HCN LIVE! CANNABIZCON IV

BY HCN MEDIA GROUP

SPONSORSHIP KIT

VIRTUAL CANNABIS CONFERENCE & EXPO

FRIDAY, APRIL 16, 2027 | 9AM-3PM PT | NOON-6PM ET

POWERED BY HCN MEDIA GROUP

Virtual Cannabis Conference & Expo • 5+ hrs of Live Networking • Expo Booths • 4 Conference Stages • 15+ Panels • Marketing Focus

SPONSORSHIP KIT

Reach cannabis decision-makers without leaving your desk.

Event Engagement

CANNABIZCON II METRICS

HCN LIVE! CANNABIZCON

450+ Registered for the event	**375+** Active attendees on the day
200+ Stayed past the first hour	**155+** Clicks on sponsor content

High-Value Industry Expertise

KEYNOTES | PANEL DISCUSSIONS | VIRTUAL EXPO BOOTHS | NETWORKING LOUNGES | TOP INDUSTRY LEADERS | LIVE PITCH TANK | B2B DEVELOPMENT | LEAD GENERATION

CONFERENCE STAGES + NETWORKING WITH LEADING EXPERTISE IN:

MARKETING | BRANDS & RETAIL | AI & TECHNOLOGY | INVESTMENT | CULTIVATION | GENETICS | HEMP | RESCHEDULING | COMPLIANCE & REGULATION | MEDICINE & SCIENCE

Built around access, not logistics.

No flights. No hotels. No travel. No booth freight. Just value.

HCN CannabizCon sponsorships move attendees from

Awareness → Content engagement → Lead capture

WHAT IS HCN LIVE! CANNABIZCON?

HCN Live! CannabizCon is a virtual cannabis business conference and expo. It brings innovation, investment, operations, marketing and science straight to busy professionals, wherever they work.

FOCUS

CANNABIS MARKETING AND GROWTH

VIRTUAL CONFERENCE + EXPO FLOOR

APRIL 16, 2027



4 CONFERENCE STAGES Stage and panel sponsorships

EXPO & NETWORKING 12 sponsored booths · 3+ lounges

Sponsors host branded material inside the expo, tie it to live programming and guide attendees toward follow-up conversations.

VIDEO | PRESENTATION | WEBSITE LINK | CALL TO ACTION

SPONSOR CASE STUDY

VERDANT Strategies

Verdant Strategies used CannabizCon II to reach cannabis operators, founders and decision-makers through thought leadership, event promotion and an interactive virtual booth.

THE ACTIVATION

BEFORE
Keynote speaker and sponsor promotion, social graphics, website visibility and HCN media amplification.

DURING
Branded booth and lounges, keynote, educational video, attendee engagement and lead capture.

POST-EVENT
Continued booth and video visibility, permanent replay and ongoing media distribution.

24
Video views inside the Verdant virtual booth
A measurable interaction, well beyond passive logo exposure.

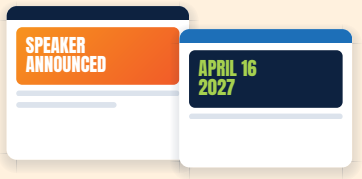
BROUGHT TO YOU BY HCN MEDIA GROUP

100,000 Media reach across newsletter, web and social	**Since 2018** Covering the business of cannabis	**Hundreds** of executive interviews	**MJBizCon + Cannabis Business Times** Media partner

Sponsorship inquiries: Mark Collins · mc@hcnmultimedia.com

Combine prominent brand visibility with content + conversations + leads + amplified promotion.

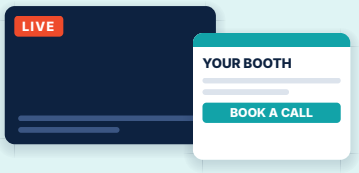
BEFORE — BUILD DEMAND



SOCIAL KITS · BANNERS · INTERVIEWS

- Promotion to a media audience of 100,000
- Speaker and sponsor social media kits
- Press release placement
- Visibility on all event promotion
- Email, website and registration banners
- Pre-event sponsor interviews

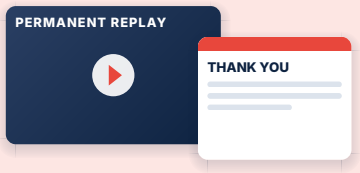
DURING — DRIVE ENGAGEMENT



BOOTHS CUSTOMIZED TO YOUR BRAND + MEDIA

- Dedicated expo booths and content hubs
- Conference stage speaking slots
- Targeted visibility with panel sponsorship
- Broadcast video advertisements
- Live lead capture through calls to action
- Live networking for your whole team

AFTER — EXTEND ROI



REPLAYS · RECAPS · FOLLOW-UP

- Permanent LinkedIn event replay
- Post-event clips, articles and recognition
- Speaker and sponsor thank-you posts
- Event metrics for lead follow-up
- HCN media amplification
- Preferred sponsorship in future events

WHY SPONSOR?

1. **Meet the right people**
   Direct access to top cannabis founders, operators and investors.
2. **Easy event coordination for your team**
   No travel, hotels, booth freight or lost work week.
3. **Create a measurable pipeline**
   Capture leads, book meetings and track content engagement.
4. **Amplify your leadership**
   Speaking engagements, booth activation and lasting media exposure.

WHAT SPONSORS GET

INTEGRATED ACTIVATION

- Virtual expo booth
- Speaking access
- Interviews + video ads
- Lead capture CTAs
- Media promotions
- Live engagement
- Permanent replay
- Interactive banners

HOW HCN LIVE! CANNABIZCON IV IS DIFFERENT

HCN MEDIA REACH = 100,000
(NEWSLETTER, WEB + SOCIAL)

01 — THE CONFERENCE COMES TO THE INDUSTRY
Cannabis professionals join from anywhere without losing days to logistics. Attention stays on the content and the conversations.

02 — BUSINESS + MARKETING ON ONE PLATFORM
Brands, retailers, operators, investors, cultivators and technology leaders meet in one curated audience, with programming built around marketing.

03 — BUILT FOR BUSINESS DEVELOPMENT
Sponsorship goes beyond a logo. Booths, speaking slots, interviews, lead capture and media promotion open direct paths to new relationships.

04 — ENGAGEMENT CONTINUES AFTER THE EVENT
Visibility starts before the live day and continues after it, through replays, interviews, social promotion and HCN amplification.

✓ **One virtual event. Multiple markets.** Measurable engagement before, during and after April 16.

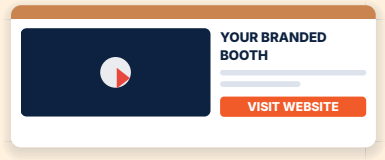
Choose the sponsorship level that fits your objectives.

BRONZE

VIRTUAL BOOTH SPONSOR

$1,000

5 TICKETS



- 5 complimentary tickets
- Branded virtual expo booth
- Speaking assignment
- Logo on sponsor page
- Logo on floor plan
- Post-event recognition
- HCN promotion reaching 100,000

GOLD

STAGE PARTNER

$2,500

5 TICKETS





Everything in Bronze, plus:

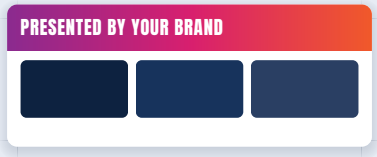
- Stage sponsor + panel host
- Opt-in attendee lead list
- Live sponsor mentions during the event

PLATINUM

PREMIER PRESENTING PARTNER

$5,000

10 TICKETS



Everything in Gold, plus:

- 10 complimentary tickets
- Presenting sponsor booth and/or sponsored lounge
- 3-minute opening remarks
- Logo prominently placed across the event and all promo materials
- Logo on tickets, registration and email campaigns
- Press release and extra promotion
- Opt-in attendee list
- Featured HCN LinkedIn promotion
- Post-event recognition
- Priority access to future event sponsorships

JOIN US IN MAKING HCN LIVE! CANNABIZCON IV THE BEST VIRTUAL EVENT YET!

Put your team where cannabis business happens.

BOOK A MEETING

For sponsorship inquiries, email Mark Collins at **mc@hcnmultimedia.com**

WHEN
Friday, April 16, 2027

TIME
9 a.m.–3 p.m. PT · noon–6 p.m. ET

WHERE
Online, from any desk

WHO ATTENDS
Brands, operators, investors, cultivators, tech leaders

PROGRAMMING
4 stages, 15+ panels, marketing focus

MEDIA REACH
100,000 via HCN newsletter, web + social

Or host your own event floor!

Explore custom sponsorship opportunities with an event within the event:

- Ticketing and paid registration options
- Custom branding and floor layout
- Custom programming: panel stages, workshop labs, social lounges, afterparties or pre-event networking

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