



ICR
Conference

ICR Conference
2020
Pueblo, CO
April 4 -6, 2020

ADVANCING
CANNABIS
KNOWLEDGE

**RESEARCH SPONSOR &
EXHIBITOR PROSPECTUS**

(719)549-2551 ICR@CSUPUEBLO.EDU WWW.CSUPUEBLO.EDU/ICR

Table of Contents

Sponsorship Opportunities.....	3
Exhibitor Opportunities.....	4
Additional Information.....	5
Application Form.....	6



About the ICR

The ICR was established in June 2016 through an innovative partnership between Colorado State University–Pueblo, the state of Colorado, and Pueblo County.

The ICR is the nation’s first multi-disciplinary cannabis research center at a regional, comprehensive institution. The primary function of the Institute is the generation of knowledge that contributes to science, medicine, and society through investigation of the benefits and risks associated with cannabis.

Research findings are used to translate discoveries into innovative applications that improve lives.

Join Us

Institute of Cannabis Research (ICR) Conference 2020 is a multidisciplinary conference connecting cannabis researchers and professionals from across the U.S. and internationally. It attracts multidisciplinary professionals and industry leaders from around the U.S. and abroad for a three-day exploration of new cannabis knowledge and innovations that improve lives and contribute to science, medicine, and society.

Exhibiting at ICR 2020 offers you the opportunity to become a vital part of this emerging research field. Connect with medical professionals, university researchers, private industry, and public policy officials in need of laboratory services, laboratory instrumentation and equipment, data analysis software, and identify outlets for dissemination research results. If you are a business or organization that provides tools or services to support the needs of those working in the burgeoning area of cannabis research, you are invited join ICR 2020 as part of the Research Vendor Expo or Conference Sponsor. There is no better time or place to connect with cannabis experts actively conducting and planning new research ventures.

2020 Keynote Speakers

Roger Pertwee, Ph.D.

The ICR is delighted to announce that Dr. Roger Pertwee will deliver the Mechoulam Lecture at the Institute of Cannabis Research – 2020 Conference. Dr. Pertwee was personally recommended by Dr. Raphael Mechoulam for this honor. Dr. Pertwee received rewards from Clarivate Analytics in 2018 “in recognition of exceptional research performance demonstrated by production of multiple highly cited papers, those that rank in the top 1% by citations for field and year in Pharmacology and Toxicology”.

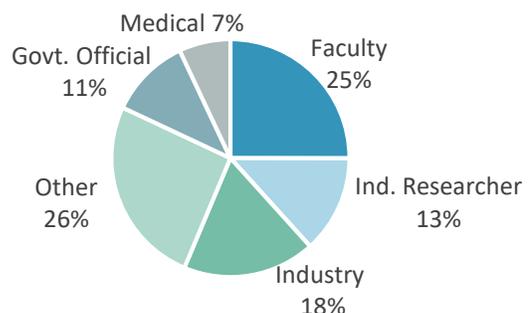


Marilyn A. Huestis, Ph.D

Dr. Marilyn A. Huestis will serve as the Opening Plenary speaker for the Institute of Cannabis Research – 2020 Conference. Dr. Huestis brings an extraordinary breadth and depth in clinical and forensic toxicology, anti-doping, diagnostic screening and confirmation drug testing, and cannabinoid agonists and antagonists.

Attendee Profile

Hundreds of global professionals and industry leaders have attended the ICR conference over the past 3 years, and represent a diverse group of cannabis researchers, public policy makers, industry experts, and medical professionals.



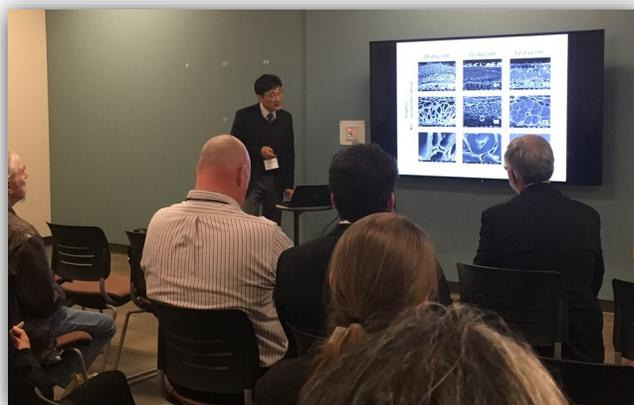
Sponsorship Opportunities

Become a sponsor of ICR 2020! Sponsorship packages provide enhanced visibility in official conference publications and on the conference website, as well as frequent opportunities to interact with attendees. Customization is available, contact us to discuss your options.

Sponsorship Benefits

- Listing in conference program, emails, and website with logo and links
- Exhibit Booth including Wi-Fi & power Insert in conference swag bags
- Black & white advertisement in the conference program
- Your company name and logo displayed on the Exhibit Hall digital signage
- Conference passes, including access to all academic sessions, meals, and receptions
- Email blast to ICR conference email list

Platinum Sponsor	Gold Sponsor	Silver Sponsor
\$12,500	\$10,000	\$7,500
Premium Booth	Standard Booth	Standard Booth
Full Page	Half Page	
6 passes	4 passes	2 passes



Sponsorship Add-Ons

These sponsorship opportunities are open to Premier, Gold, and Silver sponsors, as well as Exhibitors. Custom add-on options will be considered. Please contact ICR@csupueblo.edu for more information.

Coffee Break \$750

Provide conference goers with a delicious pick-me-up between sessions. Five coffee breaks available across Saturday, Sunday, and Monday. Sponsor name and logo will be prominently displayed.

Program Ad \$500-\$2,000

Insert a half-page or full-page black and white ad in the conference program book. Or, attract maximum visibility with a full-color back cover ad. (\$500 half-page, \$1000 full-page, and \$2000 full-color back cover)

Exhibit Booths

Exhibit booths provide the maximum visibility to the conference goers. The Exhibit Hall is located in the Ballroom Foyer of the Occhiato Student Center. This newly-renovated building features conference and meeting rooms, and a flexible event space. Academic sessions will be held in the OSC conference rooms. Keynotes and meals will be presented in the OSC Ballroom. Foot traffic to and from the ballroom will pass through the OSC Foyer, providing you with frequent opportunities to engage attendees. Premium and Standard Booth options are available.

Included with your Exhibit Space:

- 8' x 8' draped booth
- ONE 6' skirted table, TWO chairs, ONE wastebasket
- Exhibitor listing in the printed program, on the conference website, and in the Conference App
- TWO conference passes
- WiFi Access

Premium Booths \$3,000

- Booth Numbers: 101-106
- These booths provide maximum visibility to conference goers entering and exiting the building and session spaces.

Standard Booths \$2,500

- Booth Numbers: 107-110

Exhibitor add-ons

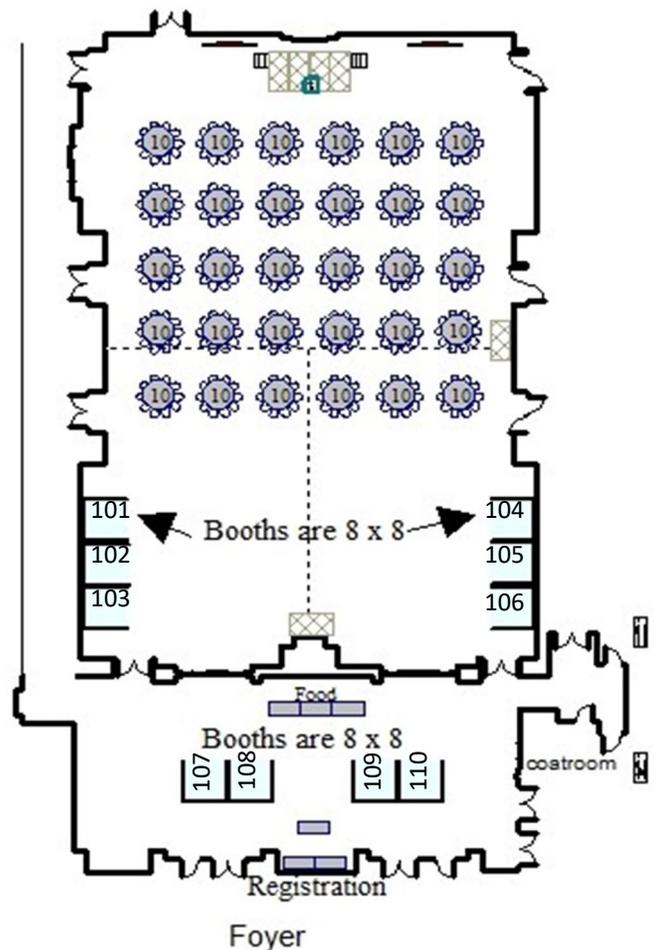
Connect with conference attendees by hosting a demonstration or presentation in one of our private meeting rooms, sponsoring a Coffee Break, or placing an ad in the print program. Details on page 3. Custom add-ons will be considered by request.

Key Dates and Deadlines

August 15, 2019
Sponsorship & Exhibitor applications open

February 3, 2020
Sponsorship & Exhibitor invoices must be paid in full

Map



Additional Information

Selection of Sponsors and Exhibitors

The ICR Conference committee will review all sponsorship and exhibitor applications, and reserves the right to refuse service to anyone. Applications will be reviewed in the order they are received. Given the limited space for Research Vendor Expo, preference will be given to companies and organizations that the committee deems best to meet the research needs of ICR 2020 attendees.

Payment

Sponsors and Exhibitors will be notified by email when their application is approved, and provided a link to submit their payment information online.

Logos and Websites

Each sponsor and exhibitor may provide a logo and website URL to promote their business on the ICR Conference website, app, and in the printed program.

Program Ads

The print program is circulated to all attendees, posted on the conference website, and permanently archived in the conference's digital repository.

Ad specifications:

- Back cover (8.5 x 11 with bleed)
- Full page inside ad (8 x 10.5, no bleed)
- Half page inside ad (8 x 5.25, no bleed)



Shipping

Exhibitors may ship materials to:
ATTN: Brent Lorenz for ICR Conference
2200 Bonforte Blvd, Pueblo, CO 81001

Cancellations

All cancellations must be made by email to icr@csupueblo.edu. Cancellation fees may apply.

Security

Security is provided throughout the conference by the Pueblo County Sheriff's Department to ensure the safety of all conference attendees. The Exhibit Hall will be locked when not in use. CSU-Pueblo and the Pueblo County Sheriff's Department will not take responsibility for, replace, or reimburse for any item that may be missing from the Exhibit Hall.

Exhibit Hall Hours, Installing, and Dismantling

The Exhibit Hall will be open to conference attendees from 9:00 AM to 5:00 PM on Saturday, April 4 and Sunday, April 5. Installation of exhibits may begin at 2:00 PM on Friday, April 3, and must be completed by 8:30 AM on Saturday, April 4. Exhibitors agree not to dismantle their exhibit during show hours, or do any packing before the Exhibit Hall closes at 5:00 PM on Sunday, April 5.

Code of Conduct

Exhibitors will receive two complimentary passes to the ICR Conference 2020 academic program. However, they may not engage in sales or marketing activities while in session rooms. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's space. Canvassing or distributing promotional materials outside the exhibitor's rented exhibit space is not permitted.

Sponsor and Exhibitor Application Form

Company Information

Company Name: _____
 Contact Name: _____
 Address: _____
 Website: _____

Category (check as many as apply):

- | | |
|--|--|
| <input type="checkbox"/> Laboratory Testing Services | <input type="checkbox"/> Conference |
| <input type="checkbox"/> Scientific Instrumentation or Equipment | <input type="checkbox"/> Academic Research/Institution |
| <input type="checkbox"/> Laboratory Supplies | <input type="checkbox"/> Software |
| <input type="checkbox"/> Publisher | <input type="checkbox"/> Other: _____ |

Sponsorship Application:

- Sponsorship Package
- Platinum Sponsor
 Gold Sponsor
 Sliver Sponsor

Exhibitor Booth Application:

- Exhibitor Package
- Premium Exhibit Booth
 Standard Exhibit Booth

**Sponsorship/
Exhibitor
Subtotal**

\$ _____

Booth Selection (see page 4):

- 1st Choice: _____
 2nd Choice _____
 3rd Choice _____

Booth Selection (see page 4):

- 1st Choice: _____
 2nd Choice _____
 3rd Choice _____

**Add-Ons
Subtotal**

\$ _____

Add-ons:

- Program Ads*
- Back Cover (full cover)
 Full Page (B&W)
 Half Page (B&W)
 Coffee Break

*Files for all program ads must be received by February 1, 2020.
 Please email your jpeg file to ICR@csupueblo.edu.

**Total Amount
Due**

\$ _____

Sponsor and Exhibitor Agreement:

I understand that my application is subject to review by the ICR Conference Committee, and this application does not guarantee a booth reservation or sponsorship commitment. If my application is accepted, I will be expected to submit the payment amount under "Payment Amount Due" via the online payment system. We have read and agree to the rules and regulations governing exhibitors and sponsors at the conference in this document.

Authorizing Signature: _____ **Date:** _____