



NECANN  
AFTERDARK



# TREE HOUSE HANGOUT

FRIDAY, SEPT. 5<sup>TH</sup> [AT] 5-7PM  
ATLANTIC CITY, NJ



**DATE:**  
FRIDAY, SEPT. 5<sup>TH</sup>

**TIME:**  
5-7PM

**LOCATION:**  
THE TREE HOUSE  
ATLANTIC CITY CONVENTION CENTER,  
4<sup>TH</sup> FLOOR



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**THE  
DETAILS**



JOIN US FOR THE NECANN AFTER DARK: TREE HOUSE  
HANGOUT—AN ELEVATED NETWORKING EVENT ATOP  
THE CONVENTION CENTER, FEATURING FLOOR-TO-  
CEILING WINDOWS AND SWEEPING VIEWS OF THE  
ATLANTIC CITY SKYLINE.

THIS IS YOUR CHANCE TO:

- MEET NEW CONNECTIONS & BUILD RELATIONSHIPS
- INCREASE BRAND AWARENESS
- GENERATE LEADS & CLOSE SALES



**EVENT  
OVERVIEW**





**NETWORKING**



**DRINKS & COCKTAILS**



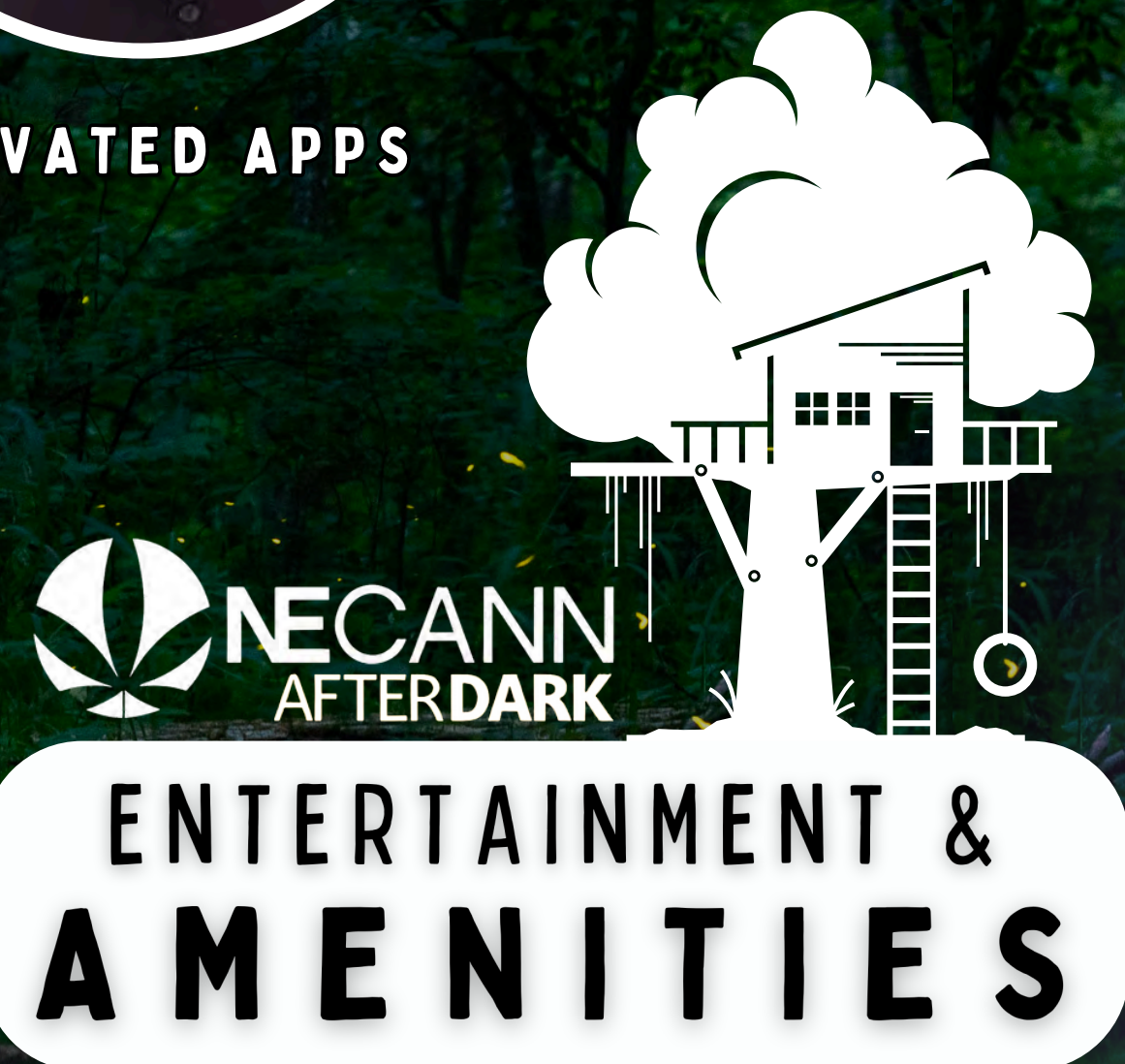
**ELEVATED APPS**



**BRAND ACTIVATIONS**



**PRODUCT GIVEAWAYS**





## PRE-EVENT

- ENGAGING EVENT LANDING PAGE FEATURING SPONSOR BRANDING
- MULTIPLE EMAIL CAMPAIGNS DISTRIBUTED TO A LIST OF 40,000+ CANNABIS INDUSTRY PROFESSIONALS
- EXTENSIVE COVERAGE ON SOCIAL MEDIA CHANNELS REACHING 70,000+ CANNABIS INDUSTRY PROFESSIONALS
- 1-MONTH LONG FREE-TICKET GIVEAWAY CAMPAIGN TO GENERATE HYPE

## DURING EVENT

- CAPTURING HIGH-QUALITY PHOTOGRAPHY AND VIDEOGRAPHY
- ENCOURAGING GUESTS TO TAG [#NECANNATERDARK](#) DURING THE EVENT ON SOCIAL MEDIA

## POST-EVENT

- EVENT RECAP CAMPAIGN THROUGH EMAIL AND SOCIAL MEDIA
- EXTENSIVE POST-EVENT COVERAGE THROUGH SELECT MEDIA PARTNERS



**EVENT  
MARKETING**





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**SPONSORSHIP  
OPPORTUNITIES**



## **TICKETS:**

- 20 TICKETS FOR STAFF, CLIENTS, & GUESTS

## **DIGITAL BRAND ACTIVATION:**

- TOP FEATURE ON LANDING PAGE
- PROMINENT INCLUSION IN PR/MEDIA/VIDEO
- TOP FEATURE IN EVENT EMAIL MARKETING AND 1X BRAND-SPECIFIC SPOTLIGHT EMAIL
- PROMINENT SOCIAL MEDIA INCLUSION AND 2X BRAND-SPECIFIC SPOTLIGHT POSTS (PRE & POST EVENT)

## **ON-SITE BRAND ACTIVATION:**

- 5-MINUTE SPEAKING TIME AT EVENT
- PROMINENT INCLUSION IN PROMO VIDEO ON VENUE SCREEN (60SEC LOOPED)
- TOP-BILLED SIGNATURE BRANDED DRINK ON BAR MENU
- FIRST CHOICE OF SPACE IN VENUE FOR POP-UP BANNER, TABLE, OR BRAND ACTIVATION
- SPACE ON VENUE TABLES FOR MARKETING MATERIALS & SWAG
- CONFERENCE EVENT PAMPHLET INCLUSION

## **OTHER EXTRAS:**

- EXCLUSIVE BRAND PRESENCE FOR YOUR VERTICAL
- ACCESS TO EVENT ATTENDEE LIST FOR POST-MARKETING/LEAD GEN

# **\$5,000**



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**TITLE**  
**SPONSOR**



## **TICKETS:**

- 10 TICKETS FOR STAFF, CLIENTS, & GUESTS

## **DIGITAL BRAND ACTIVATION:**

- FEATURED INCLUSION ON LANDING PAGE
- INCLUSION IN PR/MEDIA/VIDEO
- FEATURED INCLUSION IN EVENT EMAIL MARKETING
- FEATURED SOCIAL MEDIA INCLUSION AND 1X BRAND-SPECIFIC SPOTLIGHT POST

## **ON-SITE BRAND ACTIVATION:**

- FEATURED INCLUSION IN PROMO VIDEO ON VENUE SCREEN (30SEC LOOPED)
- SIGNATURE BRANDED DRINK ON BAR MENU
- SPACE IN VENUE FOR POP-UP BANNER, TABLE, OR BRAND ACTIVATION
- SPACE ON VENUE TABLES FOR MARKETING MATERIALS & SWAG
- CONFERENCE EVENT PAMPHLET INCLUSION

## **OTHER EXTRAS:**

- EXCLUSIVE BRAND PRESENCE FOR YOUR VERTICAL
- ACCESS TO EVENT ATTENDEE LIST FOR POST-MARKETING/LEAD GEN

# **\$2,500**



# **FEATURED SPONSORS**



## **TICKETS:**

- 4 TICKETS FOR STAFF, CLIENTS, & GUESTS

## **DIGITAL BRAND ACTIVATION:**

- INCLUSION ON LANDING PAGE
- INCLUSION IN EVENT EMAIL MARKETING
- INCLUSION IN SOCIAL MEDIA

## **ON-SITE BRAND ACTIVATION:**

- INCLUSION IN PROMO VIDEO ON VENUE SCREEN (20SEC LOOPED)
- SPACE ON VENUE TABLES FOR MARKETING MATERIALS & SWAG
- CONFERENCE EVENT PAMPHLET INCLUSION

## **OTHER EXTRAS:**

- ACCESS TO EVENT ATTENDEE LIST FOR POST-MARKETING/LEAD GEN

# **\$1,000**



# **ADDITIONAL SPONSORS**



## **TICKETS:**

- 2 TICKETS FOR STAFF

## **DIGITAL BRAND ACTIVATION:**

- INCLUSION ON LANDING PAGE
- INCLUSION IN EVENT EMAIL MARKETING
- INCLUSION IN SOCIAL MEDIA

## **ON-SITE BRAND ACTIVATION:**

- INCLUSION IN PROMO VIDEO ON VENUE SCREEN (20SEC LOOPED)
- SPACE ON VENUE TABLES FOR MARKETING MATERIALS & SWAG

## **NOTE:**

- INCLUDES SPONSOR COMMITMENT TO BRING ~\$500 IN PRODUCT GIVEAWAYS OR BRAND ACTIVATION AT THE EVENT

# **\$500**



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# **BRAND SPONSORS**



## BRAND VISIBILITY

— OUR EVENT MARKETING IS EXPECTED TO REACH 110,000+ CANNABIS INDUSTRY DECISION MAKERS, EXECUTIVES, AND OTHER PROFESSIONALS IN BOTH LICENSED AND ANCILLARY CANNABIS BUSINESSES

— CREATE LASTING BRAND CREDIBILITY WITH EXCLUSIVE MEDIA COVERAGE, DIGITAL MARKETING, AND BRAND ACTIVATION AT THE EVENT

— BE PART OF AN EVENT THAT WILL BE TALKED ABOUT FOR YEARS TO COME!

## LEAD GENERATION

— GAIN ACCESS TO THE EVENT'S INVITE AND ATTENDEE LISTS — INCLUDING 250+ VETTED CANNABIS INDUSTRY CONTACTS

## SALES ENABLEMENT

— IMPRESS CURRENT AND PROSPECTIVE CLIENTS BY INVITING THEM AS YOUR VIPS

— CLOSE DEALS ON AND OFF-SITE WITH INCREASED BRAND VISIBILITY LEADING TO INCREASED SALES



**SPONSOR  
BENEFITS**





# THANK YOU!

INTERESTED IN SPONSORING?

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