



# THE INTERNATIONAL MEDICAL CANNABIS CONFERENCE

11-13 September 2016 • Tel-Aviv, Israel

Dear Colleagues and Friends,

It is with great pleasure that we invite you to partake in the International Medical Cannabis Conference which will be held on September 11-13, 2016, Tel Aviv, Israel.

We are in the midst of a world revolution in the field of Medical Cannabis. Vast amount of research is showing the benefits of using medical cannabis for various medical conditions. We are also witnessing a change of perception around the world regarding the legalization of cannabis for these conditions.

As of today, 23 US states and other countries around the world, including Israel, have approved the usage of medical cannabis for various medical conditions

The Conference is organized by Cann10. Cann10 is a collaboration of the leading Biomed Israeli holding and services group and a leading Israeli authorized medical cannabis farm to create medical cannabis focused accelerator.

**Cann10 is chaired by Prof. Raphael Mechoulam and Prof. Yehuda Shoenfeld, key global figures in the field of Medical Cannabis.**

Cann10 offers selected entrepreneurs the advantages of high quality accredited infrastructures, and know-how in the medical cannabis and MedTech industries, and a strong seasoned and well-connected management team.

We welcome professionals from the different sectors to attend and share the latest developments of Medical Cannabis and its benefits.

Cann10 will host 3 main tracks: Medical/Scientific, Agriculture/Genetics and Technology/Commerce and Entrepreneurship

We look forward to the pleasure of hosting you at what promises to be an exciting and fruitful meeting of a high scientific standard.

Sincerely Yours,

Cann10 Secretariat



**Conference Secretariat:**  
**Paragon Israel (Dan Knassim)**  
**Telefax:** +972-3-5767715  
**Email:** [secretariat@cann10.com](mailto:secretariat@cann10.com)



**Conference Organizer:**  
**Cann10 (shizim Group)**  
**Tel:** +972-3-9002025  
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## **Sponsorship and Exhibition Opportunities**

### **Gold Sponsorship Package - \$10,000**

- ❖ Acknowledgment of sponsorship in conference program & conference book as "Gold Sponsor"
- ❖ Acknowledgment of sponsorship in the conference website with the sponsor's logo
- ❖ A color advertisement in the final program/book of abstracts
- ❖ 12 sq.m., free of charge, in the exhibition area.
- ❖ One free insert in the conference bag (max Din A4)
- ❖ Invitations for 2 company representatives for conference events (get-together reception and faculty dinner)
- ❖ 8 exhibitor badges

### **Silver Sponsorship Package - \$6,000**

- ❖ Acknowledgment of sponsorship in conference program & conference book as "Silver Sponsor"
- ❖ Acknowledgment of sponsorship in the conference website with the sponsor's logo
- ❖ 12 sq.m. free of charge, in the exhibition area.
- ❖ One free insert in the conference bag (max Din A4)
- ❖ A color advertisement in the final program/book of abstracts
- ❖ 6 exhibitor badges

### **Bronze sponsorship package - \$3,000**

- ❖ Acknowledgment of sponsorship in conference program & conference book as "Bronze Sponsor"
- ❖ Acknowledgment of sponsorship in the conference website with the sponsor's logo
- ❖ 6 sq.m., free of charge, in the exhibition area.
- ❖ One free insert in the conference bag (max Din A4)

### **Sponsoring a parallel session - \$3,000**

- ❖ Acknowledgment of sponsorship in the conference website with the sponsor's logo.
- ❖ Acknowledgment of sponsorship in the conference program & the conference book.
- ❖ One free insert – must be approved by the conference coordinator
- ❖ Projection of your company's slide at the beginning of the session (to be provided by the sponsor)
- ❖ Guest speaker (flight expenses & accommodation are not included in the sponsorship fee)
- ❖ Promotion sign to be placed near the podium - must be approved by the conference coordinator



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### **Conference bags - \$4,000**

(Or provided by the sponsor)

#### **Option 1-**

The organizers are in charge of the production of approximately 500 delegate bags. The design of the bags needs to be approved by the sponsoring company.

#### **Option 2 -** The sponsoring company is in charge of supplying the bags

The sponsoring company will provide approximately 500 delegate bags, on which the conference and sponsor's logo will be displayed. The design of the bag needs to be approved by the organizers.

### **Conference bag inserts - \$1,000**

Promotional material such as leaflets and brochures will be included in the participants' conference bags.

Please note that the material is to be provided by the sponsor and must be approved by the Secretariat (the maximum page size is A4 and the maximum number of pages is 8)

### **Conference Lanyards - \$3,000**

The sponsoring company is responsible for the production of the lanyards.

The sponsoring company will provide approximately 1,000 lanyards, on which the Congress and Sponsor's logo will be displayed.

The design of the lanyards needs to be approved by the organizers.

### **Plasma Screen Advertisement - \$1,500**

(One advertisement slot, entire conference duration -2 days)

The Plasma Screen Advertisement opportunity allows you to grasp the attention of delegates during lunch and coffee breaks by displaying your company's marketing message on plasma screens positioned in prime locations across the convention center.

- ❖ The advertisement service will take place during the conference lunch and coffee breaks to maximize the sponsoring company's exposure to the delegates.
- ❖ The plasma screens will display the detailed scientific program during the program sessions.
- ❖ The plasma screens will be located outside every lecture room.
- ❖ The same advertisements will be shown simultaneously on all plasma screens.
- ❖ Advertisements may consist of moving images, flash animation, video, fixed text or image. All advertisements must gain prior approval from the ICI Secretariat.
- ❖ Each advertisement will be displayed for 30 seconds.
- ❖ Advertisement slots will be allocated on a first come, first served basis.



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# Cann10

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### **Advertisements Final Program - \$1,000**

A full-page color advertisement is available in the following conference publication:

Final program/abstract book – Advertisement published in an internal page

### **Pocket Program - \$2,500**

Exclusive advertisement on the back cover of the pocket-sized program

### **Notepads and pens - \$750**

The sponsoring company is in charge of supplying the notepads and pens.

The sponsoring company will provide approximately 1000 notepads and pens. The design of the notepads and pens needs to be approved by the organizers.



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The Cann10 logo, featuring the word 'Cann' in a purple font and '10' in a green font, with a small cannabis leaf icon above the 'n' in 'Cann'.

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## Sponsorship Application Form

Please complete the following information and return to the Exhibition Manager:

Ms. Ravit Mitchell  
Project Manager – Industry Liaison  
Paragon Group  
Abba Eben 15, Herzliyah Israel  
Tel: 972-50-7419990  
Fax: 972-3-576-7728  
E-mail: [rmitchell@paragong.com](mailto:rmitchell@paragong.com)

We, the undersigned, express our wish to sponsor the items marked below in accordance with the terms described in the "Terms of Agreement" attached herewith.

* Company Name	
Contact Name	
Address	
Post/Zip Code	
Country	
Telephone	
Fax	
Email	
Web-Site	
Short Company Description (max of 50 words)	

\* Name of the company - as you would like it to appear on all acknowledgments



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I would like to book the following sponsorship items:

We, the undersigned, express our wish to sponsor the items marked below in accordance with the terms described in the "Terms of Agreement" attached herewith.

* Company Name	
Contact Name	
Address	
Post/Zip Code	
Country	
Telephone	
Fax	
Email	
Web-Site	
Short company description	Please fill in the attached profile form

\* Name of the company - as you wish it to appear on all acknowledgments.

I would like to book the following Sponsorship Items (Prices do not include VAT)

Item	Price
<b>Total Amount (Please Complete)</b>	<b>\$</b>

Choices	Stand No.	No. of Sqm	Total Price
1st			\$
2nd			\$
3rd			\$



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## Sponsorship Application Form

**Name of Company:** \_\_\_\_\_

Please send me a sponsorship contract and an invoice for the 50% deposit

**Method of Payment:**

**Credit card:**

Credit card no.: \_\_\_\_\_  
Expiry Date: \_\_\_\_\_ Type of Card: \_\_\_\_\_  
Card Holder: \_\_\_\_\_

**By check:**

Please make checks payable to:

Dan Knassim and Taaruchot Ltd.  
Abba Eben 15  
Herzelia  
Israel

**Bank Transfer**

Details will be available in the invoice  
Bank charges are the responsibility of the payer

**TERMS OF PAYMENT**

50% due with signed contract  
50% due by August 1<sup>st</sup>, 2016  
The total amount should be received one week prior to the opening date of the conference.

**CANCELLATION POLICY**

Cancellations will be accepted in writing only. A cancellation notice received by August 1st, 2016, will grant a 50% reimbursement fee of the sponsorship payment under the condition that the allocated space will be rented to another exhibitor. No reimbursement will be possible after September 1st, 2016.

Signature .....Date .....

Company Stamp .....



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## Decorations

Exhibitors are forbidden to extend their booths into the thoroughfare or to areas which were not ordered and paid for by the exhibitor. The booth's height will not extend beyond the height of 3.50 m. Booths which exceed a height of more than 2.00 m, or massive construction plans **must** receive a certified approval from a licensed engineer.

## Allocation of Exhibition Space

Space allocation will be made on a "first come, first served" basis. A completed application form accompanied by advance payment should be emailed/ faxed to ensure the reservation of a desired location.

Once the application form has been received and the payment cleared, space will be confirmed and an invoice for the balance will be mailed. Please indicate three alternative choices on the application form. Space allocations will be made in the order in which application forms and payments have been received. Advance payment will be refunded if space is fully booked, or if the space offered is not acceptable to exhibitors.

## Exhibitor Registration

All exhibitors will receive a badge displaying the exhibiting company name. Two exhibitor badges will be given for the first 6sqm booked, and one badge for every 6sqm thereafter. Any additional attendees will be charged a registration fee. An exhibitor registration form will be included in the Exhibitors' Technical Manual.

## Technical/Exhibitor Manual

A technical manual outlining all technical aspects of the exhibition will be circulated one month before the conference. It will include the following:

- Technical details about the venue
- Final exhibition details and information
- Contractor details
- Services available to exhibitors and order forms

## Site Inspections

Exhibitors and sponsors are free to visit the conference venue at their convenience. Please contact the venue directly to arrange visits.

## Exhibitor Profile

A 50-word Exhibitor Company/Product profile displayed at the exhibition will be published in the list of exhibitors in the official program and must be submitted electronically by e-mail to [rmitchell@paragong.com](mailto:rmitchell@paragong.com)



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