

CANNAFRIENDS 2025

HEMP TRADE FAIR AND MANUFACTORY **JOINT US!**

NORTHERN GERMANY'S LARGEST CANNABIS FAIR

VARIETY. ENJOYMENT. COMMUNITY.

EXHIBITOR-INFOs

SEPTEMBER 26TH – 28TH, 2025

 **GEBLÄSEHALLE ILSEDE**
BETWEEN HANOVER & BRAUNSCHWEIG

CANNAFESTIVAL

FR + SA
AFTER
LOUNGE

GOLD-SPONSOR 2024



PREMIUM-SPONSOREN 2024



CANNAFRIENDS 2025 THE LEADING TRADE FAIR IN THE NORTH

2024 was a breakthrough year for CANNAFRIENDS. With over 80 satisfied exhibitors, 6,800 enthusiastic visitors and a sold-out manufacturing area, the trade fair was a complete success. Our combination of expo, conferences and festival has delighted both professionals and the general public and makes CANNAFRIENDS an indispensable platform for the cannabis industry.

THE NEXT LEVEL – CANNAFRIENDS 2025

We invite you to become part of this success and secure the unparalleled opportunities that CANNAFRIENDS 2025 has to offer. CANNAFRIENDS has established itself as the leading trade fair in the north and is more than just a trade fair - it is a place where partnerships are formed, networks grow and innovative solutions are presented. The trade fair is both a platform for B2B exchange and a place where business relationships can be deepened.

UNIQUE OPPORTUNITIES FOR EXHIBITORS

In 2025, we are once again focusing on what sets us apart: innovation, exchange and growth. With over 40 speakers, an expanded program for workshops, live gigs and an after-lounge, CANNAFRIENDS offers a comprehensive experience that offers exhibitors unique opportunities to present their products and services to a committed target group. Here, as an exhibitor, you can not only present your products, but also engage in direct exchange with visitors. The personal contact between producers and the public in particular makes the trade fair stand out and makes it an important networking hub for the industry.

SUCCESS STORIES AND GROWING PARTNERSHIPS

The feedback from our exhibitors in 2024 was overwhelming. Many reported that they had made valuable new contacts and significantly increased their brand awareness. CANNAFRIENDS

offers you an interactive platform to not only show your products, but also to present them in real-life application - whether in workshops, live cooking demonstrations or through direct product experiences in the manufacturing area. This is where long-term partnerships are created and opportunities for sustainable growth arise.

A TRADE FAIR FOR EVERYONE - FROM ENTHUSIASTS TO THE HEALTH SECTOR

CANNAFRIENDS is characterized by the fact that it not only appeals to cannabis enthusiasts, but also trade visitors from the health sector who are interested in cannabis products and their use in medical practice. The growing interest in CBD for animals in particular offers new business areas that are often overlooked.

JOIN IN AND SHAPE THE FUTURE OF THE CANNABIS INDUSTRY

Don't miss the chance to be part of this unique trade fair. With our constantly growing number of visitors and the increasing media presence of CANNAFRIENDS, we offer an ideal platform to present your company and shape the future of the cannabis industry together. 2025 will be the next level - be there and experience it for yourself!

Highest regards,
Jasmin Göbel

Project management CANNAFRIENDS



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KEY OPPORTUNITIES FOR EXHIBITORS AT CANNAFRIENDS 2025

Your participation in our trade fair is much more than an investment in a trade fair stand - it is an investment in the future and the growth of your company in the rapidly growing cannabis industry. Become part of this exciting chapter and take advantage of the diverse opportunities for sustainable business success!

GROWTH AND VISIBILITY IN THE INDUSTRY

CANNAFRIENDS 2025 is the leading trade fair in the north and offers you as an exhibitor the ideal platform to present your company to a wide range of audiences - from cannabis enthusiasts to medical and healthcare professionals. Here you have the chance to increase your brand awareness and open up new markets.

DIRECT CUSTOMER CONTACT

The trade fair offers you the unique opportunity to talk directly to end consumers and business customers. Present your products directly on site and establish valuable relationships with potential customers and business partners. Use the feedback from visitors to further optimize your products and build long-term customer relationships.

CURRENT TRENDS AND INNOVATIONS:

Keep your finger on the pulse of the cannabis industry! Our lectures and discussion panels offer you the opportunity to gain exclusive insights into the latest trends and developments - from medical applications to innovative cultivation methods. By participating in the trade fair, you are well informed to align your company with current market developments.

VALUABLE NETWORKS AND PARTNERSHIPS

As an exhibitor at CANNAFRIENDS, you have the opportunity to build valuable networks within the industry. Meet potential business partners, make contacts with industry experts and exchange ideas with other companies. CANNAFRIENDS is much more than just a trade fair - it is a platform for interactive exchange and mutual growth. Long-term partnerships are formed here that strengthen your business and open new doors for you.

SUCCESS STORIES FROM PREVIOUS YEAR'S EXHIBITORS

The experiences of our previous year's exhibitors speak for themselves: many companies were able to increase their awareness and significantly increase their sales through their participation. Numerous new partnerships were concluded and the diversity of the target groups led to sustainable growth. These success stories show what great opportunities the CANNAFRIENDS trade fair offers for your company - a real springboard for your success.



MANUFACTORY AREA: WHERE ENJOYMENT MEETS CRAFTSMANSHIP

Creativity and sustainability are at the heart of our manufacturing area, and that makes it a special highlight of CANNAFRIENDS 2025.

Here, manufacturers have the unique opportunity to present their handmade and sustainable products to a curious and interested audience - and at particularly attractive conditions.

CREATIVE HIGHLIGHTS FROM SUSTAINABLE PRODUCTION

In the manufacturing area we present the variety of creative products related to hemp and cannabis. Exhibitors have the chance to share their works directly with visitors, tell background stories and present the special manufacturing processes. For 2025 we want to focus even more on the sustainability aspect and show how hemp products are produced in a creative and environmentally friendly way.

REDUCED PRICES FOR MANUFACTURERS

We know that every square meter counts, especially for small manufacturers. That's why we are again offering reduced prices per square meter in 2025 to enable creative companies to present themselves at the trade fair without major financial hurdles.

JOINT STANDS FOR A SHARED EXPERIENCE

A sense of community is a core value of the CANNAFRIENDS. That's why we are once again offering joint stands where several exhibitors can present their products together. This collaboration promotes synergies and creates an inspiring atmosphere for exhibitors and visitors alike. Prior joint registration only in consultation with Heiko Klein Trade Fairs & Exhibitions.

MANUFACTORY AREA 2024: A REVIEW

In 2024, the Manufactory Area was particularly enthusiastic. Exhibitors reported positive feedback and a committed audience that valued direct contact with the manufacturers. Many manufacturers experienced their works being presented and celebrated in such an important setting for the first time. The atmosphere was characterized by humanity, creativity and the shared pursuit of sustainability.





PROGRAM HIGHLIGHTS AND SPEAKERS 2025

After the great success of **CANNAFRIENDS 2024**, we are again offering a program in 2025 that offers you as an exhibitor the best opportunities for networking, knowledge exchange and innovative presentations. In 2024, over **40 speakers** from the fields of **cultivation, medicine, sustainability and law** stood on our stages and inspired the visitors. With a mix of **specialist lectures, workshops and festival feeling**, **CANNAFRIENDS 2025** will be even bigger and offers you the perfect stage to present your products and expertise.

2024: A YEAR FULL OF HIGHLIGHTS

Last time, **CANNAFRIENDS** was all about innovation and community. Topics such as living soil, cannabis social clubs and CBD in medicine were discussed on the stages. Our deep dive workshops brought the specialist audience together and provided practical insights. The manufacturing area enabled creative minds to present their handmade and sustainable products directly to visitors.

In addition to the lectures and workshops, the festival area with live gigs and an outdoor stage offered the perfect setting for relaxed networking and entertainment. Acts such as Irie Member and FABRIK heated up the atmosphere while visitors enjoyed the chill-out area and the food corner. The after-lounge rounded off the day and offered a unique opportunity for casual networking in a relaxed atmosphere.

2025: YOUR STAGE - BECOME PART OF THE PROGRAM!

CANNAFRIENDS 2025 offers you the opportunity to become part of the growing speaker and workshop program. If you have expertise in the areas of cultivation, sustainable production, medical application or legal issues, then take the opportunity to share your insights with the community.

Apply as:

- **Speaker** for lectures and discussions on the most exciting topics in the industry.
- **Workshop leader**, for example to offer visitors practical insights into the future of cannabis cultivation and use.

The application options are available on our website.

FESTIVAL VIBES AND PERFECT ATMOSPHERE

In addition to the specialist programs, the festival area will again play a central role in 2025. Live music, outdoor stages and a continuous program with DJs and artists offer the perfect opportunity to present your brand in a unique atmosphere. The after-lounge in the evening creates the perfect setting for relaxed networking with like-minded people and potential partners.

YOUR CHANCE TO BE THERE IN 2025

The **CANNAFRIENDS** is more than just a trade fair - it is the platform for the community. Present your brand to a committed audience, network with other experts and take the opportunity to become part of this unique event. Secure your place as an exhibitor now and become an active part of the **CANNAFRIENDS 2025!**



CANNAFRIENDS 2025: INDUSTRIAL SETTING WITH A UNIQUE AMBIENCE IN ILSEDE, PEINE

Last year we were able to record an impressive number of participants. With numerous exhibitors from Germany and the Netherlands, we not only exceeded our expectations, but also built a new community. The positive feedback and growing interest underline the relevance and success of the **CANNAFRIENDS** trade fair.

40+

SPEAKER

80+

EXHIBITOR

3

DAYS

10,000

VISITORS

WELCOME TO THE HISTORIC GEBLÄSEHALLE ILSEDE, PEINE

Centrally and ideally located, in the middle of Lower Saxony, between Hanover, Braunschweig and Hildesheim.

PARKING

450 free parking spaces directly in front of the door, arrival with camper possible

FREEWAY CONNECTIONS

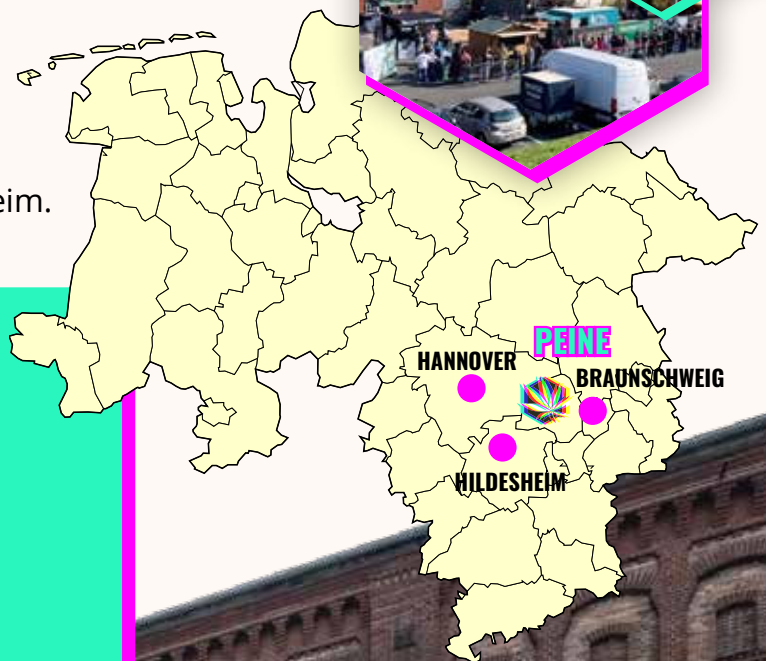
A2: 9 km, A7: 23 km, A39: 18 km

ARRIVAL BY TRAIN

From Peine train station: every 10 minutes by bus to Ilsede central bus station (approx. 15 minutes) Walking time from ZOB Ilsede to the blower hall: only 2 minutes

ACCESS BARRIER-FREE AND FROM THE AGE OF 18

DAILY OPENING HOURS
from 11 a.m. to 7 p.m.



26. – 28. SEP. 25

MEDIA PARTNERS & PRESS 2024

CANNAFRIENDS 2024 was not only a trade fair, but also a media highlight that generated numerous reports and collaborations. Thanks to a strong presence in print, digital and TV media as well as our loyal media partners, the trade fair was able to be presented to a wide audience and the latest developments in the cannabis industry were comprehensively highlighted.

OUR MEDIA PARTNERS

We are pleased that we were able to count on a strong collaboration with renowned media partners in 2024, including **Grow Magazin**, **Krautvergleich**, **messen.de**, **Hanf Magazin**, **MessenInfo**, **EUCanna Jobs**, **Nachtschattenverlag**, **CannaReporter** and **weed.de**. These platforms not only advertised CANNAFRIENDS, but also provided editorial support and highlighted the highlights of the trade fair.

REPORTING & PRESS 2024

Thanks to our media cooperations, we were also able to be present in the most important regional and national media. **PAZ Peiner Allgemeine Zeitung**, **Funke Mediengruppe**, **HAZ**, **Wolfsburger Allgemeine Zeitung**, **Gifhorner Nachrichten**, **Braunschweiger Zeitung** and **Subway Magazin** reported on the trade fair in print and digitally. These media have enormously increased the vi-

sibility of CannaFriends 2024 and established the trade fair as an important meeting place for the cannabis industry in the north.

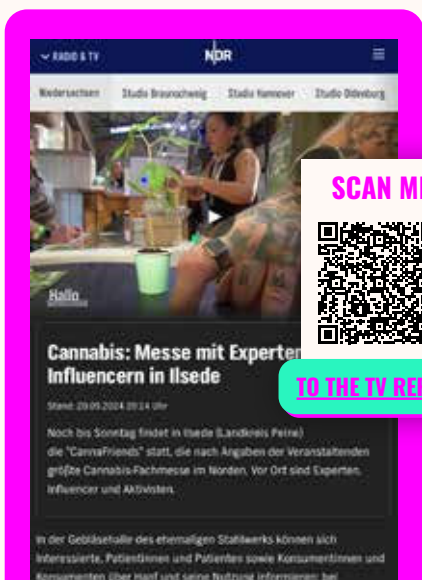
TV reports on **NDR** and **Sat.1 Regional** also helped the trade fair to attract attention in northern Germany and beyond. In addition, the trade fair was picked up by **weed.de** and other international platforms, which brought us additional attention.

PLANS FOR 2025

For CANNAFRIENDS 2025, we will not only maintain these successful collaborations, but also expand them further. Our goal is to generate even more reach and to consolidate the trade fair as the **leading event in the cannabis sector** in northern Germany. The cooperation with international platforms will also be deepened, as **international reports** were already published in 2024, which brought us additional attention.



TV REPORTS 2024:





PRICES FOR STAND RENTAL IN HALL

Traders: from 95,00 € m² (net)

Small businesses: from 60,00 € m² (net)

PAYMENT METHOD

1st instalment (50 %) on booking

2nd instalment (50 %) in August 2025

W-LAN INCLUDED



ALL-ROUND PACKAGE FOR MAXIMUM EXHIBITION STAND POWER

Are you ready to present your company in the best possible way at CANNAFRIENDS 2025? We offer you not only valuable information, but also a variety of options to get the most out of your participation. From support with equipping your exhibition stand to individual advertising packages - we help you to maximize your presence and ensure your success.

STAND POWER IN FOCUS!

Our goal is to ensure that you can position and present yourself optimally at CANNAFRIENDS. That's why, in addition to practical support with equipment, we also offer various advertising options to increase your visibility. You can rely on our help with printed materials,

giveaways or trade fair equipment. Together we will design your optimal trade fair success!

If you have special requirements, please let us know early so that we can make the most of your trade fair stand power.

ADVERTISING PLACEMENTS – YOUR CHANCE FOR VISIBILITY

Use the advertising placements at CANNAFRIENDS 2025 to present your brand, attract new customers and increase your reach. In addition to paid sponsorship packages, there are still free advertising options.

NEW PAID ADVERTISING OPTIONS:

In 2025 we will also offer **sponsorship packages** that include special advertising placements:

- **GOLD SPONSORSHIP (10.000 EURO)**
The comprehensive premium package for maximum visibility on all channels.
- **PREMIUM SPONSORSHIP (6.000 EURO)**
For companies that want strong visibility on multiple platforms.
- **BASIC SPONSORSHIP (3.000 EURO)**
An ideal package for companies that want a solid presence at the trade fair.
- **MANUFACTURER COMMUNITY PACKAGE (1.200 EURO)**
For companies that want to have a stronger presence but still want to remain affordable.
- **SMALL BUSINESS PACKAGE (500 EURO)**
For small and medium-sized companies that want to draw attention to themselves.

You can find more information about sponsorship packages, individual items and advertising placements in our sponsor pitch.

DOWNLOAD NOW AS A PDF!

FREE ADVERTISING OPPORTUNITIES

WHAT WE OFFER YOU FOR FREE:

- **LOGO WALL**
Your logo will be placed on our logo wall to ensure maximum visibility.
- **WEBSITE**
Your company logo will be presented on our official website to create online presence.
- **TRADE FAIR MAGAZINE**
Your logo will also be found on our trade fair magazine that are distributed to visitors.
- **GOODIE BAG**
The opportunity to place your material in our goodie bag and thus get it directly into the hands of visitors.





REGISTRATION AND DEADLINES: YOUR WAY TO US

Make your trade fair appearance perfect and secure your stand space at the CANNAFRIENDS trade fair! Registration is easy via the digital registration PDF on our website. Fill out the form digitally and send it to info@heiko-klein-messen.de


CANNAFRIENDS
HAND-TECHNIKE UND WANDTAKTIL

26. – 28. SEPTEMBER 2025,
ILSEDE, GERMANY
WWW.CANNA-FRIENDS.DE

AUSSTELLER-ANMELDUNG / EXHIBITOR REGISTRATION

Wird vom Veranstalter ausgefüllt. To be filled out by the organizer:

Kundennummer / Customer number

Rechnungsnummer / Invoice number

RECHNUNGSMITTEILUNGEN / INVOICE INFORMATION

Firmenname / Company name

Ansprechpartner / Contact person

PLZ, Ort / Zip code, city

Telefon / Phone

USt-IdNr. / VAT ID number

Strasse, Nr. / Street, nr.

Land / Country

E-Mail Adresse / E-Mail

Webseite / Homepage

AUSSTELLER-INFORMATIONEN / EXHIBITOR INFORMATION

Ausstellungsware / Exhibition goods

Branche / branch

CBD / CBD

Filter / filter

Food / food

Grow / grow

Haustiere / pets

Kleidung / clothes

Kosmetik / cosmetics

Manufaktur / manufacture

Medien / media

Rosin / rosin

Samen / seeds

Spiele / games

Stecklinge / cuttings

Vaporizer / vaporizer

Zubehör / accessories

Sonstige / other

NÄCHSTE SEITE / NEXT SIDE


HEIKO KLEIN
Eventmanagement

Inhaber
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If you have any further questions, Heiko Klein will be happy to assist you personally.

Office: 05132 – 923 46 80
Mobile: 0152 – 088 79 660
eMail: info@heiko-klein-messen.de

KEEP AN EYE ON DEADLINES

Be quick to secure a first-class stand! We will organise according to your needs and plan together with you. You should register by **12 July 2025 at the latest.**

SIMPLY DOWNLOAD

The registration form and the hall plan can be downloaded at any time from our website at www.canna-friends.de/downloads

Please recommend us to others and make the CANNAFRIENDS community bigger – we look forward to every new participant!

FAQ – FREQUENTLY ASKED QUESTIONS

IMPORTANT INFORMATION FOR POTENTIAL EXHIBITORS

1. HOW CAN I REGISTER AS AN EXHIBITOR?

Registering as an exhibitor is straightforward. Visit our official website and follow the registration process. There you will find all the necessary information and forms.

2. WHAT STAND SIZES AND PRICE PACKAGES ARE AVAILABLE?

From small manufactory stands to large-scale presentations in the cannabis sector – we have the right solution for your company. Small companies get start-up conditions with us.

3. WHAT ADVERTISING OPTIONS ARE AVAILABLE TO YOU?

This year we are offering free advertising opportunities, both online and offline. From social media presence to logo walls and placements on trade fair flyers – we will support you in presenting your brand in the best possible way.

4. ARE THERE ANY RESTRICTIONS ON THE TYPE OF PRODUCTS PRESENTED?

The CANNAFRIENDS trade fair stands for diversity. As long as your products are legal and comply with current regulations, you are very welcome. This applies to the cannabis sector as well as to the handmade manufactory.

5. HOW CAN I GET FURTHER SUPPORT FOR MY STAND? EXHIBITION STAND?

Our team will be happy to help you with any questions or special requests regarding your exhibition stand. Contact us for further information and support.

6. HOW IS THE SELECTION MADE FOR JOINT STANDS IN THE MANUFAKTUR AREA?

Shared stands in the Manufaktur Area are open to small companies and creative professionals. Selection is based on criteria such as originality, quality and creative expression. We create a diverse and inspiring platform for all participants.

7. WHEN IS THE REGISTRATION DEADLINE FOR THE CANNAFRIENDS FAIR?

The registration deadline is **12 July 2025 at the latest**.

These FAQs provide you with a quick overview of important information as a potential exhibitor. If you have any further questions, please do not hesitate to contact us.

We look forward to rocking the CANNAFRIENDS trade fair together with you!

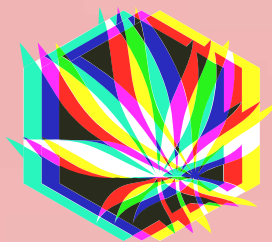


FURTHER INFORMATION AT:
www.canna-friends.de

MOMENTS FROM 2024







CANNAFRIENDS²⁰²⁵

HEMP TRADE FAIR AND MANUFACTORY **JOINT US!**

BE PART OF SOMETHING BIG!



Eine Veranstaltung von
Event by

www.heiko-klein-messen.de



HEIKO KLEIN
MESSEN & AUSSTELLUNGEN