

# the EXCHANGE

CONNECT . ENGAGE . SUCCEED

OREGON 2024

Eugene-March 19-20/Portland-September 18-19

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:

**Eugene March 19-20, Venue 252**

Registration deadlines:

**February 14**-For vendors bringing THC touching products

**March 5**-Vendors/Exhibitors not bringing THC products

**March 7**-Retailers

**Portland Sept. 11-12, Doubletree Downtown** Registration deadlines:

**August 5**-For vendors bringing THC touching products

**September 1**-Vendors/Exhibitors not bringing THC products

**September 3**--Retailers

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



[www.theexchange cannabis.com](http://www.theexchange cannabis.com)



For information please reach out to us directly:  
Susan@theexchange cannabis.com-954-347-0246  
Julie@theexchange cannabis.com-561-843-1743  
Darla@theexchange cannabis.com-541-228-8647

# 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*

"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*

## 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!

## 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*



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# 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.*
- *Spots are limited and are reserved on a first come-first served basis*



## Vendor Packages

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

- *Face to face meetings with retail decision makers*
- *Private meeting space*
- *Ability to place an item in the swag bag*
- *Vendor profile on event platform*
- *Exposure in all pre-event promotions*
- *Admittance for two representatives-additional reps \$150*



## Exhibitors

**\$3500-includes:**

- *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*
- *Ability to add meetings based on availability-\$1000 for 10 meetings*
- *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 and multi state packages  
available-let's create something special that  
highlights your brand!

# FAQ'S

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

The vendors will be the meeting hosts and retailers will visit each space. Vendors can brand their space as they see fit. The private 8'x10' space will have a 6' foot table with linen and 4 chairs separated by pipe and drape from the next space.

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

Retailers are offered free access to tables and chairs in the event space during the event to use at their pleasure during the event.

## 2. CAN I BRING AND DISTRIBUTE SAMPLES?

All vendors of THC containing products can bring product to showcase, but that vendor must be part of the event application filed with the OLCC one month prior to the event. Any vendor not included in the OLCC application can still attend, but cannot bring THC containing products. They can bring representation of products such as images, packaging etc.. Any samples to be shared with other participants must adhere to all OLCC regulations.

## 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?

Vendor 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.

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