



MCIA 

ΔCANNΔBIS

Partnership and Exhibition Prospectus

12, 13 & 14 March 2024
Crown Promenade, Melbourne

acannabis.com.au



Message from the Chair

Medicinal Cannabis Industry Australia MCIA is pleased to welcome you to ACannabis 2024. Building on the success of the face-to-face event of 2023, we have expanded the 2024 program to include a professional development day and an industry summit focusing on development of the industry's export capability and enhanced networking opportunities with the ACannabis Gala dinner.

MCIA launched ACannabis in 2020 to support the development of the medicinal cannabis ecosystem and as a dedicated platform for our industry to come together to build networks, share knowledge and learn. ACannabis 2024 will see expanded networking opportunities, an enhanced technical program and the inaugural Acannabis Compliance and Advisory Day.

ACannabis draws together representatives from across our ecosystem including policy makers, governments, global leaders, healthcare practitioners, patients, and industry participants to share knowledge, exchange ideas and showcase leading-edge technologies and opportunities. ACannabis 2024 will again highlight innovation and

research from Australia and around the globe, provide perspectives on global trends, and a unique opportunity for the sector to have the conversations required to leverage our advantages. It's a place where parties from across the medicinal cannabis value chain can connect. It's an opportunity for the industry to develop a greater understanding of medical needs and to build confidence in prescribing medicinal cannabis so patients can assess this important new medicine.

I said last year that Australia is well placed to leverage the changing social and legal environment to lead the world with quality medicinal cannabis, improve the wellbeing of patients, and develop a new export industry.

This remains true, and ACannabis 2024 will be an opportunity for MCIA to share the outcomes and seek your input on the development of the industry's Strategic Export Roadmap – a project made possible with support from the Federal Government's ATMAC program.

MCIA's vision is to have an innovative, responsible and legally compliant industry delivering both economic and social value while focusing on individual well-being. Our role in defining the industry is to bring people together to drive collaboration, funding and opportunities that will shape our future.

MCIA continues to lead the medicinal cannabis sector through promoting the development of the industry and supporting its growth through providing services to members, facilitating linkages between participants, and encouraging the industry to work together for the betterment of all. I hope you enjoy the learning and networking opportunities provided by ACannabis 2024.



Peter Crock
Medicinal Cannabis Industry Australia

Why ACannabis is different

ACANNABIS
is different
to other events
happening
across
Australia

- ▶ Leading opportunity for B2B connections
- ▶ Build a productive bridge between research and industry
- ▶ Accelerate the reputation of being a clean green medicinal supplier
- ▶ Position Australia as an active player in the international medicinal cannabis ecosystem
- ▶ Increase the capability of the Australian ecosystem
- ▶ Encourage investment into the wellbeing of patients
- ▶ Create a platform for patient advocates to be heard
- ▶ An opportunity to establish patient focused policies
- ▶ Create one location to see what is happening across the medicinal cannabis industry



ACannabis Advisory and Compliance Day

Tuesday 12th March 2024

MCIA is delighted to announce the inaugural ACannabis Advisory and Compliance Day will be held the day prior to ACannabis.

In the medicinal cannabis industry, how do you know what you don't know? Do you have unanswered questions about compliance and regulatory obligations? This practical Advisory & Compliance Day is for you – a chance to connect with experts within the industry.

What is the ACannabis Advisory and Compliance Day?

The inaugural ACannabis Advisory & Compliance Day provides the opportunity to talk directly to service providers, suppliers and experts from aligned industries. You'll be able to workshop and pick the brains of consultants, lawyers and finance specialists in the medicinal cannabis space, suppliers of cultivation equipment, safe/security industry and much more.

What topics will be discussed?

MCIA has access to experts in the field and the topics will include:

- Advertising: What can you and can't you do
- Risk management
- Competition: What is anti-competitive behaviour?
- ODC: What are your licenses, permits and reporting obligations
- IP: Investigate why it's needed
- Fundamentals of clinical trials
- Stability and label requirements: How to be compliant
- Basics of pharmacovigilance: What are sponsor requirements

Are partnership opportunities available for the ACannabis Advisory and Compliance Day?

View opportunities detailed within this Prospectus, or email acannabis@acannabis.com.au to discuss a bespoke package

The Venue

Crown Promenade, Melbourne

About

Situated in Southbank, a bustling precinct only minutes away from Melbourne's city centre, and picturesquely perched on the Yarra River, Crown Promenade is ideally located to world class restaurants, shopping and hotels.

Crown Promenade also offers on site accommodation, with special rates for delegates.

This year, ACannabis will be holding a Gala Dinner at the end of Day 2. Held on the rooftop of Crown in the Aviary, guests will enjoy sweeping views of Melbourne as they enjoy a three course meal, entertainment and drinks to cap off ACannabis 2024.

Sustainability

Crown Resorts, the parent company of Crown Promenade, takes a group-wide approach to environmental sustainability, focusing on three key areas: energy, waste, and water management. The company has aligned strategies and programs that further reduce the environmental impact and contribute to developing more sustainable practices.

Crown Promenade has implemented several measures to reduce its environmental impact. For instance, it has installed energy-efficient lighting systems and water-saving devices in guest rooms and public areas. The hotel also recycles paper, cardboard, glass, and plastic waste and uses environmentally friendly cleaning products.



Who's coming

- ▶ Researchers
- ▶ Innovators
- ▶ Business
- ▶ Government
- ▶ Healthcare practitioners
- ▶ Patient advocates
- ▶ Biotech – Agtech – Medtech
- ▶ Allied Product and Service Providers



The Program

ACannabis will deliver various opportunities to connect including:

- ▶ **Main stage presentations**
- ▶ **Panel discussions**
- ▶ **Delegate networking**
- ▶ **Roundtable sessions**
- ▶ **Fireside chats**
- ▶ **Exhibition**
- ▶ **Gala dinner**

The Program

INNOVATE

- ▶ Experience the latest advances in the Medicinal Cannabis industry all in one place - from production, formulation, packaging and distribution solutions to research, education, and tech by attending
- ▶ Showcase your exciting industry solutions at your exhibition booth
- ▶ Demonstrate your industry thought leadership through sponsoring a speaker

COLLABORATE

- ▶ Network with leading producers, importers, physicians, clinicians, researchers, and patient advocate groups by attending our networking sessions
- ▶ Discover solutions to your most pressing challenges in the exhibition hub
- ▶ Demonstrate solutions to your target clients' biggest concerns at your exhibition booth or through session sponsorship
- ▶ Engage with regulators, researchers and industry thought leaders

GROW

- ▶ Expand your business contacts domestically and globally
- ▶ Educate your new hires on all aspects of the Medicinal Cannabis sector, at our plenary sessions on regulation, compliance, research
- ▶ Forge new deals to increase revenue by attending our networking sessions and exhibiting
- ▶ Attract and retain the best talent through exhibiting and showcasing your company
- ▶ Expand brand awareness of your key offerings through sponsorship
- ▶ Demonstrate your USP at your exhibition booth
- ▶ Increase sales by ensuring your team join our pre and post event exhibitor training



Our Commitment ΔCANNΔBIS

The MCIA Event Team's purpose is to go beyond selling floor space on our exhibition floor, speaker time in our plenary sessions, branding via our networking or refreshment packages, or collateral rights in our delegate satchel.

These benefits are impressive, but we know budgets are tight and there is substantial competition for your conference and marketing dollar. We want to exceed expectations and provide a value proposition that delights and maintains your ongoing support.

► Our process is to:

- Understand what drives your organisation
- Find a best-fit for your team's participation within our event
- Create an irresistible value proposition for you
- Agree objectives with you and within the sponsorship package
- Agree delivery timetable
- Agree metrics
- Provide training tips so your delegates, speakers and exhibitors get the most out of the event
- Delight you with our delivery
- Debrief your team post event
- Deliver a post event report on your results

PARTNERSHIP PACKAGES

MCA Members are eligible discounted rates on the Partnership Packages

Partnership and Exhibition Prospectus March 2024 Crown Promenade, Melbourne

1 OPPORTUNITY

Gala Dinner
\$30,000 excl. gst

BRAND & COMMUNICATIONS

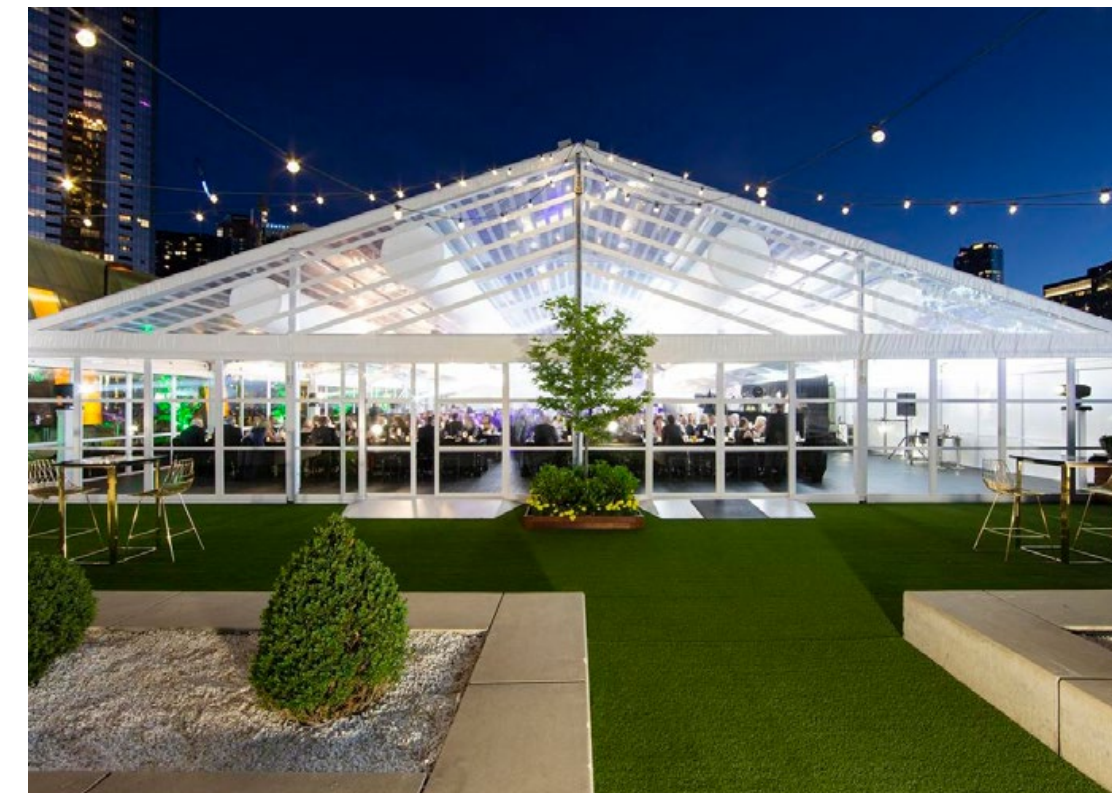
- Naming Rights to the ACannabis Gala Dinner
- Company logo and 100 word profile on the partner’s page of the event website and Event App with hyper-link
- 3 x promotional push notifications on Event App (includes pre and post the event)
- 3 x digital brochures uploaded to Event App
- Tier one placement on partner recognition
- Full page advertisement in digital delegate handbook
- Social media announcement of partnership on ACannabis social media platforms
- 1x promotional item in event satchel (supplied by partner)

PROGRAM & TICKETING

- Prominent seating at dinner
- 2 x ACannabis delegate tickets including Gala Dinner
- An additional 4 x Conference Dinner-only tickets
- Electronic delegate list (subject to privacy laws)

EXPOSURE ON-SITE

- Opportunity to address guests at dinner
- Logo on dinner holding screen
- Tier one placement of logo on our partner recognition wall
- Logo on Conference dinner menu and branding throughout



1 OPPORTUNITY

Platinum Partner \$25,000 excl. gst

BRAND & COMMUNICATIONS

- Company logo and 100 word profile on the partner's page of the event website and event delegate handbook with hyper-link to your website
- 3 x promotional push notifications on Event App (includes pre and post the event)
- 1 x Banner on Event App
- 4 x digital brochures uploaded to Event App
- Tier one placement on partner recognition
- Full page advertisement in digital delegate handbook
- Social media announcement of partnership on ACannabis social media platforms
- 1x promotional item in event satchel (supplied by partner)

PROGRAM & TICKETING

- Up to two speaking opportunities for a representative*
- MC acknowledgment at opening, during and closing of the event
- 5 x ACannabis delegate tickets including Gala Dinner (Additional tickets available at the early bird ticket rate)
- 2 x ACannabis exhibitor tickets for representatives staffing your area, excluding Gala Dinner. Additional exhibitor tickets may be available on request at cost
- Electronic delegate list (subject to privacy laws)

EXPOSURE ON-SITE

- 6m² exhibition space within the Exhibition Hub
- Tier one placement of logo on plenary holding screen
- Tier one placement of logo on our partner recognition wall within the venue
- Opportunity to select a session in the program 'Brought to you by...'
- Complimentary access to a meeting room on site for 1 - 2 hours per day

*Speaking opportunity to be discussed and developed in conjunction with the ACannabis Program Committee

2 OPPORTUNITIES

Gold Partner

\$20,000 excl. gst

BRAND & COMMUNICATIONS

- Company logo and 100 word profile on the partner's page of the event website and Event App with hyper-link
- 2 x promotional push notifications on Event App (includes pre and post the event)
- 2 x digital brochures uploaded to Event App
- Tier two placement on partner recognition
- Half page advertisement in digital delegate handbook
- Social media announcement of partnership on ACannabis social media platforms
- 1x promotional item in event satchel (supplied by partner)

PROGRAM & TICKETING

- Keynote speaking opportunity within the Main Program*
- MC acknowledgment at opening, during and closing of the event
- 3 x ACannabis delegate tickets including Gala Dinner (Additional tickets available at the early bird ticket rate)
- 2 x ACannabis exhibitor tickets for representatives staffing your area, excluding Gala Dinner. Additional exhibitor tickets may be available on request at cost
- Electronic delegate list (subject to privacy laws)

EXPOSURE ON-SITE

- 6m² exhibition space within the Exhibition Hub
- Tier two placement of logo on plenary holding screen
- Tier two placement of logo on our partner recognition wall within the venue

*Speaking opportunity to be discussed and developed in conjunction with the ACannabis Program Committee

Silver Partner

\$10,000 excl. gst

BRAND & COMMUNICATIONS

- Tier three placement on partner recognition
- Company logo and 60 word profile on the partner's page of the event website and Event App with hyper-link
- Brand placement on the event website
- Half page advertisement in delegate handbook
- 1 x digital brochure uploaded to Event App
- Social media announcement of partnership on ACannabis social media platforms
- 1x Promotional push notifications via the Event App

PROGRAM & TICKETING

- Speaking opportunity within the Main Program (Panel or 15 minute keynote)*
- MC acknowledgment at opening, during and closing of the event
- 2 x ACannabis delegate ticket including Gala Dinner
- Electronic delegate list (subject to privacy laws)

EXPOSURE ON-SITE

- Tier three placement of logo on plenary holding screen
- Tier three placement of logo on our partner recognition wall within the venue
- Discounted booth package available

*Speaking opportunity to be discussed and developed in conjunction with the ACannabis Program Committee

1 OPPORTUNITY

Networking Reception & Network Lounge

\$18,000 excl. gst

BRAND & COMMUNICATIONS

- Recognition as Networking Reception & Network Lounge Partner
- Tier three placement on partner recognition
- Company logo and 60 word profile on the partner's page of the event website and Event App with hyper-link
- 1 x promotional push notification via the Event App (with content as provided by you) as scheduled by ACannabis
- Half page advertisement in digital delegate handbook
- Social media announcement of partnership on ACannabis social media platforms
- 1x promotional item in event satchel (supplied by partner)

PROGRAM & TICKETING

- 2 x ACannabis delegate tickets including Gala Dinner
- 4 x tickets for the networking reception to host invited stakeholders
- MC acknowledgment of your organisation's partnership and support during sessions
- Opportunity for a welcome speech at the networking reception
- Acknowledgment during the networking reception event
- Electronic delegate list (subject to privacy laws)

EXPOSURE ON-SITE

- Tier three placement of logo on plenary holding screen
- Tier three placement of logo on our partner recognition wall within the venue
- Naming rights and logo branding on all directional and promotional signage highlighting 'Networking Reception.' All branding will need to be in keeping with the ACannabis brand and look and feel
- Naming rights to Network Lounge
- Opportunity to add banners in Network Lounge
- Coffee Station in Network Lounge with branded coffee cups

International Partner

\$15,000 excl. gst

BRAND & COMMUNICATIONS

- Recognition as International Partner
- Tier three placement on partner recognition
- One logo and 80-word profile on the partner's page of the event website and Event App with hyper-link
- Half page advertisement in digital delegate handbook
- Social media announcement of partnership on ACannabis social media platforms

PROGRAM & TICKETING

- 3 x ACannabis delegate tickets includes Gala Dinner
- 3 x ACannabis exhibitor tickets to be used by representatives staffing your area. An Exhibitor ticket includes access to ACannabis and the Networking reception. Excludes the Gala Dinner. Additional exhibitor tickets may be available on request at cost
- Electronic delegate list (subject to privacy laws)

EXPOSURE ON-SITE

- 18m² exhibition space within the International Pavilion Hub – including basic furniture, power, fascia and lights
- Tier three placement of logo on our partner recognition wall within the venue

Note:
Artist impression only



1 OPPORTUNITY

Event App & WiFi \$10,000 excl. gst

BRAND & COMMUNICATIONS

- Recognition as Event App & WiFi Partner
- Tier three placement on partner recognition
- Pre-event promotion with your company logo (co-branded with event logo) encouraging delegates to download the event app
- Company logo and 60 word profile on the partner's page of the event website and Event App with hyper-link
- 3 x Promotional push notifications via the Event App as scheduled by us each day (includes pre and post the event).
- Event App branded 'Brought to you by...'
- Branded banner within Event App
- 1 x digital brochure uploaded to Event App

PROGRAM & TICKETING

- 1 x ACannabis delegate tickets including Gala Dinner
- MC acknowledgment of your organisation's partnership and support during sessions
- Electronic delegate list (subject to privacy laws)

EXPOSURE ON-SITE

- Company logo (co-branded with event logos) on Event App
- Tier three placement of logo on plenary holding screen
- Tier three placement of logo on our partner recognition wall within the venue
- Branded WiFi password used by all delegates onsite



1 OPPORTUNITY

Satchels

\$7,500 excl. gst

BRAND & COMMUNICATIONS

- Recognition as Satchel Partner
- Tier four placement on partner recognition
- Company logo and 60 word profile on the partner's page of the event website and Event App with hyper-link
- 1 x digital brochure uploaded to Event App
- 1x Promotional item inserted into event satchel

PROGRAM & TICKETING

- 2 x ACannabis delegate tickets including Gala Dinner
- Electronic delegate list (subject to privacy laws)

EXPOSURE ON-SITE

- Company logo featured on the event satchel and distributed by us to each delegate at the start of the event
- Tier four placement of logo on our partner recognition wall within the venue

1 OPPORTUNITY

Lanyards

\$7,000 excl. gst

BRAND & COMMUNICATIONS

- Recognition as Lanyard Partner
- Tier four placement on partner recognition
- Company logo and 60 word profile on the partner's page of the event website and Event App with hyper-link
- 1 x digital brochure uploaded to Event App

PROGRAM & TICKETING

- 2 x ACannabis delegate tickets includes Gala Dinner
- Electronic delegate list (subject to privacy laws)

EXPOSURE ON-SITE

- One logo placement or company name on the lanyards given to all delegates at the start of the event (co-branded with the event logo)
- Tier four placement of logo on our partner recognition wall within the venue

2 OPPORTUNITIES

Coffee Carts
\$7,500 excl. gst

BRAND & COMMUNICATIONS

- Recognition as Coffee Cart Partner
- Tier four placement on partner recognition
- Company logo and 60 word profile on the partner’s page of the event website and Event App with hyper-link

PROGRAM & TICKETING

- 1 x ACannabis delegate ticket including Gala dinner
- Electronic delegate list (subject to privacy laws)

EXPOSURE ON-SITE

- Branding on coffee cart and cups
- Tier four placement of logo on our partner recognition wall within the venue

1 OPPORTUNITY

Writing Materials Partner
\$5,500 excl. gst

BRAND & COMMUNICATIONS

- Recognition as Writing Materials Partner
- Tier five placement on partner recognition
- Company logo and 60 word profile on the partner’s page of the event website and Event App with hyper-link

PROGRAM & TICKETING

- 1 x ACannabis delegate ticket includes Gala Dinner
- Electronic delegate list (subject to privacy laws)

EXPOSURE ON-SITE

- Company logo featured on the note pads and pens and given to all delegates at the start of the event
- Tier five placement of logo on our partner recognition wall within the venue

2 OPPORTUNITIES

Catering

\$5,500 excl. gst

BRAND & COMMUNICATIONS

- Tier five placement on partner recognition
- Company logo and 60 word profile on the partner's page of the event website and Event App with hyper-link
- Half page advertisement in delegate handbook
- Branding and acknowledgement at the start and end of lunch and 2 x tea breaks (either Day 1 or Day 2)

PROGRAM & TICKETING

- MC acknowledgement during the event
- 1 x ACannabis delegate tickets including Gala Dinner
- Electronic delegate list (subject to privacy laws)

EXPOSURE ON-SITE

- Tier five placement of logo on plenary holding screens
- Tier five placement of logo on our partner recognition wall within the venue
- Naming rights and logo branding on all directional and promotional signage highlighting 'Lunch' or 'Tea Breaks' on your nominated day

20 OPPORTUNITIES

Exhibition with furniture package

\$5,000 excl. gst

BRAND & COMMUNICATIONS

- Recognition as Exhibition Partner
- Tier four placement on partner recognition
- Company logo and 60 word profile on the partner's page of the event website and Event App with hyper-link



Note:
Artist impression only

PROGRAM & TICKETING

- 1 x ACannabis delegate ticket includes Gala Dinner
- 1 x ACannabis exhibitor tickets to be used by representatives staffing your area. An Exhibitor ticket includes access to ACannabis and the Networking reception. Excludes the Gala Dinner. Additional exhibitor tickets may be available on request at cost.
- Electronic delegate list (subject to privacy laws)

EXPOSURE ON-SITE

- 6m² exhibition space within the Exhibition Hub including basic furniture, power, fascia and lights
- Tier four placement of logo on our partner recognition wall within the venue



ACannabis Advisory and Compliance Day Partnership Opportunities

The inaugural ACannabis Advisory and Compliance Day offers an unique opportunity for industry to gain exposure and awareness.

On Tuesday 12th March, the following opportunities are available:

NEW EVENT OPPORTUNITIES

Day Sponsor \$10,000 excl. gst

Become the Day Sponsor Partner of the MCIA Advisory and Compliance Day and receive:

- 1 x speaking opportunity for a senior management representative to address the delegates of the Advisory and Compliance Day
- Company logo and 100 word profile in Advisory and Compliance Day Program
- Opportunity to have 2 x pull up banners near stage on Advisory and Compliance Day
- 3 x tickets to Advisory and Compliance Day
- 1 x ACannabis delegate ticket includes Gala Dinner
- Social media announcement of involvement

Coffee Cart \$4,000 excl. gst

Recognition as Coffee Cart Partner for Advisory and Compliance Day on Tuesday 12th March

- Logo, 60 word profile and URL link on event website, digital program & App
- 1 x Advisory and Compliance Day delegate ticket
- Branding on coffee cart and cups

Catering \$4,000 excl. gst

Branding and acknowledgment at the start and end of lunch and 2 x tea breaks on Tuesday 12th March

- Logo, 60 word profile and URL link on event website, digital program & App
- 1 x Advisory and Compliance Day delegate ticket

Notepad and Pen \$2,000 excl. gst

Company logo featured on the note pads as supplied by your company (approved by us) and given to all delegates at the start of the event

- Logo, 60 word profile and URL link on event website, digital program & App
- 1 x Advisory and Compliance Day delegate ticket



Booking Form

PLEASE COMPLETE ALL SECTIONS OF THIS BOOKING FORM

1. Details

Contact Person:

Position:

Organisation:

ABN:

Address:

Suburb:

Postcode:

State:

Phone:

Mobile:

Email:

Website:

2. Confirmation

GALA DINNER	
PLATINUM	
GOLD	
SILVER	
NETWORKING RECEPTION	
INTERNATIONAL PARTNER	
EVENT APP & WIFI	
SATCHELS	
LANYARDS	
COFFEE CARTS	
WRITING MATERIALS	
CATERING	
EXHIBITION	
ADVISORY AND COMPLIANCE DAY	
Nominate your preferred package:	

3. Agreement

- Exhibition areas will be allocated on a first come, first serve basis
- Exhibition and Partnership details may be subject to change
- Partnership payment made by credit card will attract merchant fees and will be passed on to the Partners
- All prices are in Australia dollars and exclude GST
- Organisers support a sustainable event, and ask you to consider the environment when developing promotional items for your stand and/or the delegate bag

PARTNERSHIP CONTACT

To confirm your booking, please fill out the Booking Form and return it to:

Partnership Manager

Email: acannabis@acannabis.com.au

Ph: +61 416 895 770

WHAT HAPPENS NEXT

1. We will confirm by phone or email upon receipt of your Booking Confirmation Form.
2. After your selection is confirmed, you will be sent your Agreement.
3. An exhibitor manual will be sent to you by the Exhibition Manager.

CANCELLATION OF PARTNERSHIP

Cancellations of Partnership bookings prior to 16 December 2023 will incur a cancellation fee of 25% of total tax invoice amount.

Cancellations of Partnership bookings prior to 13 January 2024 will incur a cancellation fee of 50% of total tax invoice amount.

No refunds will be issued after 13 January 2024 and unpaid tax invoices must be paid in full.

PAYMENT DETAILS

Upon receipt of your signed Partnership Agreement, a tax invoice will be issued to you.

Written confirmation of your Partnership will be provided upon receipt of payment of that tax invoice.

Full payment is due within 14 days of the date of the tax invoice.



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