

In collaboration with



## What is the Exchange:

The Exchange is a B2B networking event that allows retailers and a variety of vendors to meet in order to facilitate effective business connections. Over the course of two fast paced days, retailers and vendors will connect in private spaces where vendors can pitch their products and services in time controlled, face to face, meetings. It is like speed dating, but your perfect matches will be all about business!

## Who Should Attend:

**Vendors**- you are a cultivator/processor/brand and want to present directly to retailers in one-on-one meetings in order to showcase your product and secure dispensary shelf space.

**Exhibitors**-you are a provider of services or products needed by retailers to run a successful store-POS, HR, legal, financial, store design, marketing etc. and want an opportunity for maximum exposure.

**Retail Buyers**-you want to source new products, meet new vendors, learn about new trends, services and opportunities.

## Where and When:

**Michigan-May 8-9, 2024**  
Eagle Eye Country Club in Lansing

**October dates and location TBA**

Retailer buyers always attend as our guests. For Vendor and Exhibitor pricing please request the complete prospectus for participation options and sponsorship opportunities.



[www.theexchangeecannabis.com](http://www.theexchangeecannabis.com)



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# Why Attend?

## Retailers

Wish you had time to see more products, vet new vendors and find solutions for your most pressing operational challenges?

- Saves time-the speed dating format is a game changer
- Keeps meetings efficient controlling the time allotted to each vendor
- Gives you access to new brands, trends, allied products and services all in one place.

*"...speed-dating concept is awesome! All in all, just very grateful to be invited to be a part of it. We had a blast and made a lot of really good, meaningful connections.*

*Joe C. Retailer*

## Vendors

Frustrated trying to schedule time with retailers all over the state? Schedule your meetings at The Exchange!

- Meet key decision makers in one-on-one meetings
- Save time, travel, and money!
- Bring your product to The Exchange and we bring the retailers to you!

*"great experience...having my team of buyers here as well as my wholesale sales team.... huge wins on both ends"*  
*Sam D. vertically integrated Operator*

## Exhibitors:

Do you have a product or service that needs exposure to the entire industry? Grab a table and showcase your stuff at The Exchange!

- Exposure to over 40 growers/processors/brands
- High visibility to over 40 retailers
- Intimate setting guarantees interaction!

*"the one on one meetings, the face to face, the vibe, the energy, the very best way to do business.*

*Preston H. Vendor*

# Packages

## Retailers

- Retail buyers and decision makers attend for FREE!
- Participation requires the commitment to attend all meetings scheduled with vendors over the course of two days.
- Private meeting space with wifi and electric
- Spots are limited and are reserved on a first come-first served basis
- Store profile on event platform



## Vendors

**\$3500-20 meetings/\$2500-10 meetings**

- Face to face meetings
- Exposure to additional retailers
- Ability to place an item in the swag bag
- Vendor profile on event platform
- Exposure in all pre-event promotions
- **Option to add an exhibit table for \$1000**
- **Admittance for two representatives-additional reps \$150**

## Exhibitors

**\$3500**

- 8' exhibit table
- Exposure to both retailers and vendors
- Ability to add an item to the swag bag
- Exhibitor profile on the event platform
- Exposure in all pre-event promotions
- **Admittance for two representatives-additional reps \$150**





# Sponsorships

Add an additional exposure opportunity to your package

- Event bags \$ 1000
  - Badges/Lanyards \$ 600
  - Pens \$ 250
  - Pads \$ 250
  - Water Bottles \$ 250
  - Networking Party inquire
  - Breakfast \$ 1500
  - Lunch \$ 2000
  - Beverage Station \$ 500
- Sponsorships do not include cost of items

Custom packages available-let's create something special that highlights your brand!

# FAQ'S

## 1. WHAT TYPE OF SPACE WILL I HAVE?

The retailers will host the vendors in a private 8' x 10' space fitted with a 6' table with 4 chairs, so vendors should be prepared to move from space to space with their products. Retailers are welcome to bring signage and brand their space, but generic signage will be in the booth, so purely optional.

Exhibitors and those vendors who have added a table, will have a free standing 8' table fitted with linen and two chairs.

## 2. CAN I BRING AND DISTRIBUTE SAMPLES?

**Yes, you can bring samples of THC containing products based on each state's regulations.** Please reference the individual state info packets.

## 3. HOW ARE THE MEETINGS ASSIGNED?

Retailers and vendors will create company profiles on our event platform. Using this information, prior to the event, both retailers and vendors will have the chance to request meetings. Priority is given to mutual requests first, and then to vendors based on sign up date, so sign up early to ensure you get the meetings you want!

## 4. HOW MANY PEOPLE CAN I BRING?

Vendors and Exhibitor Packages include two staff passes. Additional passes are \$150. Retailers are encouraged to bring as many decision makers as needed to make decisions on the various products and services offered.