

**We approach
sponsorships as
a true partnership.**

By partnering 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.

MAXIMUM YIELD hydroLife
GROWX
MODERN GROWING CONFERENCE + EXPO

SPONSORSHIP 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! A variety of **ALL NEW** sponsorship opportunities for the **2017 GROWX** ensure your company has the ability to capitalize on its **GROWX** presence in the most modern and effective ways. Sponsors enjoy an unequalled presence at the show, demonstrating to all attendees and exhibitors your dedication, enthusiasm, and importance in the industry.

This sponsorship 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.

▶ 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.

ALL NEW RETAILER INVITATION PACKAGE

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

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.

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.



▶ SPONSORSHIP AND YOUR BUSINESS



Why should you sponsor?



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 a sponsor 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** of sponsorship

- ✕ **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.
- ✕ **ESTABLISH** industry credibility by your **GROWX** presence.

BUILD the relationship you need with **THE AUDIENCE YOU WANT:**

The right mix of business professionals and end users ensures your ability to network with your key clients to meet your specific marketing, sales, and business development goals.

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 Habbyshaw, 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



EXECUTIVE SPONSORSHIP

\$3,000

► **EXECUTIVE SPONSORSHIPS** are ideal for companies that want to establish their position as industry leaders. These sponsorships are integral parts of the GROWX experience and offer exceptional opportunities for raising brand awareness and credibility. Participation in executive sponsorship translates to a cost-effective brand development opportunity.

- First choice of booth space
- Logo & profile on mygrowx.com
- Promotion through our social media vehicles
- Exposure within GROWX e-blasts
- Featured exposure within the **ALL NEW Retailer Invitation Package**
- Recognition of the partnership on the GROWX App
- Logo on GROWX promotions, ads & collateral
- Branded event signage

MEDIA PARTNERSHIP

please call for more information

► **MEDIA PARTNERSHIP** opportunities appear live at GROWX and ensure clear establishment of your brand's credibility through direct communication with attendees. Partner with GROWX to provide quality media representation and further your industry reach.

MEDIA OUTLETS

We are always looking for partnerships with media outlets to support promotion and coverage of this long-running event. We are interested in online, broadcast, and print advertisement space, contests, on-site interviews, and other potential opportunities available with the right partner.

As media sponsor, you will enjoy visibility and direct brand association with this signature event and can increase your market presence in the modern growing industry.

Sponsorship benefits include:

- Opportunity to display at GROWX
- Branded event signage
- Recognition of the partnership on the GROWX App
- Logo on GROWX promotions, ads & collateral
- Promotion through our social media vehicles

Sponsor agrees to:

- Promote GROWX via the media outlet's social media vehicles to its followers and audiences leading up to the event
- Offer complimentary advertisement space via radio, print, online, or broadcast media

VIDEO SPONSOR

Put your name on the filming of GROWX! We'll be organizing high-quality recording of each session, which will be made available live online and archived on our website post-show. Your logo on screen in all live stream sessions and on-screen to our virtual audience. Includes collateral, signage, and presence at the show.

PHOTOGRAPHY SPONSOR

Put your name on the images of GROWX! We're looking for a partner for high-quality, high-resolution stills of the event. These images, which will be made available live online and archived on our website post-show, will show the defining moments of GROWX. Your partnership logo will appear on all image postings through our powerful social media platform. Includes collateral, signage, and presence at the show.



PREMIER SPONSORSHIP

\$6,000



► **PREMIER SPONSORSHIP** represent GROWX's premier branding option! This dynamic marketing opportunity is ideal for industry-leading companies that want to reinforce their brand-awareness within a constantly evolving landscape. These sponsorships are central to the GROWX experience and demonstrate a real partnership with the GROWX team.

Premier Sponsorship includes *all Executive Level promotions* as well as your choice of **ONE** of these amazing opportunities:

OFFICIAL AFTER PARTY HOST

Host the exclusive **GROWX After Party**. Includes e-blast and app alert to all conference attendees. It's the guaranteed highlight of GROWX! We'll work with you to make it memorable for everyone.

- Drink tickets to distribute at your discretion
- Full-page ad in Inews promoting the party with sponsor branding
- Full-page ad in the GROWX program with sponsor branding
- Exposure in the ALL NEW 2017 Retailer Invitation Package
- Pre- and post-event branding opportunities
- Logo on GROWX promotions, ads & collateral

ALL NEW GROWX APP

The **ALL NEW 2017 GROWX APP** will be the one-stop, digital source for attendees to access event information at all times. Featuring GROWX events, speaker bios, session information, and extensive information on event sponsors, the ALL NEW App will also provide exciting push notifications to attendees during GROWX. The app sponsor will have a special section of the app dedicated to their company information as well as branding within the app.

ALL NEW RETAILER INVITATION PACKAGE

Distributed before the show by direct mail to grow shops across the country and in key demographic areas for each show. The Invitation Package will showcase vital information about the show, including seminar schedule, special registration deals for shop owners and their employees, hotel info, promotions, and sponsor-focused content. Connect directly with retailers and raise your brand awareness on the industry's front lines.

SWAG BAG

The highest visibility branding opportunity available! See your logo EVERYWHERE during GROWX! Distributed to the first 500 registrants each day of GROWX, the Swag Bag puts your logo front and center. Bag sponsorship includes one product insert.

GROWERS DEN

Enjoy exclusive, high-visibility branding at this popular, live, closed-door event. Includes branded pen/notepad, event signage and event promotion on mygrowx.com, in the GROWX App and expo program.

KEY CARDS

Take advantage of the frequent use of these cards to promote your brand! Welcome attendees to the official hotel with a key card personalized with your company's branding. Includes branding on official hotel key cards and your logo on the Travel & Accommodation page on thegrowx.com.

USB KEY

New for 2017! One of the longest-lasting sponsorships! A logo branded USB key is included on every industry attendee lanyard. This USB key contains promotional and informational materials pertinent to the sponsor's products, branding, and marketing goals.

BUSINESS LOUNGE

The Business Lounge offers a place for attendees to network and conduct meetings in a relaxed setting. The Business Lounge Sponsor will enjoy unprecedented visibility and branding within this sleek, fully furnished lounge.

ANCHOR BOOTH

Live growing and product demos are a highlight of GROWX. Demos can add prestige and reliability to your brand's identity. Receive promotion through the Event Guide, the GROWX Program, the GROWX App, and the Media Wall to ensure your demo gets the optimal traffic.

LOGO WALL

Your business logo will be present in all photos on a promotional wall along with the GROWX logo. This ensures social media and attendee pictures will have your brand present throughout the event. Your company name and logo will be featured on our website and event poster as well as on-site signage. A great way to show your brand's social media presence.

FLOOR STICKERS

This popular opportunity is limited to a single sponsor and includes large, branded floor stickers directing attendees to your booth.

STAGE SPONSOR

Highly visible branding opportunity is yours when you sponsor the stage at GROWX. Seminars and events will be taking place on the stage throughout GROWX and all eyes will be on your brand.

WIFI SPONSOR

Includes show signage and a branded landing page for sign in.

MAXIMUMYIELD *hydrolife*
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1.250.729.2677

info@mygrowx.com