognition
- Company logo and 60 word profile on the partners page of the event website and event delegate handbook with hyper-link to your website

## PROGRAM & TICKETING

- 1 x ACannabis delegate ticket
- 2 x ACannabis exhibitor tickets to be used by representatives staffing your area. Additional exhibitor tickets may be available on request at cost

## ON-SITE EXPOSURE

- 6m<sup>2</sup> exhibition space within the Exhibition Hub including a branded backdrop and basic furniture
- Tier four placement of logo on our partner recognition wall within the venue



\*Note - Artist impression only

# Delegate Handbook

**\$5,000** excl. GST

**1**  
OPPORTUNITY

## BRAND & COMMUNICATIONS

- Recognition as Delegate Handbook Partner
- Tier four placement on partner recognition
- Company logo and 60 word profile on the partners page of the event website and event delegate handbook with hyper-link to your website
- 1 x Insert of promotional material in event satchel (quantity of 300 to be provided)

## PROGRAM & TICKETING

- 2 x ACannabis delegate tickets

## ON-SITE EXPOSURE

- Company logo featured on the delegate handbooks given to all delegates at the start of the event (co-branded with event logo)
- Tier four placement of logo on our partner recognition wall within the venue



# Conference Bags

**\$5,000** excl. GST

**1**  
OPPORTUNITY

## BRAND & COMMUNICATIONS

- Recognition as Satchel Partner
- Tier four placement on partner recognition
- Company logo and 60 word profile on the partners page of the event website and event delegate handbook with hyper-link to your website
- 1 x Insert of promotional material in event satchel (quantity of 300 to be provided)

## PROGRAM & TICKETING

- 2 x ACannabis delegate tickets

## ON-SITE EXPOSURE

- Company logo featured on the event satchel as supplied by your company. Up to 300 satchels will be required (approved by us) and distributed by us to each delegate at the start of the event
- Tier four placement of logo on our partner recognition wall within the venue

# Water Bottles

**\$5,000** excl. GST

**1**  
OPPORTUNITY

## BRAND & COMMUNICATIONS

- Recognition as Water Bottle Partner
- Company logo and 60 word profile on the partners page of the event website and event delegate handbook with hyper-link to your website
- 1 x insert of promotional material in event satchel (quantity of 300 to be provided)
- Tier four placement on partner recognition

## PROGRAM & TICKETING

- 1 x ACannabis delegate ticket

## ON-SITE EXPOSURE

- One logo placement (mono colour) or company name (text only) on the 300 water bottles provided by ACannabis (co-branded with the event logo)
- Tier four placement of logo on our partner recognition wall within the venue

# Notebooks

**\$3,000** excl. GST

**1**  
OPPORTUNITY

## BRAND & COMMUNICATIONS

- Recognition as Notebooks Partner
- Tier four placement on partner recognition
- Company logo and 60 word profile on the partners page of the event website and event delegate handbook with hyper-link to your website

## PROGRAM & TICKETING

- 1 x ACannabis delegate ticket

## ON-SITE EXPOSURE

- Company logo featured on the note pads as supplied by your company (approved by us) and given to all delegates at the start of the event (co-branded with event logo)
- Tier four placement of logo on our partner recognition wall within the venue

# Pens

**\$3,000** excl. GST

**1**  
OPPORTUNITY

## BRAND & COMMUNICATIONS

- Recognition as Pens Partner
- Tier four placement on partner recognition
- Company logo and 60 word profile on the partners page of the event website and event delegate handbook with hyper-link to your website

## PROGRAM & TICKETING

- 1 x ACannabis delegate ticket

## ON-SITE EXPOSURE

- Company logo featured on pens as supplied by your company (approved by us) and given to all delegates at the start of the event (co-branded with event logo)
- Tier four placement of logo on our partner recognition wall within the venue

# Booking Form

PLEASE COMPLETE ALL SECTIONS ON BOTH PAGES OF THIS BOOKING FORM

## 1. DETAILS

Contact Person:	Position:		
Organisation:	ABN:		
Address:	Suburb:		
State:	Postcode:	Phone:	Mobile:
Email Address:	Website:		

## 2. CONFIRMATION

Select partnership level (please tick):

FOUNDING PARTNERS	<b>SOLD</b>	FOUNDING PARTNER UPGRADE PACKAGE		GOLD		SILVER	
NETWORKING RECEPTION	<b>SOLD</b>	EXHIBITION		KEYNOTE SPEAKER		CONFERENCE BAGS	
LANYARDS	<b>SOLD</b>	DELEGATE HANDBOOK		CATERING		COFFEE CARTS	
WATER BOTTLES		NOTEBOOKS		PENS			

## 3. AGREEMENT

Signature:	Name:
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Position:	Date:
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- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>Exhibition areas will be allocated on a first come, first serve basis</li><li>Exhibition and Partnership details may be subject to change</li></ul> | <ul style="list-style-type: none"><li>All prices are in Australia dollars and exclude GST</li><li>Partnership payment made by credit card will attract merchant fees and will be passed on to the Partners</li></ul> |
|---|--|

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## **PARTNERSHIP CONTACT**

To confirm your booking, please fill out the Booking Form and return it to:

Partnership Manager  
Email: [acannabis@emgevents.com.au](mailto:acannabis@emgevents.com.au)  
Ph. +61 3 9427 9494

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### **WHAT HAPPENS NEXT**

1. We will confirm by phone or email upon receipt of your Booking Confirmation Form.
2. After your selection is confirmed, you will be sent your Agreement.
3. An exhibitor manual will be sent to you by the Exhibition Manager.

### **CANCELLATION OF PARTNERSHIP**

Cancellations of Partnership bookings prior to 19 December 2019 will incur a cancellation fee of 25% of total tax invoice amount.

Cancellations of Partnership bookings prior to 19 January 2020 will incur a cancellation fee of 50% of total tax invoice amount.

No refunds will be issued after 19 January 2020 and unpaid tax invoices must be paid in full.

### **PAYMENT DETAILS**

Upon receipt of your signed Partnership Agreement, a tax invoice will be issued to you.

Written confirmation of your Partnership will be provided upon receipt of payment of that tax invoice.

Full payment is due within 14 days of the date of the tax invoice.





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**2020**

## **Partnership and Exhibition Prospectus**

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