

JMR Expos Inc. presents
"The Standard of Medical Cannabis Shows"



WEST COAST
CANNABIS **EXPO**

October 7-9, 2011 | Cow Palace



WHY VENDORS ARE
SCREAMING WITH EXCITEMENT
TO EXHIBIT AT OUR SHOWS!!!

- S**ELL YOUR PRODUCTS
- C**APTURE THE EMERGING 420 MARKET
- R**EACH YOUR BEST TARGET DEMOGRAPHICS
- E**XPAND YOUR PRESENCE IN A MULTI-BILLION DOLLAR INDUSTRY
- A**LIGN YOUR BUSINESS WITH INDUSTRY LEADERS
- M**ULTIPLY YOUR ADVERTISING ROI
- I**NCREASE YOUR REVENUE
- N**EVER-ENDING STREAM OF LEADS
- G**ROW YOUR BUSINESS



FINALLY... AN EVENT THAT'S NOT JUST A PIPE DREAM!

CANNABIS MEETS PROFESSIONALISM!

You've seen the rest, now join the best!

JMR Expos, Inc. sets the bar in the 420 Industry, and propels it to new heights. It takes the production, promotion and advertising of cannabis events to the next level.

For over three decades, JMR Expos has produced successful consumer shows for Auto, Computer, Home & Garden, Business, and Franchise industries. It has a heritage of being the backbone of consumer events since 1985.

JMR Expos provides the ideal platform from which to launch your business, and exploit this emerging billion dollar industry.

Shake hands with tens of thousands of consumers at the West Coast Cannabis Expo.

This is the one event you can't afford to miss!



JMR Expos, Inc. • 727 Industrial Rd., Suite 108 • San Carlos, CA 94070
www.jmrexpos.com • Tel (650) 591-0420 • Fax (650) 591-7420



NO CANNABIS EXPO HAS EVER HAD THIS KIND OF ADVERTISING!

- The only Cannabis Expo with an award-winning national advertising agency
- The best marketed Cannabis Expo in California
- The media contacts, knowledge and experience that make this a show you can't afford to miss

THIS SHOW WILL EXPLOIT ALL AVAILABLE MEDIA

Daily Newspapers

The San Francisco Chronicle, The Examiner, The San Jose Mercury News, The Oakland Tribune, The San Mateo Times, The Contra Costa Times, The Marin Independent Journal, The Santa Rosa Press Democrat, The Santa Cruz Sentinel and more

Weekly Newspapers

SF Weekly, San Francisco Bay Guardian, East Bay Express, The Metro and The San Francisco Advertiser

Radio

Advertising on hit stations in the Bay Area, such as 107.7 The Bone, KNBR, KFOG, Live 105, Wild 94.9, Movin' 99.7, KMEL 106.1FM, 103.7 The Band, Pandora, Slacker Radio, and Groove Shark

Special Interest Magazines – Spanning Local Culture, Art & Music

Massive outdoor campaign on **high-traffic billboards!**

And if that is not enough, this event will have a **huge guerrilla marketing** campaign that entails the distribution of half a million coupons on the streets of Northern California.

Social Network Marketing

Like us on Facebook, follow us on Twitter, play us on YouTube, see us on Google ads, Craigslist, Reddit, Digg and more



SHOW GUIDLINES

October 7-9, 2011 Cow Palace 2600 Geneva Ave. Daly City, CA 94014

SHOW HOURS FRI. 3PM-9PM SAT. 11AM-9PM SUN. 11AM-7PM
MOVE-IN HOURS THUR. 10AM-8PM FRI. 8AM-1PM (Hand-carried items only after 1pm)
MOVE-OUT HOURS SUN. 7PM - 9PM MON 8AM-12N (EARLY MOVE-OUT NOT ALLOWED)

SHOW RULES

1. REGISTERED EXHIBITORS ARE ALLOWED TO PROMOTE THEIR PRODUCTS/SERVICES INSIDE THEIR ASSIGNED BOOTHS ONLY.
2. UNREGISTERED VENDORS AND THE PUBLIC ARE NOT ALLOWED TO PROMOTE OR SOLICIT WHATSOEVER.
3. NO SUBLETTING OR SHARING OF BOOTH SPACE. NO CROSS-PROMOTION OF OTHER VENDORS' PRODUCTS OR SERVICES.
4. ALL BUSINESS MUST BE LEGAL. NO DISPLAYING OR SAMPLE DISTRIBUTION OF ANY MARIJUANA CONSUMABLES OUTSIDE OF THE DESIGNATED PROP. 215 AREA.
5. NO ONE UNDER THE AGE OF 18 ALLOWED.
6. NO SMOKING AND NO VAPORIZING INSIDE SHOW HALL.

BOOTH PACKAGE

10'x10' booth includes - pipe and drape (8' high backdrop with 3' high side rails), 1 table, 3 chairs, 1 ID sign, 1 trash can, 3 wristbands and first 100 watts of electricity.

WRISTBAND

Three (3) wristbands per booth. \$20 each for additional staff wristband. No sharing, selling, cutting or tampering of wristbands. Wear it firmly around your wrist all weekend. Broken wristbands will not be replaced and will not be admitted to the show.

CHARGEABLE ITEMS

Electricity (over 100 watts), Phone Line, Internet, Audio/Visual, Carpet, Extra Table, Extra Chairs or any additional display requirements. A DECORATOR KIT will be provided to each exhibitor prior to the show, from who additional display materials can be ordered.

WHAT YOU SHOULD BRING

Electrical cords, surge protectors, table cloth, product signage, lighting, etc.

FOOD VENDORS

All food/beverage vendors must be pre-approved and temporary health permits are required if you will be sampling, for an additional fee. Samples must be less than one (1) ounce and be pre-approved.

SELLERS PERMIT

State regulations require that anyone selling merchandise must have a valid State sellers' permit. A copy of your permit is required at the show.

ADDITIONAL ITEMS

1. No one under the age of 18 will be allowed in the show, including exhibitors.
2. No Canopies, Helium Tanks, Loud Music, Mega Phones, Selling of Food or Drinks.

NOT INCLUDED

Parking, Extra Electricity, Internet, Carpet, Extra Tables, Additional Wristbands, or any additional display materials found in the Decorator Kit.

Prop 215 Area

We will feature a patients-only Prop 215 approved area for the convenience of our attendees. Meet a group of compassionate and understanding vendors. A comprehensive list of appropriate procedures and regulations for attendees will be available on-site and on the West Coast Cannabis Expo Website.



Industry Panelists

An array of industry panelists, guest speakers, key thought leaders and advocacy groups will be featured throughout the 3-day event! A diverse group of experts focusing on education, cultivation and the growth of this ever-changing industry will present on the 420 Academy stage.

Interested in sharing your expertise with the world?

Contact us at 650-591-0420!



MUSIC & SPECIAL FEATURES

Top-line entertainment that will Rock the 420 Music Stage!

Friday, October 7, 3 pm – 9 pm

- Reggae and World Music with Rock the Bike's Pedal Powered Stage

Saturday, October 8, 1 pm – 9 pm

- Hip-Hop, Funk and Jazz by some of the best and socially conscious groups in the Bay Area

Sunday, October 9, 1 pm – 4 pm

- Rock & Blues Classics featuring nostalgic music genres from the '60s and the 70's

Rock to the Beat of the most talented local and progressive acts to visit the San Francisco Bay Area!

A black and white halftone-style illustration of a band performing on stage. The band members are silhouetted against a light background. There are several figures, some holding instruments like guitars and drums. The scene is set on a stage with a dark floor and a light background.

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