

CB EXPO DORTMUND SPONSORING + EXHIBITING INFORMATION

18 – 20 SEPTEMBER 2025
DORTMUND, GERMANY
WWW.CB-EXPO.COM

CB Expo Dortmund
18 – 20 September 2025, Dortmund, Germany



CB EXPO

Join us for the 2025 edition of the Cannabis Business Expo and Conference (CB Expo), taking place in Dortmund from the 18th to the 20st of September.

From production to final products, the CB Expo and Conference provides a prime platform for leading companies to connect, network, and showcase their brands, products, and services on the exhibition floor. In addition to extensive networking opportunities, CB Expo 2025 will host top-tier speakers on the conference stages and offer in-depth masterclasses on the most relevant industry topics. The event's central focus is the ongoing legalization of cannabis for recreational use across European countries and the strategic positioning and growth of the European cannabis industry in response to these changes.

CB EXPO IS ACCESSIBLE WITH A REGULAR INTERTABAC/INTERSUPPLY TICKET. THE CB RECEPTION AND CB CONFERENCE ARE ACCESSIBLE WITH SEPARATE TICKETS.

YOUR SPONSORSHIP PACKAGE ALREADY COVERS ALL OF THIS! THIS ALLOWS YOU TO ATTEND THE ENTIRE EVENT WITHOUT MISSING A THING.



INTERTABAC AND INTERSUPPLY

CB Expo 2025 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 14,500 OPEN-MINDED DECISION-MAKERS FROM THE CANNABIS, TOBACCO AND VAPE INDUSTRY FROM ALL OVER THE WORLD.

The conference topics on the rapidly growing global cannabis industry will reach InterTabac's visitors, creating a unique synergy between both sectors. This collaboration opens the door for innovation, networking, and knowledge exchange, fostering new business opportunities and bringing cutting-edge smoking solutions to the market.

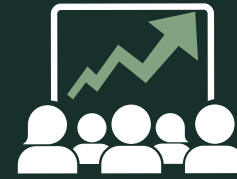
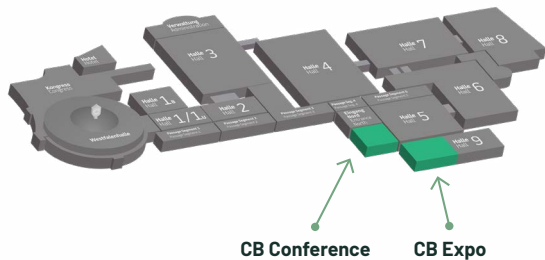


LET'S BUILD A SUSTAINABLE CANNABIS INDUSTRY IN EUROPE

The main focuses of CB Expo 2025 include the evolving cannabis market in Germany following its legalization in 2024, the ongoing legalization efforts in other European countries, the promotion of hemp as a versatile raw material, and the latest trends and challenges in medical cannabis. CB Expo aims to drive the sustainable growth of the European cannabis industry for future generations.

PRESENT YOUR COMPANY, PRODUCTS, BRANDS AND SERVICES TO +14'500 OF RELEVANT PROFESSIONALS BY CHOOSING ONE OF OUR SPONSORSHIP PACKAGES.

Inter Tabac + InterSupply
Halls WH and 1-9



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



Adele Hollmann
Business Development & Education Manager - Adult-Use, Sanity Group GmbH - Grashaus Projects



Adi Rozenfeld
Partner at Herzog Fox & Neeman



Alfredo Pascual
Director of Investment Research at Seed Innovations Ltd (LON:SEED)



Andrés Lopez
International Regulatory Affairs Manager at Avextr Pharma GmbH



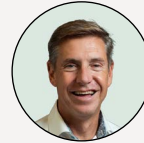
Armin Prasch
CEO of Trias Pharma GmbH, Board Member of BvCW



Aron Byrne-Carter
Director at NGP Trends



Benedikt Sons
Co-Founder & CEO of Cansativa Group



Bill Purves
Chief Commercial Officer at Brains Bioceutical Corp



Constantin von der Groeben
Co-Founder & Managing Director of Demecan



Daniel Gelemanovic
CEO, Co-Founder & Jurist MLaw at swisscann tec AG



David A. Culver
Senior Vice President & Public Affairs at United States Cannabis Council, Washington, DC USA



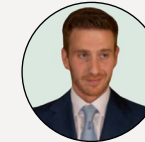
Dirk Heitepriem
President of BvCW, Vice President External Affairs at Aurora Europe GmbH



Georg Wurth
CEO of German Cannabis Association (DHV)



Hanna Hlushchenko
CEO & Founder of Ukrainian Cannabis Consulting Group



Ilias Manolopoulos
Managing Director UK & Germany of Therakann Pharmaceuticals



Jana Weltzin
Attorney at JDW, LLC



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



Lisa Katharina Haag
Managing Partner at MJ Universe GmbH, Publisher at krautinvest.de



Marie Sanchez
Lawyer & Founder Nooa Avocats



Michael Sassano
Founder & interim CEO of SOMAI Pharmaceuticals



Nicole Besse
Commercial Director at Tilray Deutschland GmbH



Omar Khan
Chief Communications and Public Affairs Officer at High Tide Inc.



Šárka Betke
Commercial Director at SensiQure



Simone van Breda
Chairman at Bond van cannabis detaillisten (Union coffeeshop retailers)

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

Selection of speakers from CB Expo 2024
Discover all 100+ Speakers on our [Website](#)

EVENT OVERVIEW

LOCATION

Messe Dortmund

TIMINGS

CB Expo (and InterTabac, InterSupply)

Thursday, September 18th, 10:00 AM – 6:00 PM

Friday, September 19th, 10:00 AM – 6:00 PM

Saturday, September 20th, 10:00 AM – 5:00 PM

CB Conference


Thursday, September 18th, 10:00 AM – 6:00 PM


Friday, September 19th, 10:00 AM – 6:00 PM

CB Reception


Friday, September 19th, 7:00 PM – 00:00 AM

KEY FIGURES INTERTABAC, INTERSUPPLY + CB EXPO

 14'500+ In-person attendees

 800+ exhibitors

 150+ speakers

 70+ countries

 12 halls

TICKETS

CB Expo is accessible with a regular InterTabac/InterSupply ticket. The CB Reception and the CB Conference are accessible with separate tickets. Enjoy full access to the entire event and ensure you don't miss any key moments with the CB Expo VIP ticket. The ticketshop will be open from May 2025 on.

CATERING

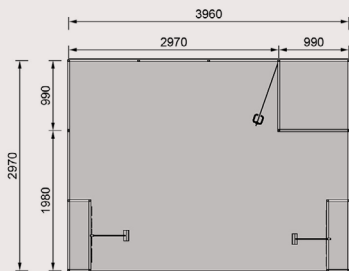
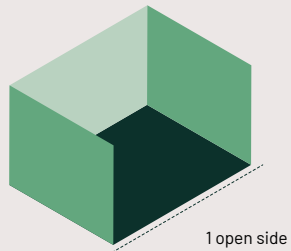
Food and drinks at the CB Reception are included in the price of all CB Reception and CB Expo VIP tickets.

BOOTHS

1. SPACE

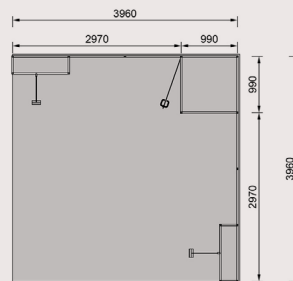
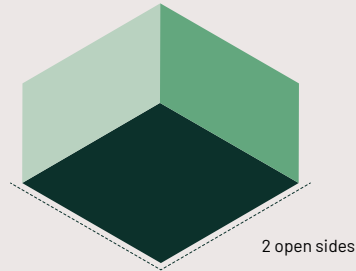
ROW BOOTH

$4 \times 3\text{m} = 12\text{m}^2$
1 open side
EUR 2.625



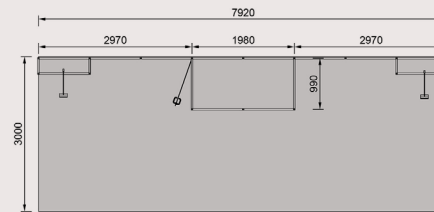
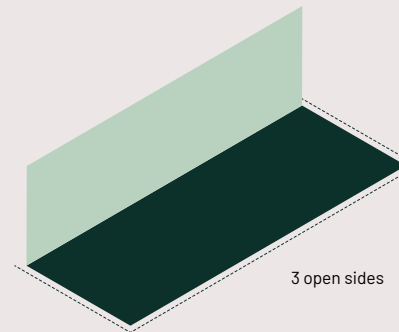
CORNER BOOTH

$4 \times 4\text{m} = 16\text{m}^2$
2 open sides
EUR 3.300



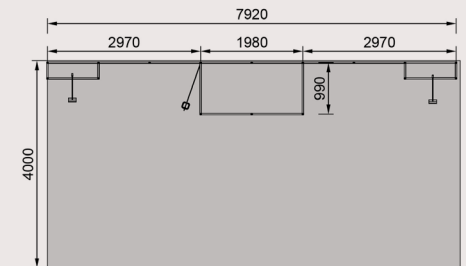
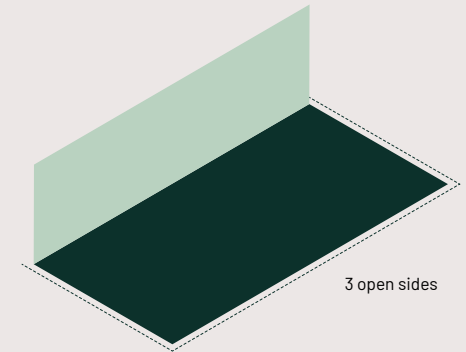
HEAD BOOTH

$8 \times 3\text{m} = 24\text{m}^2$
3 open sides
EUR 5.000



HEAD BOOTH

$8 \times 4\text{m} = 32\text{m}^2$
3 open side
EUR 6.300



All booths can be built by yourself or by Messe Dortmund. The Stand Rental Package from Messe Dortmund costs plus EUR 160/m², 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.

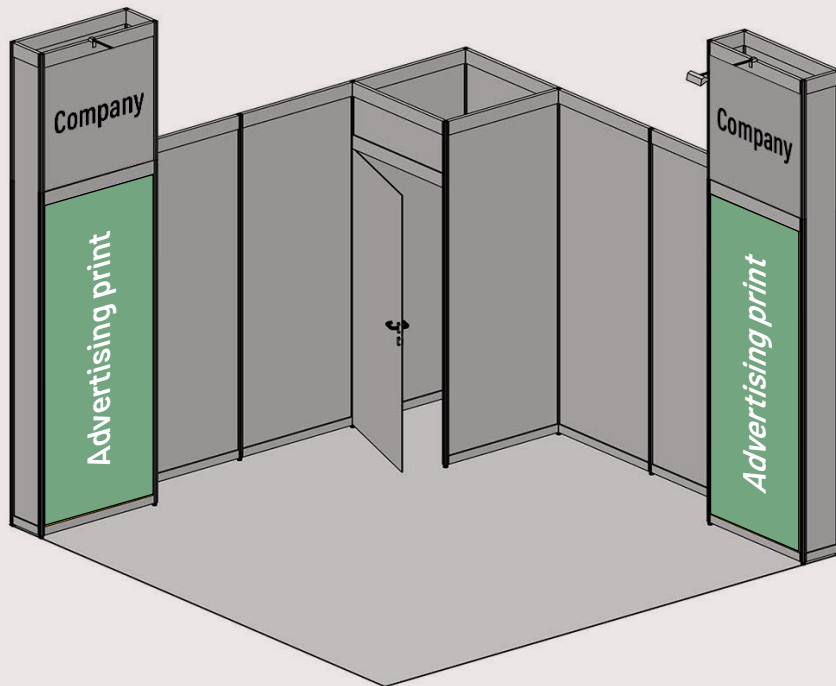
All prices excl. VAT

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 160.00 / m²

Including:

- visually attractive, white system walls including accentuated elements for the fascia
- 2 graphic prints for tower front, logo or company name
The text has to be submitted to Messe Dortmund until 08 August 2025.
- Advertising print: 2 printed system wall elements (see graphic on the left)
The graphics must be submitted to Messe Dortmund in a suitable format (960 × 2310 mm, 650 dpi) until 08 August 2025
- 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*
- Optional: Providing lanyards *exclusively*
- Your logo on all badges
- Your logo placement on banners and screens
- 1 full page ad in the expo booklet
- 12 VIP passes
- Preferred for speaker selection ^①
- Head Booth Space (8 × 4 m = 32 m²)

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

Price: EUR 37.800 *excl. VAT*

Price without booth space: EUR 31'500 *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
- 1 full page ad in the expo booklet
- 8 VIP passes
- Preferred for speaker selection ^①
- Head Booth Space (8×3 m = 24 m²)

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

Price: EUR 17.750 *excl. VAT*

Price without booth space: EUR 12'750 *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
- ½ page ad in the expo booklet
- 6 VIP passes
- Preferred for speaker selection ①
- Corner Booth Space (4 × 4m = 16 m²)

Online

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

Price: EUR 11.800 *excl. VAT*

Price without booth space:
EUR 8'500 *excl. VAT*

① Note we prioritize topics and expertise in speaker selection

Silver Sponsor

On-site benefits

- Your logo placement on banners and screens
- ½ page ad in the expo booklet
- 4 VIP passes
- Preferred for speaker selection ①
- Row Booth Space (4 × 3m = 12 m²)

Online

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

Price: EUR 6.925 *excl. VAT*

Price without booth space:
EUR 4'300 *excl. VAT*

Bronze Sponsor

On-site benefits

- Your logo placement on banners and screens
- ¼ page ad in the expo booklet
- 2 VIP passes
- Preferred for speaker selection ①

Online

- Logo on the website

Price: EUR 2.650 *excl. VAT*

EXPAND YOUR VISIBILITY AND GROW YOUR REPUTATION



EXTRA SPONSORING OPTIONS



RECEPTION SPONSOR

Limited to 3 sponsors

The Reception Sponsor package includes:

On-site during CB Reception Friday, 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
- 3 VIP passes
- Preferred for speaker selection ^①
- Preferred for booth selection ^②

Online

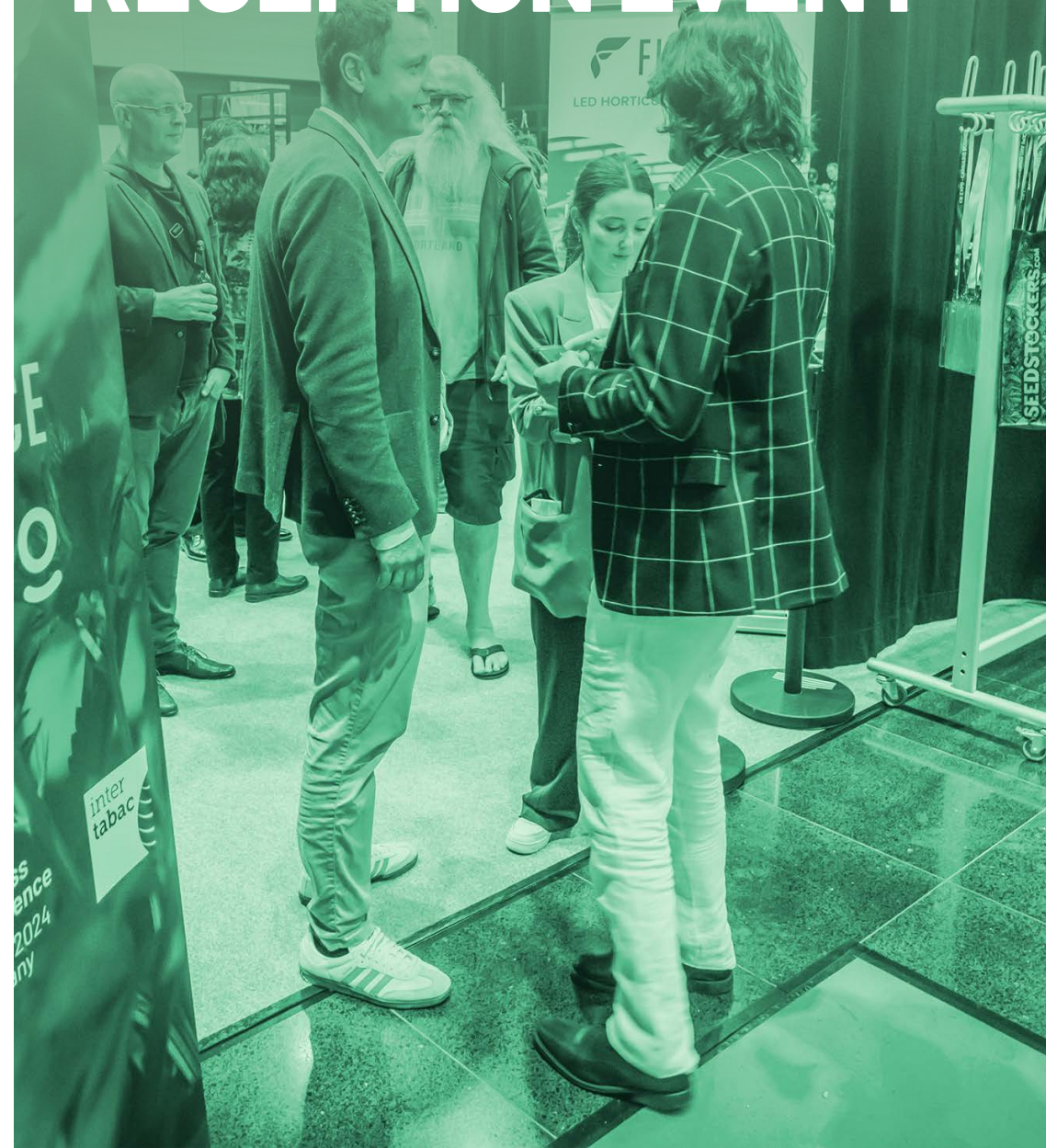
- Newsletter content
1 dedicated article, 500 letters
- Social media promotion on all channels
1 dedicated post
- Logo on the website

① Note we prioritize topics and expertise in speaker selection

② 12m², 16m², 24m² and 32m² booths are available (limited)

Price: EUR 5.000 / exclusively: EUR 15.000 *excl. VAT*

BE THE EXCLUSIVE PRESENTER OF THE RECEPTION EVENT



CB LOUNGE SPONSOR

Limited to 3 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 12m², 16m², 24m² and 32m² booths are available (limited)

Price: EUR 5.000 / exclusively: EUR 15.000

excl. VAT



**PRESENT
YOUR COMPANY
RIGHT IN THE
CENTER OF
THE NETWORKING
AREA**

COFFEE CORNER SPONSOR

Limited to 1 sponsor

The Coffee Corner Sponsor package contains:

On-site at the Coffee Corner

- Branding possibilities *exclusively*
- Give-aways *exclusively*
- 3 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 12m², 16m², 24m² and 32m² booths are available (limited)

Price: EUR 5.000 *excl. VAT*

INVITE ALL CB CONFERENCE ATTENDEES FOR A COFFEE



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	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Booth Space ②	32m ²	24m ²	16m ²	12m ²					
	Preferred for booth selection						✓	✓	✓	✓
	Free VIP passes ③	12	8	6	4	2	10	5	10	5
Ad in the expo booklet	1 full page	1 full page	½ page	½ page	¼ page					
Online	Newsletter content	✓	✓				✓			
	Social Media promo	✓	✓	✓	✓		✓	✓	✓	✓
	Logo on website	✓	✓	✓	✓	✓	✓	✓	✓	✓

① Details see page 9 - 16

② We select speakers based on the topics and knowledge first

③ 12m², 16m², 24m² and 32m² booths are available (limited)

PREVIOUS PARTNERS, SPONSORS AND EXHIBITORS

OF CB EXPO AND INTERTABAC



BRAINS
BIOCEUTICAL®



hertz & selck
WE FLAVOUR THE WORLD



CONTACT

GET IN CONTACT WITH US!

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FURTHER INFORMATION
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