



EXHIBITOR OPPORTUNITIES

*Join us in celebrating
the "Best of California" Cannabis*

SPONSORSHIP PACKAGES

OVERVIEW

The California Cannabis Awards come alive at the California Cannabis Experience. This immersive footprint celebrates the history, culture and pioneers of California cannabis, the wonders of the cannabis plant, and offers a deeper understanding of the supply chain from seed to retail.

The Experience will occupy a new, central location at the California State Fair this year, combining our educational exhibit, sponsor activations, retail and consumption all in one convenient footprint. Our award-winning flower, manufacturers and brands will be the centerpiece, with surrounding sponsor activations and interactive elements to capture the attention of canna-curious fairgoers.

EXHIBITOR BENEFITS

Event Website

Sponsor will receive logo inclusion with click-through link on the CalCannabisAwards.com website

Social Media

Fair Play Ventures will work with Sponsor to co-promote in-market promotions surrounding on-site Exhibit activation via social channels, ambassadors and partners.

Public Relations

Fair Play Ventures, Grasslands, and Cal Expo will continue to generate maximum publicity of the Event regionally, nationally, and globally. Sponsor will be included in the Event's Vendors release scheduled for July 2025.

CALIFORNIA CANNABIS EXPERIENCE

California cannabis comes alive!

- 20,000+ sq. foot exhibit & retail
- 13,000 sq. foot sponsor booths, stage and consumption zone
- 17 day consumer experience
- Education/infographics
- Wall art and multimedia displays
- Award-winning flower/product displays
- Speaker series
- Cannabis Sales
- Hosted functions and parties
- Merchandising



SPONSORSHIP PACKAGES

ON-SITE ACTIVATION

Sponsor will receive display, product sales & exposure in the CA Cannabis Experience at the CA State Fair.

Affiliate Sponsor Activations:

8'x8' Pre-built Market Stalls

- 1-3 Day activations
- 1-2 skus for sale
- Power, wifi, trash, security, parking & staff passes
- Collateral distribution
- Negotiated rate at local hotels

Premier Sponsor Activations

Up to 20'x20' booth

- Everything above
- Full 17 day activation
- 3-5 skus for sale
- Merchandise sales
- Presenter at Award Show
- Participation in Exhibition Wall
- Highlighted Premier Sponsor on Website
- Additional Social Media Posts

Bespoke/Exclusive Sponsor Activation

Presenting Sponsor for a specific area onsite:

- Consumption Lounge
- Stage
- Award Show

Sponsorship Packages start at \$5,000

- All products sold on consignment on-site for the duration of the Fair.
- Award Winners will receive a discount on Sponsorship packages

**CANNABIS
SALES &
CONSUMPTION**





2024 BY THE NUMBERS



MEDIA COVERAGE

6.6B
Audience Reached

\$62.6M
Media Value

238
Stories & Mentions

Features Include:
Jimmy Kimmel Live, ABC, Fox, CBS, PBS, NBC, Yahoo!, AOL, MSN, Daily Mail, The Guardian, The Hill, ADWEEK, Forbes, LA Times, The Sacramento Bee, & Redheaded Blackbelt

2024 AWARDS

102

GOLD AND SILVER MEDALS



510

TOTAL COMPETITION ENTRIES



52

SCIENCE-BASED AWARD DESIGNATIONS



9

"BEST OF CA" GOLDEN BEAR TROPHIES

17-DAY ON-SITE EXPERIENCE

725K

Total Fair Attendees

75K

Cannabis Exhibit Visitors

400 - 800

Exhibit Visitors per hour

50

Rotating Vendors

40

Expert Speakers

450

Award Show Attendees

4500

Sq. Feet of Educational Content

175

Skus from dozens of brands for sale



California made history by hosting the first of it's kind educational cannabis exhibit with onsite cannabis sales and consumption in 2024

California STATE FAIR



2023 BY THE NUMBERS AWARDS



MEDIA COVERAGE

DEC '22 - JULY '23

120M
Audience Reached

\$1.8M
Media Value

AUDIENCE REACH BY PLATFORM

109M
ONLINE & PRINT

758K
SOCIAL

8K
TV

252K
RADIO

390
Stories & Mentions

Features Include: [Sacramento Bee](#), [SFist](#), [Modesto Bee](#), [Fresno Bee](#), [North Bay Business Journal](#), [Cannabis Now](#), [High Times](#), [Leafly](#), [Cannabis Business Times](#), [Skunk Magazine](#), [Marijuana Moment](#) and more. Coverage was also secured on [ABC](#) and [KFBK 93.1AM](#).

HISTORIC AWARDS

253

FLOWER SUBMISSIONS

31

AWARD-WINNING FARMS



52

SCIENCE-BASED AWARD DESIGNATIONS

11

"BEST OF CA" GOLDEN BEAR TROPHIES

17-DAY ON-SITE EXPERIENCE

594K

Total Fair Attendees

70K

Cannabis Exhibit Visitors

400 - 800

Exhibit Visitors per hour

40

Rotating Vendors

60

Expert Speakers

22

Hours of Stage Programming

4500

Sq. Feet of Educational Content

1

Amazing Bridge to the Mainstream



WATCH HIGHLIGHT VIDEO

COMPETITION FACT SHEET



The 4th Annual California Cannabis Awards & Experience at the CA State Fair is the first-ever, state-agency-sanctioned competition and fairgrounds experience for cannabis in the United States. Celebrating California's rich agricultural history, cannabis has joined the State Fair roster of coveted annual competitions, including wine, cheese, olive oil and craft beer. The award-winning exhibit has become one of the most popular destinations for fairgoers, attracting the canna-curious and cannasseur alike.

Date

July 11-27
2025



Location

California Exposition Center
Sacramento, CA

Competition Format

The competition is open to all licensed California cannabis cultivators and manufacturers. The submission window officially opens March 1, 2025 and extends through May 1, 2025.

The 2025 competition showcases 9 Categories and features 27 specific Product Types and Chemotypes. Over 150 Gold, Silver & Bronze Medals will be awarded, as well as 9 coveted Golden Bear trophies, 1 for each overall Category winner honoring the "Best of California".

PRODUCTS

FLOWER

CATEGORIES

SUN GROWN

MIXED LIGHT

INDOOR

CHEMOTYPES

Myrcene, Caryophyllene, Limonene,
Terpinolene, Pinene, & Ocimene
Co-Dominant (MCL)

Total Terpene Concentration
CBDa, CBGa, Total Cannabinoids

CATEGORIES

PRE-ROLL

CARTRIDGE

CONCENTRATES

EDIBLES

BEVERAGES

WELLNESS

PRODUCT TYPES

Non-Infused, Infused - Solvent,
Infused - Solventless, Blunts

Solvent - Terpenes Added, Solvent - Live
Resin/No Added Terpenes, Solventless

Solvent, Solventless Hash, Solventless Rosin

Chocolates, Baked Goods, Candies

All Cannabis Derived Beverages

Tablets/Capsules, Topicals, Tinctures

Science-Based Evaluation & Judging



Flower Categories and Chemotypes will be scored objectively, through science-based analysis performed by one of California's premier cannabis testing labs, SC Labs. SC Labs will provide entrants with the required cannabinoid and terpene test, as well as a PhytoFacts® chemometric report that will quantify all the unique compounds of the submission to determine gold and silver medalists. All flower gold medalists will then be further evaluated alongside the other competition Categories and Product Types by Budist, the industry's first social review platform for cannabis products and brands. Our diverse panel of Budist experts will deploy the Budist Evaluation Method, which utilizes a 100-point rating scale to determine all of our Golden Bear winners.

Timeline

MAR '25

MAY '25

JUN '25

JUL '25

SUBMISSIONS
OPEN

SUBMISSIONS
CLOSE

WINNERS
ANNOUNCED

CA STATE FAIR &
CA CANNABIS EXPERIENCE

The CA Cannabis Experience

The award-winning experience has become one of the most popular on-site destinations for fairgoers, attracting the canna-curious and cannasseur alike. Eye-catching creative, curated educational and cultural displays celebrate the plant and the agricultural heritage and history of cannabis in California. The display will be the centerpiece of an expanded consumer experience featuring industry brands and associations, alongside government partners and sponsors.

About the Organizers

The Awards and Experience are produced in a partnership between Cal Expo, Fair Play Ventures and Embarc. Cal Expo has been home to the CA State Fair for decades:

www.calexpostatefair.com

Embarc, one of California's leading cannabis retailers and cannabis event specialists: www.goembarc.com



@CALCANNAAWARDS

WWW.CALCANNABISAWARDS.COM



How to Reach Us



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