

cultiva
HEMP EXPO



2023 **ADVERTISING**
OPTIONS

MARX HA



GOLD SPONSOR

ADVERTISING SPACE AT THE FAIR

- 2 indoor banners (4.0 x 1.5 m)*
- 1 fence banner in outdoor area (3.4 x 1.7 m)*

LOGO PLACEMENT ON PRINTED MATTER

- posters
- flyers
- transport media
- papers

TRADE FAIR MAGAZINE, FORMAT A5

- 1-page advertisement
- 1/2-page company profile

COUPON BOOKLET, FORMAT A6

- double-sided advertisement with perforation

LOGO PLACEMENT – DIGITAL MEDIA PRESENCE

- logo on www.cultiva.at (B2C)
- logo on www.cultivahempexpo.com (B2B)
- 2 social media posts
- newsletter mailing

PUBLIC RELATIONS

- Logo on advertisements in daily and trade media

EUR 7,500



PREMIUM SPONSOR

ADVERTISING SPACE AT THE FAIR

- 2 indoor banners (4.0 x 1.5 m)*
- 1 mega banner in outdoor area (11.0 x 6.25 m)*
- 1 fence banner in outdoor area (3.4 x 1.7 m)*

TRADE FAIR MAGAZINE, FORMAT A5

- U4 advertisement
- 2-pages editorial contribution
- 1-page company profile

LOGO PLACEMENT ON PRINTED MATTER

- posters
- flyers
- transport media
- papers
- exhibitor wristbands

COUPON BOOKLET, FORMAT A6

- coupon booklet reverse side U4
- double-sided advertisement with perforation

LOGO PLACEMENT – DIGITAL MEDIA PRESENCE

- logo on www.cultiva.at (B2C)
- logo on www.cultivahempexpo.com (B2B)
- 2 social media posts
- newsletter mailing

PUBLIC RELATIONS

- mentioning in press releases
- logo on advertisements in daily and trade media

MULTIMEDIA-PRODUCTIONS

- video spot on all screens
- 4x per hour, spot duration max. 20 seconds

BUSINESS TICKETS

- 20 business day tickets

EUR 13,500

* Including production costs; graphics costs are not included in the service, but can be offered on request



SILBER SPONSOR

ADVERTISING SPACE AT THE FAIR

- 1 indoor banner (4.0 x 1.5 m)*
- 1 fence banner in outdoor area (3.4 x 1.7 m)*

TRADE FAIR MAGAZINE, FORMAT A5

- 1/2-page advertisement

COUPON BOOKLET, FORMAT A6

- double-sided advertisement with perforation

LOGO PLACEMENT ON PRINTED MATTER

- posters
- flyers
- transport media

LOGO PLACEMENT – DIGITAL MEDIA PRESENCE

- logo on www.cultiva.at (B2C)
- logo on www.cultivahempexpo.com (B2B)
- 1 social media post
- newsletter mailing

EUR 5,000



BRONZE SPONSOR

ADVERTISING SPACE AT THE FAIR

- 1 indoor banner (4.0 x 1.5 m)*

TRADE FAIR MAGAZINE, FORMAT A5

- 1/2-page advertisement

COUPON BOOKLET, FORMAT A6

- double-sided advertisement with perforation

LOGO PLACEMENT – DIGITAL MEDIA PRESENCE

- logo on www.cultiva.at (B2C)
- logo on www.cultivahempexpo.com (B2B)
- 1 social media post
- newsletter mailing

EUR 2,500





BUSINESS SPONSORSHIP





**PRICE
EUR 6,500**

Looking for an exclusive space where you can meet selected customers, exhibitors or VIPs away from the hustle and bustle of the main event? The business lounge, a separate area exclusively for B2B customers and exhibitors, offers the ideal opportunity to present your brand to potential partners. As our exclusive business sponsor, your brand will be present across multiple advertising formats - please contact us to discuss further individual options.

* Including production costs; Graphics costs are not included in the service, but can be offered on request.

BUSINESS SPONSOR

ADVERTISING SPACE IN THE BUSINESS LOUNGE

- branding of the business lounge (wall branding)*
- logo placement on catering advertising material
- placement of own information material and giveaways
- 2 roll-ups in the business lounge
- 1 indoor banner (4.0 x 1.5 m)*
- logo on exhibitor lanyards*

EXHIBITION MAGAZINE, FORMAT A5

- 2-pages advertisement

LOGO PLACEMENT – DIGITAL MEDIA PRESENCE

- logo on www.cultiva.at (B2C)
- logo on www.cultivahempexpo.com (B2B)
- 1 social media post (Instagram & Facebook)
- newsletter mailing

MULTIMEDIA PRODUCTIONS

- logo display on screens in the business lounge
- video ad on screens in the business lounge
5x per hour, ad duration max. 20 seconds

BUSINESS TICKETS

- 20 business day tickets



**PRICE
EUR 3,500**

The B2B brunch will take place in the business lounge from 9 to 11 a.m. on all three days of the fair, exclusively for exhibitors and B2B customers. Become a presenting sponsor and take the opportunity to conduct initial customer meetings in a relaxed atmosphere over breakfast, before the trade fair officially starts.

BUSINESS BRUNCH

ADVERTISING SPACE DURING BUSINESS BRUNCH

- logo placement on catering advertising material*
- placement of own information material
- information desk in the business lounge

EXHIBITION MAGAZINE, FORMAT A5

- 1-page advertisement

LOGO PLACEMENT

- logo on www.cultiva.at (B2C)
- logo on www.cultivahempexpo.com (B2B)
- newsletter mailing
- invitation to business brunch for B2B contacts and exhibitors (print and digital)

MULTIMEDIA PRODUCTIONS

- logo display on screens in the business lounge
- video ad on screens in the business lounge
3x per hour, ad duration max. 20 seconds



**PRICE
EUR 3,000**

On Saturday, after the end of the trade fair, there will be an atmospheric B2B get-together with snacks, drinks, an entertaining program and music acts.

VIP PARTY

ADVERTISING SPACE DURING VIP PARTY

- logo placement on catering advertising material*
- placement of own information material
- placement of give-aways
- 1 roll-up in the VIP party area
- 1 indoor banner (4.0 x 1.5 m)*

EXHIBITION MAGAZINE, FORMAT A5

- 1 page advertisement

LOGO PLACEMENT – DIGITAL MEDIA PRESENCE

- logo on www.cultiva.at (B2C)
- logo on www.cultivahempexpo.com (B2B)
- newsletter mailing
- invitation to VIP party to B2B contacts and exhibitors (print and digital)



**PRICE
EUR 1,200**

HEMP CONGRESS

The congress will take place as part of the CULTIVA HANFEXPO. For three days, international and national speakers from medicine, science, business and politics present exciting keynotes and presentations, panel discussions and expert talks.

Present your company outside of your trade fair stand and ensure that your commercial is shown on the symposium's big screen 5 times a day on all three days of the trade fair. Your commercial will be played on the stage screen during breaks and between lectures.

ADVERTISING SPACE AT THE CONGRESS

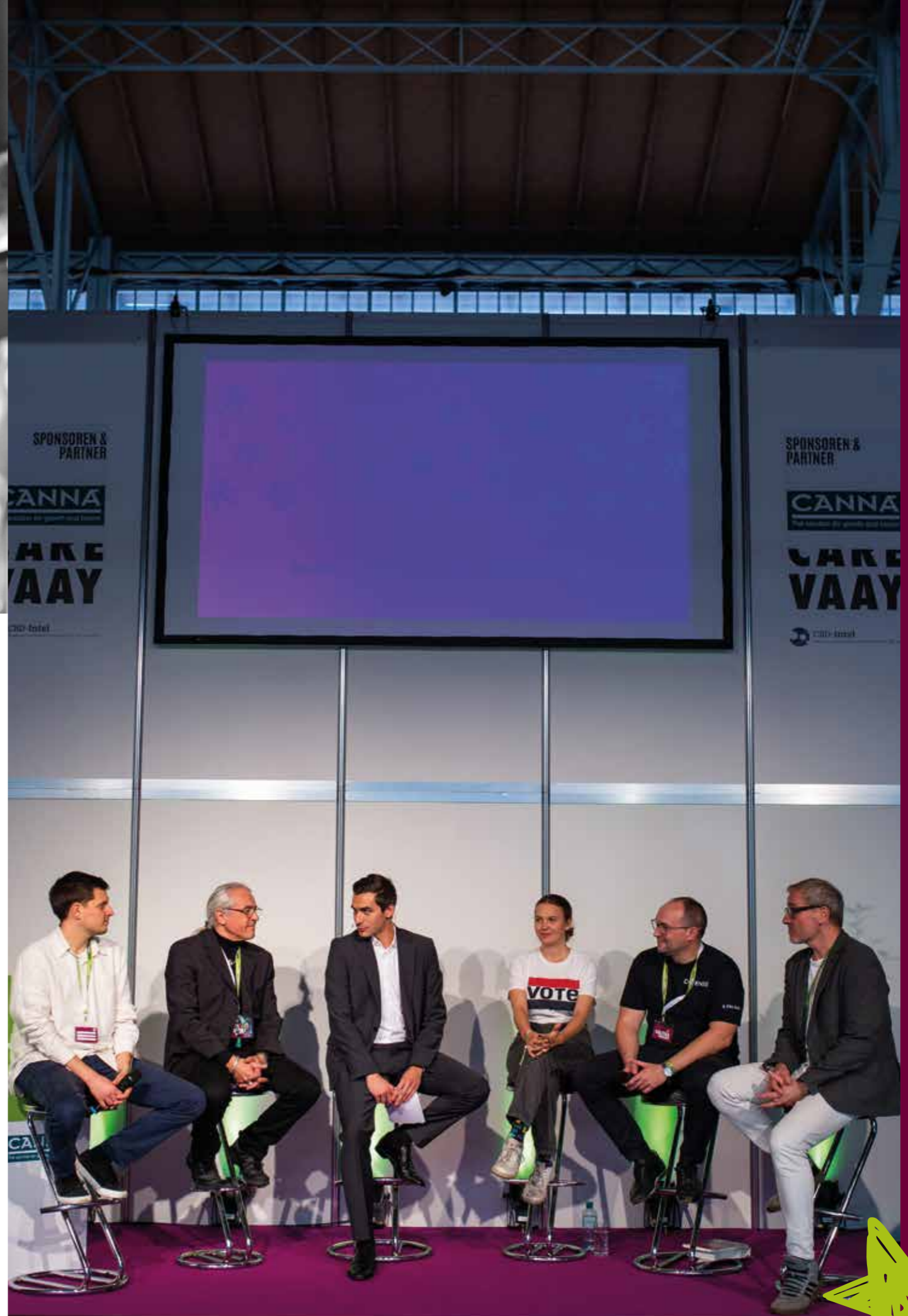
- your advertising message on the video wall
5x per day, ad duration 20-30 seconds
- 1 roll-up in the congress area
- logo placement on stage back wall and speaker's lectern

EXHIBITION MAGAZINE, FORMAT A5

- 1/2-page advertisement

LOGO PLACEMENT – DIGITAL MEDIA PRESENCE

- logo on www.cultiva.at (B2C)
- logo on www.cultivahempexpo.com (B2B)
- 1 post on social media
- logo in B2C newsletter mailing



CONGRESS SPONSORSHIP





PRICE
EUR 10,500
 only 1 available!

OUTDOOR AREA

The outdoor area directly adjacent to the MARX HALLE features a 1,000 m² chill-out zone for entertainment and relaxation. A wide range of food trucks serve tasty snacks, while refreshments, cocktails and hot drinks are available from the bar.

The chill-out zone features an entertaining program of live music & DJ sets. From electronic beats to reggae, the three-day music festival offers a special al fresco atmosphere.

Become the exclusive sponsor of the CULTSOUND festival and showcase your brand in the outdoor area of the CULTIVA HANFEXPO.

ADVERTISING IN THE OUTDOOR AREA

- branding of 3 fences in outdoor area (3.4 x 1.7 m)*
- outdoor stage branding (6.0 x 2.0 m)*
- 1 indoor banner (4.0 x 1.5 m)*
- placement of own information material
- placement of own giveaways
- 5 deckchairs with logo*

EXHIBITION MAGAZINE, FORMAT A5

- 1-page advertisement

LOGO PLACEMENT – DIGITAL MEDIA PRESENCE

- logo on www.cultiva.at (B2C)
- logo on www.cultivahempexpo.com (B2B)
- logo on www.cultsound.at
- 2 posts on social media (Instagram and Facebook)
- logo in B2C and B2B newsletter mailings

* Including production costs; graphics costs are not included in the service, but can be offered on request



CULTSOUND SPONSORSHIP



cultiva
HANFEXPO

CANNA
The solution for growth and bloom



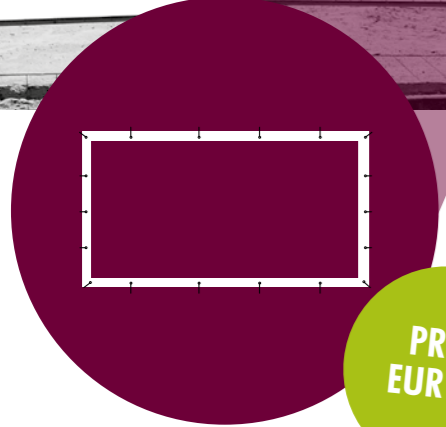
MARX HALLE

cultiva
HANFEXPO

CANNA
The solution for growth and bloom

ADVERTISING SPACE OUTDOOR AREA





PRICE
EUR 650

FENCE COVER

The busy outdoor area with food trucks and the CULTSOUND festival offers the ideal opportunity to present your brand outside of the trade fair.

The fence covers are attached to construction fences that are set up around the outdoor area. In addition, the advertising spaces are also clearly visible from the sidewalks and are installed before the start of the trade fair.

All you have to do is send us your design: we will take care of production and assembly.

- mesh banner
- width 3.4 m x height 1.7 m
- including production and assembly costs, excluding design





ENTRANCE BANNER

First impressions stick in the memory. Attract the attention of every single visitor to the fair with a prominent banner at the main entrance, where your logo will be seen by absolutely everyone.

- banners in the entrance area
- width 1.2 m x height 6.0 m
- placement in the lower third of the banner
- left and right column
- including production, design and assembly costs



ENTRANCE POSTER

Place your message directly at eye level on the glass door at the main entrance and reach all visitors. Posters can also be hung on both sides to reach potential customers twice, as they enter and leave the fair.

- logo placement at the main entrance
- poster on the glass door inside or outside
- size 1 m² - 1.5 m²
- including production and assembly costs, excluding design



PRICE
from **EUR 1,900**

MEGA BANNER

Looking for the perfect option to showcase your presence on the CULTIVA HANFEXPO site? Then book your mega banner now, a premium advertising medium in the outdoor area with almost 70 sqm or 33 sqm of advertising space.

Only available in limited numbers, these striking XXL banners are a large-scale advertising medium which is bound to grab the attention of your target group.

Due to their proximity to the CULTSOUND festival, the outdoor banners are one of the most effective advertising options at the CULTIVA HANFEXPO.

- mesh banner
- including production and assembly costs, excluding design

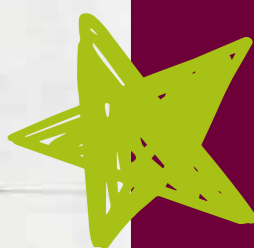
- width 11.0 m x height 6.25 m **EUR 2,500***
- width 11.0 m x height 3.0 m **EUR 1,900***

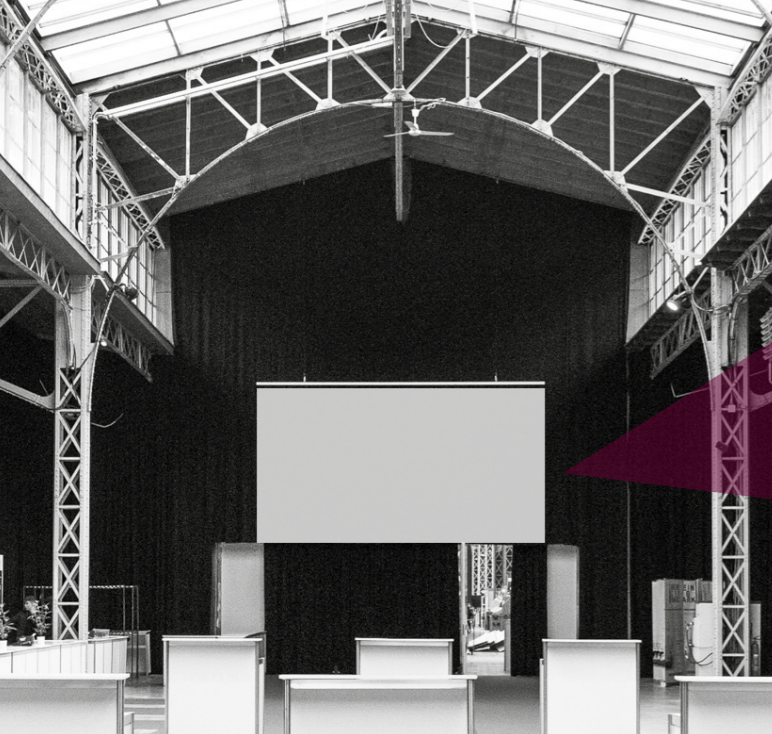
* limited availability





ADVERTISING SPACE ENTRANCE AREA





FOYER BANNER

The banner is placed above the entrance to the exhibition hall and is immediately visible when entering the MARX HALLE. It thus offers a very eye-catching placement of your logo.

- banner above the entrance to the exhibition hall
- size 6 m x 2.5 m
- hanging & removal by the exhibition team
- only one available
- including production and assembly costs, excluding design

PRICE
EUR 1,600



INFO STAND

Information stands will be placed in the entrance area with free brochures to take away. Each stand is branded with the sponsor's logo and will be refilled by the our staff.

- provision of a magazine rack
- individualised with your logo
- format max. A4
- refilled by the exhibition team

PRICE
EUR 190



MARX HALLE





PRICE
EUR 5,500

GOODIE BAG

- 7,000 bags
- 1 exclusive sponsor
- branding on both sides

All visitors receive a goodie bag full of giveaways as they enter the show and take it home with them afterwards. Brand our bags with your logo and message for an exclusive advertising space with a lasting effect.



PRICE
EUR 890

PRODUCT SAMPLES

- format up to A4
- limited to up to 15 product samples or information materials

Everyone loves product samples, and every visitor to our fair receives a bag filled with goodies to take home afterwards. Don't miss the chance to add your giveaways to our goodie bag!





INFO SCREEN

Grab visitors' attention before they enter the exhibition hall with your video ad or logo placement on our info screens. Presentations or video ads are shown alternately with trade fair information on four info screens in the check-in area.

Choose from our two packages, each with a different number of broadcasts. Send us your ad and our trade fair team will take care of the on-site playback.

Place your ad on our info screens to announce your presence to visitors before they enter.

- 4 screens behind the checkout area
- 15,000–18,000 visual contacts
- 20 seconds spot advertisement

PACKAGE 1

- broadcasting 15x per hour
- on all 3 days of the exhibition
- total of 1,560 broadcasts

PRICE
EUR 1,900

PACKAGE 2

- broadcasting 30x per hour
- on all 3 days of the exhibition
- total of 3,120 broadcasts

PRICE
EUR 2,490

Ad specifications

Please send us your ad in 16:9 (wide screen format).

We prefer to use quick time films (.mov), but we can also process all other popular video formats.

Frame rate: 25 frames per second | resolution: 1,920px x 1,080px | compression format: H. 264

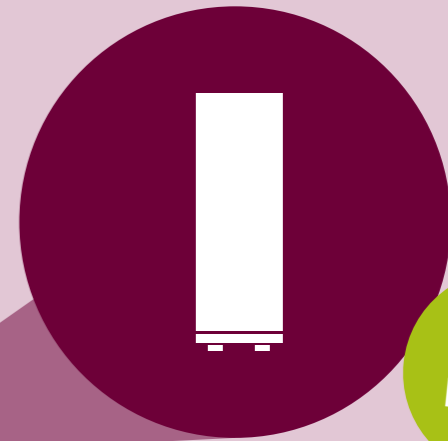
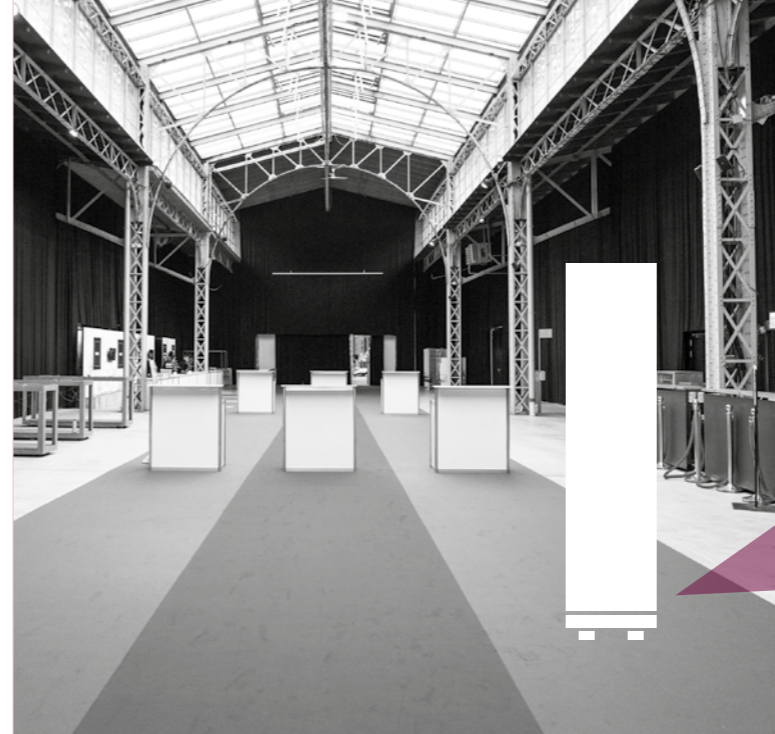


PRICE
EUR 1,200

ENTRANCE BAND

Every visitor receives a wristband at the entrance. Use these wristbands to place your logo and reach every single visitor.

- 10,000 wristbands
- your logo on all visitor wristbands during the exhibition
- size of the wristband: 350 x 20 mm
- logo printed in black on the wristbands



PRICE
EUR 190

ROLL UP

Place your roll-up banner in the exhibition hall or in the entrance area to catch visitors' attention as they pass.

- on all 3 exhibition days
- assembly & dismantling by the exhibition team
- production and design on request



PRICE
EUR 800

TICKET BRANDING

Increase awareness of your trade fair presence and place your logo on the CULTIVA HANFEXPO ticket in printed, digital and print@home versions.

- your logo on the admission ticket (printed, digital and print@home)
- positioning on the front or reverse side
- 10,000 tickets



PRICE
EUR 490

FLYERS AT CASH DESK

Place your flyers or product samples directly in the cash desk area and use the opportunity to reach visitors before they even enter the exhibiton.

- placement in the cash desk area
- on all three days of the fair
- counter display format A4

SEE YOU
06.-08.
OKTOBER 2023
MARX HALLE



grow!
magazin Since 1995

www.grow.de

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GrowMagazin

CANNA
The solution for growth and bloom

ADVERTISING SPACE INDOOR AREA





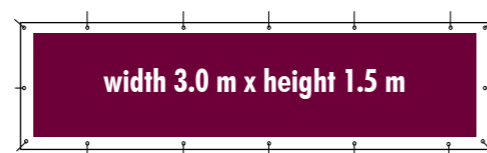
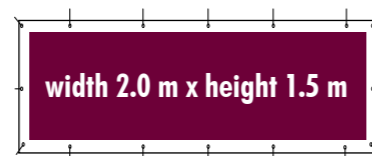
PRICE
from EUR 670

INDOOR BANNER

Underline your presence in the exhibition hall with an indoor banner in your own design. These large-format advertising spaces are available in various locations at ceiling level and can be seen from far and wide. The banners hang at a height of around eight meters on 12-metre steel struts and are clearly visible throughout the hall.

- PVC banner
- incl. production costs and assembly, excl. design

- width 2.0 m x height 1.5 m **EUR 670**
- width 3.0 m x height 1.5 m **EUR 850**
- width 4.0 m x height 1.5 m **EUR 900**



Use floor advertising space in the entrance area or in the exhibition hall to guide visitors to your booth.

FLOOR STICKER

- 2 m² advertising space
- free design options
- including production and assembly costs, excluding design

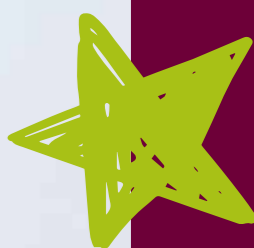


The photo booth is a must-have at any event, providing great souvenir photos for visitors to print out on site and take home. The photo prints themselves and the back wall of the photo booth are branded with your logo.

PHOTO BOOTH

- on all 3 days of the trade fair
- max. 3,000 photo strips
- logo on the photo strip
- branded back wall
- prominent placement of photo booth in exhibition hall
- 1 exclusive sponsor





ADVERTISING SPACE PRINT & ONLINE



EXHIBITION MAGAZINE

Our exhibition catalog contains an alphabetical list of exhibitors together with advertisements and hall plans. This attractively designed take-home magazine serves as a year-round reference for visitors and exhibitors.

A total of 8,000 copies of the catalog are printed and distributed free of charge to all visitors upon entry to the show.

- format A5
- print run of 8,000

COVER

- U2 inside cover left page
- U3 inside cover right page
- U4 back page

INSIDE

- full page left
- full page right
- double page



PRICE
EUR 280

COUPON BOOKLET

All visitors receive a copy of the exhibition magazine and coupon booklet upon entry to the show. Position your brand in the coupon booklet and attract customers to your stand with attractive trade fair discounts.

Design vouchers for special offers at the fair, goodies, sweepstakes or discounts for after the fair. The voucher page is perforated and can be easily separated. The front page can be designed as an advertisement, the back page as a voucher.

Our coupon booklet with its various special offers is always highly popular with visitors.

- double-sided color advertisement
- tear-out coupon
- print run of 8,000
- format A6



**PRICE
EUR 550**

ONLINE ADVERTISING

We offer you several options to present your brand online. In addition to our social media channels on Facebook and Instagram, we are also happy to publish a blog entry about your company on our website cultiva.at or integrate your brand in our B2B and B2C newsletter mailings.

Your logo will appear on our website from the time of booking until the end of the event year.

- 1 advertorial blog entry on www.cultiva.at
- logo on www.cultiva.at (B2C)
- logo on www.cultivahempexpo.com (B2B)
- 3 story posts
- logo in the B2C newsletter before the event



**PRICE
from EUR 90**

SOCIAL MEDIA

— feed or story posts (Facebook & Instagram)

1 post	90 EUR
3 post	220 EUR

Take advantage of our reach and position your brand online on our social media channels on Facebook and Instagram.



**PRICE
from EUR 250**

BLOG ENTRY

— blog entry on www.cultiva.at (B2C)
— available on the website for six months

1 advertorial	250 EUR
3 advertorials	380 EUR

Present your company online with a blog entry on our website and optimize the web presence of your brand.



CONTACT

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