

# BERLIN

SPONSOR LEVELS



# 2025





## WITH GERMANY'S RECENT LEGALIZATION

THE CANNABIS INDUSTRY IS PRIMED FOR SIGNIFICANT GROWTH AND OPPORTUNITY. BY SPONSORING THE ICBC, YOU'LL POSITION YOUR BRAND AS A LEADER IN THIS RAPIDLY EVOLVING LANDSCAPE AND GAIN EXPOSURE ACROSS GERMANY, EUROPE, AND THE WORLD.

## WHY YOU SHOULD SPONSOR THE ICBC

YOU WILL GAIN ACCESS TO SHOWCASE YOUR BRAND ALONGSIDE THE INDUSTRY'S BIGGEST PLAYERS. FROM DISTRIBUTORS AND BROKERS TO CULTIVATORS AND INVESTORS, THE ICBC ATTRACTS WORLD-CLASS PROFESSIONALS AND DECISION-MAKERS FROM EVERY SECTOR.

## THIS IS YOUR CHANCE

TO BOOST YOUR BRAND VISIBILITY, EXPAND YOUR NETWORK, AND BE AT THE FOREFRONT OF CANNABIS LEGALIZATION AND INNOVATION. EXPLORE OUR SPONSORSHIP OPPORTUNITIES BELOW AND CONTACT US VIA EMAIL FOR MORE INFORMATION.



ATTENDEES

5000+

SQUARE METERS

15000+

EXHIBITORS & SPONSORS

400+

COUNTRIES

80+



# GOLD BRANDING SPONSOR

€4,000

# PLATINUM BRANDING SPONSOR

€6,000



## THIS PLAN INCLUDES:

- YOUR AD IN CONFERENCE PROGRAM - **FULL PAGE AD**



- **LOGO ON ROTATING SCREEN** DISPLAY IN SPEAKER ROOM DURING CONFERENCE



- LOGO ON **ICBC WEBSITE** SPONSOR PAGE



- VIP TICKETS TO CONFERENCE - **FOUR (4)**



## THIS PLAN INCLUDES:

- YOUR AD IN CONFERENCE PROGRAM - **TWO (2) PAGE SPREAD AD**



- **LOGO ON ROTATING SCREEN** DISPLAY IN SPEAKER ROOM DURING CONFERENCE



- LOGO ON **ICBC WEBSITE** SPONSOR PAGE AND ON **ICBC EVENT HOMEPAGE**



- VIP TICKETS TO CONFERENCE - **SIX (6)**



BROADCAST YOUR BRAND TO ALL ICBC ATTENDEES LEADING UP TO AND DURING THE CONFERENCE BY SPONSORING EUROPE'S BIGGEST B2B EVENT.

ESTREL BERLIN

29-30 APRIL, 2025

ICBC WHATSAPP: +386 41 420 430

CONTACT: JESSIEC@INTERNATIONALCBC.COM

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JESSIE CORRIGAN



# WATER AND COFFEE STATION SPONSOR

€7,500



## THIS PLAN INCLUDES:

- **BRANDING OPPORTUNITIES** FOR OUR WATER AND COFFEE STATION AREA



- YOUR AD IN CONFERENCE PROGRAM - **FULL PAGE AD**



- **LOGO ON ALL PRINTED** CONFERENCE **PROMO MATERIAL** AND PRINT ADVERTISEMENTS



- **LOGO ON ROTATING SCREEN** DISPLAY IN SPEAKER ROOM DURING CONFERENCE



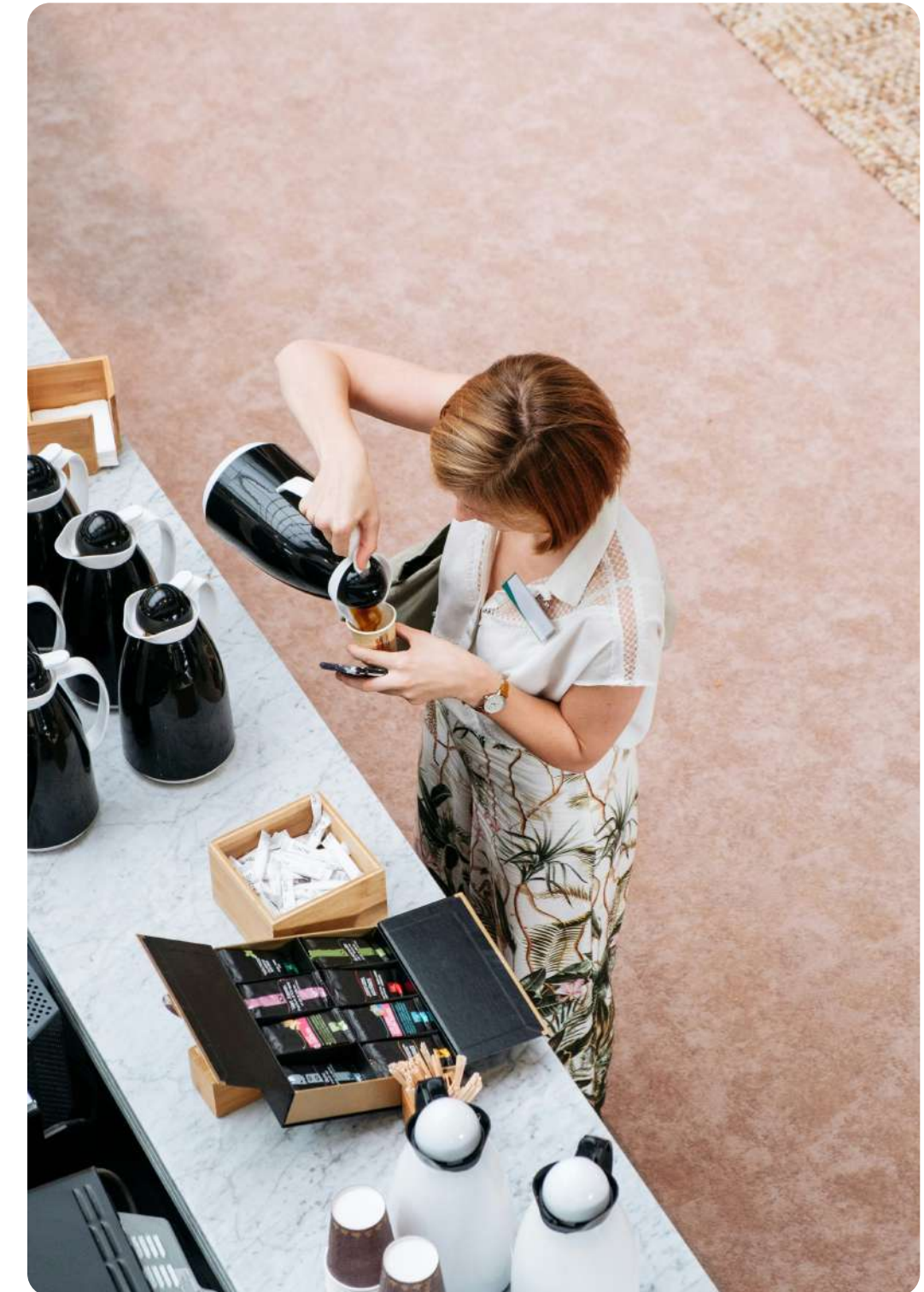
- **EMAIL TO THE ENTIRE CONFERENCE MAILING LIST** ANNOUNCING YOUR COMPANY AS THE WATER AND COFFEE STATION SPONSOR



- **LOGO ON CONFERENCE HOMEPAGE** - AS THE WATER AND COFFEE STATION SPONSOR



- VIP TICKETS TO CONFERENCE - **SIX (6)**



GENERATE EXPOSURE THROUGHOUT THE EVENT BY BRANDING ONE OF THE MOST HIGHLY TRAFFICKED AREAS OF THE INTERNATIONAL CANNABIS BUSINESS CONFERENCE THE WATER AND COFFEE STATION. ENTITIES OR INDIVIDUALS CAN SPONSOR THE EVENT'S WATER AND COFFEE STATION AND HAVE THEIR MARKETING MATERIALS FOR THEIR BRANDS, PRODUCTS, OR SERVICES STRATEGICALLY PLACED AT THE STATION.

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# FOOD COURT AREA SPONSOR

€7,500



## THIS PLAN INCLUDES:

- **BRANDING OPPORTUNITIES** THROUGHOUT THE FOOD COURT AREA



- **LOGO ON ALL PRINTED CONFERENCE PROMO MATERIAL** AND PRINT ADVERTISEMENTS



- **EMAIL TO THE ENTIRE CONFERENCE MAILING LIST** ANNOUNCING YOUR COMPANY AS THE FOOD COURT AREA SPONSOR



- **VIP TICKETS TO CONFERENCE - SIX (6)**



- **YOUR AD IN CONFERENCE PROGRAM - FULL PAGE AD**



- **LOGO ON ROTATING SCREEN DISPLAY** IN SPEAKER ROOM DURING CONFERENCE



- **LOGO ON CONFERENCE HOMEPAGE - AS THE FOOD COURT AREA SPONSOR**



GENERATE SIGNIFICANT INTEREST DURING THE CONFERENCE BY BRANDING THE FOOD STATION, ONE OF THE MOST POPULAR AREAS OF THE ICBC, WITH ATTENDEES WORKING UP AN APPETITE WHILE NETWORKING AND LEARNING DURING THE TWO-DAY EVENT. COMPANIES OR INDIVIDUALS CAN SPONSOR THE EVENT'S FOOD STATION AND PLACE THEIR MARKETING MATERIALS FOR THEIR BRANDS, PRODUCTS, OR SERVICES AT THE STATION.

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# EXHIBITOR LOUNGE SPONSOR

€7,500



## THIS PLAN INCLUDES:

- **BRANDING OPPORTUNITIES** THROUGHOUT THE EXHIBITOR LOUNGE AREA



- **YOUR AD IN CONFERENCE PROGRAM - FULL PAGE AD**



- **LOGO ON ALL PRINTED CONFERENCE PROMO MATERIAL** AND PRINT ADVERTISEMENTS



- **LOGO ON ROTATING SCREEN DISPLAY** IN SPEAKER ROOM DURING CONFERENCE



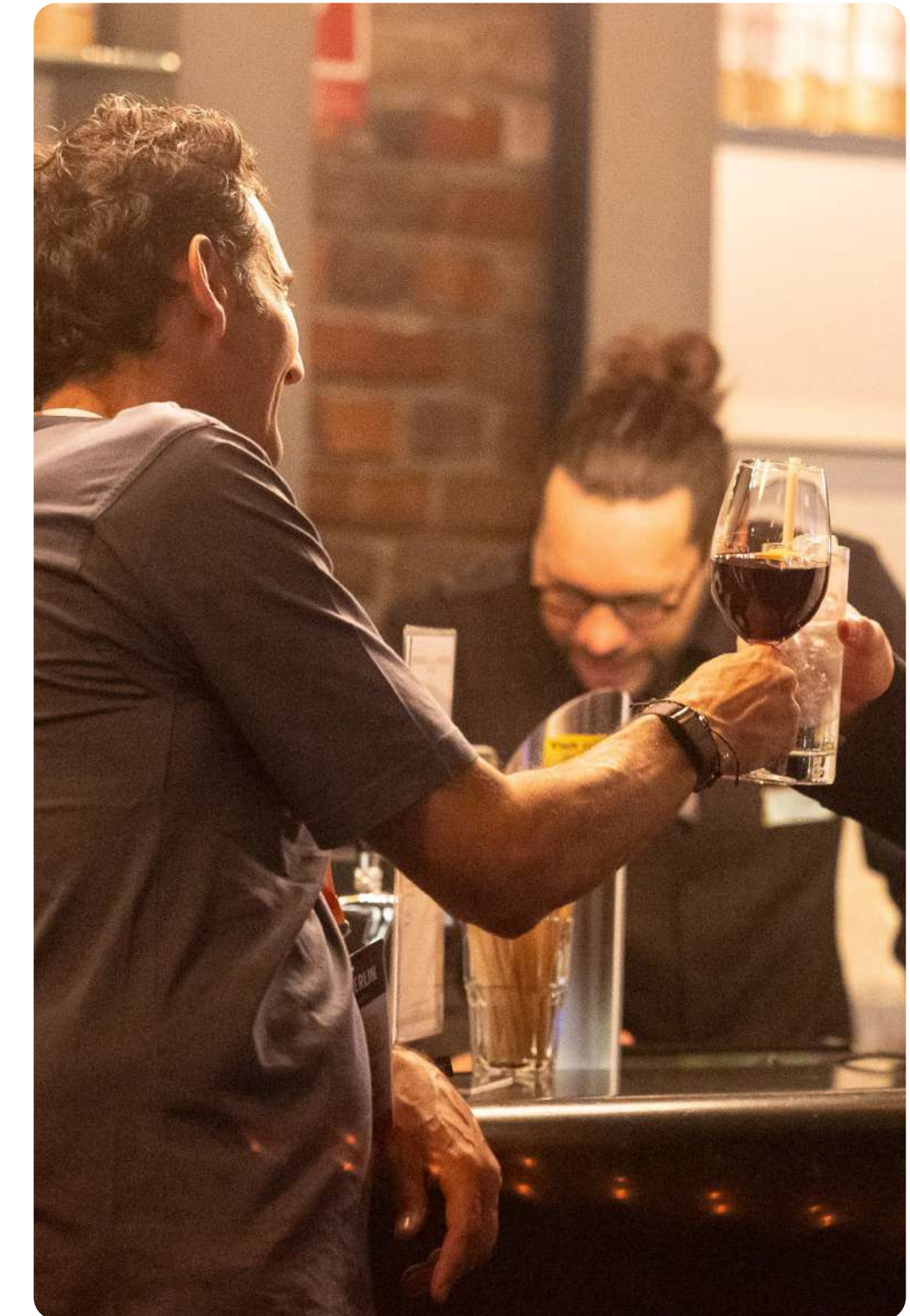
- **EMAIL TO THE ENTIRE CONFERENCE MAILING LIST** ANNOUNCING YOUR COMPANY AS THE EXHIBITOR LOUNGE SPONSOR



- **LOGO ON CONFERENCE HOMEPAGE - AS THE EXHIBITOR LOUNGE SPONSOR**



- **VIP TICKETS TO CONFERENCE - SIX (6)**



THE INTERNATIONAL CANNABIS BUSINESS CONFERENCE EXPO FLOOR IS WHERE ENTREPRENEURS, INNOVATORS, AND INDUSTRY SERVICE PROVIDERS DISPLAY THEIR PRODUCTS OR SERVICES AND WHERE A CONSIDERABLE AMOUNT OF INDUSTRY NETWORKING TAKES PLACE, PARTICULARLY IN THE EXHIBITOR LOUNGE AREA. **ADVERTISE YOUR COMPANY BY SPONSORING THE CONFERENCE'S EXHIBITOR LOUNGE AREA AND PROMINENTLY DISPLAYING YOUR BRAND, PRODUCT, OR SERVICE FOR THE CONFERENCE EXHIBITORS TO SEE.**

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# EVENT LANYARD SPONSOR

€7,500



## THIS PLAN INCLUDES:

- FEATURING YOUR COMPANY'S **LOGO ON ALL ATTENDEE LANYARDS**



- YOUR AD IN CONFERENCE PROGRAM - **FULL PAGE AD**



- **LOGO ON ALL PRINTED CONFERENCE PROMO MATERIAL** AND PRINT ADVERTISEMENTS



- **LOGO ON ROTATING SCREEN DISPLAY** IN SPEAKER ROOM DURING CONFERENCE



- **EMAIL TO THE ENTIRE CONFERENCE MAILING LIST** ANNOUNCING YOUR COMPANY AS THE EVENT LANYARD SPONSOR



- **LOGO ON CONFERENCE HOMEPAGE** - AS THE EVENT LANYARD SPONSOR



- VIP TICKETS TO CONFERENCE - **SIX (6)**



EVERY SPEAKER AND ATTENDEE OF THE CONFERENCE IS PROVIDED A LANYARD FOR THEIR ENTRY BADGE, MAKING THE LANYARD ONE OF THE MOST VISIBLE WAYS TO ADVERTISE THROUGHOUT THE EVENT AS PEOPLE WALK AROUND AND NETWORK. THE LANYARDS ALSO DOUBLE AS A KEEPSAKE SOUVENIR FOR PEOPLE WHO ATTEND THE CONFERENCE, GIVING YOUR ADVERTISEMENT POTENTIAL LASTING POWER AFTER THE EVENT CONCLUDES. PLEASE NOTE THAT SPONSOR IS RESPONSIBLE FOR PROVIDING THE LANYARDS NO LATER THAN ONE WEEK BEFORE THE EVENT.

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# ON-SITE LOUNGE SPONSOR

€10,000



## THIS PLAN INCLUDES:

- **BRANDING OPPORTUNITIES** FOR OUR ON-SITE LOUNGES THROUGHOUT THE EXPO AREA



- YOUR AD IN CONFERENCE PROGRAM - **FULL PAGE AD**



- **LOGO ON ALL PRINTED** CONFERENCE **PROMO MATERIAL** AND PRINT ADVERTISEMENTS



- **LOGO ON ROTATING SCREEN** DISPLAY IN SPEAKER ROOM DURING CONFERENCE



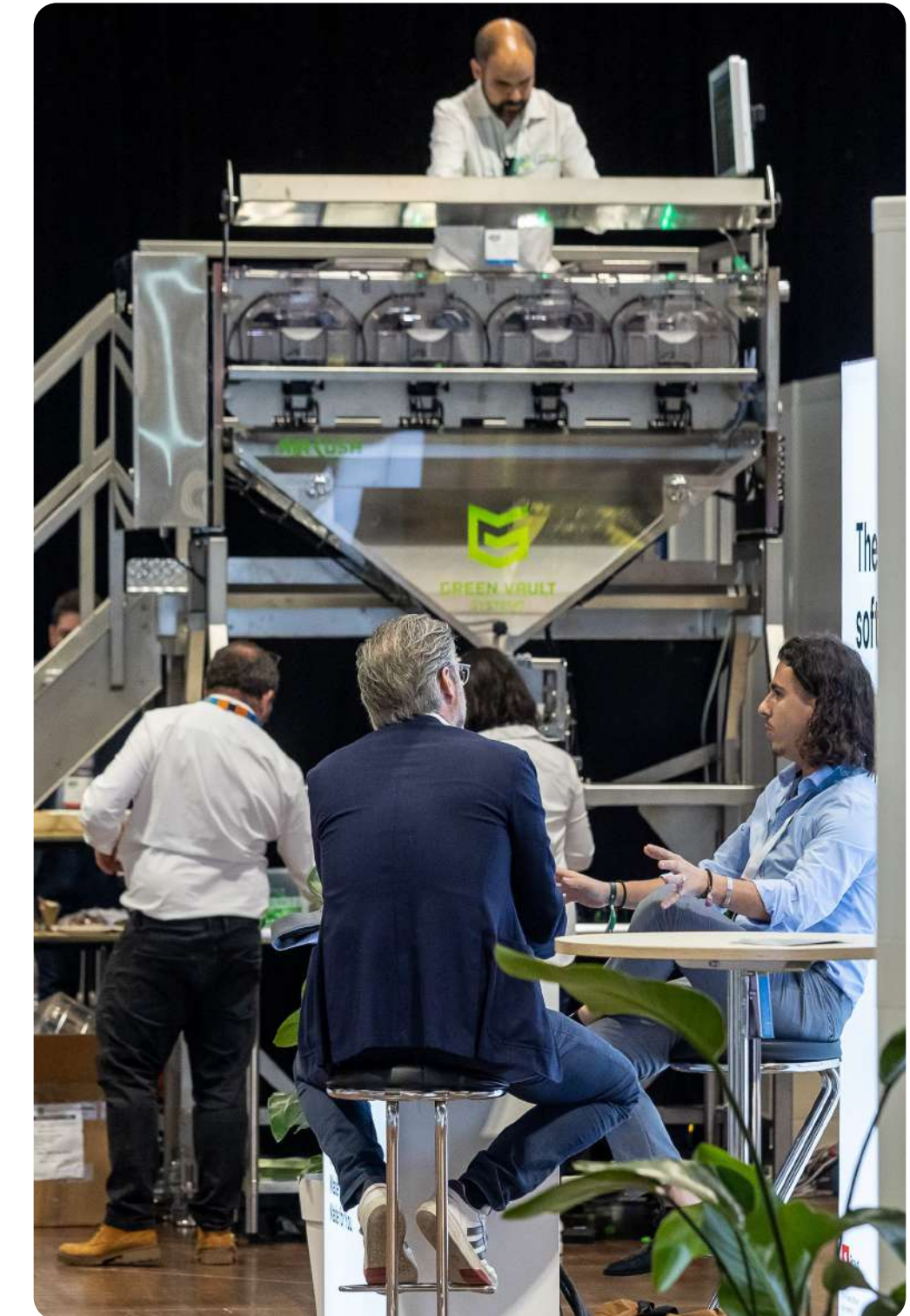
- **EMAIL TO THE ENTIRE CONFERENCE MAILING LIST** ANNOUNCING YOUR COMPANY AS THE ON-SITE LOUNGE SPONSOR



- **LOGO ON CONFERENCE HOMEPAGE** - AS THE ON-SITE LOUNGE SPONSOR



- VIP TICKETS TO CONFERENCE - **SIX (6)**



LOUNGE AREAS WILL BE STRATEGICALLY PLACED WITHIN THE EXHIBITOR AREA OF THE EVENT, PROVIDING CONFERENCE ATTENDEES, SPEAKERS, AND EXHIBITORS WITH PLACES TO RELAX AND NETWORK. THE ON-SITE LOUNGE AREAS ARE WHERE A CONSIDERABLE AMOUNT OF DISCUSSION OCCURS BETWEEN ATTENDEES, AND SPONSORING THE LOUNGE AREAS IS AN EFFECTIVE WAY TO DISPLAY YOUR BRAND PROMINENTLY AT THE EVENT.

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# PRIVATE EVENING RECEPTION

€10,000



## THIS PLAN INCLUDES:

- **SPACE FOR HOSTING A PRIVATE PARTY** FOR UP TO 30 GUESTS FROM 18:00 TO 20:00



- YOUR AD IN CONFERENCE PROGRAM - **FULL PAGE AD**



- **LOGO ON ALL PRINTED CONFERENCE PROMO MATERIAL** AND PRINT ADVERTISEMENTS



- **LOGO ON ROTATING SCREEN DISPLAY** IN SPEAKER ROOM DURING CONFERENCE



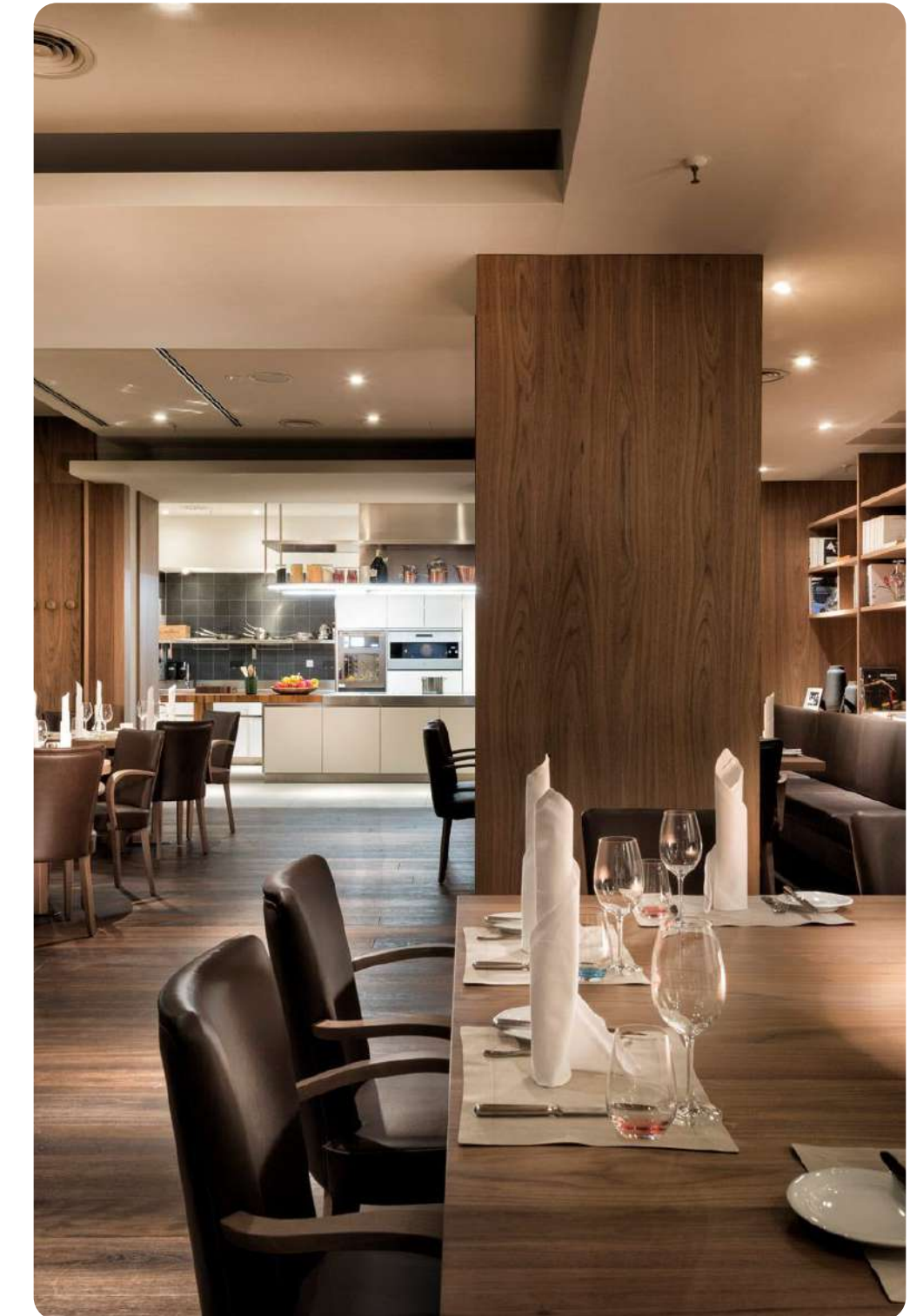
- **EMAIL TO THE ENTIRE CONFERENCE MAILING LIST** ANNOUNCING YOU AS THE PRIVATE EVENING RECEPTION SPONSOR



- **LOGO ON CONFERENCE HOMEPAGE** - AS THE PRIVATE EVENING RECEPTION SPONSOR



- VIP TICKETS TO CONFERENCE - **SIX (6)**



HOST A PRIVATE COMPANY RECEPTION FOR UP TO 30 GUESTS ON-SITE AT THE ICONIC ESTREL BERLIN HOTEL FROM 18:00 TO 20:00. PRIVATE RECEPTIONS CAN FULFILL SEVERAL STRATEGIC NEEDS FOR YOUR COMPANY, FROM WELCOMING GUESTS THAT YOU HAVE INVITED FROM AFAR TO HELP ORIENT THEM TO BERLIN AND THE CONFERENCE VENUE, TO PROVIDING A MORE SPECIFIED AND TAILORED NETWORKING EXPERIENCE, OR TO HOST A PRIVATE CELEBRATION TO ENHANCE THE CONFERENCE EXPERIENCE FOR EMPLOYEES, FRIENDS, AND/OR COLLEAGUES.

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# PRESIDENTIAL SUITE SPONSOR

€12,500



## THIS PLAN INCLUDES:

- **PRESIDENTIAL SUITE ROOM** (250 SQUARE METERS) **ON THE 17TH FLOOR FOR THREE (3) DAYS**



- **YOUR AD IN CONFERENCE PROGRAM - FULL PAGE AD**



- **LOGO ON ALL PRINTED CONFERENCE PROMO MATERIAL AND PRINT ADVERTISEMENTS**



- **LOGO ON ROTATING SCREEN DISPLAY IN SPEAKER ROOM DURING CONFERENCE**



- **EMAIL TO THE ENTIRE CONFERENCE MAILING LIST ANNOUNCING YOU AS THE PRESIDENTIAL SUITE SPONSOR**



- **LOGO ON CONFERENCE HOMEPAGE - AS THE PRESIDENTIAL SUITE SPONSOR**



- **VIP TICKETS TO CONFERENCE - SIX (6)**



BE THE LIFE OF THE PARTY FOR 3 DAYS IN YOUR 250 SQUARE METER PRESIDENTIAL SUITE AT THE ICONIC ESTREL BERLIN HOTEL. SPANNING THE ENTIRE 17TH FLOOR, THE PRESIDENTIAL SUITE OFFERS A BREATHTAKING PANORAMA OF THE HEART OF BERLIN. FURNISHED WITH ANTIQUES AND WORKS OF ART THAT MEET THE HIGHEST STANDARDS OF EXTRAVAGANCE AND ELEGANCE. THIS SUITE OFFERS THREE BEDROOMS, A LIVING AREA WITH A FIREPLACE, ITS OWN CONFERENCE ROOM, THREE BATHROOMS, AND A KITCHEN SPACE. THE PRESIDENTIAL SUITE IS PERFECT FOR PRIVATE MEETINGS AND NETWORKING, AS WELL AS FOR REST AND REFRESHMENT.

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# CONFERENCE APP SPONSOR

€15,000



## THIS PLAN INCLUDES:

- **YOUR COMPANY LOGO ON 100% OF ALL CONFERENCE APP ADS** (STARTS TWO WEEKS BEFORE CONFERENCE)



- **YOUR AD IN CONFERENCE PROGRAM - FULL PAGE AD**



- **LOGO ON ALL PRINTED CONFERENCE PROMO MATERIAL** AND PRINT ADVERTISEMENTS



- **LOGO ON ROTATING SCREEN DISPLAY** IN SPEAKER ROOM DURING CONFERENCE



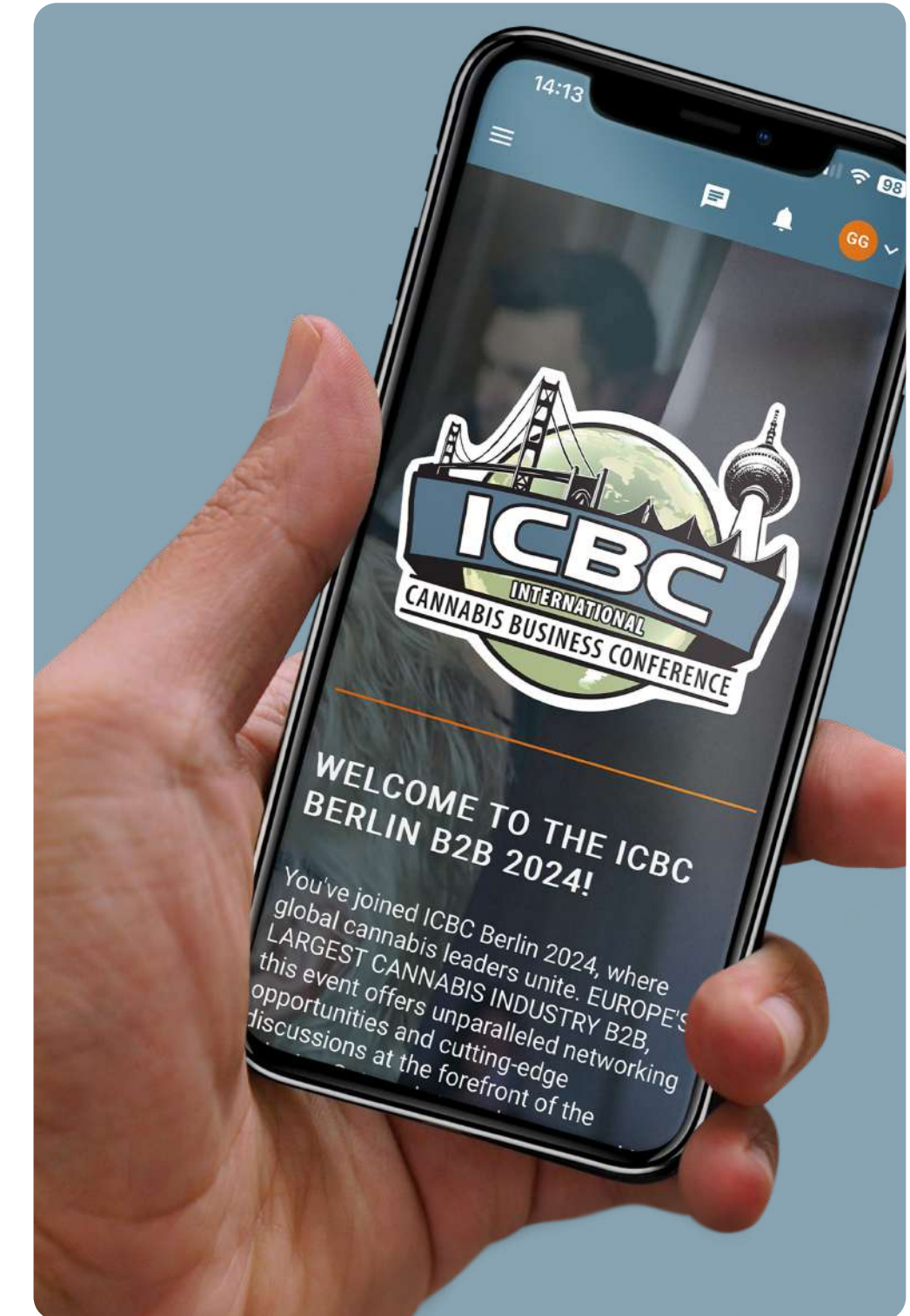
- **EMAIL TO THE ENTIRE CONFERENCE MAILING LIST** ANNOUNCING YOUR COMPANY AS CONFERENCE APP SPONSOR



- **LOGO ON CONFERENCE HOMEPAGE - AS CONFERENCE APP SPONSOR**



- **VIP TICKETS TO CONFERENCE - SIX (6)**



BLANKET BRAND YOUR COMPANY TO THE ENTIRE ONLINE ICBC COMMUNITY DURING, BEFORE, AND AFTER THE EVENT AS THE SOLE SPONSOR OF THE ICBC CONFERENCE APP. ALL PAGES AND BOARDS WILL HAVE YOUR COMPANY LOGO DISPLAYED. YOU WILL ALSO HAVE PRIVILEGES TO BROADCAST PERTINENT MESSAGES REGARDING YOUR BRAND TO ALL 5000 ATTENDEES.

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# VIP AFTER PARTY SPONSOR

€30,000



## THIS PLAN INCLUDES:

- **BRANDING OPPORTUNITIES** THROUGHOUT THE AFTER-PARTY AREA, INCLUDING **5 DIGITAL SCREENS** ON STAGE



- **YOUR COMPANY'S LOGO ON EVERY** ICBC BERLIN **PROMO EMAIL**



- **LOGO ON ALL PRINTED** CONFERENCE **PROMO MATERIAL** AND PRINT ADVERTISEMENTS



- **EMAIL TO THE ENTIRE CONFERENCE MAILING LIST** ANNOUNCING YOUR COMPANY AS THE AFTER PARTY SPONSOR



- **VIP TICKETS TO CONFERENCE - EIGHT (8)**



- **YOUR AD IN CONFERENCE PROGRAM - TWO (2) PAGES SPREAD AD**



- **LOGO ON ROTATING SCREEN DISPLAY** IN SPEAKER ROOM DURING CONFERENCE



- **LOGO ON CONFERENCE HOMEPAGE - AS THE AFTER PARTY SPONSOR**



ENSURE MAXIMUM EXPOSURE AND ENGAGEMENT WITH ALL VIP ATTENDEES BY BECOMING THE EXCLUSIVE SPONSOR OF THE VIP AFTER-PARTY. YOUR COMPANY WILL BE HIGHLIGHTED AT THIS PRESTIGIOUS EVENT, WITH YOUR LOGO PROMINENTLY DISPLAYED THROUGHOUT THE VENUE, ON ALL MARKETING MATERIALS, AND ON THE DIGITAL SCREENS AT THE AFTER-PARTY, GIVING YOU UNPARALLELED VISIBILITY.





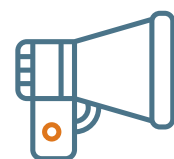
# TITLE SPONSOR

€50,000



## THIS PLAN INCLUDES:

- TWO ICBC MEDIA PIECES HIGHLIGHTING NEWS FROM YOUR COMPANY



- SOLE SPONSOR LOGO ON CONFERENCE BAG, BADGES & FRONT OF PROGRAM



- YOUR AD IN CONFERENCE PROGRAM - TWO (2) PAGE SPREAD AD (PROMINENT POSITION)



- YOUR COMPANY'S LOGO ON EVERY ICBC BERLIN PROMO EMAIL



- YOUR COMPANY'S LOGO AS THE SOLE SPONSOR ON ALL HOTEL KEYCARDS



- LOGO ON ROTATING SCREEN DISPLAY IN SPEAKER ROOM DURING CONFERENCE



- LOGO ON ALL PRINTED CONFERENCE PROMO MATERIAL AND PRINT ADVERTISEMENTS (MOST PROMINENT PLACEMENT)



- LOGO ON CONFERENCE HOMEPAGE - AS TITLE SPONSOR



- VIP TICKETS TO CONFERENCE - TWELVE (12)



- EMAIL TO THE ENTIRE CONFERENCE MAILING LIST ANNOUNCING YOUR COMPANY AS THE TITLE SPONSOR



AS ONE OF THE MOST COVETED SPONSORSHIPS OF ANY CANNABIS INDUSTRY EVENT IN THE WORLD, THE BERLIN TITLE SPONSORSHIP IS EXPRESSLY AIMED TO INSTITUTIONALIZE YOUR COMPANY'S BRANDING AND EXPOSURE TO THE EUROPEAN AND GLOBAL CANNABIS MARKETS. YOUR COMPANY'S BRAND WILL DOMINATE AT THE EVENT, AS WELL AS LEADING UP TO THE EVENT, WORKING IN CONCERT WITH THE ICBC MEDIA STAFF TO DISSEMINATE RELEVANT CONTENT THROUGHOUT THE ICBC'S VAST B2B NETWORK.

ESTREL BERLIN

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# PRIVATE ON-SITE MEETING ROOM (ADD-ON)

€2,500



## THIS ADD ON INCLUDES:

- **ADD A PRIVATE MEETING ROOM FOR TWO (2) DAYS** TO YOUR PACKAGE



AT THE CONFERENCE VENUE, MERE STEPS AWAY FROM THE MAIN EXHIBIT AREA, THERE ARE PRIVATE MEETING ROOMS THAT ENTITIES OR INDIVIDUALS CAN PAY TO RESERVE. THE ROOMS CAN SERVE AS YOUR VERY OWN BOARDROOM AT THE SITE OF THE INTERNATIONAL CANNABIS BUSINESS CONFERENCE EVENT, PROVIDING A CONVENIENT AND PRIVATE SPACE TO HOLD IMPORTANT MEETINGS DURING THE COURSE OF THE EVENT.

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## MAKE YOUR BRAND KNOWN WORLDWIDE

### ICBC PROMO VIDEOS

VANCOUVER

SLOVENIA

BERLIN

BARCELONA

### INTERNATIONAL PRESS

TAGESSPIEGEL

Forbes

VANCOUVER SUN



DELO



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