

CANNABIS INSIGHTS

Grow your brand.



2022 EVENT SUMMARY



196
REGISTRANTS



78%
ATTENDANCE RATE

SURVEY FEEDBACK

Overall event satisfaction **9**

Satisfaction with our featured speakers **9**

Overall level of satisfaction with the topics covered **9**



ATTENDEE FEEDBACK

"Very well done! Intimate and professional"

"It was solid. Great information and opportunity to network."

"Thank you! Hosts were wonderful and great with the crowd as well"

"Phenomenal event, can't wait until next!"

SPEAKERS

Keynote Speakers: Calvin Johnson Jr. and Rick Wershe Jr.

Featured Speakers: Rob Sims, Andrew Brisbo, Mike Klumpp, Cliff Miller, Denise Policella, Becca Neil, Jessica Golich, and Eric Hultgren

Hosts: Gus Burns and Eric Hultgren

PROMOTIONAL CAMPAIGN WITH SPONSOR LOGO INCLUSION

DIGITAL CAMPAIGN – MLive.com

7

Fixed High-Impact Positions

Targeted Digital Multi-size campaign



1.7 MILLION
IMPRESSIONS
SERVED
1,632 clicks

PRINT CAMPAIGN – MLive Print Publications

4 Full-Page Ads

4 Half-Page ads

2 Strip Ads



Reaching over
620,000
READERS

SOCIAL – MLive.com and MLive Media Group Channels

20+

SOCIAL POSTS



Reaching over
1 MILLION+
FOLLOWERS

EVENT EMAILS WITH SPONSOR LOGO INCLUSION



11 EMAILS
to MLive.com
Email Lists

40K+
Recipients
Average Open Rate
24.9%

EVENT SPONSORS



DATA FINANCIAL, INC.

