

CANNAFRIENDS 2024

HANF-FACHMESSE UND MANUFAKTUR

JOINT US!

EXHIBITOR-INFOS

NORTHERN GERMANY'S LARGEST CANNABIS FAIR SEPTEMBER 20 – 22, 2024

WWW.CANNA-FRIENDS.DE



**HISTORIC
BLOWER HALL
ILSEDE**

**BETWEEN BRAUNSCHWEIG,
WOLFSBURG, HANNOVER UND CELLE**



We would like to thank
our premium partner
from 2023





Welcome to the second edition of our cannabis trade fair, which, after the last year's impressive success, we are once again opening the doors of the historic in the historic blower hall in Ilsede near Peine!

EXPERIENCE, ENJOYMENT AND COMMUNITY

After a promising premiere, we are once again opening our doors to innovative minds from the cannabis industry. **CANNAFRIENDS** is the largest cannabis trade fair in northern Germany: this is where innovation meets tradition and the diversity of the hemp and cannabis industry comes to life. To deepen this experience, we present a special manufactory area that exclusively showcases hand-made and sustainable products. This is all about experience, enjoyment and community – a new trade fair experience that involves every visitor. Direct contact with the producers makes it possible to understand the story behind the products and experience real added value.

DIVERSE WORLD OF THE CANNABIS INDUSTRY

Make valuable contacts and present your company in a way that will be remembered. Use this inviting platform to actively shape the future of the cannabis industry. This year, we've expanded the program to give you even more opportunities to network, showcase your products and interact with the growing cannabis community.

GOOD VIBES

Our vision is to create a safe space for visitors among like-minded people, surrounded by an extended product program, inspiring speakers and intense conversations. Our trade fair is not just about products, but also about a comprehensive experience that combines knowledge, innovation and community. What sets us apart is the broad target group we address. In addition to cannabis enthusiasts who are looking for something special, we also target the health sector. As an exhibitor, you can showcase the diverse applications of hemp in a medical context, such as how CBD is also successfully used in animals – a target group that is often overlooked.

Be part of something big, become an exhibitor and shape the future together with us!

Best regards

Heiko Klein

Heiko Klein Messen & Ausstellungen



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KEY OPPORTUNITIES THAT AWAIT YOU AS AN EXHIBITOR AT CANNAFRIENDS

Your participation in our trade fair is not just an investment in your stand booth, but rather an investment in the growth and future of your business in the emerging cannabis industry. Be part of this exciting chapter and take advantage of the opportunities for sustainable business growth!

OPPORTUNITIES FOR YOUR BUSINESS GROWTH

By presenting your company at our trade fair, you will gain visibility in the cannabis industry. The **CANNAFRIENDS** trade fair offers you as an exhibitor a unique opportunity to sustainably strengthen and expand your business. Present your products to an interested audience and use the trade fair as a springboard for business success. Due to the broad target group, which ranges from cannabis enthusiasts to the health sector and animal lovers, opens up new sales markets and customer potential for you. The **CANNAFRIENDS** trade fair is the key to taking your business to the next level!

DIRECT CUSTOMER CONTACT

Take the opportunity to make direct contact with end consumers and business customers. Gather feedback, present your products and services in person to build long-term customer relationships.

INDUSTRY INSIGHTS AND TRENDS

Get insights into the latest trends and developments in the cannabis industry. Take part in discussions, attend lectures and stay up to date to optimize your business.

NETWORKING OPPORTUNITIES IN THE INDUSTRY

As an exhibitor at the **CANNAFRIENDS** trade fair, you have the unique opportunity to build and maintain valuable networks in the cannabis industry. Meet potential business partners, make contacts with experts and exchange ideas with like-minded people. Our trade fair not only offers you a space for product presentations, but also for your interactive exchange. Together we create a platform where relationships grow and business opportunities arise.

EXPERIENCES OF PREVIOUS EXHIBITORS

The experiences of our previous exhibitors speak for themselves. Many companies were not only able to raise their profile by participating in the **CANNAFRIENDS** trade fair, but also increase their sales sustainably. Hear first-hand how the trade fair has influenced business growth, what new collaborations have been established and how the diversity of target groups has led to positive developments. The experiences of last year's exhibitors are a vivid testimony to the success and opportunities offered by this unique platform.



MANUFAKTUR-AREA: HERE PLEASURE MEETS CRAFTSMANSHIP

We believe in the power of creativity and sustainability, and this is reflected in our special manufactory area. As a manufacturing company, you have the opportunity to present yourself at absolute start-up conditions.

**OUR MOTTO:
CREATIVE HIGHLIGHTS FROM SUSTAINABLE PRODUCTION**

In the Manufaktur area, everything revolves around creative highlights from and for hemp production. We invite you as a manufacturing company to present your unique works to a curious audience:

REDUCED SQUARE METER PRICES

Every square meter counts with us. That's why we offer reduced prices, so that even small manufacturing companies have the opportunity to present themselves at our trade fair without having to dig deep into their pockets.

COMMUNITY STANDS

We promote a sense of community! Share your stand with other creative minds and experience the synergy effects of an inspiring community.

THE MANUFAKTUR-AREA 2023

We didn't just focus on hemp, but above all on the people who love it. Last year, the atmosphere was characterized by humanity, and exhibitors were not only able to show their products, but also explain them. For many artists and creatives, this was the first time their work was not only presented, but properly showcased and celebrated in such an epic setting.



FURTHER INFORMATION AT:
www.canna-friends.de

PROGRAM UND HIGHLIGHTS

SPEAKERS AND DISCUSSIONS

The CANNAFRIENDS trade fair offers an exciting program of lectures and panel discussions, presented by interesting speakers from the cannabis sector.

FOOD CORNER, AFTER-LOUNGE AND CHILL AREA

As organizers, we not only focus on the diversity of the cannabis industry, but also on the well-being of our exhibitors after an intensive day at the trade fair.

CANNAFRIENDS 2024: INDUSTRIAL BACKDROP WITH A UNIQUE AMBIENCE IN ILSEDE, PEINE

Last year, we were able to record an impressive number of participants. With numerous exhibitors from Germany and the Netherlands, we not only exceeded our expectations, but also built up a new community. The positive feedback and growing interest underline the relevance and success of the **CANNAFRIENDS** trade fair.

2,000

m² Area

75+

Exhibitor

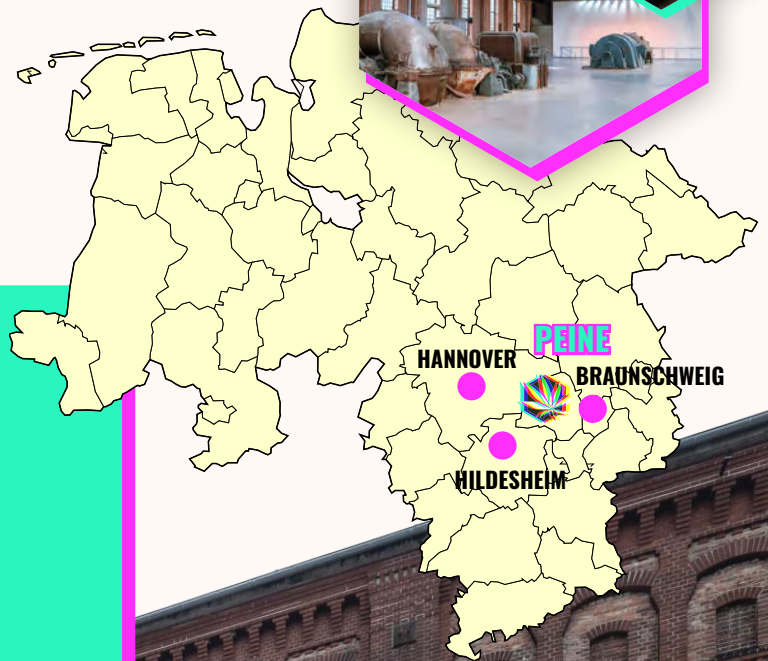
4,500+

Visitors



WELCOME TO THE HISTORIC GEBLÄSEHALLE ILSEDE, PEINE

Centrally and optimally located in Lower Saxony, between Hanover, Braunschweig and Hildesheim.



PARKING

450 free parking spaces directly in front of the door, arrival with camper possible

FREEWAY CONNECTIONS

A2: 9 km, A7: 23 km, A39: 18 km

ARRIVAL BY TRAIN

From Peine train station: every 10 minutes by bus to Ilsede central bus station (approx. 15 minutes) Walking time from ZOB Ilsede to the blower hall: only 2 minutes

ACCESS BARRIER-FREE AND FROM THE AGE OF 18

DAILY OPENING HOURS
from 11 a.m. to 7 p.m.

20 – 22 SEP 24



SUCCESS STORIES FROM 2023



FYNN FROM KoKo Grünwaren, BRAUNSCHWEIG

A few moons ago, we built a trade fair stand from scratch. Let's call it „trade fair marathon magic“. Now that the smoke has cleared and the exhibition hall has fallen back into a deep sleep, we can look back with pride. Our stand wasn't just chic, it was one of the rock stars of the fair and we were the groupies in the business glitter. So, if anyone asks what our trade fair was like, all we can say is: it was like a rollercoaster, a coffee rush and a 3-day long babble - all in one place. **Messe, you were crazy, but we'd do it again anytime.** Let's hear it for the Messe stage and those who actively supported us in allowing our business to be the centrepiece of the spectacle. At least for us!



NIKLAS FROM JoinTable, HAMBURG

Thank you so much Heiko for all the love and effort you put into your first hemp fair! **It was a wonderful, super fun event for us exhibitors and more than a huge success!** This is exactly where we want to build on next year! Everything will be at least as human, but this time with a more mature concept. Part of the concept is that the craft companies in the industry will present a handmade hemp manufactory market within the trade fair. This gives visitors the opportunity to talk directly to us, the producers, and gives us the space we need to share our passion with people from the bottom of our hearts!



KÜTTY FROM RetroSteam, BERLIN

Hey, now I would like to express my heartfelt thanks once again in the form of a contribution. I know a lot has already been said, but it's something very special when you meet people who can pull together without doubt or resentment. That is not something that can be taken for granted. We were given a lot of trust right from the start, even though we had only had one or two brief conversations beforehand. **Of course, I am also pleased that we have been able to inspire so many people with what we are doing and that there has been so much interest in the background.** Personally, I struggle with severe pain and found it liberating to be able to talk about my experiences of dealing with it. I am already looking forward to the future and am enthusiastic about upcoming plans.

MEDIA PARTNER & PRESS 2023

BRAUNSCHWEIGER
ZEITUNG



SUBWAY

Deiner Allgemeine

PEINER
NACHRICHTEN



SCAN ME



TO TV REPORT



Erste Cannabis-Messe
Niedersachsens in Peine

02. OKTOBER 2023





THE ALL-ROUND PACKAGE FOR MAXIMUM EXHIBITION STAND POWER

Are you ready to take off with your company at the CANNAFRIENDS trade fair? take off? We offer you not only useful information, but also valuable tips to get the most out of your participation. Find out how you can benefit from free advertising opportunities and how we can support you in equipping your exhibition stand.

BOOTH POWER IN FOCUS!

Our aim is for you to be able to position and present yourself in the best possible way. That's why we not only offer free advertising opportunities, but also support you in equipping your exhibition stand. So if you need support, let us know early on how we can help you. Together, we can make your trade fair a success. Whether print materials, giveaways or trade fair equipment - we are here for you!

Together we will design your ideal trade fair stand at CANNAFRIENDS!

FREE OF CHARGE ADVERTISING OPPORTUNITIES

Use advertising placements on the CANNAFRIENDS, trade fair to highlight your brand, attract new customers and increase your reach.

WHAT WE ALSO OFFER YOU FOR FREE:

- **LOGO WALL**
Your logo will be placed on our logo wall, to ensure maximum visibility.
- **WEBSITE**
Your company logo will be presented on our official website to create an online presence.
- **EXHIBITION FLYER**
Your logo can also be found on our trade fair flyers that are distributed to visitors.
- **SOCIAL-MEDIA**
We support you with a targeted social media presence to increase your reach.
- **GOODIE-BAG**
The opportunity to place your material in our goodie bag and thus get directly into the hands of visitors.
- **BLOG ARTICLE**
Write a blog article about your company that will be published on our website.
- **LIVE TALK ABOUT YOUR COMPANY**
The chance to have a live talk about your company on our social media channels of the CANNAFRIENDS trade fair.

STAND RENTAL PRICES

Traders: 95,00 € m² (net)
Small businesses: 60,00 € m² (net)

PAYMENT METHOD

1st instalment (50%) on booking
2nd instalment (50 %) in August 2024

W-LAN INCLUDED



REGISTRATION AND DEADLINES: YOUR WAY TO US

Make your trade fair appearance perfect and secure your stand space at the CANNAFRIENDS trade fair! Registration is easy via the digital registration PDF on our website. Fill out the form digitally and send it to info@heiko-klein-messen.de



20. - 22. SEPTEMBER 2024,
ILSEDE, GERMANY
WWW.CANNA-FRIENDS.DE

AUSSTELLER-ANMELDUNG / EXHIBITOR REGISTRATION

Wird vom Veranstalter ausgefüllt. To be filled out by the organizer:

Kundennummer
Kundenname
Buchungsnummer
Firmenname

RECHNUNGSMITTEILUNGEN / INVOICE INFORMATION

Firmenname / Company name

Straße, Nr. / Street, nr. PLZ, Ort / Zip code, city

Land / Country Ansprechpartner / Contact person

Telefon / Phone USt-IdNr. / VAT ID number

E-Mail Adresse / E-Mail Webseite / Homepage

Ausstellungsware / Exhibition goods

STANDSPEZIFIKATIONEN / BOOTH SPECIFICATIONS

Standmiete / Stand rental: Händler / Retailer: 95,00 € m² Kleingewerbe / Small trade: 60,00 € m² Standgröße / Booth size (Mindestgröße 6 m² / Minimum size 6 m²) m² Stand-Nr. laut Plan / Booth no according to plan

Strombedarf / Power supply: 2 kW, 139,00 € Teppichboden pro qm / Carpeting per qm: 9,90 €

Trennwände lfm. / Partitions wmm.: 32,00 € W-Lan / Wi-Lan: KOSTENLOS / FREE

ZAHLUNG DER STANDMIETE / PAYMENT OF THE STAND RENT

Mit dieser Standbuchung bestätigen wir die Zahlung von 50 Prozent der Standmiete nach Buchung und erhält der Rechnung sowie die Restzahlung bis zum 01.08.2024. Die AGBs der CANNAFRIENDS werden gelesen, verstanden und inhaltlich akzeptiert. Alle Preise sind Nettopreise. Die Bestellung ist freibleibend bis zur Bestätigung durch den Veranstalter. Konkurrenzschluss kann und darf nicht gewährt werden. Untervermutung nur mit Zustimmung des Veranstalters. With this stand booking we confirm the payment of 50 per cent of the stand rental after booking and receipt of the invoice as well as the remaining payment by 01.08.2024. The CANNAFRIENDS terms and conditions have been read, understood and accepted. All prices are net prices. The order is subject to change and confirmed by the organizer. Exclusion of competition cannot and may not be granted. Submitting only with the organizer's consent.

Ort, Datum / Place, date

Unterschrift / Signature

ANMELDUNG PER E-MAIL AN / REGISTRATION BY E-MAIL TO:
info@heiko-klein-messen.de

Eine Veranstaltung von
Event by
www.heiko-klein-messen.de



If you have any further questions, Heiko Klein will be happy to assist you personally.

Office: 05132 – 923 46 80
Mobile: 0152 – 088 79 660
eMail: h.klein@heiko-klein-messen.de

KEEP AN EYE ON DEADLINES

Be quick to secure a first-class stand! We will organise according to your needs and plan together with you. You should register by **12 July 2024 at the latest.**

SIMPLY DOWNLOAD

The registration form and the hall plan can be downloaded at any time from our website at www.canna-friends.de/downloads

Please recommend us to others and make the CANNAFRIENDS community bigger – we look forward to every new participant!

FAQ – FREQUENTLY ASKED QUESTIONS

IMPORTANT INFORMATION FOR POTENTIAL EXHIBITORS

1. HOW CAN I REGISTER AS AN EXHIBITOR?

Registering as an exhibitor is straightforward. Visit our official website and follow the registration process. There you will find all the necessary information and forms.

2. WHAT STAND SIZES AND PRICE PACKAGES ARE AVAILABLE?

From small manufactory stands to large-scale presentations in the cannabis sector – we have the right solution for your company. Small companies get start-up conditions with us.

3. WHAT ADVERTISING OPTIONS ARE AVAILABLE TO YOU?

This year we are offering free advertising opportunities, both online and offline. From social media presence to logo walls and placements on trade fair flyers – we will support you in presenting your brand in the best possible way.

4. ARE THERE ANY RESTRICTIONS ON THE TYPE OF PRODUCTS PRESENTED?

The CANNAFRIENDS trade fair stands for diversity. As long as your products are legal and comply with current regulations, you are very welcome. This applies to the cannabis sector as well as to the handmade manufactory.

5. HOW CAN I GET FURTHER SUPPORT FOR MY STAND? EXHIBITION STAND?

Our team will be happy to help you with any questions or special requests regarding your exhibition stand. Contact us for further information and support.

6. HOW IS THE SELECTION MADE FOR JOINT STANDS IN THE MANUFAKTUR AREA?

Shared stands in the Manufaktur Area are open to small companies and creative professionals. Selection is based on criteria such as originality, quality and creative expression. We create a diverse and inspiring platform for all participants.

7. WHEN IS THE REGISTRATION DEADLINE FOR THE CANNAFRIENDS FAIR?

The registration deadline is **12 July 2024 at the latest**.

These FAQs provide you with a quick overview of important information as a potential exhibitor. If you have any further questions, please do not hesitate to contact us.

We look forward to rocking the CANNAFRIENDS trade fair together with you!



FURTHER INFORMATION AT:
www.canna-friends.de

BE PART OF SOMETHING BIG!



Eine Veranstaltung von
Event by

www.heiko-klein-messen.de



HEIKO KLEIN
MESSEN & AUSSTELLUNGEN

2017