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Foundation for Human Kindness  
and Compassion



**EXPO  
MEDE**

*Weed*  
**2024**

Associated:





# EXPO MEDE *Weed* 2024

7<sup>o</sup> edition of the international Cannabis fair in Colombia

EXPOMEDEWEED, is the **largest and most important international cannabis fair in Latin America**; is an event of medicinal and industrial character that creates spaces for communication and exchange of knowledge, knowledge and culture between the actors interested in the industry, giving it an **academic, medicinal, industrial and business approach** that responds to the needs of strengthening the production chain in Colombia and the region through initiatives for the generation of business connections, transfer of high-level knowledge, support in the generation of government policies, investment promotion, talk about developments and research, in the best executive environment to exploit the full medicinal, industrial and scientific potential of cannabis.


Expomedeweed is a **high-level event**, with the professionalism, positioning and experience that have led to the seventh version for this 2024. This fair is a specialised cannabis business platform, which year after year has allowed us to build new perspectives on cannabis, which focus on its entire spectrum, **medicinal, industrial, scientific and business**.

This event is organised by **MERCOAGRICOLA S.A.S.**, a company linked to the cannabis sector, which aims to generate culture and open new markets in the industry in Colombia and the world.





**Date**  
November  
15, 16 and 17,  
2024



**Hours**  
9:00 a.m.  
to 7:00 p.m.



**Place**  
Plaza Mayor  
Medellín  
Exhibitions

**Commercial exhibition**



More than 150  
stands.

**Seminar**



More than  
20 national and  
international  
speakers at the  
academic talks.

**10 thousand visitors**



Nationals and  
internationals  
visitors during  
the three days.

**Business roundtable**



500 appointments  
and business  
opportunities in the  
B22 roundtable.  
(November 15th).

# Fair headquarters

Plaza Mayor Medellín is the International center of Conventions and Expositions of Medellín city. Is located in Alpujarra sector, in the heart of Medellín.

This place promotes, develops and energizes business and national and international events with excellence, innovation and competitiveness, seeking to consolidate the city like as a tourism, business, fairs and conventions destination.

The small squares, pavilions and conventions rooms have hosted with biggest national and international events. Plaza Mayor has more than seventy thousand mt2 in which more one and half million people who enjoy more than 500 events that held here every year. Plaza Mayor is the getaway from Medellín to the world.



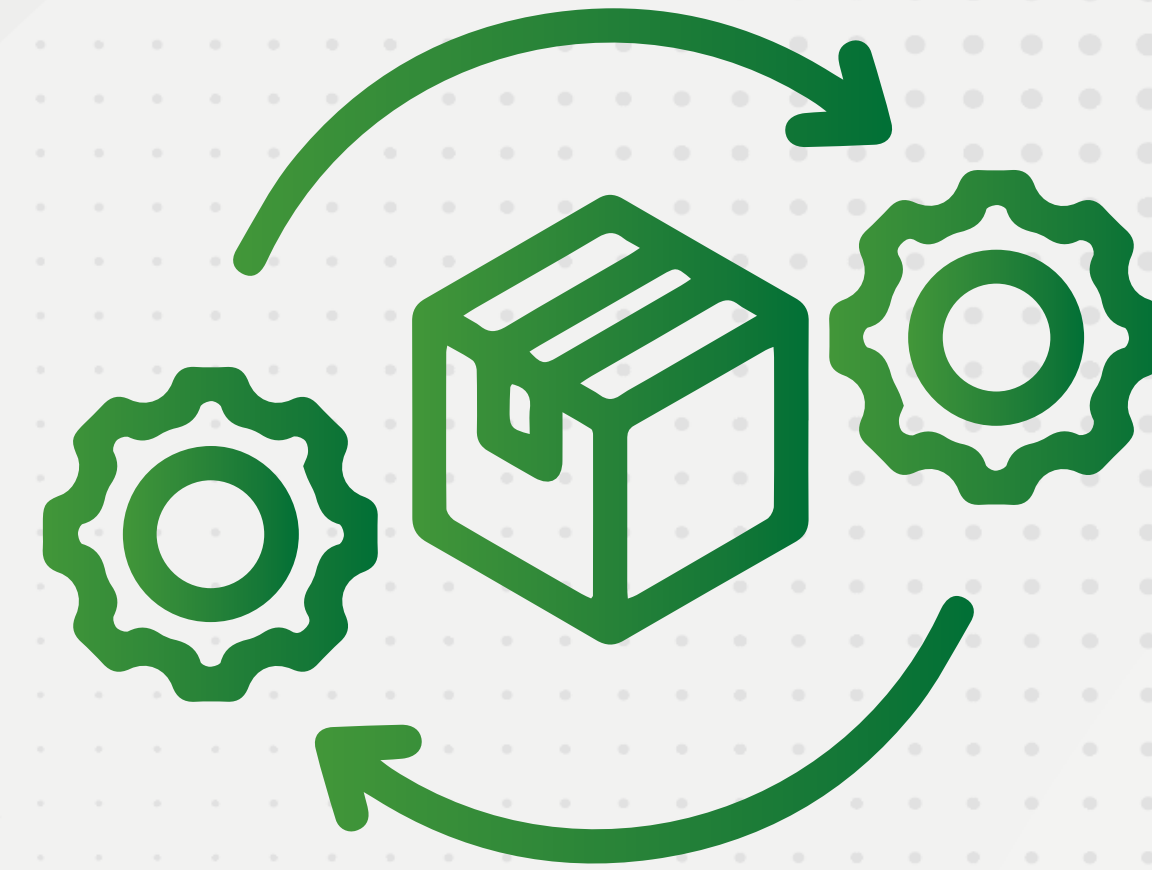


# Our Audience



## Cultivation

- Cannabis producers (cultivation, harvesting and drying).
- Cannabis processors (cultivation, harvesting, drying and elaboration of derivatives).
- Scientific community of medical specialities associated with diseases with potential treatment with Cannabis.



## Product and added value

- Maquiladoras and derivative producers.
- Laboratories.
- Textile industry.
- Paper and packaging industry.
- Chain stores, health food shops, distributors.
- Scientific community.



# Our Audience



## Transformation

- Producers in the expansion stage (cultivation, harvesting and drying).
- Entrepreneurs and investors.
- Manufacturers of cannabis derivatives.



## Cross-cutting sectors

- Diversity of potential industries in the inclusion of cannabis.
- Entrepreneurs and investors.
- Producers of raw materials and cannabis derivatives.
- Academics.
- Industry companies in the expansion stage.

# Participants Exhibitors at Expomedeweed

## Cultivation

- Production of seeds or seedlings.
- Cultivation equipment, tools and inputs.
- Cultivation infrastructure.
- Cultivation machinery. Irrigation/ventilation systems.
- Research, analysis and development of varieties.

## Product and added value

- Raw materials derived from cannabis: CBD oils, terpenes, hemp fiber among others prepared according to the standard.

## Transformation

- Research and consultancy on medicinal and industrial use of cannabinoids.
- Equipment and methods for the extraction of cannabinoids for medicinal or industrial use.
- Chromatographic analysis (instruments, equipment and services).
- Storage, refrigeration, packaging and packing.

## Transversales

- Advice and consultancy for exports - Foreign Trade.
- Sector specific professional education.
- Consultancy and certification in GAP and GMP.
- Associations and guilds.
- Safety, traceability, logistics and distribution.
- Software and technology.



## Call for Speakers: Expomedeweed 2024 Seminars

Would you like to participate as a speaker at the largest and most important cannabis fair in Colombia?

We are now accepting applications from national and international professionals and experts in the medical cannabis industry who wish to participate as speakers at the seventh edition of Expomedeweed in Medellín.

Below, you will find the necessary information to begin your application. Our academic committee is now receiving proposals.

Remember, the event features a proceedings book with an ISSN, allowing your presentation to be shared nationally and internationally.

### Central Theme:

**Medicinal Cannabis: Innovation, Cooperation, and Responsible Consumption for a Sustainable Future**

This central theme encapsulates the three thematic axes of Expomedeweed 2024, highlighting the importance of technological innovation, economic and social impact, international cooperation, and public health policies for the sustainable development of the medical cannabis industry in Colombia and worldwide.



## 1. Innovation, Development, and Socio-Economic Impact of Medical Cannabis

- Exploration of the latest technologies and cultivation methods that maximize the quality and efficacy of medical cannabis.
- Evaluation of the economic impact of the medical cannabis industry in Colombia, including job creation and regional development.
- Corporate social responsibility programs and their contribution to community development.

## 2. International Cooperation and Success Stories

- Presentation of international collaborations that have enriched the medical cannabis industry in Colombia.
- Exposure of success stories in other countries and lessons learned that could be applied in the Colombian context.
- Perspectives on the export of Colombian medical cannabis and its acceptance in global markets.

## 3. Public Health and Responsible Use Policies

- Analysis of public health policies related to cannabis and its integration into local health systems.
- Studies on the effectiveness of medical cannabis for various medical conditions, based on recent evidence.
- Approaches to the correct interpretation and implementation of regulations established for the production, use, and research of medical cannabis in Colombia.



# OpenCall for Speakers Guidelines



Participation in EXPOMEDEWEED 2024 is in an oral format, adhering to the parameters set by our academic committee.

To officially apply, please register using the form provided with the following information:

- Full Name
- Biography
- Photograph
- Affiliation
- Thematic Axis
- Presentation Title
- Abstract
- Methodological Processes
- Participants

Once you have completed the registration, the academic committee will contact you to inform you of the next steps.

## Registration Form:

[Expomedeweed 2024 Speaker Registration Form](#)

**Thank you for your interest in participating in the largest and most important cannabis fair in Colombia.**





# EXPO MEDE *Weed* 2024

Your commercial participation will give your company **great projection:** here you will be able to meet the **largest investors in the sector** and live a unique experience with a significant impact on all visitors and the community connected to the platform throughout the year.



## Why be part of expomedeweed?

The trade show with the greatest commercial impact in the cannabis industry in the Americas.

- Connect and position your company and offer, to expand your market to an international audience of the main countries in the Cannabis industry.
- Generate possibilities of relationships with buyers specialised in the uses of medicinal and industrial cannabis in Colombia, Latin America and the world.
- Participate in high-level academic spaces for the transfer of knowledge, with experts of international stature in order to understand the current reality and potential of the region.
- Discover the advances in legislation and regulation in Colombia and learn about the export potential to the countries with the largest market in the cannabis industry worldwide.

Access an offer of credit and financial solutions to scale their businesses.

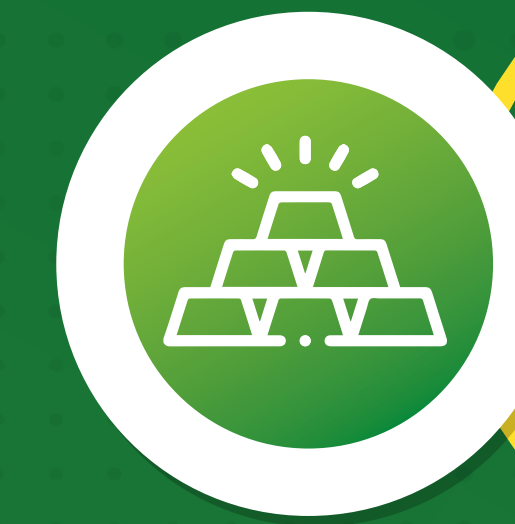
We work with discipline, legal foundations and vanguard to continue offering the right scenario for business, innovation and development in the Cannabis industry.



# Commercial packages



Diamond



Gold Plus



Silver



Bronze

We have designed the best participation options for exhibitors, offering the best prices within everyone's reach.





## Diamond

Aviable stand: 1



USD 27.000 - full Price

•  
USD 18.900 - 30% discount  
Until July 30

•  
USD 21.100 - 20% discount  
Until August 30

- T-shirt lectern seminar entrance kit (pencil case, notebook and bag)
- Shared image in all advertising pieces as co-host of the event, the only and main ally.
- 36 sq. mt. stand (6x6 in island)
- Logo on the official T-shirt of the event.
- Logo on [www.expomedeweed.com](http://www.expomedeweed.com) with hyperlink to your website.
- Logo on the front and back cover of the fair's information booklet.
- Logo on Expo badges and ribbons.
- 30 badges for stand service.
- 15 complimentary tickets for each day of the expo.
- Banner in the seminar (two halls).
- Logo on projection screen at the seminar (two rooms).
- Video on seminar screen (two halls - twice a day).
- Logo on all trade fair signage.
- Logo on 20 social media posts.
- Insert for entrance kit to the Expo and academic halls (supplied by the buyer).
- Mention during the installation of the event.
- Right to have up to 8 appointments at the business roundtable on 15 November.
- Right to give two lectures at the seminar with a specialised audience.
- Right to 5 registrations for the CANNAWORD CONGRESS to be held on 21 and 22 September in InterContinental Hotel Medellín.



- 30 sq. mt. stand (6x5 in island )
- Logo on [www.expomedeweed.com](http://www.expomedeweed.com) with hyperlink to your website.
- Logo in the information booklet of the fair.
- 10 badges for the attention of the stand.
- 10 complimentary tickets for each day of the expo.
- Banner in the seminar (two halls).
- Logo on the projection screen in the seminar (two halls).
- Logo on 4 sign towers.
- Logo on Expo badges.
- Insert for entrance kit to the Expo and academic halls (supplied by the buyer).
- Right to have up to 4 appointments at the business roundtable on 15 November.
- Right to give a talk at the seminar with a specialised audience.
- Right to 2 registrations for the CANNAWORD CONGRESS to be held on 21 and 22 September in InterContinental Hotel Medellín.



Aviable stand: 5



**USD 13.000 - full Price**

**USD 9.100 - 30% discount**  
Until July 30

**USD 10.400 - 20% discount**  
Until August 30



# Silver

Available stands: 8



**USD 7.500 - full Price**

**USD 5.250 - 30% discount**  
Until July 30

**USD 6.000 - 20% discount**  
Until August 30

- Stand of 24 sq. mt. (6x4 )
- Logo on [www.expomedweed.com](http://www.expomedweed.com)
- Logo in the information booklet of the fair.
- 5 badges for stand service.
- 8 complimentary tickets for each day of the expo.
- Banner in the seminar (two halls).
- Logo on the projection screen in the seminar (two halls).
- Logo on 3 signage towers.
- Insert for entrance kit to the Expo and academic halls (supplied by the buyer).
- Right to have up to 2 appointments at the business roundtable on 15 November.
- Right to 1 registration for the CANNAWORD CONGRESS to be held on 21 and 22 September at InterContinental Hotel Medellín.





- Stand of 16 sq. mt. (4x4 )
- Logo on [www.expomedweed.com](http://www.expomedweed.com)
- 5 badges for the attention of the stand.
- 5 complimentary tickets for each day of the expo.
- Banner in the seminar (two halls).
- Logo on projection screen in the seminar (two halls).
- Logo on 1 signage tower.
- Insert for entrance kit to the Expo and academic halls (supplied by the buyer).
- Right to have up to 2 appointments at the business roundtable on 15 November.



Aviable stands: 10



USD 6.500 - full Price

•  
USD 4.550 - 30% discount  
Until july 30

•  
USD 5.200 -20% discount  
Until august 30



# Trade stands

## 4x3 Stand (12 m2)

USD 2.604 Full Price

USD 1.302

With 50% until June 30th

### Incluye

- Basic bakery
- 1 table + 2 chairs.
- 1 double power socket (110w).
- 4 personalised badges for each stand.
- 1 entrance to the business conference
- 2 tickets to the seminar

### Terms of payment

You can reserve your stand with the 30% of the price, and the rest of the money until July 30th of 2024. If you don't cancel the total value in this date, the stand will have the full price and the expositors have to pay 20 days before the fair to allow the mounting (No refund).

This is the only way to reserve the stands, otherwise, the organizer can use the no pay stands.

\*Conditions apply.

## 3x2 Stand (6 m2)

USD 1.300 Full Price

USD 650

With 50% until June 30th





Don't miss the opportunity to participate in the most important international events. Receive a **10% additional discount** in the pre-sale rate when you buy stands at both **EXPOMEDEWEED AND CANNAWORLD CONGRESS**. This unique opportunity will enhance your presence in the market and help you establish strategic alliances with other players in the sector. Both events offer great opportunities to promote your products and services to a growing audience.



## Business Party

Networking for your brand, through a social experience.

 **USD 7.500\***

A single sponsor.

*\*Conditions apply"*



# Individual pieces

## Banner at the business conference



On 15 november.



## Banner at the seminar



On 15, 16 y 17 de november.



## Logo on website with hyperlink



## Logo on website in-house information booklet for Expo visitors





# Ticket prices



Tickets on:



## Pre-sale rate Until 30 August

General 1 day:



Include only access to the commercial exhibitions

Corporate badge:



Gives you access for 3 days to the trade show and seminar (prior registration and subject to availability of seminar places).

## Full Price

General 1 day:



Include only access to the commercial exhibitions

Corporate badge:



Gives you access for 3 days to the trade show and seminar (prior registration and subject to availability of seminar places).



# Ticket prices



Business Roundtable

Pre-sale rate

Until 30 July



Full Price



Your commercial participation will become a generation of business connections with great projection for your company.



# EXPO MEDE *Weed* 2024

This fair is based on Law 1787 of July 2016, Decree 613 of 2017 and Decree 811 of 2021.

## More Information:



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