

MAXIMUM YIELD hydroLife
GROWX
MODERN GROWING CONFERENCE + EXPO

EXHIBITOR OPPORTUNITIES

► MODERN GROWING CONFERENCE & EXPO

SPRING 2017

SAN JOSE, CA | JUNE 3 - 4, 2017 | SAN JOSE MCENERY CONVENTION CENTER

FALL 2017

DETROIT, MI | SEPTEMBER 30 - OCTOBER 1, 2017 | COBO CENTER

WE'RE **GROWING** SOMETHING **EXCITING**.



GROWX is the premier growing industry event in North America.

GROWX is your No.1 opportunity to connect with growers, industry leaders, and front line retail operators, bringing together experts from around the world and showcasing the latest products, techniques, and technology. **GROWX** is the optimal platform for your business to network, develop new contacts, and strengthen existing customer relationships.

Attracting attendees from all over North America and beyond, **GROWX** offers the ideal opportunity to personally interact with your customers, suppliers, and distributors. Demonstrate your unique solutions, acquire new contacts, and build lasting business relationships. Reinforce your brand while promoting your products and your team in an informative, collaborative, and fun venue.

Don't miss this opportunity! Ensure your presence at **GROWX** and demonstrate to all attendees and exhibitors your level of dedication, enthusiasm, and importance in the industry.

This package explains who we are and what we can do for **YOU**. Friendly show coordinators are available to answer all your questions and ensure a positive and successful show experience.

▶ EXHIBITING AND YOUR BUSINESS

Why should you exhibit?



MAXIMIZE your organization's participation and visibility at the **2017 GROWX!**

Meet, network, and present to a **CAPTIVE** audience that includes all the influencers and decision makers that you've been wanting to meet **IN ONE PLACE!** Your participation as an exhibitor quickly translates to a cost-effective business development opportunity. We can help you showcase your products, services, and technologies by placing your business in the **SPOTLIGHT**.

- ❌ **RAISE AWARENESS** of your company amongst the most important decision makers in the industry.
- ❌ **STRENGTHEN** the perception and reach of your business: visibility builds brand awareness with a local and national audience.
- ❌ **DEMONSTRATE** your company's presence in your sector.
- ❌ **RELATIONSHIP BUILDING:** network with your key clients to generate high-quality networking opportunities.
- ❌ **ESTABLISH** industry credibility by your **GROWX** presence.
- ❌ **THE AUDIENCE YOU WANT:** the right mix of business professionals and end users helps you meet your marketing, sales, and business development goals.

BUILD BRANDING, CREDIBILITY, LEADERSHIP, AND NETWORKING OPPORTUNITIES.

YOUR PEERS ON GROWX:

► **GROWX** offers more than 15 years of grow show experience. Our strong presence in the industry and our veteran show runners ensure you have the best experience possible when you exhibit with GROWX.

"This past weekend, we had an awesome time at the *Maximum Yield Expo*. We were so excited to see all the new innovations of gardening products and services. If you didn't get a chance to go this time, make sure to save the date next year!"

–Terpinator

"This was one of the best *Maximum Yield* shows that I exhibited at since I started exhibiting/attending in 2007."

–Emily Walter, Nanolux

"Being a part of these trade shows has been a major foundation of our success."

–Brandon Kion, Excel Air Systems

"The response was overwhelming, with quality buyers and distributors."

–Richard Gittings, Aeroponics Global Initiatives

"*Maximum Yield* did a fantastic job organizing this event. This experience has provided me with valuable feedback from our customers and the chance to connect everyone face-to-face."

–Dany Mallah, Ozone Environmental Technologies

"We had a great time at the *Max Yield LA indoor garden show*. I was thrilled at how many end-users I was able to interact with, and it was great to get to see all of our amazing partners face-to-face."

–Mike Habbyslaw, Sunmaster

► MEET YOUR AUDIENCE

GROWX Targets:

Retailers
Wholesalers/Distributors
Manufacturers
Urban farmers
Sustainability enthusiasts
Commercial food growers
Commercial cannabis growers
Home food growers
Dispensaries
Medical professionals
Patients
Smokers

Product developers
Insurance brokers
Consultants
Investors
Lawyers



▶ SPONSORSHIP AND YOUR BUSINESS

WE APPROACH SPONSORSHIPS as a true partnership. By associating your brand with **GROWX**, *Maximum Yield*, and *Hydrolife*, the world's growing industry leaders, you establish a credible presence within the industry. We want to help you grow your business. Our success is measured by your success.



- ▶ **SPONSOR PARTNERSHIPS** are ideal for companies that want to entrench their position as industry leaders. These sponsorships are integral parts of the GROWX experience and offer exceptional opportunities for raising brand awareness and credibility. These items will continue to reflect your brand long after GROWX ends.
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- ▶ **COMMUNICATION SPONSORSHIPS** feature direct marketing of your branding during GROWX in the form of GROWX collateral marketing opportunities. These opportunities appear live at GROWX and ensure clear establishment of your brand's credibility through direct communication with attendees.
- ▶ **SPECIAL SPONSORSHIPS** receive prominent exposure at GROWX by associating your brand with the hosting of this industry central event. Enhanced exposure ensures prominent awareness of your brand. Participation in a special sponsorship translates to a cost-effective brand development opportunity.

▶ YOUR BOOTH AT GROWX

10' X 10 (REGULAR BOOTH)	1,795 USD
10' X 10 (CORNER BOOTH)	1,995 USD
PREMIUM ANCHOR BOOTH	<i>Ask Us About Sponsorship Partnerships!</i>

▶ GROWX MARKETING STRATEGIES

SPONSORS receive prominent exposure in all marketing materials, including those distributed through social media, print media, direct marketing, the GROWX website, and on-site at the event. Associate your brand with GROWX, the world's growing industry leader, and establish a credible presence within the industry.

GROWX

THE EXCITEMENT OF PRINT MEDIA

Advertising in *Maximum Yield*, *HydroLife*, and *Inews* magazines, as well as local print media outlets, ensures saturated and exciting promotion of the GROWX.

42 ▶ PRINT EDITIONS

182k ▶ MONTHLY PRINT DISTRIBUTION

THE POWER OF SOCIAL MEDIA

This industry's key demographics live and breathe social media. Our social media presence is constantly updated with fresh and exciting content. Since 2015, our social media presence has become a marketing priority and our success shows! **Our average monthly unique visitors have doubled in the last 12 months!**

31k ▶ SOCIAL MEDIA FOLLOWERS

173k ▶ MONTHLY SOCIAL MEDIA POST IMPRESSIONS

37k ▶ AVERAGE MONTHLY VISITORS

81k ▶ MONTHLY UNIQUE PAGE VIEWS

16.5k ▶ E-NEWSLETTER SUBSCRIBERS

8.5k ▶ DIGITAL EDITION SUBSCRIBERS

E-BLASTS

Powerful e-blasts sent out on an escalating schedule target key industry players and demographics within our subscriber base.

TRADITIONAL NEWS RELEASE

News releases announcing our partnerships and marketing GROWX go out to local and national media outlets.

RADIO

Targeted ads featuring our partners will be promoted through both local and regional radio stations promoting GROWX to key demographics.

EVENT GUIDE

A print and digital Event Guide for GROWX 2017 is currently in development. This will be another exciting point of contact for partners and sponsors. This GROWX guide will be distributed throughout the key target areas via direct mail as part of a promotional package within the May and September *Inews* editions.

GIVEAWAYS

Expo admission tickets are placed in giveaway packages to be promoted through our partnerships, utilizing the promotional focus and format that makes the most sense for you, the partner.

LOCAL PROMOTIONS

Saturation of GROWX posters and marketing materials during the final run-up to the expo. Direct, personal, and local interaction with retail shops and local companies ensures a strong local presence.

MEDIA PASSES

Expo admission tickets are offered to media outlets and key players for locally and nationally targeted promotion of GROWX 2017.



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