



MARKETING PARTNER PROGRAM

Earn Revenue as a Marketing Partner

ExpoCannaBiz would like to have you become a Marketing Partner and help us promote the event to your cannabis network of individuals, professionals, companies and investors who may have an interest in being a speaker, panel leader, sponsors, exhibitor or attendee.

Generating Brand Awareness & Contacts

ExpoCannaBiz provides the opportunity for cannabis executives, companies and service providers attending the event and are **for those that are not able to attend the event** to generate brand awareness and build relationships prior to the event, at the event and following the event.

ExpoCannabiz is seeking:

- Speakers, panel leaders, and companies who desire to reach the global leaders developing the Colombia, Latin America and Hispanic Cannabis industry.
- Companies to pitch at Cannabis Investing Forum who are raising capital and want to connect with new sources of Cannabis Funds and High Net Worth investors from North America, Canada, Colombia and Latin America.
- Sponsors and Exhibitors
- Media, Advertising and Marketing Partners

Who we are inviting and who should attend!

- Cannabis Companies – Colombia, Latin America, North America, Europe and Asia
- Government – Colombia, Latin America, North America, Europe and Asia
- Family Offices
- Accredited Investors
- Angel Investors
- Venture Capital Funds
- Private Equity Funds
- Financial Planners
- Wealth Managers
- Cannabis and Financial Publications
- Press

What do I receive as a Marketing Partner?

ExpoCannabiz is offering the following incentives for Marketing Partners valued at \$3000.

- Company logo located in Media or Marketing Partners section on ExpoCannaBiz website, marketing materials at event.
- Company logo located in Media or Marketing Partners section of CannaBiz Magazine print (15,000) and digital magazine.
 - CannaBiz Magazine is a quarterly print and digital publication that will be launched and distributed at ExpoCannaBiz, online and in retail distribution and target the Colombia, Latin America, North America, and Canadian cannabis business and investor community.
 - CannaBiz Magazine provides the opportunity for cannabis executives, companies and service providers generate brand awareness during the event and following the event with CannaBiz Magazine articles, ads and executive bios and company descriptions.
- Company description in CannaBiz Magazine online digital edition. (Additional cost for print. 25% discount)
- Provided with 20% discount code to track ticket sales that can offered to your cannabis network that is tracked by ExpoCannabiz website and ticket ordering system.
- Receive 20% discount code to all cannabis network channels.
 - This discount offer is in addition to the ExpoCannaBiz discount offer on the website.

- Discount on advertising in CannaBiz Magazine print and online.
- Placement of articles and interviews. (Per Editor approval)

How Can I Earn Revenue?

Commissions can be earned the following ways:

- Launch of Marketing Partnership Program with Cannabiz Magazine for Company Branding without Attending Event.
 - Commissions for event ticket sales,
 - Commissions for speaker sponsorship packages, event sponsorship, and exhibitor booth sales
 - Commissions for ad sales for both print ad and online. Banner, Advertorial, CEO video ad Podcast Interviews.
- **Compensation**
 - 20% commission for ticket sales
 - 15% commission for Sponsorship and Exhibitor referrals. An email sent to your email contacts that reply to interest is all that is required to earn this commission.
 - 15% commission for Ad sales in Cannabiz Magazine.
 - 5% commission override for other media, marketing, and affiliate partnerships introduced by you and your team. Includes event and magazine.

Marketing Channels to Distribute Code

- | | |
|-------------------------|---|
| • Associations | • Meetup Groups |
| • Article | • Podcast |
| • Banner Ads | • Press Release |
| • Business Card | • Radio |
| • Email | • Social Media – Facebook, LinkedIn, Instagram, YouTube |
| • Cannabis Companies | • TV |
| • Celebrity Influencers | • Text |
| • Email | • Websites – Cannabis, Event, Financial, News |
| • Event Calendars | |

How do I become a Marketing Partner and receive the Incentives that have a \$3000 value?

- To be approved for the program please send an email and a list of marketing channels and campaigns you will provide.

Following is an example of the scope of marketing Biz Latin Hub outlined they will provide to promote ExpoCannabiz.

Brad,

As discussed, please find the action we will take.

We will:

- Announce the event through our website, noting that we get between 40,000 and 50,000 visits monthly.
- Publish six articles cannabis related to BizLatinHub.com
- Publish four articles related to cannabis industries on our different network online (Focus-economic, equities.com, etc.) Can't define entirely now as the topics and content need to be validated by their editors.
- Share the event and our presence on our different social platform – Facebook, LinkedIn, Twitter.
- Send two newsletters to our current list (1 a month)
- Promote the event to our network/client/prospect related to the fact that we will be speakers.

Adil,

Director of Marketing, BizLatinHub

www.bizlatinhub.com

Additional Scope of Marketing Services Examples:

- Cannabis company and executive emails – 2,000
- Website – 1,000,000 visitors
- Social Media Reach – 3,000
- Manage Cannabis Meetup Group – 1,000 members
- Will write articles and distribute to editors – 2
- Will call for speakers and exhibitors – 10 hours
- Will attend events – Spannabis, ICBC
- Will design and run Facebook ads.

About ExpoCannaBiz

ExpoCannaBiz is a Significant Economic Development Event for the Colombia-Latin America Cannabis Market

- The ExpoCannaBiz Business Conference has gathered the Cannabis leaders, investors and companies developing and investing in the growth of the Cannabis Market in Colombia and Latin America.
- The event provides opportunities to connect with companies and global investors participating in the explosive growth in the Columbia, Latin America markets where Legal cannabis sales are expected to rise to \$12.7 billion by 2028.
- “Latin America has a prospective market of over 500 million adult use customers and 4.3 million patients, making it a core priority in cannabis companies’ global strategy. Its low-cost agricultural exports and increasing support for the legalization of recreational cannabis means it could play a pivotal role in the international *cannabis industry.*”

ExpoCannaBiz is a three-day event that features:

- The ExpoCannaBiz Business Conference and Expo is designed for Cannabis industry professionals and provides attendees the opportunity to network with global Cannabis industry professionals, investors and exhibitors.
- The event will be located at the beautiful Cartagena Convention Center in the historic port city of Cartagena, mostly known as The Heroic City, on Colombia’s Caribbean coast.
- The ExpoCannabiz Business Conference, a two-day event on Friday, May 10th and Saturday, May 11th that features leading Cannabis speakers and companies exhibiting at the Expo Hall.
- The Cannabis Investing Forum, a one-day event on Thursday, May 9th has an agenda packed with global private and public cannabis investors and companies sharing their knowledge and experience on how to invest and raise capital in this explosive emerging market opportunity.
- Investor Pitch Contest on Thursday, May 9th for investors who want to learn about investing opportunities and for companies raising capital.
- Cannabis Business Crash Course is a one-day immersive educational experience for individuals, investors and companies seeking to learn more about the various Cannabis business opportunities and how to start a business and connect to resources in Colombia.

Cannabis Investing Forum & Investor Pitch Contest

- For companies raising capital and want to present at the Investor Pitch Contest please apply ASAP.
- An Investor Speed Dating event has been added during the Thursday, May 9th evening cocktail party.
- This will be an opportunity for investors to interact directly with promising Cannabis investment opportunities and experience a fast paced, one-on-one, face-to-face meeting with 30 companies, listening to CEOs present their best elevator pitch in 2 minutes.