

# CB EXPO DORTMUND SPONSORING + EXHIBITING INFORMATION

19 – 21 SEPTEMBER 2024,  
DORTMUND, GERMANY  
[WWW.CB-EXPO.COM](http://WWW.CB-EXPO.COM)

**CB Expo Dortmund**  
19 – 21 September 2024, Dortmund, Germany



# CB EXPO

Join us for the 2024 edition of the Cannabis Business Expo and Conference (CB Expo), taking place in Dortmund from the 19<sup>th</sup> to the 21<sup>st</sup> of September.

From cultivation to end products, CB Expo and Conference is an excellent opportunity for leading companies to network and present their brands, products and services on the trade show floor. Beyond the networking possibilities, the CB Expo 2024 will feature remarkable speakers on the conference stages and delivering masterclasses on the most current topics. The event's primary focus is the ongoing drive to legalize cannabis for recreational use in countries Europe, and the necessary strategic positioning and establishment of the European cannabis industry in light of these changes.

**CB EXPO IS ACCESSIBLE WITH A REGULAR INTERTABAC TICKET. THE CB RECEPTION AND THE CB CONFERENCE ARE ACCESSIBLE WITH THE CB EXPO VIP TICKET, AVAILABLE FOR INDIVIDUAL DAYS OR ALL DAYS, INCLUDED IN YOUR SPONSORSHIP PACKAGE.**



# INTERTABAC AND INTERSUPPLY

CB Expo 2024 is held again in close collaboration with InterTabac & InterSupply, the world's largest B2B trade shows for tobacco products and smoking accessories. This partnership offers a unique opportunity for cannabis companies.

**THOSE EXHIBITING AT THE CB EXPO WILL BE ABLE TO SHOWCASE THEIR PRODUCTS AND INNOVATIONS TO 14,000 OPEN-MINDED DECISION-MAKERS FROM THE CANNABIS, TOBACCO AND VAPE INDUSTRY FROM ALL OVER THE WORLD.**

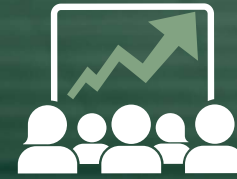
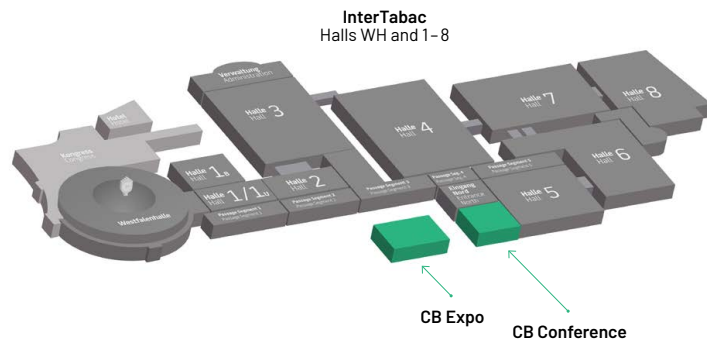
The conference topics revolving around the emerging global cannabis industry will make their way to InterTabac's visitors. This collaboration can offer both industries an opportunity to innovate, network, and promote knowledge exchange to help generate new business opportunities and bring innovative smoking solutions to the market.



# LET'S BUILD A SUSTAINABLE CANNABIS INDUSTRY IN EUROPE

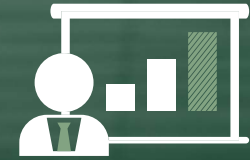
The main focuses of CB Expo 2024 include the anticipated legalization of recreational cannabis in Germany and other European countries, the promotion of hemp as a raw material, and the challenges and trends of cannabis in medicine. The goal of CB Expo is to establish a sustainable European cannabis industry for future generations.

**PRESENT YOUR COMPANY, PRODUCTS, BRANDS AND SERVICES TO +14'000 OF RELEVANT PROFESSIONALS BY CHOOSING ONE OF OUR SPONSORSHIP PACKAGES.**



## EXPO

Leading companies present their brands, products and services



## CONFERENCE

High-caliber speakers share their expertise



## NETWORKING

Space for undisturbed and pleasant networking



# COMPREHENSIVE AND INFORMATIVE CONFERENCE PROGRAM



**Deepak Anand**  
Vancouver Island University



**Martin Anker**  
SANlight GmbH  
MSc.; CEO



**Jürgen Bickel**  
Storz & Bickel GmbH  
Managing Director & Co-Founder



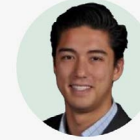
**Melanie Dolfen**  
Bezirksapotheken Berlin  
Pharmacist & Owner & Entrepreneur



**Ravi Dronkers**  
Sensi Seeds  
Head of Research and Development



**Tjalling Erkelens**  
Bedrocan  
Founder and Chairman of the Board



**Matt Francini**  
Gron Ventures  
Partner



**Paul Furfaro**  
Village Farms International  
Senior Vice President, Strategy



**Dr. Gavin George**  
Puregene AG  
CEO



**Georgia Glick**  
Tocar Strategic Advisors/ Hanway  
Partner



**Dirk Heidenblut**  
The German Bundestag  
SPD Member



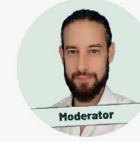
**Patrick Hoffmann**  
Cantourage Group SE  
Founder Cantourage & Member of the  
Supervisory Board



**Farida Hussain**  
Dovetail Consulting S.L.  
Managing Director



**Finn Hänsel**  
SanityGroup GmbH  
Founder & Managing Director



**Leonid Kotlyar**  
DéWarrior Unlimited B.V.  
Managing Director



**Daniel Kruse**  
EiHA  
President



**William Muecke**  
Artemis Growth Partners  
Co-founder and Managing Member



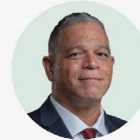
**Alfredo Pascual**  
Seed Innovations (LON:SEED)  
Director – Investment Research



**Sita Schubert**  
COMM-OP Europe GmbH  
Managing Director, Owner



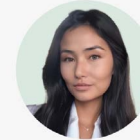
**Ana Serrato**  
Avextra Pharma  
Head Drug Development



**George Terry**  
Rad Source Technologies, Inc.  
Executive Vice President



**Dr. Bernd Werse**  
Goethe-Universität, Centre for Drug  
Research  
Social scientist (senior staff member)



**Mackenzie Whalen**  
E1011 Labs  
Partnerships & Retail Success



**Dr. Julian Wichmann**  
Bloomwell Group  
Co-Founder

The CB Conference features a high-caliber program and selected speakers from around the world.

**Selection of speakers from CB Expo 2023**  
Discover all 99 Speakers on our [Website](#)

# EVENT OVERVIEW

## LOCATION

Messe Dortmund

## TIMINGS

### CB Expo (and InterTabac, InterSupply)

Thursday, September 19<sup>th</sup>, 10:00 AM – 6:00 PM

Friday, September 20<sup>th</sup>, 10:00 AM – 6:00 PM

Saturday, September 21<sup>st</sup>, 10:00 AM – 5:00 PM

### CB Conference

Thursday, September 19<sup>th</sup>, 10:00 AM – 6:00 PM

Friday, September 20<sup>th</sup>, 10:00 AM – 6:00 PM


### CB Reception


Friday, September 20<sup>th</sup>, 7:00 PM – 00:00 PM


### CB Afterparty


Saturday, September 21<sup>st</sup>, 10:00 PM – late

## KEY FIGURES INTERTABAC, INTERSUPPLY + CB EXPO

 14'000+ In-person attendees

 700+ exhibitors

 150+ speakers

 70+ countries

 11 halls

## TICKETS

CB Expo is accessible with a regular InterTabac ticket. The CB Reception and the CB Conference are accessible with the CB Expo VIP ticket, available for individual days or all days from May 2024.

## CATERING

Food and drinks at the CB Reception are included in the price of all CB Expo VIP tickets.

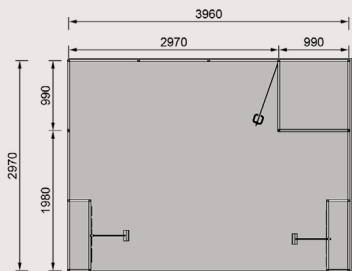
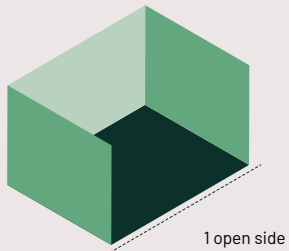


# BOOTHS

## 1. SPACE

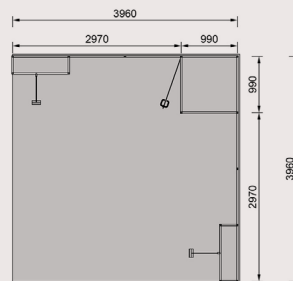
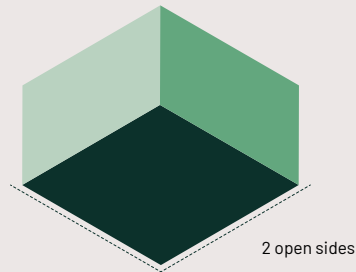
### ROW BOOTH

4 × 3m = 12m<sup>2</sup>  
1 open side  
EUR 2.500



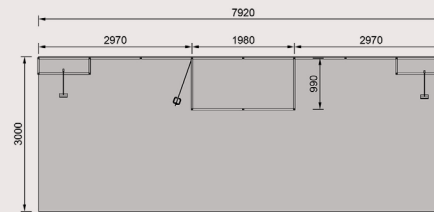
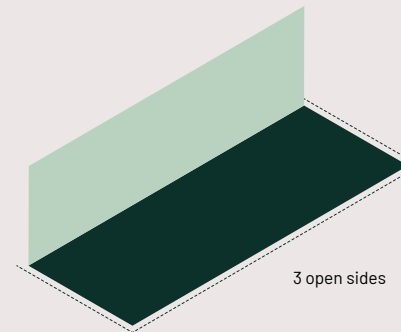
### CORNER BOOTH

4 × 4m = 16m<sup>2</sup>  
2 open sides  
EUR 3.100



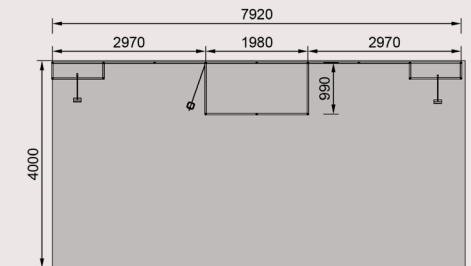
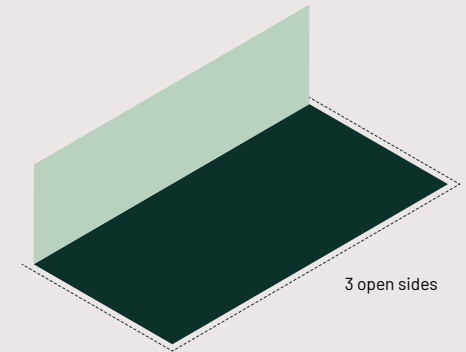
### HEAD BOOTH

8 × 3m = 24m<sup>2</sup>  
3 open sides  
EUR 4.800



### HEAD BOOTH

8 × 4m = 32m<sup>2</sup>  
3 open sides  
EUR 6.000



All booths can be built by yourself or by Messe Dortmund. The Stand Rental Package from Messe Dortmund costs plus EUR 150/m<sup>2</sup>, Details see next page

For further branding and furniture you can use the Messe Dortmund trade fair booking tool, which you will have access to after registration.

**The booths for the CB Expo are limited and will be allocated primarily to CB Expo sponsors. Please find the sponsorship packages for the CB Expo on the following pages.**

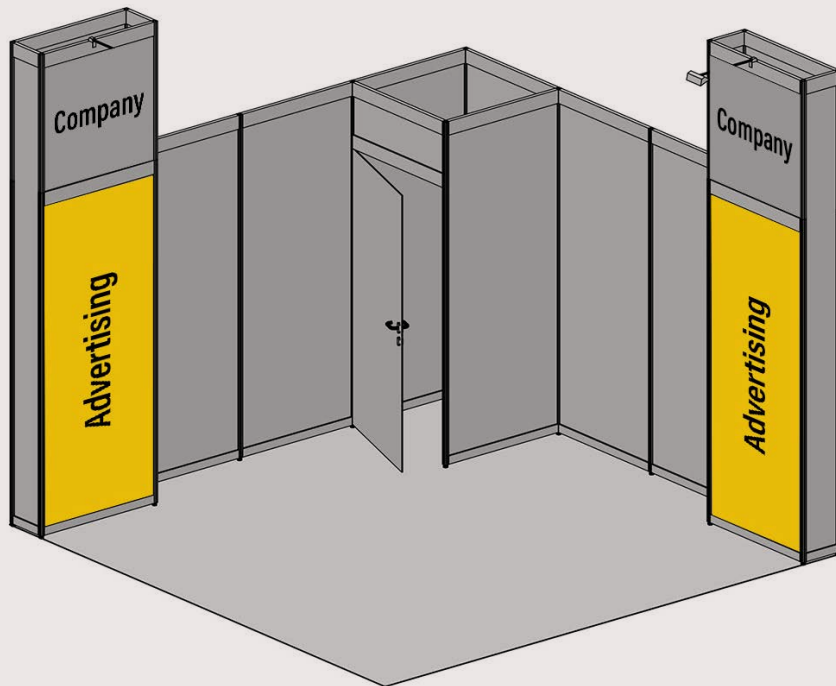
All prices excl. VAT

# BOOTHS

## 2. STAND RENTAL PACKAGE

### Stand comfortably and stress-free equipped.

For the trade show you can also use the new Stand Rental Package, which allows you to equip your rented space in a stress-free and comfortable way. If you do not use a prefabricated or finished stand, the rented space will be equipped by Messe Dortmund GmbH ready for use.



### Stand Rental Package – EUR 150.00 / m<sup>2</sup>

Including:

- visually attractive, white system walls including accentuated elements for the fascia
- fascia lettering (company)  
The text has to be submitted to Messe Dortmund until 11 August 2024
- Advertising print: 2 printed system wall elements (see graphic on the right)  
The graphics must be submitted to Messe Dortmund in a suitable format (960 × 2310 mm, 650 dpi) until 11 August 2024.
- Carpet
- Power socket for up to 3 kW incl. flat-rate consumption and multiple plug
- Connector
- 2 spotlights
- storage room (1×1 m)

Prices quoted are subject to participation fee and VAT.

Please order additional furniture, as well as other equipment and services via the Online Service Center (access data will be sent with the authorization). We reserve the right to make slight deviations in the stand construction material and equipment.



# SPONSORING PACKAGES



# PRESENTING PARTNER PACKAGE

Limited to 1 sponsor

The Presenting Partner package includes:

## On-site benefits

- Keynote speech *exclusively*
- Your logo on all lanyards *exclusively*
- Your logo on all badges
- Your logo placement on banners and screens
- 12 VIP passes
- Preferred for speaker selection <sup>①</sup>
- Head Booth Space (8 × 4 m = 32 m<sup>2</sup>)

## Online

- Newsletter content  
*1 dedicated article, 500 letters*
- Social media promotion on all channels  
*1 dedicated post*
- Logo on the website

<sup>①</sup> Note we prioritize topics and expertise in speaker selection

**Price: EUR 36.000** *excl. VAT*

Price without booth space: EUR 30'000 excl. VAT

# BE THE LEADING COMPANY IN EUROPEAN CANNABIS



# DIAMOND SPONSOR PACKAGE

Limited to 2 sponsors

**The Diamond Sponsor package contains:**

## On-site benefits

- Your logo on all badges
- Your logo placement on banners and screens
- 8 VIP passes
- Preferred for speaker selection <sup>①</sup>
- Head Booth Space (8×3 m = 24 m<sup>2</sup>)

## Online

- Newsletter content  
*1 dedicated article, 500 letters*
- Social media promotion on all channels  
*1 dedicated post*
- Logo on the website

<sup>①</sup> Note we prioritize topics and expertise in speaker selection

**Price: EUR 16.800** *excl. VAT*

Price without booth space: EUR 12'000 *excl. VAT*

# SHOW YOUR AUTHORITATIVE POSITION ALL OVER THE EVENT



# GOLD, SILVER AND BRONZE PACKAGES

## Gold Sponsor

### On-site benefits

- Your logo on all badges
- Your logo placement on banners and screens
- 6 VIP passes
- Preferred for speaker selection ①
- Corner Booth Space (4 × 4m = 16 m<sup>2</sup>)

### Online

- Social media promotion on all channels  
*1 dedicated post*
- Logo on the website

**Price: EUR 11.100** *excl. VAT*

Price without booth space:  
EUR 8'000 excl. VAT

① Note we prioritize topics and expertise in speaker selection

## Silver Sponsor

### On-site benefits

- Your logo placement on banners and screens
- 4 VIP passes
- Preferred for speaker selection ①
- Row Booth Space (4 × 3m = 12 m<sup>2</sup>)

### Online

- Social media promotion on all channels  
*1 dedicated post*
- Logo on the website

**Price: EUR 6.500** *excl. VAT*

Price without booth space:  
EUR 4'000 excl. VAT

## Bronze Sponsor

### On-site benefits

- Your logo placement on banners and screens
- 2 VIP passes
- Preferred for speaker selection ①

### Online

- Logo on the website

**Price: EUR 2.500** *excl. VAT*



# EXPAND YOUR VISIBILITY AND GROW YOUR REPUTATION

# EXTRA SPONSORING OPTIONS



# RECEPTION SPONSOR

Limited to 1 sponsor

## The Reception Sponsor package includes:

### On-site during CB Reception Thursday, Sept. 19, evening

- Keynote speech *exclusively*
- Branding possibilities *Flags, Napkins, Give-aways*
- Your logo placement on banners and screens
- Your video on screens

### On-site at CB Expo

- Your logo placement on banners and screens
- 10 VIP passes
- Preferred for speaker selection <sup>①</sup>
- Preferred for booth selection <sup>②</sup>

### Online

- Newsletter content  
*1 dedicated article, 500 letters*
- Social media promotion on all channels  
*1 dedicated post*
- Logo on the website

① Note we prioritize topics and expertise in speaker selection

② 12m<sup>2</sup>, 16m<sup>2</sup>, 24m<sup>2</sup> and 32m<sup>2</sup> booths are available (limited)

**Price: EUR 25.000** *excl. VAT*

# BE THE EXCLUSIVE PRESENTER OF THE RECEPTION EVENT



# CB LOUNGE SPONSOR

Limited to 5 sponsors

**The CB Lounge Sponsor package contains:**

## On-site at CB Expo

- Brand presentation in the CB Lounge
- Your logo placement on banners and screens
- 5 VIP passes
- Preferred for speaker selection ①
- Preferred for booth selection ②

## Online

- Social media promotion on all channels  
*1 dedicated post*
- Logo on the website

① Note we prioritize topics and expertise in speaker selection

② 12m<sup>2</sup>, 16m<sup>2</sup>, 24m<sup>2</sup> and 32m<sup>2</sup> booths are available (limited)

**Price: EUR 5.000 / exclusively: EUR 25.000**

*excl. VAT*

# PRESENT YOURSELF IN THE HEART OF THE NETWORKING AREA



# NETWORKING SPONSOR

Limited to 1 sponsor

## The Networking Sponsor package contains:

### On-site during Networking Evening Friday, Sept. 20<sup>th</sup>

- Keynote speech *exclusively*
- Branding possibilities *exclusively*

### On-site at CB Expo

- Your logo placement on banners and screens
- 10 VIP passes
- Preferred for speaker selection <sup>①</sup>
- Preferred for booth selection <sup>②</sup>

### Online

- Social media promotion on all channels  
*1 dedicated post*
- Logo on the website

<sup>①</sup> Note we prioritize topics and expertise in speaker selection

<sup>②</sup> 12m<sup>2</sup>, 16m<sup>2</sup>, 24m<sup>2</sup> and 32m<sup>2</sup> booths are available (limited)

**Price: EUR 15.000** *excl. VAT*



# INVITE ALL CB EXPO ATTENDEES TO A DELICIOUS APERITIF ON FRIDAY EVENING



# AFTERPARTY SPONSOR

Limited to 3 sponsors

## The Afterparty Sponsor package contains:

### On-site at the afterparty

- Branding possibilities *exclusively*
- Give-aways *exclusively*

### On-site at CB Expo

- Your logo placement on banners and screens
- 5 VIP passes
- Preferred for speaker selection <sup>①</sup>
- Preferred for booth selection <sup>②</sup>

### Online

- Social media promotion on all channels  
*1 dedicated post*
- Logo on the website

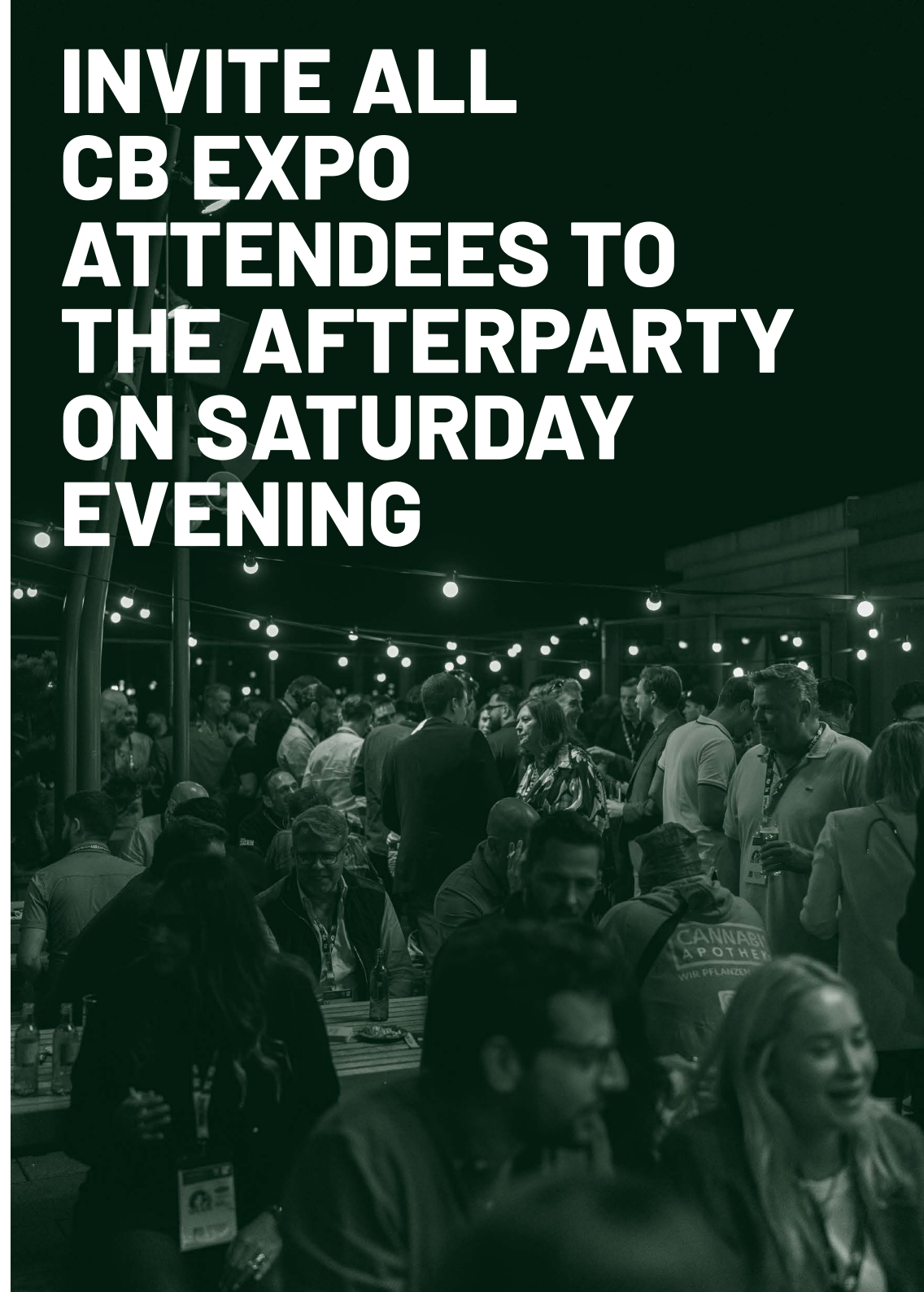
① Note we prioritize topics and expertise in speaker selection

② 12m<sup>2</sup>, 16m<sup>2</sup>, 24m<sup>2</sup> and 32m<sup>2</sup> booths are available (limited)

**Price: EUR 5.000 / exclusively: EUR 15.000**

*excl. VAT*

# INVITE ALL CB EXPO ATTENDEES TO THE AFTERPARTY ON SATURDAY EVENING



# SPONSORSHIP OVERVIEW

		Main Sponsoring Options					Extra Sponsoring Options			
		Presenting Partner	Diamond	Gold	Silver	Bronze	Reception	Lounge	Network	Afterparty
On-site	Keynote speech	✓					✓		✓	
	Logo on lanyards	✓								
	Logo on badges	✓	✓	✓						
	Exclusive special ①						✓	✓	✓	✓
	Logo on screens	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Logo on banners	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Preferred for speaker selection ②	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Booth Space	32m <sup>2</sup>	24m <sup>2</sup>	16m <sup>2</sup>	12m <sup>2</sup>					
	Preferred for booth selection ③						✓	✓	✓	✓
	Free VIP passes	12	8	6	4	2	10	5	10	5
Online	Newsletter content	✓	✓				✓			
	Social Media promo	✓	✓	✓	✓		✓	✓	✓	✓
	Logo on website	✓	✓	✓	✓	✓	✓	✓	✓	✓

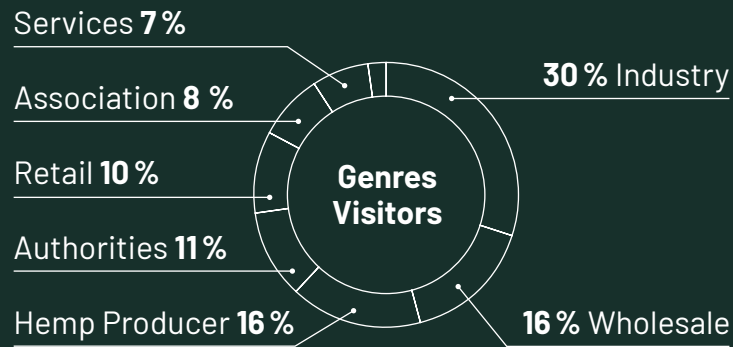
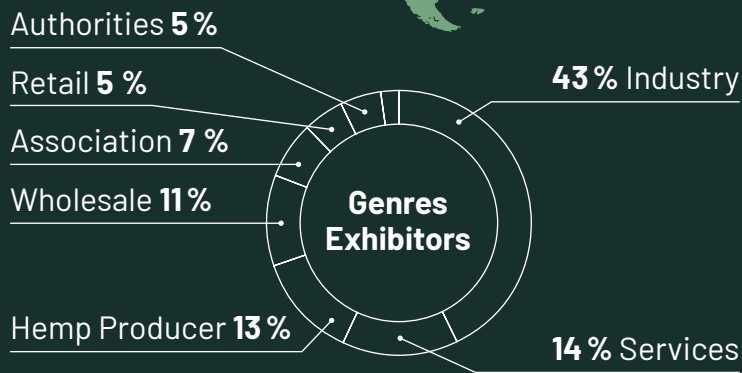
① Details see page 14 - 17

② We select speakers based on the topics and knowledge first

③ 12m<sup>2</sup>, 16m<sup>2</sup>, 24m<sup>2</sup> and 32m<sup>2</sup> booths are available (limited)

# STATISTICS

## INTERTABAC, INTERSUPPLY AND CB EXPO 2023



### Positions Exhibitors CB Expo

<b>Owner/Partner</b>	31%
<b>Managing Director</b>	23%
<b>Head of department</b>	16%
<b>Sales</b>	15%
<b>Marketing</b>	9%
<b>Purchasing</b>	4%
<b>Others</b>	2%

### Positions Visitors CB Expo

<b>Owner/Partner</b>	38%
<b>Managing Director</b>	24%
<b>Operations Manager</b>	10%
<b>Sales</b>	9%
<b>Head of department</b>	8%
<b>Others</b>	11%

# PREVIOUS PARTNERS, SPONSORS AND EXHIBITORS

## OF CB EXPO AND INTERTABAC



BRAINS  
BIOCEUTICAL®



hertz & selck  
WE FLAVOUR THE WORLD



//pure



KT  
International



sanlight  
better light, better plants



A Arvaloo



DENTONS



FLUENCE

BAT  
A BETTER TOMORROW



the NEWWAYS.com

# CONTACT

## GET IN CONTACT WITH US!

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**FURTHER INFORMATION**  
[WWW.CB-EXPO.COM](http://WWW.CB-EXPO.COM)

