

**OCT 16
'18**

CohnReznick Cannabis Conference

Omni Los Angeles Hotel at California Plaza
Los Angeles, CA



Sponsorship Opportunities

JOIN US IN 2018

CohnReznick is pleased to announce the availability of a limited number of sponsorship opportunities associated with our first annual CohnReznick Cannabis Conference. Sponsors benefit from exposure to an audience composed of middle market C-suite executives and private equity investors.

2018 Cannabis Conference Sponsorship Program

BE A PART OF THE FUTURE

The nascent U.S. cannabis industry is evolving and rapidly growing. New companies are coming to market daily, offering new innovative solutions to this expanding sector. With changing regulations, new industry stakeholders and a flurry of excitement, the cannabis marketplace is fertile ground for pioneering technology, medical advancements, capital creation and disruption to ancillary industries. Embracing this burgeoning sector, the CohnReznick Cannabis Conference will help industry leaders enhance their business strategies and gain a deeper understanding for what may lie ahead.

The CohnReznick Cannabis Conference will be a place for operators and investors to enhance their knowledge on the local and national regulatory environment, and growth and acquisition strategies for businesses in the sector.

ABOUT COHNREZNICK'S CANNABIS CONFERENCE

In its inaugural year, CohnReznick's Cannabis conference in Los Angeles will draw hundreds of investors, operators, growers and manufacturers in the sector to discuss practical solutions on how to expand their cannabis business and invest in the industry. Attendees will include chief executive officers, chief financial officers, chief investment officers and their direct reports from early stage to middle market cannabis companies and investment firms. To tailor content for the attendees, the conference offers customized afternoon content tracks for cannabis investors and operators where expert panels will discuss pain points and opportunities within the cannabis industry.

The 2018 Program Agenda is being developed now but will include:

- **Current Investment Landscape** – What is really going on?
- **Expanding your Business:** Organizational and Tax Structuring to support growth.
- **Licensing:** Application v. Acquisition
- **Preparing for and Executing a Liquidity Event**
- **Risk & Reward** – Exploring the Best Cannabis Investment Vehicles
- **Operating a Cannabis Business in 2018** (Banking, Security, Insurance, Technology, Compliance)
- **Acquire or be Acquired?** What you need to know about your businesses valuation and due diligence
- **Multi-state and international operations:** A good idea?

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Diamond Sponsorship: \$15,000

- One (1) speaking/panel slot during the general session
- One (1) moderator slot during breakout session
- Opportunity to deliver opening or closing remarks during the forum
- Lunch Sponsor
- Logo displayed on event webpage with click thru to your website
- Twelve (12) full forum registration passes
- Recognition from a CohnReznick representative during the opening remarks at the forum
- Recognition on invitations
- Recognition on all of the signage for the forum
- Sponsor listing in all of the forum materials, brochures, and mailings
- Distribution of (1) issue-based thought leadership piece to the event targets (including links to the landing page of your choice) via events digital app
- Recognition and sponsor advertisement distributed via digital app
- Skirted display table at forum

Gold Sponsorship: \$7,500

- Six (6) full forum registration passes
- One (1) speaking/panel slot during the breakout session
- One (1) moderator slot during breakout session
- Recognition from a CohnReznick representative during the opening remarks at the forum
- Networking Break Sponsor
- Logo displayed on event webpage with click thru to your website
- Recognition on invitations
- Recognition on all the signage for the forum
- Sponsor listing in all the forum materials, brochures, and mailings
- Recognition and sponsor advertisement distributed via digital app
- Skirted display table at forum

Silver Sponsorship: \$5,000

- Four (4) full forum registration passes
- Recognition from a CohnReznick representative during the opening remarks at the forum
- One (1) Moderator slot during the breakout session
- Logo displayed on event webpage with click thru to your website
- Recognition on invitations
- Recognition on all the signage for the forum
- Sponsor listing in all the forum materials, brochures, and mailings
- Recognition and sponsor advertisement distributed via digital app
- Skirted display table at forum

Cocktail Reception Sponsor: \$4,000

- Three (3) full forum registration passes
- Logo displayed on event webpage with click thru to your website
- Napkins during cocktail reception with company logo
- Recognition on invitations
- Recognition on reception signage
- Sponsor listing in all the forum materials, brochures, and mailings
- Recognition and sponsor advertisement distributed via digital app
- Skirted display table at forum

Bronze Sponsor: \$2,500

- Two (2) full forum registration passes
- Logo displayed on event webpage with click thru to your website
- Recognition on invitations
- Skirted display table at forum

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Sponsorship Contract

Name of Company/Organization: _____

(The above name will be used in all publicity material unless otherwise specified.)

Level of Sponsorship (please circle one):

Sponsorships: Diamond Gold Silver Cocktail Bronze

Please send an electronic file of your logo (jpeg format) to: katie.garcia@cohnreznick.com

Payment is due with signed contract and may be made by:

Check *(payable to CohnReznick)* | MC, Visa, or Amex For credit card payments only:

Card Number _____ Expiration Date _____

Name (as it appears on card) _____

Signature _____

Sponsorships are not refundable

Please sign below and return this agreement with you payments to the address below:

A copy signed by a CohnReznick representative will be sent to you upon receipt of the contract and payment.

Signed (for company): _____

Name and position: _____

Date _____ Phone _____ Email _____

CohnReznick Signature: _____

Name and position: _____

Date: _____

Please send payment to:

Katie Garcia
CohnReznick LLP
1900 Avenue of the Stars
28th FL. Los Angeles, CA
90067

For more information on sponsorship opportunities,
please contact:

Katie Garcia
Senior Marketing Specialist
310.843.8328
katie.garcia@cohnreznick.com

Thank you for your sponsorship of CohnReznick Cannabis Conference.



Sponsorship Contract

1. CohnReznick Obligations. CohnReznick shall be responsible for (i) providing the sponsor benefits corresponding with the selected sponsorship package and (ii) overall organization of the Event. CohnReznick shall have exclusive rights to select, in its sole discretion, the name of the Event, program topics and formats, locations, speakers, presenters, sponsors and other participants, and any other details relating to organization and facilitation of the Event.

2. Sponsor Obligations. Sponsor shall pay to CohnReznick the sum (“Sponsorship Fee”) set forth in the Sponsorship Contract Form (“Contract”) payable upon execution of the Contract. Sponsor commitments are non-cancellable, and the Sponsorship Fee is non-refundable.

3. Trademarks and Event Materials.

- a) Sponsor grants CohnReznick a license to use Sponsor’s trade names, logo designs, trademarks, and company descriptions (“Sponsor Trademarks”) provided by Sponsor to CohnReznick. Such license shall be effective during the term of the Contract and shall expire at conclusion of the Event. Notwithstanding the foregoing, Sponsor grants to CohnReznick a world-wide, irrevocable and perpetual license to use, exploit, reproduce, display, publish, transmit and distribute any Event materials and recordings that contain Sponsor Trademarks.
 - b) CohnReznick shall have exclusive ownership of all materials and recordings prepared in connection with the Event (“Event Materials”).
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4. Confidentiality. Sponsor may have access to information of CohnReznick that is confidential, including without limitation, the terms of the Contract, business methods, marketing strategies, pricing information, competitor information, business development strategies and methods, and client lists and information (“Confidential Information”). Sponsor will not disclose Confidential Information to anyone without CohnReznick’s prior written consent. Sponsor will not use Confidential Information for any purpose other than in furtherance of the Contract. Sponsor will take all reasonable measures to avoid disclosure, dissemination or unauthorized use of Confidential Information, including, at a minimum, those measures it takes to protect its own confidential information of a similar nature. Sponsor agrees that if at any time Sponsor becomes aware of any unauthorized disclosure of Confidential Information, Sponsor will immediately notify CohnReznick, assist CohnReznick with retrieving such disclosed Confidential Information, and undertake steps requested by CohnReznick to prevent recurrence of any such disclosure.

5. Insurance Requirements. Sponsor shall have and maintain, at its own expense, comprehensive General Liability, Automobile Liability and Workers’ Compensation insurance coverage in relation to the Contract and its sponsorship activities in amounts not less than \$1,000,000 (or such other coverages and amounts required by applicable law). Such policies shall include CohnReznick (and the event venue if so required) as an additional insured. Upon request by CohnReznick, Sponsor shall provide to CohnReznick (and the event venue if so required) a certificate of insurance evidencing that such coverage is in place.

6. Relationship Between Parties. Each party shall act solely as an independent contractor, and nothing in the Contract shall be construed to give either party the power or authority to act for, bind, or commit the other party in any way. Nothing herein shall be construed to create the relationship of partners, principal and agent, or joint-venture partners between the parties.



7. Term and Termination.

- a) The term of the Contract will commence on the Effective Date and end upon conclusion of the Event, unless sooner terminated in accordance with the terms of the Contract.
- b) CohnReznick may terminate the Contract at any time for any reason. In the event CohnReznick terminates the Contract for any reason other than a breach by Sponsor, CohnReznick shall refund the Sponsorship Fee received from Sponsor and cease use of Sponsor Trademarks.
- c) Neither party shall be responsible for any failure to comply with, or for any delay in performance of, the terms of the Contract where such failure or delay is caused by or results from events of force majeure beyond the reasonable control of such party.

8. Miscellaneous.

- a) **Indemnification.** Sponsor shall indemnify, defend and hold CohnReznick harmless from and against any third party claims and resulting losses, damages and expenses (including reasonable attorneys' fees) arising out of or relating to: (i) Sponsor's participation in the Event, (ii) any events, functions and activities undertaken or hosted by Sponsor in conjunction with the Event, and (iii) any information, data or other materials provided by Sponsor under the Contract, including but not limited to the Sponsor Trademarks and Sponsor-provided content.
- b) **Limitations.** Except for the indemnification obligation hereunder, each party's maximum liability to the other party under the Contract shall be limited to the amount paid by Sponsor to CohnReznick under the Contract and neither party be liable to the other party for any consequential, incidental, indirect, punitive or special damages, including any amount for loss of profit, data or goodwill, whether or not the likelihood of such loss or damage was contemplated.
- c) **Severability.** The provisions of the Contract shall be severable and, if any provision of the Contract shall be held or declared to be illegal, invalid, or unenforceable, such illegality, invalidity, or unenforceability shall not affect any other provision hereof, and the remainder of the Contract, disregarding such invalid portion, shall continue in full force and effect as though such void provision had not been contained herein.
- d) **Waiver.** No waiver of any provision hereof shall be effective unless made in writing and signed by the waiving party. The failure of any party to require the performance of any term or obligation of the Contract, or the waiver by any party of any breach of the Contract, shall not prevent subsequent enforcement of such term or obligation or be deemed a waiver of any subsequent breach.
- e) **Notice.** Unless otherwise specified, any notice provided for herein shall be sent via certified mail, return receipt requested, to the addresses first written above.
- f) **Entire Agreement.** The Contract constitutes the entire agreement between the parties with respect to the subject matter hereof. Sponsor shall not assign the Contract or any obligations under the Contract without the prior written consent of CohnReznick. The Contract shall not be modified except by a written agreement signed by both parties. By your execution of the Contract, the undersigned represent and warrant that he or she is authorized on behalf of the entity or entities listed to bind and are in fact binding each such entity to the terms and conditions of the Contract.

9. Governing Law and Dispute Resolution. The Contract shall be in all respects interpreted and construed in accordance with and be governed by the laws of the State of California. EACH PARTY KNOWINGLY, VOLUNTARILY, INTENTIONALLY, IRREVOCABLY, AND UNCONDITIONALLY WAIVES ANY RIGHT IT MAY HAVE TO A TRIAL BY JURY IN RESPECT TO ANY DISPUTE.