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Foundation for Human Kindness  
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# CANNAWORLD CONGRESS

Congreso Mundial de Cannabis Medicinal

2024

Associated:





**Cannaworld Congress**, is the World Congress of medical cannabis that in 2024 reaches its fourth version, positioned in Latin America as one of the most important in its category, this congress has acquired a distinguished reputation thanks to the participation of its outstanding speakers, scientific experts and researchers, professionals and leaders in this medical cannabis industry.

The Cannaworld Congress provides a **unique platform** where participants can meet and share knowledge about the cannabis plant, explore its therapeutic potential and discuss the latest developments in this ever-evolving field. With a rigorous focus on academic excellence and the exchange of ideas, the event has become an essential meeting place for those committed to advancing and understanding the medical and scientific benefits of cannabis.

The Cannaworld Congress offers a rigorous academic journey that encompasses three essential components: **medicinal, industrial and business**. During the event, indexed proceedings will be delivered to attendees, providing a valuable source of information on the potential of medical cannabis. Interest in understanding and exploring the various facets of this plant, from its medicinal applications to its potential industrial uses, will be actively promoted through open lectures and enriching discussions.





These events are organised by [MERCOAGRICOLA S.A.S.](#), a company linked to the cannabis sector, which aims to offer businessmen, investors, growers, entrepreneurs and all the actors in the production chain a **unique platform** to establish contacts, explore business opportunities, keep abreast of the latest trends, generate culture and open up new markets in this industry in Colombia and the world.

The Cannaworld Congress and Expomedeweed Fair promote the generation of scientific and business content in the field of medical cannabis.



## Date



21 and 22  
September 2024

## Place



Plaza Mayor Medellín  
Gran Salón

## Hours



8:00 a.m.  
to 6:00 p.m

## Commercial exhibition



More than 5 stands  
of well-known brands.

## 20 speakers



National and international  
in academic conferences.

## 1000 visitors



National and international

## Poster presentation



Present your research in  
the most important academic  
space in the industry.

## Indexed proceedings



Under the compliance of  
Minciencias standards.



# Audience

We expect over 1000 national and international attendees, experts and apasioandos from around the world who wish to immerse themselves in the dynamic world of medical cannabis.

From the complexities of analytical testing to the art of cultivation and ever-changing regulations, our congress provides an integral platform for learning and networking.

- Undergraduate and postgraduate health professionals and students.
- Cultivators and related industry professionals
- Scientists and researchers
- Social groups, organisations, foundations, associations, corporations and others working with patients or people with health or related rights.
- Investors interested in the cannabis market.
- Public officials in the health sector.
- People working in the legal and cultural health sector and/or interested in the subject of medical cannabis.

**The central theme defined for this year is "Consolidation of research experiences in the area of health and industrial processes in the medical cannabis sector worldwide".**



**Axis 1:**

**State of the art in endocannabinoids, cannabis and cannabinoids**

Results of total or preliminary research related to the treatment of patients with neurodegenerative diseases, behavioural, eating and mood disorders, autoimmune diseases and orphan diseases, as well as the treatment of patients with symptoms such as chronic pain, lack of appetite, among others that link endocannabinoids, cannabis and/or cannabinoids.



**Axis 2:**

**Strengthening of industrial processes**

Results of total or preliminary research related to innovation activities for the development of good manufacturing practices management applicator approach and or continuous improvement processes of the production chain of medical cannabis seed cultivation manufacture distribution (import and / or export).



**Axis 3:**

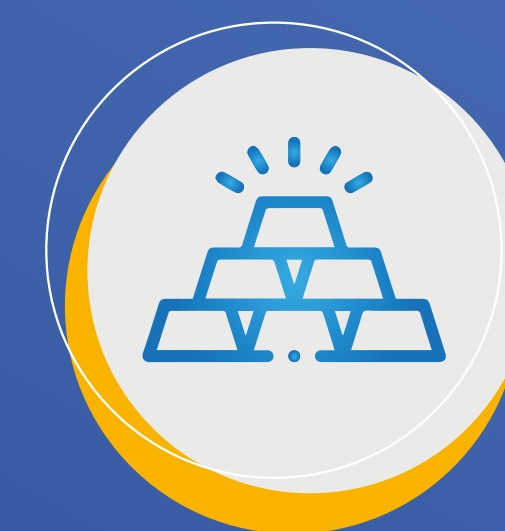
**Legislation and research**

Approach to the correct reading and interpretation of the regulations established for the production, use and research of medical cannabis in Colombia.

## Commercial packages



**Diamond**



**Gold Plus**



**Silver**



**Bronze**

Your commercial participation will become a powerful business platform for your company where networking opportunities are intertwined with the latest advances in knowledge.

Stay abreast of industry processes and make connections with the leaders who are defining the future of medical cannabis in the industry.





## Diamond Sponsor

Booths available: 1

 **US 20.000**



- 4x4 (16mt2) commercial booth.
- Speeches at the opening ceremony of the congress (duration: 3 minutes).
- 15 tickets to the congress.
- Videos maximum of one minute between speeches\*.
- Logo in the kit booklet given to the attendees.
- Right to include POP material in the congress kit\*.
- Logo on the official T-shirt of the event\*.
- Right to include a 30-minute non-commercial presentation at the congress.
- Logo placement on all graphic pieces where the name of the congress appears.
- Display of the brand in information points and large format pieces (banners, backing and academic hall).
- Mention as a diamond sponsor during the congress.
- Logo on [www.cannaworldcongress.com](http://www.cannaworldcongress.com) with hyperlink to your website\*.
- Sending of two mailings with exclusive information about the diamond sponsor.
- Presence of the logo in the congress information mailing.
- Includes admission to the VIP area of the Networking.
- Recognition on social media.

\* Share pieces with other brands



- Commercial stand of 4 x 3 (12 m ).
- 10 tickets to the congress.
- Video of maximum 30 seconds between presentations.
- Insert in the kit booklets.
- Right to include POP material in the congress kit.
- Mention as a Gold Plus sponsor during the congress.
- Logo on [www.cannaworldcongress.com](http://www.cannaworldcongress.com) with hyperlink to your website\*.
- Sending of a mailing with exclusive information about the Gold Plus sponsor.
- Presence of the logo in the congress informative mailing.
- Includes admission to the VIP Networking area.
- It includes a certified entrance kit, indexed memories and Coffee Break.
- Recognition in social networks.

\* Share pieces with other brands



**Gold Plus Sponsor**

**Booths available: 4**

**\$ US 15.000**





## Silver Sponsor

Booths available: 4

 **US 8.000**



- Commercial stand of 3 x 3 (9 m ).
  - 5 tickets to the congress.
  - Right to include POP material in the congress kit.
  - Mention as Silver sponsor during the congress.
  - Logo on [www.cannaworldcongress.com](http://www.cannaworldcongress.com) with hyperlink to your website\*.
  - Sending of a mailing with information shared with other sponsors.
  - Includes admission to the VIP area of the Networking.
  - Includes certified entry kit, indexed memories and Coffee Break.
  - Recognition in social networks.
- \* Share pieces with other brands

- Commercial stand 3 x 2 (6 m ).
- 2 tickets to the congress.
- Mention as Bronze sponsor during the congress.
- Logo on [www.cannaworldcongress.com](http://www.cannaworldcongress.com) with hyperlink to your website\*.
- Sending of a mailing with information shared with other sponsors.
- Includes admission to the VIP Networking area.
- Includes certified entry kit, indexed memories and Coffee Break.
- Recognition in social networks.

\* Share pieces with other brands



## Bronze Sponsor

Booths available: **10**



**US 5.000**





# Commercial Stands

## Stands of 3x2 (6mt2).

**\$2' 800.000 + IVA**

Before June 30th.

**\$3' 300.000 + IVA**

from July 1st onwards

### Includes

- 1 table + 2 chairs
- 1 dual power socket (110w)
- 1Kw of electricity consumption
- 3 personalised badges for each stand
- Includes entrance to the **V.I.P.** Networking area.

### Terms of payment

50% payment plan and the remaining 50% by 30 July 2024. Exhibitors must be in good standing within 20 days prior to the start of the event to allow the assembly (There will be no refund) only then the stands are reserved, otherwise, the organization will dispose of the spaces that are not paid.

\*Conditions apply



# Commercial planimetry

## General Infographic

General capacity: 1.000 Px

Evacuation route

Income

Support team in Hall and ambulanc in unloading area

Diamond Sponsor 4x4 (1)

Gold Plus Sponsor 4x3 (4)

Silver Sponsor 3x3 (4)

Bronze Sponsor 3x2 (10)

Stands 3x2 (35)

Posters (10)





## **Would you like to participate in both events?**

To encourage your participation we have for this year a special discount of 20% in the hiring of stands for both events. This is a unique opportunity to strengthen your presence in the market and establish strategic alliances with other players in the sector. Both events present great opportunities to make your products and services known to a highly segmented and constantly growing audience.



# Individual pieces

## Bags for attendees



Quantity: 1.000

Specifications: Presence of your company logo stamped with the congress logo.

**\$6.000.000**

## Event Kit



Quantity: 1.000

Specifications: Notebook and pencil. Your company logo printed with the event logo on the cover of the notebook and pencils for attendees.

**\$8.000.000**

## Ribbon and badge of the event



Quantity: 1.000

Specifications: Presence of your company logo printed with the congress logo.

**\$5.500.000**

## Banners on the screen in the academic area



Quantity: 1

Specifications: One minute during three times of the day during the two days of the congress.

**\$3.000.000**



# Piezas individuales

## Advertising space



Quantity: 1

Specifications: Banner with logo or advertising in the congress flow space.

**\$1.500.000**

## Lectern



Quantity: 1

Specifications: Intervention of the lectern in the academic hall.

**\$2.000.000**

## Backing



Quantity: 1

Specifications: Presence of your company logo printed with the congress logo.

**\$4.500.000**

## Logo on official T-shirt of the event



Quantity: 50 polo shirts

Specifications: Embroidered logo in heart stitch on the official t-shirts of the congress for the two days.

**\$3.000.000**





# Food and beverages

## Refreshments a.m. or p.m.

For one day of the event.

Quantities: 500.

**Specifications:** For the specialised audience of the congress. Includes banners and exclusive branding in the refreshment area.

**\$5.500.000 + VAT**

## Private dinner with the speakers

Quantity: 5 people from your company.

**Specifications:** Includes 15 minutes of speaking time at the dinner.

**\$5.500.000 + VAT**



# Business cocktail

Networking for your brand through a social experience with guest speakers sponsors and exhibitors.

A single sponsor

**\$30.000.000 + VAT**

\*Conditions apply



## Conference fees:

Full Price: **\$500.000\***

Pre-sale until  
15 June

**50%**  
discount

**\$250.000\* + VAT**

on individual registration

Preventa hasta el  
30 de julio

**20%**  
discount

**\$350.000\* + VAT**

on individual registration

Preventa hasta el  
30 de agosto

**15%**  
discount

**\$425.000\* + VAT**

on individual registration

**Student rate**



**\$160.000 + VAT**

Limited places.  
Academic certificate required.

\*Fee in Colombian prices, before VAT.



# Call for speakers researchers and scientists Cannaworld Congress 2024



Present your research in the most important academic space of the cannabis industry.



## Oral Presentation



## Poster modality

Your paper will be included in the documentary record that we will make at the end of our events. The objective is to generate a book of indexed memories with the information presented in the papers for all attendees at Cannaworld Congress 2024.

Thanks to the invitation made by the agricultural market to the most important doctors and scientists of the sector and the observatory of research in social and medicinal development in the Cannaworld Congress, indexed proceedings, books, book chapters, among others, are published after each version, as social dissemination of knowledge according to the standards of the Ministry of Science and Technology of Colombia.

Bases of the call: [www.cannaworldcongress.com](http://www.cannaworldcongress.com)

Registrations open from  
30 June



Este congreso está fundamentado en la Ley 1787 de julio de 2016, Decreto 613 de 2017 y Decreto 811 de 2021.

## For more information:



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