

CANNABIS INSIGHTS

Grow your brand.



MICHIGAN EVENT SUMMARY

THURS., OCT. 7, 2021

228 REGISTRANTS

www.mlivemediagroup.com/cannabis-oct2021

SURVEY FEEDBACK

AVG. SCORE
OUT OF 10

Overall event satisfaction

9

Satisfaction with our experts

9

Would you be interested in attending other MLive events?

10

ATTENDEE FEEDBACK

"Perfect. Hitting on laws; segments as well as help in developing is greatly appreciated. Stimulating thought and ideas."

"I really like the information that's given!"

"Exciting opportunities ahead!"

SPEAKERS

TARGETED ADVERTISING



DAVID HERROLD
Director Audience
Target Strategies at
Advance Local



CARRIE JACOBY
Sales Manager,
MLive Media Group

FRANCHISING



JUSTIN LIVINGSTON
VP of Franchise
Development,
Unity Rd

EVENTS



TATIANA GRANT
President of Cultivate
MI Solutions, LLC.



JAMIE COOPER
Director of Industry
and Community
Development at Sensi



ANDREW BRISBO
Executive Director of
Michigan's Marijuana
Regulatory Agency



NATE WETZEL
Unity Rd. Boulder
Franchise Partner

Gold Sponsor



A CANNABIS DISPENSARY FRANCHISE

Supporting Sponsors



PROMOTIONAL CAMPAIGN WITH SPONSOR LOGO INTEGRATION

DIGITAL CAMPAIGN

MLive.com



11 fixed high-impact positions on mlive.com
• Targeted digital multi-size campaign

2,022,598 impressions served
1,391 clicks

PRINT CAMPAIGN

Published in all 8 papers

3 full-page ads

4 half-page ads

700,000+ audience reach/publication date



SOCIAL MEDIA

MLive Media Group channels

10+ social posts

10,000+ impressions



EMAIL

14 emails to MLive Media Group database

4,000+ recipients

33% avg. open rate



VIRTUAL GIFT BAG

Email to MLive Media Group database

48% open rate

