

# SPONSORING CANNAFRIENDS 2025

SEPTEMBER 26TH – 28ND, 2025,  
ILSEDE, GERMANY



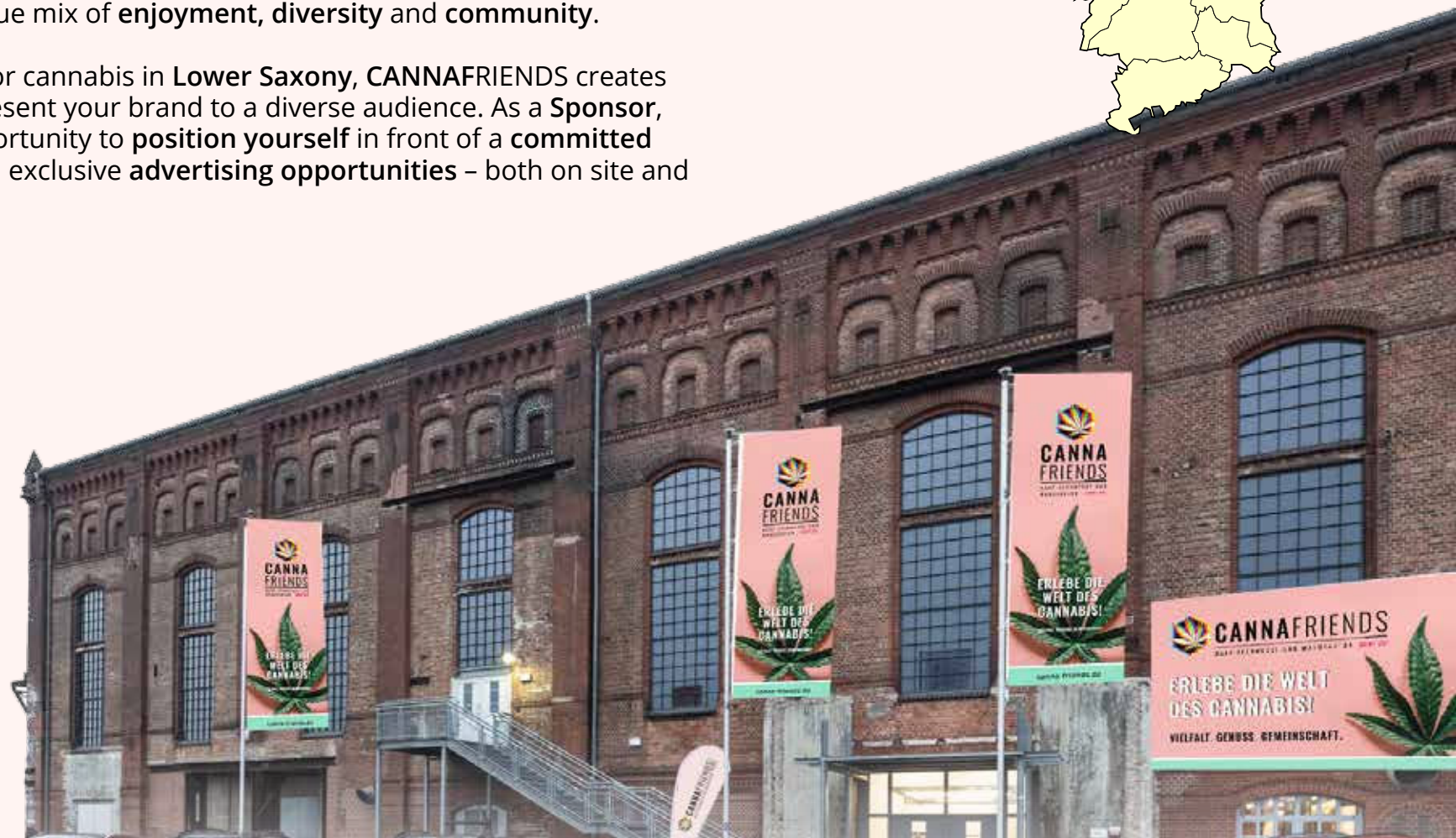
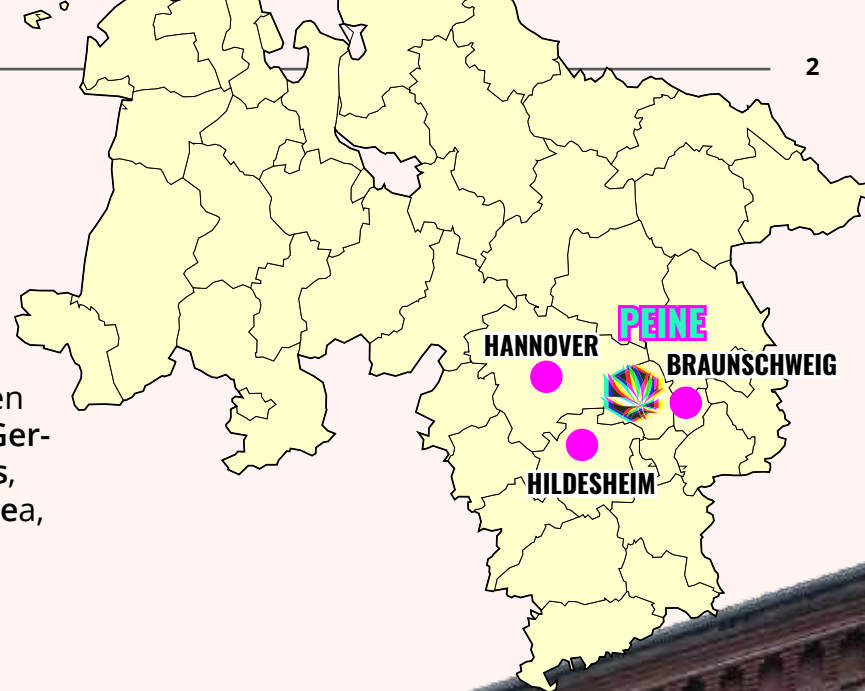


## INTRODUCTION

### WELCOME TO CANNAFRIENDS TRADE FAIR 2025!

The **CANNAFRIENDS 2025** takes place in the historic **Gebläsehalle Ilse**, between Hanover and Braunschweig, and is the **largest cannabis trade fair** in Northern Germany. With an **exhibition area of 2,000 square meters**, **10,000 expected visitors**, more than **100 exhibitors**, **over 40 speakers**, festival live gigs and an **outdoor area**, the trade fair offers a unique mix of **enjoyment, diversity and community**.

As the **leading trade fair** for cannabis in **Lower Saxony**, **CANNAFRIENDS** creates a first-class platform to present your brand to a diverse audience. As a **Sponsor**, take advantage of the opportunity to **position yourself** in front of a **committed audience** and benefit from exclusive **advertising opportunities** – both on site and via digital channels.



OVERVIEW

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## YOUR ADVANTAGES AS A SPONSOR AT CANNAFRIENDS 2025

No matter whether you choose **Gold**, **Premium** or **Basic sponsorship** – as a **CANNAFRIENDS 2025 Sponsor**, you'll benefit from exclusive opportunities to showcase your brand at Northern Germany's largest cannabis event.

### HERE ARE SOME KEY ADVANTAGES WAITING FOR YOU:

- **Maximum visibility:**  
Benefit from a strong presence in publications, posters, our website, social media and in event communication.
- **Exclusive Ad Placements:**  
Choose targeted advertising options such as banners, flags, LED screens, or podcast mentions.
- **Increased reach through digital channels:**  
Use our social media, newsletter and website to make your brand digitally visible.
- **Participation in special trade fair activities:**  
Be part of panel discussions, workshops or product presentations.
- **Individual support and flexible packages:**  
Tailored sponsorship solutions and personal support to get the most out of your sponsorship.

### EARLY BIRD OPTION:

**10% DISCOUNT ON ALL PACKAGES WHEN BOOKED BY JANUARY 31, 2025.**



## OVERVIEW OF PACKAGES

### GOLD-SPONSORING (10.000 EURO)

#### THE COMPREHENSIVE GOLD PACKAGE FOR MAXIMUM VISIBILITY ON ALL CHANNELS:

- Logo on all **CANNAFRIENDS** publications (posters, billboards, website, mailings, etc.)
- **20 free tickets**
- Logo placement on the **tickets**
- Premium **social media** presence on our channels
- Special support from our **video team** for personalized reporting
- Logo on **exhibitor passes and lanyards**
- Logo on **entry wristbands**
- Advertising on the **LED screen** at the entrance
- **1 Hall ceiling banner** main hall
- **1 Hall ceiling banner** entrance area
- **1 Hoist flag** in front of the hall
- Logo placement on the background of the **festival stage**
- **1 Banner** on the **outdoor festival stage**
- **1 Banner** in the **chill area tent**
- **1 Banner** on the **main stage**
- **1 Large banner** at the **entrance**
- **1 Barrier banner** outdoor **entrance**
- **1 BeachFlag** on the entrance
- **1 BeachFlag** on the **main stage**
- Full-page print advertisement in the **trade fair magazine**
- Logo placement on the **goody bags**
- **Podcast** placement (1 episode)
- **Website** Premium banner placement
- **Newsletter** banner placement
- **Blog** article on the **CANNAFRIENDS** website
- Sanitary Facilities **Door Branding**

All prices are net

**Production costs:** Please note that the production costs for the advertising materials are included in the sponsorship packages contribution.

## OVERVIEW OF PACKAGES

### PREMIUM-SPONSORING (6.000 EURO)

#### FOR COMPANIES THAT WANT STRONG VISIBILITY ACROSS MULTIPLE PLATFORMS

- Logo on CANNAFRIENDS publications
- **10 free tickets**
- **Social media** presence on our channels
- Logo on **exhibitor passes and lanyards**
- Logo on **entry wristbands**
- Advertising on the **LED screen** at the entrance
- **1 Hall ceiling banner**
- **1 Hoist flag** in front of the hall
- Logo placement on the background of the **festival stage**
- **1 Banner** on the **outdoor festival stage**
- **1 Banner** on the **main stage** in the hall
- **1 Banner** in the **chill area** tent
- **1 BeachFlag** on the main stage
- **1 Large banner** at the **entrance**
- **1 Barrier banner** outdoor **entrance**
- **1/2 page** advertising in the **trade fair magazine**
- Logo placement on the **goody bags**
- **Newsletter** banner placement
- **Blog** article on the CANNAFRIENDS website

All prices are net

**Production costs:** Please note that the production costs for the advertising materials are included in the sponsorship packages contribution.



## OVERVIEW OF PACKAGES

### BASIC-SPONSORING (3.000 EURO)

#### AN IDEAL PACKAGE FOR COMPANIES THAT WANT A SOLID PRESENCE AT THE TRADE FAIR

- Logo on **CANNAFRIENDS** publications
- **5 free tickets**
- **Social media** presence on our channels
- Logo on **exhibitor passes and lanyards**
- Logo on **entry wristbands**
- Advertising on the **LED screen** at the entrance
- **1 BeachFlag** on the **Outdoor Area**
- **1 Large banner** at the **entrance**
- **1 Barrier banner** outdoor **entrance**
- Logo placement on the background of the **festival stage**
- **1/2 page** advertising in the **trade fair magazine**
- Logo placement on the **goody bags**

All prices are net

**Production costs:** Please note that the production costs for the advertising materials are included in the sponsorship packages contribution.

## SPECIAL OFFERS AND MANUFACTURING PACKAGES

### MANUFACTORY COMMUNITY PACKAGE (1.200 EURO)

**FOR COMPANIES THAT WANT TO HAVE A STRONGER PRESENCE BUT STILL REMAIN AFFORDABLE:**

- 1/2 page advertising in the trade fair magazine
- 1 Large banner at the entrance
- CANNAFRIENDS Newsletter banner placement
- Mention in social media
- 10% discount when booking an additional advertising placement

### SMALL BUSINESS PACKAGE (500 EURO)

**FOR SMALL AND MEDIUM-SIZED COMPANIES THAT WANT TO DRAW ATTENTION TO THEMSELVES:**

- 1 Barrier banner outdoor at the entrance
- CANNAFRIENDS newsletter mention
- Mention in social media
- 10% discount when booking an additional advertising placement

All prices are net

**Production costs:** Please note that the production costs for the advertising materials are included in the sponsorship packages contribution.



## BUNDLING OF INDIVIDUAL ITEMS

### BANNER AND FLAG SPONSORSHIP

**PROVIDES A FLEXIBLE OPTION FOR PLACING BANNERS AND FLAGS AT DIFFERENT LOCATIONS THROUGHOUT THE TRADE SHOW**

- Large banner at the entrance – 500 Euro
- Barrier banner outdoor at the entrance – 250 Euro
- Banner on the outdoor festival stage – 800 Euro
- Banner in the chill area tent – 500 Euro
- Banner on the main stage in the hall – 500 Euro
- Hall ceiling banner entrance Area – 800 Euro
- Hall ceiling banner main hall – 800 Euro
- Hoist flag in front of the hall – 1.000 Euro
- Beach flag at the entrance Area – 600 Euro
- BeachFlag on the main stage – 500 Euro
- Sanitary Facilities Door Branding (30 pieces, DIN A4) – 500 Euro

### DIGITAL ADVERTISING PLACEMENTS

**PERFECT FOR BRANDS WHO WANT TO MAXIMIZE THEIR REACH THROUGH DIGITAL PRESENCE.**

- Advertising on the LED screen at the entrance – 1.000 Euro
- Podcast placement (per episode) – 1.500 Euro
- Website banner placement – 800 Euro
- Newsletter banner placement – 500 Euro
- Logo placement on the tickets – 1.500 Euro

All prices are net

### CONTENT MARKETING & PROMOTION

**FOR LONG-TERM VISIBILITY AND BRAND LOYALTY.**

- Blog article on the CANNAFRIENDS website – 900 Euro
- Logo placement on the goody bags – 600 Euro
- Logo on exhibitor passes and lanyards – 500 Euro
- Logo on entry wristbands – 700 Euro
- Full-page print advertisement in the trade fair magazine – 700 Euro

**ADDITIONAL ADVERTISING PLACEMENTS ON REQUEST!**



# ADVERTISING PLACEMENT OVERVIEWS

## ENTRANCE BANNER AND BEACH FLAG ADVERTISEMENT

### Placement:

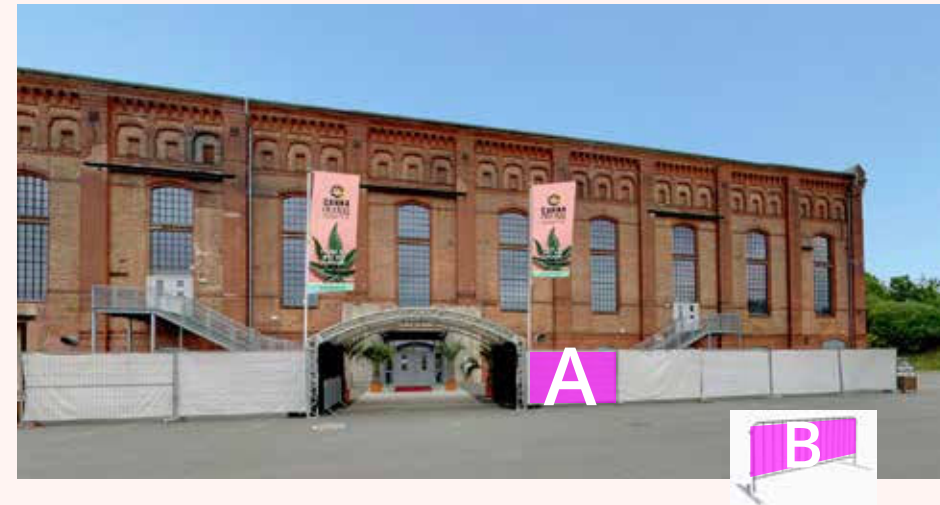
Central visibility at all main events and when entering the exhibition center.

### Promotional materials:

- A) Outdoor construction fence banner: 340 x 173 cm
- B) Barrier banner outdoor: 240 x 90 cm
- C) Beach flag Drop XL, 4/0-colored: 410 m high  
(printed including poles and cross base + water tank)



*Outdoor Area Gebläsehalle*



*entrance area Gebläsehalle*



# ADVERTISING PLACEMENT OVERVIEWS

## MAIN STAGE ADVERTISEMENT

### Placement:

Central visibility at all main events.

### Promotional materials:

- A) Banner stage front: 200 x 80 cm
- B) Banner stage right side: 200 x 80 cm
- C) Beach flags Drop Large, 4/0-colored 290 m high  
(printed including poles and cross base + water tank)





# ADVERTISING PLACEMENT OVERVIEWS

## OUTDOOR FESTIVAL STAGE ADVERTISEMENT

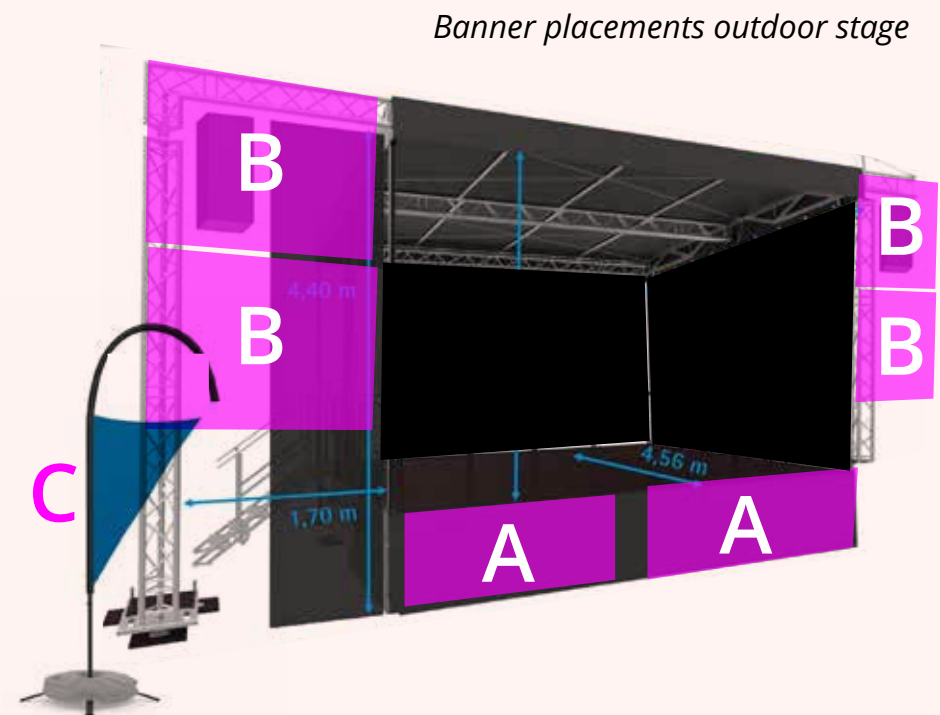
### Placement:

Highlighted brand presence during live gigs and the after lounge part.

Timetable: <http://canna-friends.de/festival/>

### Promotional materials:

- A) Banner in front of the stage: 198 x 100 cm
- B) Banner front left of the stage: 170 x 140 cm
- B) Banner front right of the stage: 170 x 140 cm
- C) BeachFlags Drop Large, 4/0-colored, 290 m high  
(printed including poles and cross base + water tank)





# ADVERTISING PLACEMENT OVERVIEWS

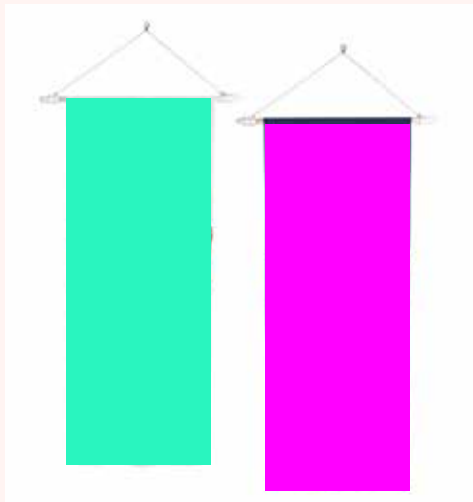
## WALL FLAGS ON THE TRADE FAIR CEILING

### Placement:

Optimally visible placement within the main hall and foyer.

### Promotional materials:

- A) Banner flags entrance area 1,2 x 3 m
- B) Banner flags main hall 1,2 x 4 m



entrance area



main hall



# ADVERTISING PLACEMENT OVERVIEWS

## HOIST FLAG

### Placement:

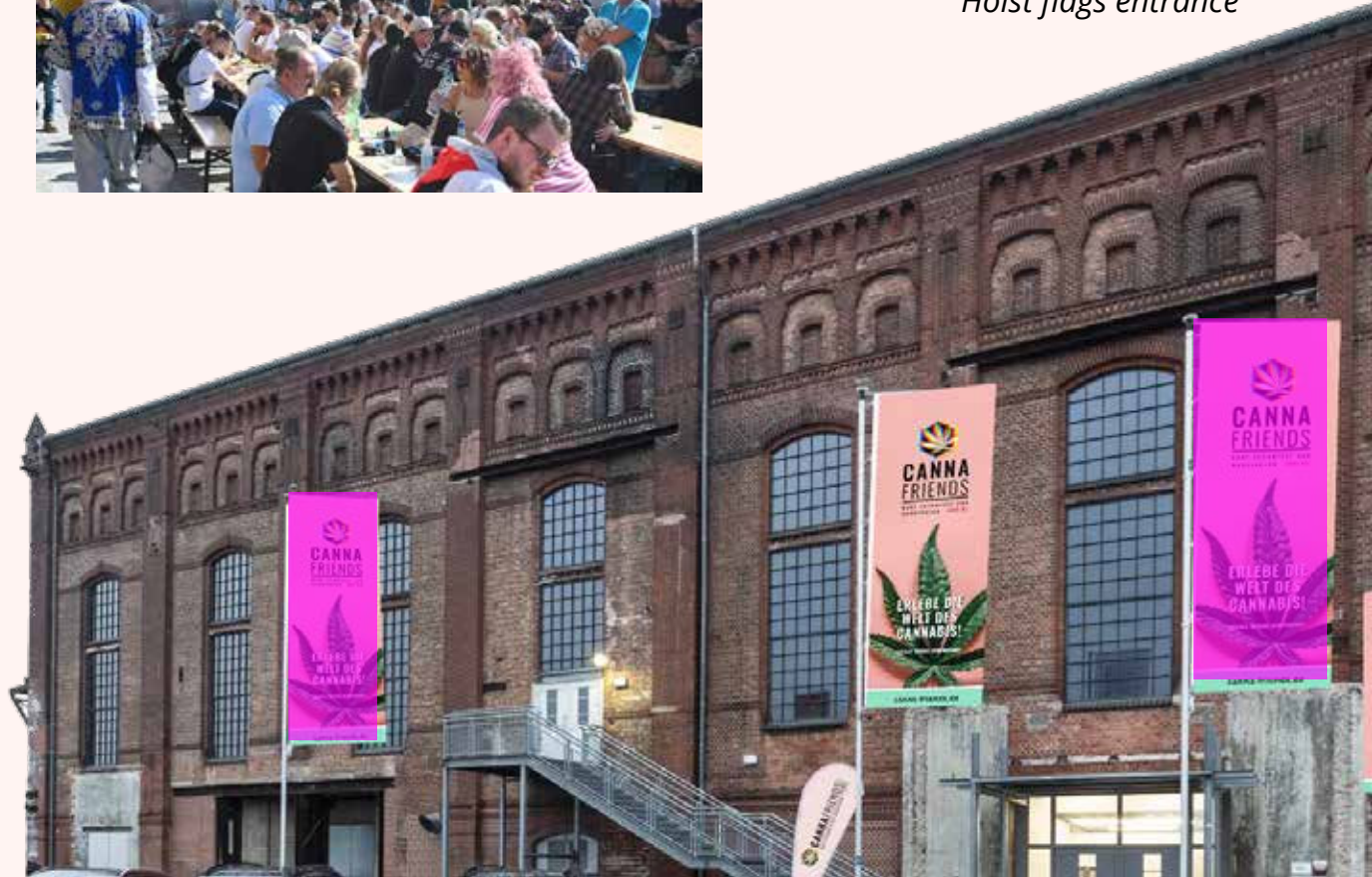
Hoist flag, different outdoor positions

### Promotional materials:

- Hoisting flag 4/0 colored: 1,5 x 4 m



*Hoist flags entrance*



# ADVERTISING PLACEMENT OVERVIEWS

## BANNER CHILL AREA

### Placement:

Your brand shapes the space where visitors relax and network.

### Promotional materials:

- Wall banner: 100 cm x 150 cm





# ADVERTISING PLACEMENT OVERVIEWS

## SELFIE LOGO WALL PLACEMENT

### Placement:

Logo wall in the entrance area for selfies, direct contact with visitors through selfie options and social media presence.

### Promotional materials:

- Big logo on logo wall





# ADVERTISING PLACEMENT OVERVIEWS

## ADVERTISEMENT TRADE FAIR MAGAZINE

### Placement:

Page advertisement in the trade fair magazine, prominently placed in one publication that all trade fair visitors receive.

### Promotional materials:

- Print ad
  - Full or 1/2 page in the official trade fair magazine
- Dimensions: 148.5 x 210 mm (DIN A5)



## ADVERTISING PLACEMENT OVERVIEWS

### LOGO ON GOODY BAG

#### Placement:

Logo printed on goody bag and placement, which is distributed among visitors and raffled off daily.



# ADVERTISING PLACEMENT OVERVIEWS

## LOGO PLACEMENT ON EXHIBITOR PASSES AND LANYARD

### Placement:

Logo on exhibitor passes and lanyards, permanent visibility for all exhibitors and important participants.

### Promotional materials:

- Logo printing



# ADVERTISING PLACEMENT OVERVIEWS

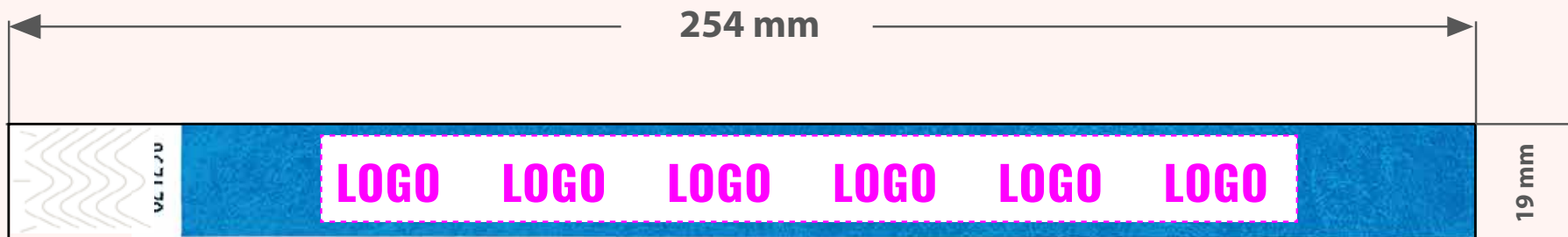
## LOGO ON ENTRY WRISTBANDS

### Placement:

Logo on exhibitor passes and lanyards,  
permanent visibility for all exhibitors and important participants.

### Promotional materials:

- Logo printing





# ADVERTISING PLACEMENT OVERVIEWS

## SANITY FACILITIES DOOR BRANDING

### Placement:

Advertisement on Sanitary Facilities Door, a total of over 60 doors

### Promotional materials:

- DIN A4 Posters



# ADVERTISING PLACEMENT OVERVIEWS

## LOGO ON TICKET

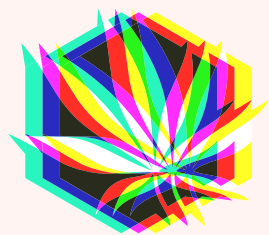
### Placement:

Logo on Tickets, digital and printed

### Promotional materials:

- Logo printing





# CANNAFRIENDS<sup>2025</sup>

HANF-FACHMESSE UND MANUFAKTUR

JOINT US!

As of 10-2024

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