

SEVILLE
26-27-28
MAY
2023
DOSSIER
PRO



www.KANNASUR.com



Participates in the leading expo in southern Europe, located in a privileged enclave with a innovative conceptualization in which the encounter between professionals and an obligatory appointment for the customers in a unique event where enjoy in the same place doing business, enjoying our concerts, a careful gastronomy and leisure totally embedded in the historic city of SEVILLE





Location

Navigation
Pavilion
Seville

Building built for Expo
92 by the
prestigious architect
Guillermo Vázquez
Consuegra

16.000
m²

PABELLÓN DE LA NAVEGACIÓN



KANNASUR 2022



Economy
The economic impact of KANNASUR 2022 was around 1.25€ millions.



Business
70 international exhibitors
250 accredited companies



Marketing
66,000 direct RRSS interactions
55,000 visits / month website



Visitors
2850 visitors

KANNASUR 2023

Economy
The estimated economic impact of KANNASUR 2023 will be around 3.25€ millions



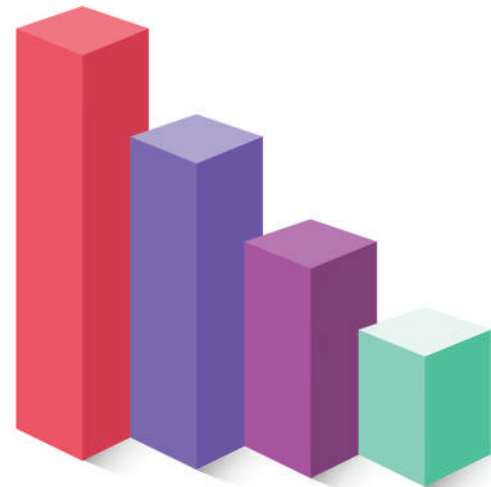
Business
150 international exhibitors
1000 accredited companies



Marketing
The impact on networks is estimated around 200% in reference to 2022



Visitors
10.000 Visitors



2022

The strategic marketing action designed for 2022 gave Kannasur a scope in its first edition that exceeded the forecasts made by our team. In the first edition our Sponsors had a notable presence appearing in:

- 5000 posters size 100x70 cm in Seville and 50 km in all directions for 3 months.
- 30,000 monthly impressions on one of the main billboards located at the entrance to Seville from Madrid.
- 6,000 flyer fans delivered at the April Fair in Seville and in Kannasur.
 - Comprehensive signage bus suburban line for 3 months.
 - Labeling of logos in the different official vehicles.
- Appearance on networks and website with a total of more than 100K interactions.
 - Appearance of logo in 2000 units of our welcome pack.
- Appearance in the 4000 access wristbands and in the 750 professional accreditations.
- Review in our magazine with a print run of 2,000 physical units and 1,500 online downloads.
 - Video Reel dedicated within our RRSS.
- Appearance of brand logo in more than 100 meters of canvas inside the stage.



2023

For 2023's edition, our team has designed a new advertising bet that will include the following actions:

- 10,000 posters size 100x140 cm in Seville and 50 km in all directions for 9 months.
- 180,000 impressions on two of the main billboards located at the entrance to Seville from Madrid and Malaga for 3 months.
- 100,000 impressions on screens located in the center of the cities of Córdoba, Huelva, Málaga and Madrid.
- 10,000 flyer fans delivered at the April Fair in Seville and at Kannasur 2023.
 - Urban line bus signage for 3 months.
 - Appearance of logos in the different official vehicles.
 - Appearance in networks and website.
 - Appearance of logo in 6000 units of our welcome pack.
 - Inclusion of products in the Welcome pack.
- Appearance in the 12,000 access bracelets and professional accreditations.
- Review in our magazine with a circulation of 5000 physical units and online downloads.
 - Post and Video Reel dedicated within our RRSS.
- Appearance of brand logo in more than 100 meters of canvas inside the enclosure.
- Inclusion of the brand logo in the projected design on one of the most emblematic buildings in the city during the weeks prior to the event.





AUDITORIO MUN

An essential part of our Expo, are the concerts, artists of the first international level will pass through our stage in the second Kannasur edition

CANNABEER

plantasur

FEM

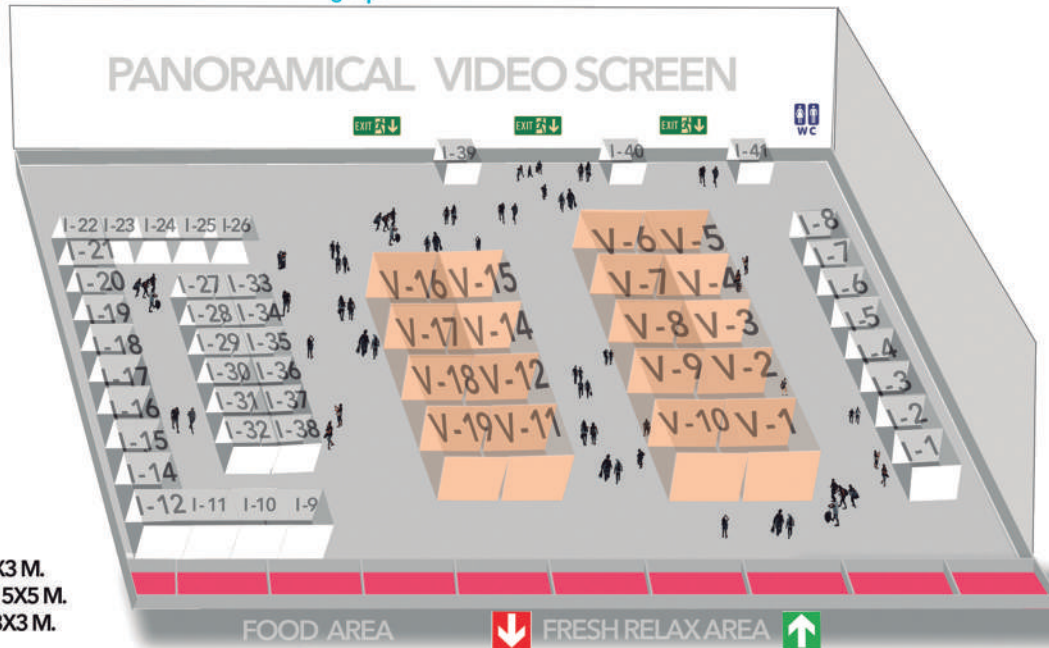
AUTO

CONCERTS



GENERAL PLANE

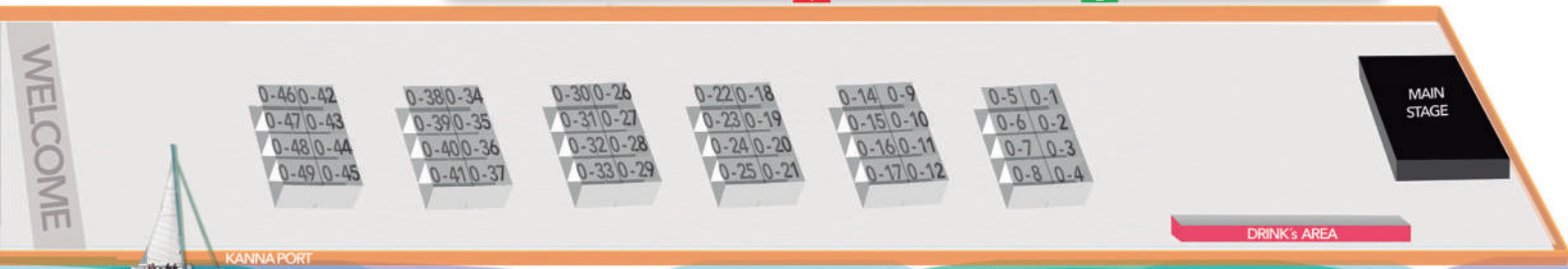
 AIR - CONDITIONED PAVILION



2000 M²
Indoor Pavilion

4000 M²
Outdoor Zone

40 INDOORS STANDS 3X3 M.
18 INDOORS VIPS STANDS 5X5 M.
48 OUTDOORS STANDS 3X3 M.



GUADALQUIR RIVER

SPONSORS //23



PREMIUM 20.000€	PLATINUM 12.000€	GOLD 8.000€	SILVER 7.000€	BRONZE 6.000€	GREEN 2.000€
--------------------	---------------------	----------------	------------------	------------------	-----------------

HIGHLIGHTS

- TITTLE SPONSOR
- TITTLE SPACE
- OFFICIAL PRESS RELEASE
- RRSS (POST)
- WEB (BANNER)

BRANDING

- STAND
- ADVERTISING SUPPORTS IN THE EXPO
- MARKET PLACE IN HOSPITALITY VIP
- MARKET PLACE IN PRESS RELEASE
- PRODUCTS IN WELCOME PACK

50+9 M ₂	50M ₂	25M ₂	25M ₂	25M ₂	9M ₂
5M ₂	10M ₂	5M ₂	3M ₂	3M ₂	3M ₂

PRINTED SUPPORTS (LOGO)

- PHOTOCALL PRESS RELEASE
- ROLLUPS PRESS RELEASE
- OFFICIAL POSTER AND FLYERS
- OFFICIAL COMMUNICATIONS
- KANNASUR ENTRANCE PORCH
- KANNASUR OFFICIAL GUIDE
- REAR STAGE
- MAGAZINE
- ACCREDITATIONS AND TICKETS

2 PÁG	1 PAG	1/2 PÁG	1/4 PÁG	1/4 PÁG	1/4 PÁG

TICKETS

- VIP
- GENERAL

10 PAX	8 PAX	5 PAX	5PAX	2PAX	2PAX
50 PAX	25PAX	15PAX	10PAX	5PAX	5PAX

STANDS



INDOOR Stands

OPTIONS	DESCRIPTION	PRICE
STAND 3X3 M.	Floor: Indoor flooring Electricity: Three plugs, light, Max. Power3,3Kv. Structure: White aluminum profiles paneled with melamine	1000€ (+VAT)
FLOOR 3X3 M.	Floor: Indoor flooring Electricity: Three plugs, light, Max. Power3,3Kv.	750€ (+VAT)



OUTDOOR Stands

OPTION	DESCRIPTION	PRICE
JAIMA 3X3 M.	Suelo: Outdoor Floring. Electricidad: Three plugs, light, Max. Power3,3Kv. Structure: White PVC Jaima with steel structure.	750€ (+VAT)



VIPs INDOOR Stands

OPTIONS	DESCRIPTION	PRICE
STAND 5X5 M.	Floor: Indoor flooring Electricity: Three plugs, light, Max. Power 6Kv. Structure: White aluminum profiles paneled with melamine	5000€ (+VAT)
SUELO 5X5 M.	Floor: Indoor flooring Electricity: Three plugs, light, Max. Power 6Kv.	4000€ (+VAT)

What does your VIP stand include:

- VIPs bar with preferential attention.
- 2 VIPs bracelets with all your drinks included (Water, soft drinks and beers).
- 5 subscriptions for the three days.
- Entry for the entire team (5 Pax) to the reserved area for concerts.
- Roll Up of your brand at any authorized point of the venue.
- Inclusion of your products in the Welcome Pack.



KANNA MARKETING

OPTIONS	DESCRIPTION	PRICE
EXPO SPACES	ROLLUP: You can place your Rollup outside your stand, in the areas designated for its use.	150€ (+VAT)
EXPO ADV	1 M2 PRINT: Within the canvases that surround the buildings	100€ (+VAT)
MAGAZINE	1 PAGE 210x210 mm: Full color page inside our magazine.	400€ (+VAT)
MAGAZINE	1/2 PAGE 105x105 mm: Full color 1/2 page inside our magazine.	250€ (+VAT)
LANYARD	LOGO: Inclusion of your logo in the 2000 official lanyards together with the Sponsors.	250€ (+VAT)

- SMOKED BOAT (Barco Fumón):

MAIN SPONSOR: Your brand will be the sole sponsor of Barco Fumón (Inclusion of your logo throughout the advertising related to the activity and printing of your logo on the warehouse) €4,500 (plus VAT).

SEVILLA
26-27-28
MAYO
2023

- INFO -

www.KANNASUR.com

kannasurexpo@gmail.com

0034 671 499 380

0034 642 307 481

www.KANNASUR.com