

# CTSM Portfolio



Brenda Mitchell  
Trade Show Coordinator



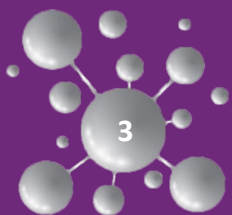
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# Section #1

# Vital Statistics



# Candidate Profile

As far back as I can remember, I always had a camera in my hand. Recording memories from Girl Scout camp, birthday parties, and taking snapshots of my friends and pets was more than a hobby to me. It was a creative outlet that I loved. I did not know it then, but this would be the foundation that would lead me to my other passion, trade shows.

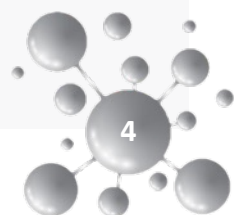
Several obstacles kept me from attending college, and I went straight into the workforce out of high school. I was one of the youngest managers at Sears Portrait Studio. Later, photography led me overseas as a school photographer for Kent Robertson & Associates (1986-2002), a company based in Germany that took school pictures for the Department of Defense Dependent Schools (DoDDS). I started as a seasonal photographer, moved on to training photographers, was promoted to European Office Manager, and then to International Operations Manager, where I managed operations between the Kansas City office and the Germany office.

During this time overseas, I explored my German heritage and embraced my organizational side. Scheduling three teams of photographers traveling to three to five schools per week took a lot of coordination to make sure they were not driving back and forth across Europe. I handled bookkeeping, payroll, car rentals, hotel reservations, and customer service. Organization was key to keeping everything and everyone running smoothly, yet I also had to be ready should any problems arise. Problems included things such as forgetting film, broken equipment, car trouble, and the occasional piece of luggage being left behind. (Remember, this was before digital cameras, cell phones, and GPS!)

I gained confidence with so many “firsts:” first time overseas, first time driving a stick shift, first time trying escargot, first time visiting the Russian controlled East Germany, and first time on a United States Military base. I even attended my very first trade show, where our company had a tabletop display at a PTA event. Little did I know that this job was the perfect training for handling trade shows!

Photographing school children by day and 15th century castles by night was a dream job, but it did not include health benefits or a 401k, so I returned to the states to look for a job that provided more stability. My introduction into marketing came when I took the first of several jobs in the publishing field (2002-2015). As the Publisher’s Assistant, I took on many roles: I helped advertisers build ads and maintained their website profile pages, provided support to the sales department, assisted with planning company events, and exhibiting at trade shows. As I started learning more about planning and carrying out events, I realized that this is what I wanted to do. My organizational skills seemed well paired with event coordination, and I enjoyed it.

After three of the publishing companies closed and the fourth laid me off, I decided it was time to find work in another industry. I was hired by Better Life Technology (2015-2017), a manufacturer of wide format vinyl flooring and display media, to be their Administrative Assistant and Trade Show Coordinator. One of their products took clear vinyl flooring and printed a pattern or image on the underside, then it was bonded to a thin layer of backing to protect the printing. Some of their wholesale customers included Brumark and The Inside Track. Some of *their* customers are trade show exhibitors.



# Profile & Responsibilities

The show that Better Life Technology was working on when I was hired was Exhibitor Live! 2016. I was responsible for running the weekly meetings, keeping everyone on task, and overseeing the mockups of the 20' x 30' booth. The floor would be something unique that we would print and showcase in the booth. The booth itself was shipped in four 1,000-pound wooden crates and would be assembled by a two-person team from our office. The interior display items would be placed by the Marketing Director and myself. This was the largest booth that I had worked with, but the organization skills and education I had gained over the years made me realize that the steps are the same for a large booth as they are for a small booth.

In the fall of 2017, I moved to **PhytoTech Labs** (PTL), a provider of products for plant molecular biology and plant tissue culture research sold throughout the world. My original duties included administrative office management, human resources, accounts receivable, as well as trade show coordination for 20 different events across the United States and Europe. The company had been doing the same preparation that they had been doing for the last ten years. I immediately stepped in and made changes to track spending in real time, update literature, and create task lists to stay on budget and within deadlines.

In 2018, the company was purchased by **Calibre Scientific**, which has a collection of niche scientific companies. My job has grown along with the company and my duties changed to include working with the parent company. Accounting and most of the human resources duties were moved to the corporate office, while Marketing Assistant and Trade Show Coordinator job duties were added. I now had four additional companies in the United States to coordinate for. Before COVID-19 closed everything down, our 2020 schedule contained exhibiting at 38 trade shows (six international), sponsoring eight events, and attending seven events. When trade shows came back in the fall of 2021, **Calibre Scientific** added three United Kingdom companies to my 2022 list of shows to coordinate, but drastically reduced the overall trade show budget. My 2022 schedule was reduced to exhibiting at 20 trade shows (ten international), sponsoring five events, and attending 17 events, for the US, the UK, and IRE companies combined. In January of 2022, an additional UK company and one Ireland company were added to my responsibilities.

### Calibre Scientific Marketing Responsibilities:

I have responsibilities for both **Calibre Scientific** and **PhytoTech Labs**. I report to the VP of Global Marketing at **Calibre Scientific** for all **Calibre** related job duties, and I report to the General Manager of **PhytoTech Labs** for all PTL related job duties.

While I still maintain office management and some Human Resources duties for **PhytoTech Labs**, the bulk of my work is done for **Calibre Scientific's** Marketing Department. I coordinate every aspect of trade shows and events throughout the United States and the United Kingdom for **Calibre Scientific** companies. I create tasks to meet deadlines, order all exhibitor services, coordinate shipments, make travel arrangements (for PTL), track expenses, adhere to budgets, etc.

I maintain a library of literature, swag, and samples for use at trade shows for two **Calibre** companies. I am responsible for keeping track of the inventory and purchasing new swag.

I manage our HubSpot email campaigns by keeping and updating the scheduling calendar, creating and updating email templates, following up on overdue tasks, and scheduling pre-show marketing emails. I also schedule pre-show social media posts for the trade shows.

I also assist the marketing team with research and special projects.



# Key Staff

With the buyout by **Calibre Scientific**, I now work with a marketing team and have more resources available to me. I also work with staff from the individual business units who are essential to the program.

### Marketing Team:

I report directly to Todd McCall, the VP of Global Marketing at **Calibre Scientific**. He is responsible for approving budgets, assigning projects and tasks, giving final approval on marketing material and graphics, and managing the team.

Jennifer Alexandrov, Email Marketing Coordinator at **Calibre Scientific**, is a key member of the team. She is responsible for managing our HubSpot email layout and scheduling. I work closely with her to update the scheduling calendar and coordinate pre-show emails and social media posts.

The team is assisted by a graphic designer, Sonja Horlings, who designs logos, literature, booth graphics, web graphics, and handles special projects. I work with her to ensure that she receives the content and images needed to create material for trade shows, so the materials are in hand before the booth needs to be shipped out.

### Sales:

I work closely with the salespeople who staff our exhibit booths. They are the specialists in our products, and we work together to make sure that the theme and focus of the trade show matches our exhibit. They are also an asset in defining our goals and objectives.

- Dustin Banbury, Product Manager, Marketing & Sales at **PhytoTech Labs**
- Avesta Ebrahimi, General Manager of Edge BioSystems & **PhytoTech Labs**
- Ritesh Mittal, General Manager of Anatrace Products & Molecular Dimensions Inc.
- Paul Driver, Sales Manager, EMEA at **Calibre Scientific** for Molecular Dimensions Ltd., Protein Ark, and BioservUK

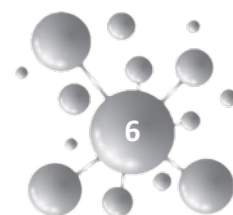
### Scientists:

The scientists are a very important resource for our marketing team. They provide research and expertise for all our marketing efforts. They also staff our exhibit booths and are a part of our pre-show and post-show meetings.

- Elizaveta (Lisa) Katorcha, PhD, Structural Biology Lead at **Calibre Scientific** US
- Dr. Simon Tanley, Proteomics Lead at **Calibre Scientific** UK/EMEA

### Support:

I work closely with Guoste Ivanauskaite, CRM Administrator at **Calibre Scientific**, who is our HubSpot expert. She assists me in setting up and tracking our trade show campaigns. She sets up a landing page for every show, allowing us to sign up contacts for our email marketing. I send her the formatted lead lists from the events, and she uploads them into the campaigns to help me calculate ROI.



# Company Profile

**PhytoTechnology Laboratories** was founded in 1997 by Dr. Kenneth C. Torres, Ph.D., and his wife, Janet, after Ken had started getting some phone calls from former customers who he worked with while at Sigma Chemical. Sigma was no longer providing the technical and customer service support that Ken had provided them while working at Sigma. He knew that it would be an uphill battle to take market share away from Sigma and from a relatively new company in Europe called Duchefa.

He started out with a small 2,000 square foot facility in Overland Park, KS, where they manufactured, packaged, tested and shipped their 50 products from. While a struggle at times for such a small company, Ken managed to grow the company and, by the fall of 2016, he moved into a 34,000 square foot facility in Lenexa, KS. **PhytoTechnology Laboratories** manufactures over 3,000 products including tissue culture media, antibiotics, plant growth regulators, microbiology media, buffers, surfactants, stains and dyes. Their client base includes greenhouses, commercial micro-propagation labs, agbiotech research labs, biopharma production labs, land grant universities and government agencies.

**PhytoTechnology Laboratories** became a recognized industry leader due to its extensive product portfolio, highly consistent media formulation, fast shipping, and strong emphasis on customer service and technical support. But after 40+ years in this industry and 20+ years of owning **PhytoTechnology Laboratories**, Ken realized he had taken the company as far as he could, and it was time pass the company on to the next generation of leaders. He realized that moving on would be the best for the company's and the employee's future growth. On August 11, 2018, the company was sold to **Calibre Scientific**, and the name, **PhytoTechnology Laboratories**, was shortened to **PhytoTech Labs**.

**Calibre Scientific** is a global provider of life science reagents, tools, instruments, and other consumables to the lab research, diagnostics, industrial, and biopharmaceutical communities. **PhytoTech Labs** is part of **Calibre Scientific's** portfolio of 28 niche life science and diagnostic companies that have an unrivaled ability to address the unique challenges of their respective markets. **Calibre Scientific's** global reach extends to over 100 countries, empowering customers all over the world. Headquartered in Holland, Ohio, **Calibre Scientific** continues to expand its product offering and global footprint to laboratories across a wide array of industries and geographies.

**Calibre Scientific** has over 500 employees worldwide with 19 of those employees located at **PhytoTech Labs**.



# Locations, Mission & Values

## North America

Calibre Scientific Operational Headquarters, Holland, OH  
Alpha-Tec Systems, Vancouver, WA  
Anatrace, Maumee, OH  
Benson Polymeric, Reno, NV  
BrightBox, San Mateo, CA  
Canadian Life Science, Peterborough, ON, Canada  
Concise Separations, San Jose, CA  
EdgeBio, Holland, OH  
NeXtal, Holland, OH  
PhytoTech Labs, Lenexa, KS

## United Kingdom & Ireland

BioServUK, Sheffield, UK  
Carl Stewart, Dublin, IRE  
Clin-Tech Limited, Guildford, UK  
Elkay Labs, Hampshire, UK  
Kalon Biological, Guildford, UK  
Lorne Labs, Berkshire, UK  
Medline Scientific, Oxfordshire, UK  
Molecular Dimensions, Sheffield, UK  
Protein Ark, Sheffield, UK  
Reagecon, Clare, IRE

## Europe

AIT France, Cormeilles-en-Parisis, France  
AmpliTech, Compiègne, France  
BIOZOL, Eching, Germany  
Dianova, Hamburg, Germany  
HUBERLAB, Aesch, Switzerland  
LINARIS Biologische Produkte, Frankfurt, Germany  
msscscientific Chromatographie, Berlin, Germany  
Serviquimia, Tarragona, Spain



## Mission

Creating a better tomorrow by solving life sciences challenges with our novel products and service

## Vision

Our vision is to be a diversified global provider of life science reagents, tools, instruments, and other consumables to the lab research, diagnostics and biopharmaceutical communities. We are committed to pushing the boundaries of science and innovation through internal expertise combined with strategic acquisitions that deliver a differentiated and comprehensive set of products, services, and support to our customers.

We have built our company on these five core values:

### Quality

We achieve the highest standards and are proud of our work

### Accountability

We deliver on our commitments and take responsibility for the outcome

### Adaptability

We embrace new challenges

### Passion

We enjoy what we do, and it shows

### Integrity

We operate in an honest and principled manner



# PhytoTech Labs Competition

**PhytoTech Labs** is the only **Calibre Scientific** plant biology company, so I am only including **PhytoTech's** competitors and products for an accurate assessment.

**Caisson Labs, Smithfield, UT**

Caisson Labs is a Biotech firm that manufactures and supplies animal cell culture and plant research and micropropagation. Prior to COVID-19, they normally attended the same trade shows as **PhytoTech Labs**.

**Duchefa, Haarlem, Netherlands**

Duchefa Biochemie bv offers a range of plant tissue culture media, biochemicals, containers, bioreactors, and a lot of other products needed for micro-propagation. Their primary presence is in Europe and the Middle East, and they do not attend events in the United States.

**GoldBio, St. Louis, MO**

Gold Biotechnology®, Inc. began its journey selling three products: IPTG, X-Gal, and X-Gluc. After more than 30 years, GoldBio has expanded its catalog to more than 3000 products. (They are primarily a competitor of our molecular biology products.)

**HiMedia, Mumbai, India**

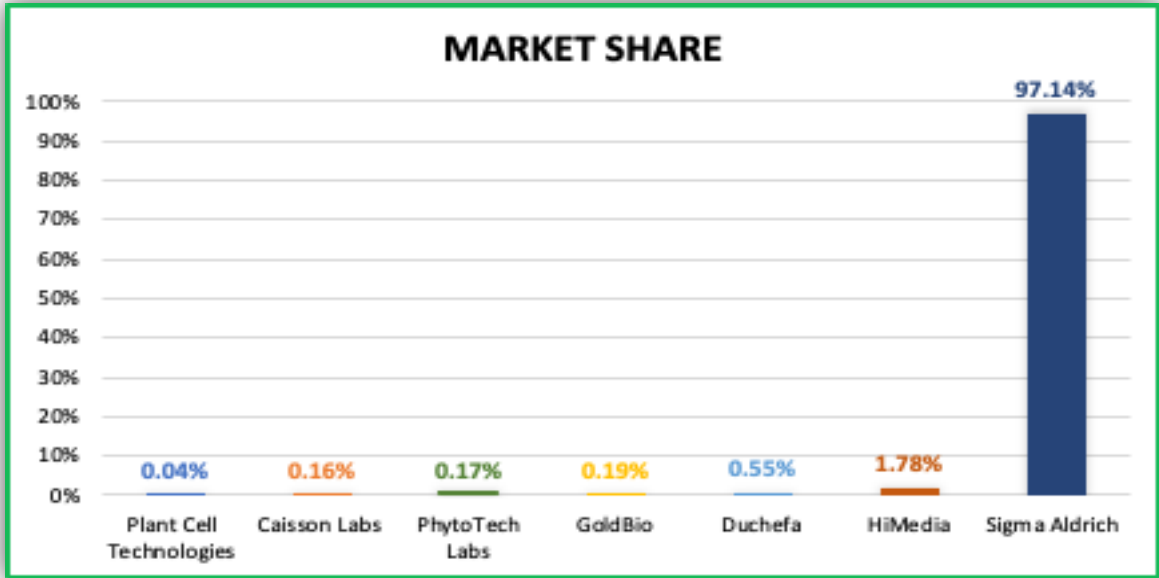
HiMedia Laboratories is a manufacturer of reagents for cell biology, molecular biology, and microbiology research. The company manufactures advanced products in microbiology, molecular biology, animal cell culture and plant tissue culture. Their primary market is India, but they do have sales representatives in Europe and the United States. They do not attend events in the United States.

**Plant Cell Technologies, Washington, DC**

PCT develops, produces, and markets solutions for plant tissue culture operations globally. They have been supplying their products globally to growers, labs, and distributors for nearly three decades.

**Sigma Aldrich, St. Louis, MO**

MilliporeSigma is a global science and technology company that offers cutting-edge technologies, high-quality products, and novel services for diagnostics, research, development, and the manufacturing of biologics and novel therapies. They are our largest competitor, and only a portion of their total catalog is plant biology.



# PhytoTech Labs Products

Our products are used to mass propagate plants on sterile culture media in laboratory settings. We also supply products for the genetic improvement of plants through gene transformation research. Manufacturing, product development, administration, and distribution of products are all performed at the **PhytoTech Labs** campus in Lenexa, KS.

Biochemicals



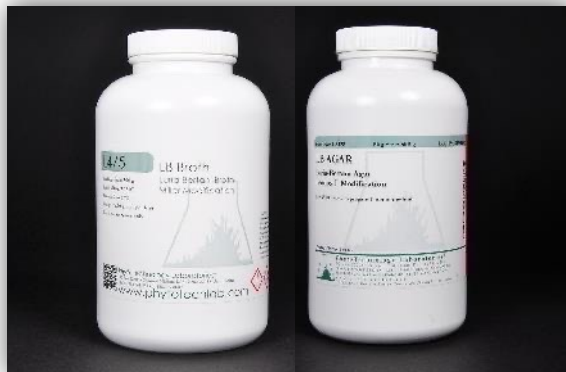
Equipment and Supplies



Kits: Shown C2020 Cannabis Multiplication Kit



Molecular Biology



Microbiology



Phycology



Phytopathology



Plant Tissue Culture Media



**Section #2**

# **Overview/ Show Schedule**

# Program Overview

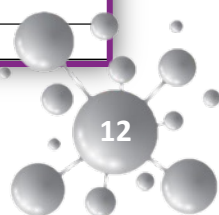
Because of my work coordinating twenty events for **PhytoTech Labs**, **Calibre Scientific** added coordinating the trade show programs for four of the companies in the United States and three companies in the United Kingdom. Most of these companies did not have anyone overseeing their shows. Salespeople would decide to go to a show thirty days in advance, resulting in high costs, minimal marketing, and no specified goals or objectives. I had my work cut out for me, having to overcome time differences and staff opposed to change. The use of Teams meetings helps to keep us all connected, and once the staff realized how I could help them, they willingly turned over their shows to me.

My 2022 trade show schedule consisted of exhibiting at 20 trade shows (ten international), sponsoring five events, and attending 17 events. I handled all the organization and management of the shows, apart from some of the travel arrangements. I coordinated shipping to and from the show, ordered exhibitor services, and coordinated marketing efforts. The events range from tabletop to 10' x 20', from 200 attendees to 30,000. No matter the size or location, each show received the same attention to produce a successful outcome.

When my job changed from managing one company's program to handling multiple companies, I needed a way to keep everything organized and on track. I used the information I learned from **Session 20319: The Nuts and Bolts of Budgeting for Results**. I learned that I could manage my shows more efficiently and make educated decisions about the program by creating Excel tracking tools. I created a Task Deadline Excel template, which lists every possible task to be completed in chronological order. I start with the date of the event and work backwards to build a timeline to set tasks in my calendar. The list contains every task for a large event; however, not all events will have the same timeline or action items. It can be easily modified into the order best for the event, and unneeded tasks can be deleted from the sheet. See [Appendix A](#) on pages 47-48 for the MJBizCon 2022 Task Deadline Excel spreadsheet.

**Task Deadline Excel Template**

Due Date	Conference Name - Dates - Location - Booth Staff	Date Completed	Completed by
	<b>4 to 6 Months Prior</b>		
	Submit budget for approval		
	Send in Exhibitor Reservation Contract		
	Pay Booth Deposit		
	Create tracking platforms - spreadsheets, Trello, etc.		
	Post Deadlines in Outlook/Trello Calendar		
	<b>12 Weeks Prior</b>		
	Finalize Advertising Opportunities		
	Pay Advertising Fees		
	Does the conference provide a Registration List?		
	Finalize Sponsorship Opportunities		
	Pay Sponsorship Fees		
	Review all items - update spreadsheets, Trello, etc.		
	<b>10 Weeks Prior</b>		
	Send Logo		
	Send Company Description		



# Program Overview

Next, I added a Trade Show Tracking Excel template where I could log all my notes, event deadlines, budget, and costs for each show in one place. I entered formulas that total the actual costs and compare them to the budget. I can see not only where the money is being spent but what percentage is spent on each category, like shipping and exhibitor services. All totals are fed into a summary sheet that lists every show, what has been spent so far, the budget for the show, and the difference. I can track my spending in real time, from the cost of lead retrieval for each show to our entire program. See [Appendix B](#) on pages 49-50 for the MJBizCon 2022 Trade Show Tracking spreadsheet and 2022 totals.

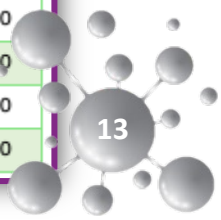
Trade Show Tracking Excel Template

MJBizCon22, Nov 15-18, 2022	Description/Comments	Deadline Date	Assigned To	Completed Date	Budget	Actual	+/- Each
X e.	Electrical	10/24/22		10/10/22	\$0.00	\$294.50	\$294.50
X f.	Furniture Free Furniture Form 05/31/22	10/24/22		5/31/22	\$0.00	\$0.00	\$0.00
g.	Inbound Shipping Form	10/24/22			\$0.00	\$0.00	\$0.00
h.	Labor	10/24/22			\$0.00	\$0.00	\$0.00
X i.	Lead Retrieval Maritz Global Events (Formerly Experient) 3 Licenses	9/6/22		7/25/22	\$0.00	\$549.00	\$549.00
X j.	Material Handling Included in the agreement	10/24/22		5/31/22	\$0.00	\$0.00	\$0.00
X k.	Outbound Shipping Form	10/24/22		10/24/22	\$0.00	\$0.00	\$0.00
l.	Signage	10/24/22			\$0.00	\$0.00	\$0.00
m.	Supplies	10/24/22			\$0.00	\$0.00	\$0.00
n.	Other	10/24/22			\$0.00	\$20.77	\$20.77
8	<b>Travel Arrangements</b>	<b>\$3,440.92</b>					
X a.	AirFare David (Delta) \$449.20, Dustin (SWA) \$360.96			9/28/22	\$1,000.00	\$1,209.12	\$209.12
X b.	Hotel On Peak Reservations - Westgate Hotel & Casino	10/13/22		7/18/22	\$2,800.00	\$1,103.13	-\$1,696.87
X c.	Transportation Uber/Ride share			11/18/22	\$750.00	\$416.68	-\$333.32
X d.	Meals			11/18/22	\$650.00	\$711.99	\$61.99
9	<b>Marketing Material</b>	<b>\$396.34</b>	<b>Deadline</b>	<b>Requested</b>	<b>Pulled</b>		
X a.	Brochures 100 CS Postcards CAD 36.17 X 0.731434	10/14/22	10/10/22	10/25/22	\$200.00	\$78.34	-\$121.66
X b.	Samples	10/14/22	10/10/22	10/26/22	\$200.00	\$0.00	-\$200.00
X c.	Give-A-Ways + Green & white Starlight Mints \$20.77	10/14/22	10/10/22	10/26/22	\$1,000.00	\$318.00	-\$682.00
10	<b>Shipping</b>	<b>\$974.44</b>	<b>Deadline</b>	<b>Shipped</b>	<b>Received</b>		
X a.	Advance Warehouse (300lbs) ExpoSolutions Transportation BOL 540-170347 (billed as 363 lbs!)	11/9/22	10/31/22	11/7/22	\$300.00	\$441.85	\$141.85
X b.	Show Site Cannabis Class Flyers	11/15/22		11/15/22	\$0.00	\$35.45	\$35.45
X c.	Post Cards to PTL Calibre Post Cards CAD 12.29 X 0.731434	10/31/22	10/28/22	10/31/22	\$0.00	\$8.99	\$8.99
X d.	Priority Return 1 label for guaranteed return within 2 hours.	FCFS	9/30/22	9/30/22	\$0.00	\$156.75	\$156.75
X e.	Return Shipment Labels (270 lbs) ExpoSolutions Transportation BOL 540-170348 (credited \$44.18)	11/18/22	11/18/22	11/29/22	\$300.00	\$331.40	\$31.40
<b>Show Total</b>					<b>\$14,100.00</b>	<b>\$12,759.97</b>	<b>-\$1,340.03</b>
<b>Price Per Square Foot</b>					<b>\$141.00</b>	<b>\$127.60</b>	<b>-\$13.40</b>

One challenge I had was trying to gather literature, samples, booth accessories, etc., for shipping when I was not physically at these other companies. I requested inventory images and descriptions from all companies I worked with to put together a "Request List." This form consists of all the possible items available to be sent to the trade show. It was sent to the salesperson four weeks prior to the event so they could select the items they needed for the show. It was then turned over to the shipping department, who would pull and collect the items to pack for shipping. By logging items going in and out, I could also track inventory and reorder when needed. See [Appendix C](#) on pages 51-52 for the MJBizCon 2022 Request List.

Request List

Conference:			Date Needed:				
Requested by:			Date Requested:				
Literature	OUT	IN	USED	Give-A-Ways	OUT	IN	USED
Agars (single, 1-sided)			0	Calendars			0
Antibiotics/Selection Agents* (tri-fold)			0	Door Hangers			0
Arabidopsis* (single, 1-sided)			0	Journals			0
Cannabis Cultivation Flyer* (single, 2-sided)			0	Media Stands			0
Cannabis PhytoAx Flyer* (single, 2-sided)			0	Notepads - 8.5 x 11			0
Cefotaxime (single, 1-sided)			0	Notepads - 4 x 5.5			0
Custom Manufacturing* (bi-fold)			0	Pens (Stylus)			0
Custom Production & Testing Services*			0	Post Cards			0
Equipment Brochure (6 page)			0	Post Card Coupon Labels			0



# Show Schedule

Below is a list of the 2022 **Calibre Scientific** trade shows that I was responsible for. The highlighted rows are the UK/IRE shows. See [Appendix D](#) on pages 53-54 for the full trade show schedule, including sponsorships and events we attend.

2022 Trade Show / Exhibiting	2022 Date	2022 Location	Company Exhibiting	Exhibit Size
BPS (Biophysical Society) Annual Meeting 2022	February 19-23, 2022	San Francisco, CA	Anatrace & Molecular Dimensions US	10' x 10'
Bioprocessing Summit Europe	March 22-24, 2022	Barcelona, Spain	Molecular Dimensions, UK / Calibre Scientific	3m x 2m
ABRF (Association of Biomolecular Resources Facilities) Annual Meeting 2022	March 27-30, 2022	Palm Springs, CA	Edge BioSystems	10' x 10'
European SMALP (SMA Liquid Particles)	April 6-8, 2022	Birmingham, UK	Molecular Dimensions, UK / Anatrace	3m x 2m
BCA (British Crystallographic Association) Spring Meeting	April 11-14, 2022	Leeds, UK	Molecular Dimensions, UK	2m x 2m
SIVB (Society for InVitro Biology) Meeting	June 4-7, 2022	San Diego, CA	PhytoTech Labs	8' x 8'
London Structural Biology Club	June 14, 2022	London, UK	Molecular Dimensions, UK	Tabletop
COMPAA (Center on Protein Production and Analysis)	June 22-24, 2022	NYC, NY	Anatrace & Molecular Dimensions US	8' x 8'
ASPB (American Society of Plant Biologist) Plant Biology 2022	July 9-13, 2022	Portland, OR	PhytoTech Labs	10' x 10'
ECM 33rd European Crystallographic Association Meeting	August 23-37, 2022	Versailles, FR	Molecular Dimensions, UK	3m x 3m
P-type ATPases in Health and Disease Conference	September 6-11, 2022	Banff, AB, Canada	Anatrace & Molecular Dimensions US	8' x 8'
LLG Sales Convention	September 9-11, 2022	Mainz, Germany	Reagecon, Ireland	3m x 6m
Manchester Structural Biology Symposium	Sep 12, 2022	Manchester UK	Molecular Dimensions, UK	Tabletop
London Structural Biology Club	October 2022	UK	Molecular Dimensions, UK	Tabletop
AMP (Association for Molecular Pathology) Annual Meeting & Expo	November 1-5, 2022	Phoenix, AZ	Edge BioSystems	10' x 10'
Lab Innovations	November 2-3, 2022	Birmingham, UK	Medline Scientific	3m x 4m
MJBizCon (Marijuana Business Daily Conference)	November 15-18, 2022	Las Vegas, NV	PhytoTech Labs	10' x 10'
Toronto Post-ASMS Mass Spectrometry Symposium	November 21, 2022	Toronto, ON, Canada	Canadian Life Science	Tabletop
Montreal Post-ASMS Mass Spectrometry Symposium	November 22, 2022	Montreal, QB, Canada	Canadian Life Science	Tabletop
Vancouver Post-ASMS Mass Spectrometry Symposium	November 24, 2022	Vancouver, BC, Canada	Canadian Life Science	Tabletop

## Section #3

# Introduction to Show of Focus

# PhytoTech Labs Show of Focus

## Introduction

Using what I learned in **Session 2001R: Selecting the Right Shows for Your In-Person Events: The Critical Decision**, my first step was to develop a general understanding of market growth and trends in the industry. I met with my General Manager and Sales Manager to review our competitors and other plant science industries. We found that the growing cannabis industry was also attractive to our competitors, who had started to produce cannabis related products. We had successful trials with our newest product, PhytoAx, and it was ready for production. Therefore, the show that I chose for my portfolio was MJBizCon 2022, November 15-18, at the Las Vegas Convention Center. Not only is this the largest cannabis show, but it is the only cannabis show we exhibit at. It provided me with all the data needed to showcase what I have learned from my courses.

**PhytoTech Labs** has been working on entering the cannabis cultivation market since before the pandemic. We have been attending this show since 2018 (except for 2020), and this was the 11<sup>th</sup> year for MJBizCon. MJBiz has taught us a lot about the cannabis business and trends, leading us to create a few products specific to the cannabis industry.

## Demographics

Each year, MJBizCon attracts over 35,000 cannabis executives and staffers from around the world who represent plant-touching operations including cultivation, extraction/processing, manufacturing, retail, seed-to-sale, and MSOs. The event is also for non-plant touching executives including entrepreneurs, inventors, and start-ups, and private equity investors and VCs.



### JOB LEVEL

- 54% Exec/C-Level
- 15% Director
- 14% Manager
- 8% Staff or Other
- 9% N/A



### INDUSTRIES

- 23% Other
- 21% Cultivation
- 12% Ancillary Services
- 11% Extraction
- 10% Ancillary Products
- 8% Dispensary
- 8% N/A
- 4% Investor
- 3% Legal



### TOP REPRESENTED COUNTRIES

- 88% United States
- 6.5% Canada
- 1% China
- .5% Isreal
- .5% Colombia
- .4% Australia
- .2% Netherlands
- .4% United Kingdom
- .3% Mexico
- .2% Spain

## Target Audience

Our target audience is the cultivation industry. Cultivators grow all the cannabis plants that are harvested, sold as flower, and made into products. Their operations look like any other agricultural operation. Cannabis cultivation includes cloning plants. A clone is a cutting, such as a branch, that is cut from a living marijuana plant, which will then grow into a plant itself. A clone has the same genetic makeup as the plant it was taken from, which is called the mother plant. Growing cannabis from a clone will save you time—even though they need time to root out, you don't have to germinate seeds, which will shave off a month or so of the growing process.



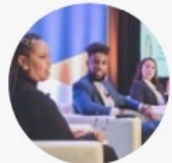
**1,400+**  
EXHIBITORS



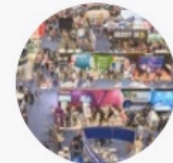
**100+**  
SPEAKERS



**35,000+**  
CANNABIS INDUSTRY EXECUTIVES



**70+**  
HOURS OF CONTENT



**250,000+**  
SF OF EXPO FLOOR



# PhytoTech Labs Show of Focus

## Specifics

My role for this show was to coordinate all details and services with the show organizers and exhibitor services provider. I was the main contact for all show related services. Internally, I would present options for marketing, advertising, and sponsorships to our Sales Manager and Marketing Manager who would then make the final decision on what we would spend our budget on. I made all travel arrangements, tracked all expenses, and managed all incoming leads.

The MJBizCon 2022 trade show was divided into two floors and four categories: Business Services, Cultivation Products & Services, Processing, Packaging & Lab Services, and Retail/Dispensary. We contracted a 10' x 10' inline booth in the Cultivation area of the show floor, close to the registration desk entrance. For this large event, we sent three key people to staff the booth:

- Myself, Trade Show Coordinator
- Dustin Banbury, Product Manager, Marketing and Sales
- David Hart, Technical Manager, Research and Development

The following marketing items were included in our contract:

- Sharable link to our online showroom
- Scheduling tool to set up time slots to meet with attendees
- Feathr Marketing Tools that would create a custom landing page, email invitations, and digital booth banners

## Strategies

2022 was the first year that we tracked ROI. I relied heavily on **Session 30819: Business Marketing Strategies and Trade Shows**, to help me define our strategy by assessing the program's internal strengths and weaknesses, external opportunities, and threats. We needed to stand out among the 1,400+ Exhibitors. Our strategies involved increasing brand awareness, increasing attendance at our booth, and collecting more qualified leads. In order to maximize our marketing effort, we used budget dollars from a cancelled show to add additional items to our program:

- Level 1 Online Package Includes:
  - Company information
  - Company logo
  - Access to online leads
  - Two (2) Collateral uploads (PhytoAx flyer and the Media Optimization flyer)
  - Two (2) Virtual Business Cards (Dustin Banbury and David Hart)
- Lead Retrieval app with three licenses
- Column Banner 10' high by 2' 3" wide



# Objectives and Goals

## The Process

Four months prior to the show, when I met with the General Manager and Sales Manager, we discussed our objectives as well as how to incorporate the **Calibre** brand into our story. Our customers have known **PhytoTech** for over 25 years, and while we did not want to lose our brand image, we needed to explain who **Calibre Scientific** is and how that will or will not affect the great quality and service our customers have come to expect.

**Session 31119: How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program**, explains brand hierarchy and the need to know your path forward. We decided to create a postcard that would tell the story of our acquisition by **Calibre Scientific** and confidently explain the benefits of being a part of this global company. With many other companies at their fingertips, we can provide everything that they would need for their lab. Most importantly, **PhytoTech Labs** will still produce quality plant media.

Our product sheets still contain the **PhytoTech Labs** logo, but we added the tagline “A **Calibre Scientific** Company” to put customers at ease that they are still getting the same great quality they had in the past. We created a consistent look for our booth and literature to help with brand recognition.

Overall Strategies	Tactics	Assessment Method	Measurable Goals
Increase traffic to our booth	Improved booth position nearer to the entrance	Post show survey	Increase traffic to the booth by 20% (2021 = 400)
Draw more of our target audience into the booth	Column Sign at mid point in section to draw cultivators to booth	Post show survey + lead retrieval survey	Increase Cultivators leads to the booth by 20% (2021 = 17)
Increase the number of qualified leads over the previous year	Use lead retrieval survey questions to gauge buying power, budget and time frame	Number of leads obtained in the booth that match A-B-C criteria	Increase A/B/C qualified leads by 20% (2021 = 38 leads)
Increase <b>Calibre</b> brand awareness	Hand out postcards with QR code to find out more about Calibre	Count quantity sent minus quantity returned	Hand out 75 postcards
Increase <b>PhytoTech</b> brand awareness	Handout brochures on PhytoAx	Count quantity sent minus quantity returned	Hand out 75 flyers
Increase <b>PhytoTech</b> brand awareness	Handout branded marijuana leaf stress balls	Count quantity sent minus quantity returned	Hand out 100 stress balls
Increase Sales	Hand out postcards with a coupon code to save 25% on their next online order	Track coupon code results on website	Increase sales by 20% (2021 = \$3,373)

## Section #4

# Management of Exhibit Design / Production

# Management Planning

During COVID-19, we used the downtime to design a new 8' x 8' backlit pillowcase background with a tablecloth that could be used in a smaller space. It also included the tagline from the new logo, "A **Calibre Scientific** Company." Therefore, we did not need to design a new booth or tablecloth for this event.

An important part of my planning process, as outlined in **Session 20616: Show Operation Basics - Part I: Pre-Show Planning**, is reviewing the show rules and Exhibitor Services Manual. This information was instrumental in understanding what was included (6' table, 2 chairs, waste basket, carpet, and material handling) and what was not (insurance, lead retrieval), the set-up and tear-down information, and exhibitor hours. After reviewing all the information, I set up my task list and deadline dates. The set-up and tear-down information had to be reviewed before travel arrangements were made. Staff arrived with plenty of time to set up and had to leave the evening the show closed in order to make their flights.

After entering my tasks using the list from page 12, I referenced **Session 20419: Don't Skip the Meetings – Pre At and Post - Guideposts to Success**, to schedule meetings with the key people involved in that date's list of tasks. The tasks were the agenda for the meetings conducted in person or via Teams meetings, depending on the people attending. Afterwards, I sent out a follow-up email with the key points addressed, additional tasks pending, the person assigned to complete the task, and the deadline. Meetings were held throughout the process to ensure that all items were completed on time.

Our literature and swag also needed to be redesigned. Per **Session 6017: Graphics Boot Camp - The Basics Every Event Manager Should Know**, we gave our designer a copy of the current literature to be updated (Cannabis Cultivation, Media Optimization, and PhytoAx) and sent content to create consistent branding among all the literature we requested. We also provided content and direction for a new postcard introducing **Calibre Scientific** and a column banner to be hung at the show.

We had a surplus of branded pens and T-shirts from another promotion, but we wanted something to hand out at this show that was a little fun. Using what I learned from **Session 3017: Create Strategic Memorability with Your Promotional Products**, we decided to get branded marijuana leaf-shaped stress balls to hand out to qualified leads. I called it "Leaves for Leads." We ordered the minimum amount as we were not sure if they would be popular.

**Previous Booth Setup With Old Name and Logo**



# Management Planning

I relied on another tool from **Session 20616: Show Operation Basics - Part I: Pre-Show Planning**, which explained exhibit transportation. I sent out a request for quotes to four dedicated trade show carriers. The cheapest quote was not always the best, and I selected the carrier that included fuel and wait charges. I packed all items onto a pallet, and each box or case contained a label with our company information, booth number, and event name, in case the items became separated from the pallet. I attached both the MJBizCon 2022 provided labels as well as the LDL carrier’s provided labels and BOL.

Due to budget restrictions, I was only at the show for set up and the first day. I needed to be sure that the staff had all the information in one easy-to-read document. I used the #1 Show Summary Classic Template that I received when attending the **Half-Day Workshop 2002: Stop Wasting Time - Organize Your Planning with Templates**. This document was sent in a PDF to each staff member and printed out and sent with the lead staffer as a backup. This document contained all information regarding the show, travel arrangements, and objectives. See [Appendix E](#) on pages 55-58 for the completed MJBiz 2022 Show Summary.

Also included in the Show Summary document were the instructions for dismantling. **Session 20916: Show Operation Basics - Part II: On-Site Implementation** outlines the steps that are needed to ensure a complete shipment. I contracted the pickup at the same time as the outgoing shipment and supplied two copies of the BOL and two copies of the adhesive labels. I completed the outgoing shipment information online in advance of the show.

I ordered “Express Return Service” for this show in order to get our pallet returned quickly, and I supplied pallet wrap for our staffer to secure all items to the pallet. The labels and BOL were preprinted and placed in the booth case in a labeled envelope for easy access. The staffer attached the adhesive labels and BOL to the outgoing wrapped pallet and left a copy of the BOL with the pallet.

Show Summary

Pallet arrived on time and intact

Each box is labeled



# Production Strategies

In order to get the most out of this event, I outlined a strategy to increase traffic and leads. This show has a huge floor plan, so my first step was to get a booth location that was close to the entrance. I contracted for booth 748, three rows in and three booths down from the left side main aisle.

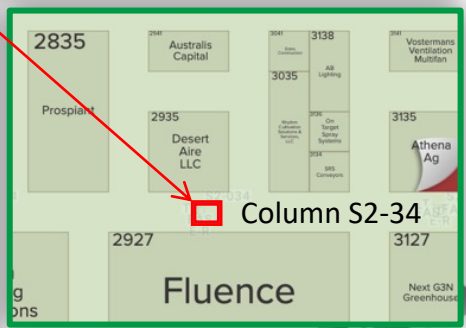
I shipped our 8' x 8' lightbox with a pillowcase graphic, not only for the easy set-up but also because it allowed us the space to use our cannabis specific roll-up banner. Having a banner that was cannabis specific let potential customers know that we were serious about the cannabis industry.

One thing I added was the "Who is **Calibre Scientific**" postcards that we handed out to potential customers to introduce them to our parent company and all the great products that are available to them at the new webstore.

I touched on the new branded giveaway in the last section, but we also took our promotional T-shirts, collapsible water bottles, and pens, so that we had something that would appeal to everyone. Something that they would wear or use that would remind them of **PhytoTech Labs**.

I purchased the Lead Level 1 package which gave us a presence on the mobile app. It gave us a company profile with our logo, access to those mobile leads, two document uploads, and two virtual business cards for our staff. I also purchased the lead retrieval app (which came with three users) for the booth staff. This allowed us to have qualifying questions that would help qualify our leads.

Finally, I decided to purchase a column banner, a 10' by 2.33' banner to be hung on the East side of the S2-34 column, which was almost midway through the cultivation section. This was aimed at getting the attention of anyone who came in through the East entrance and pointing them to our booth at the West end.



# Budget

## Budget Planning

My budget planning began in November of 2021, immediately after the close of that show. We evaluated our participation and tried to anticipate what programs we would like to add for the following year. I padded my budget by about 10% to allow for cost increases.

Once our budget for the entire year is set, I keep a close watch on what we are spending by using my detailed budget tracking spreadsheet. Any unspent dollars from an event are tagged for use in other events, advertising, or sponsorships.

I had a surplus of funds from a January 2022 show that we pulled out of when it was changed to a virtual only event. I knew I could dip into those funds if needed, but MJBizCon 2022 was trending under budget, and I did not need to. I added advertising (a column banner), a sponsorship package (lead retrieval with 3 apps), and printing (“Who is **Calibre Scientific**” post cards).

<b>MJBizCon 2022</b>			
<b>Category</b>	<b>Actual</b>	<b>Budgeted</b>	<b>Difference</b>
<b>Advertising</b>	\$620.00	\$0.00	\$620.00
<b>Sponsorship Opportunities</b>	\$495.00	\$500.00	-\$5.00
<b>Booth Fees</b>	\$5,969.00	\$6,000.00	-\$31.00
<b>Setup and Rental Fees</b>	\$864.27	\$400.00	\$464.27
<b>Registration</b>	\$0.00	\$0.00	\$0.00
<b>Travel Arrangements</b>	\$3,440.92	\$5,200.00	-\$1,759.08
<b>Shipping</b>	\$974.44	\$600.00	\$374.44
<b>Give-a-ways</b>	\$318.00	\$1,000.00	-\$682.00
<b>Printing</b>	\$78.34	\$200.00	-\$121.66
<b>Samples</b>	\$0.00	\$200.00	-\$200.00
<b>Totals</b>	\$12,759.97	\$14,100.00	-\$1,340.03

# Branding

New 8' x 8' Backlit Booth Background



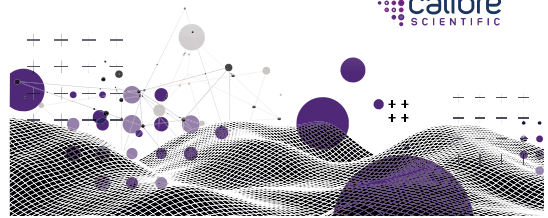
Cannabis Roll Up Banner



## We are Calibre Scientific.

Calibre Scientific is a diversified global developer, manufacturer, and distributor of consumables to biopharmaceutical companies, universities, hospitals, and reference labs worldwide. Our portfolio contains a wide range of products and services, with specializations in proteomics, cell and molecular biology, diagnostics, chromatography, and fine chemicals.

The Calibre Scientific goal is to create a better tomorrow by solving life science challenges with our novel products and services. Our multinational team brings exemplary customer service and years of scientific experience to support our fellow scientists. With customers in over 175 countries, the Calibre family of businesses is empowering scientists all around the world!



SCAN TO LEARN MORE:



## 5x7 Calibre Informational Postcard Front and Back

See [Appendix F](#) on pages 59-60 for Full-size post card

# Branding

## 4x6 Discount Postcard with Pre-Printed Label




# Section #4: Management of Exhibit Design/Production

# Branding

## Literature

See [Appendix G](#) on pages 61-66 for full-size flyers



**PhytoTech LABS**  
A CALIBRE SCIENTIFIC COMPANY

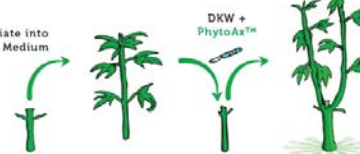
### Propagate Success.

## PhytoAx™: Cannabis tissue culture has a solution.

PhytoAx™ is a solution for tissue culture that is used in your plant medium to promote axillary shoots in cannabis. PhytoAx gets you:

- High Fidelity Tissue Replication
- Reproducible Multiplication Rates
- Enhanced Longevity in Culture

PhytoAx™ is a solution that can be the difference in your lab to enhance your productivity by doing more with less. After 30 days of initiating your tissue in standard DWK medium (product D2470), axise down to single nodes and reintroduce to fresh DWK medium with PhytoAx. After 30 days on PhytoAx, you will have multiplied into several nodes that can then be multiplied, and multiplied. This solution will provide reproducible production, and increase the lifetime of your genetics in culture.



Product Number	Product Description	Product Notes	Package Size
P4001	<b>PHYTOAX™</b> A solution for plant tissue culture that can promote axillary shoots, a solution for high fidelity tissue replication for in vitro use only. Patent pending.	<b>STERILE FILTERED</b> Recommended Usage: 0.5 - 1.0 mL/L Storage Temp: 20°C Water	100 mL 500 mL 1000 mL

phytotechlab.com


**Who We Are:**  
PhytoTech Labs, Inc. has been a global leader in plant tissue culture media manufacturing and supplying plant laboratory research reagents for 25 years. We are also one of the largest suppliers for plant tissue culture components (carbohydrates, gelling agents, nutrients, plant growth regulators, antibiotics, etc.) and equipment (culture vessels, forceps, scalpels, vented closures, etc.).

**What We Do:**  
We manufacture millions of liters of media per year, ranging from standard formulations that work for a variety of species, to crop specific formulations, to custom formulations that are manufactured specific to your needs. We give you the tools to produce your cannabis strains using preset or flexible nutrient formulations.

**How We Can Help:**  
Our new PhytoAx™ solution can help sustain month-after-month, year-after-year growth of your genetics in tissue culture.  
But opportunities exist for large-scale production, gelling agents, plant growth regulators, antibiotics, carbohydrates, etc. can be priced optimally to support your production.  
No matter what your production needs are, we've got your back.

**Featured products from PhytoTech Labs for your cannabis tissue culture production:**

Product Number	Product Description	Product Notes	Package Size
D2470	<b>DWK BASAL SALT MEDIUM WITH VITAMINS</b> Contains the nutrients as described by Driver & Kuniyuki (1984), and vitamins as described by McLaughlin et al. (1987). This is the most popular formulation for cannabis as it contains the necessary and common nutrients. We would like you to use our convenient, plant growth regulator, and gelling agent kit used by PhytoTech Labs.	Contains Vitamins Growth of powder for 1 L Storage Temp: 2 to 8 °C Water	1 L 10 L 50 L 100 L
A111	<b>AGAR, MICROPROPAGATION GRADE</b> Agar: Plant TC Micropropagation Grade from Carolina Lab. This is amongst the highest quality agar we offer and is the most popular choice to use amongst the majority of our media product lines.	Carb. Gelling Agent Taint (odor) Curing (strength) Storage Temp	100 g 500 g 1 kg 5 kg 10 kg 25 kg
S7510	<b>ERGOSTERIN™ VIT GLASS BEAD STERILIZER, LBW</b> Sterilizes tools (forceps, scalpels) while substituting liquid into fresh media. In separate trays we have challenged our glass bead sterilizer with various strains in 100 replicates. Bacterial infection or Aspergillus contamination and complete sterilization occurred in only 2 seconds. Having an active glass bead sterilizer for your work area saves time. A 220V version is available at S7520.	Temperature: 250 °C Power: 1.0 kW Length: 27.5 cm (10.8 in) Diameter: 4.4 cm (1.7 in) Height: 20.5 cm (8.0 in)	1 each
E2620	<b>EXPLANT DECONTAMINATION KIT</b> Prevents the explant from becoming contaminated by media from previous experiments, so that you can introduce the culture media without contamination.	Sterile water Sterile culture tubes Tween 20 Sterile water Sterile forceps Sterile forceps	1 each



## Media Optimization

When working with cannabis tissue culture, it can be challenging to find the optimal formulation for your strains. We recommend DWK as a base medium for cannabis cultivation. However, nutrient requirements can differ from strain to strain. DWK prepared media and PhytoTech's DWK Media Optimization Kit combine to help you find the perfect nutrient balance for propagating each strain, breaking down all nutrients into sterile-filtered solutions.

Our kit allows you to:

- Examine the effects of high and low nutrient levels on plant growth.
- Use pre-designed experiments and ready-made solutions to conduct your optimization research.
- Identify formulations that provide the best growth rates for your plants.

Once you know your optimal formula, we can customize the formulation exclusively to your operation, allowing you to ramp up in scale and produce thousands of plants with your ideal medium.

Product Number	Product Description	Product Notes	Package Size
D2400	<b>MEDIA OPTIMIZATION KIT (DWK)</b> This kit breaks the DWK formulation into 3 solutions: Ammonium Nitrate, Ammonium Nitrate, Macrominorals, Microminorals, and Potassium Sulphate. This division of the medium allows for direct concentration changes of NH <sub>4</sub> <sup>+</sup> , K <sup>+</sup> , NO <sub>3</sub> <sup>-</sup> , Ca <sup>2+</sup> , and SO <sub>4</sub> <sup>2-</sup> at all essential levels as required in this kit.	Sterile Filtered Storage Temp: 2 to 8 °C Water	1 each
M5631	<b>AMMONIUM NITRATE SOLUTION</b> Contains the Ammonium Nitrate used with our Media Optimization kits (M5 and D2400).	Components: Ammonium Nitrate Storage Temp: 2 to 8 °C Water	100 mL
D2401	<b>DWK GROUP II, CALCIUM NITRATE SOLUTION</b> Contains the Group II Calcium Nitrate used with our Media Optimization kit (DWK).	Components: Calcium Nitrate Storage Temp: 2 to 8 °C Water	100 mL
D2402	<b>DWK GROUP III, MACROELEMENT SOLUTION</b> Contains the Group III macrominorals used with our Media Optimization kit (DWK).	Components: CaCl <sub>2</sub> , MgSO <sub>4</sub> , K <sub>2</sub> SO <sub>4</sub> , NH <sub>4</sub> NO <sub>3</sub> Storage Temp: 2 to 8 °C Water	1000 mL

## A plant tissue culture production manufacturer you can rely on

Whether you are an established micropropagation facility, or just starting to build your lab, PhytoTech Labs is there with the products you need. We produce tens of millions of liters of media per year for facilities all over the world, including large-scale nurseries, government research labs, biopharma labs, universities, agricultural technology operations, and even small-scale start-up projects. With a highly refined and controlled manufacturing process, adhering to ISO quality standards, PhytoTech has been a reliable partner to our customers for 25 years. We go above and beyond to ensure each batch of media is as consistent as the next, because each component is critical to your plants' growth and success. When you receive media from PhytoTech Labs, you are receiving a perfectly blended, homogenous nutrient powder that your plants and operation can rely on.

**About PhytoTech Labs' production capabilities**  
We have produced millions of liters of media for customers working in regulated environments, and batches as small as 100 liters for pilot testing by other customers. Regardless of scale, our production capabilities can fully support your needs. Our decades of technical and manufacturing expertise ensure we can provide you high quality, reliable products.

**Media, components, equipment – one supplier for all of your needs**  
Our product lines contain a wealth of components and equipment that reflect our experience in and dedication to plant tissue culture production. From plant growth regulators, gelling agents, vitamins, and carbohydrates, to culture vessels and tubes, forceps, scalpels, and glass bead sterilizers, PhytoTech can supply any product you might need. As fellow scientists and plant tissue culture producers, we know what works! And we want our experience to help you succeed.

**We offer complete solutions for all your operational needs.** Simply email us at [sales@phytotechlab.com](mailto:sales@phytotechlab.com) for any product inquiries or quote requests. We always welcome additional opportunities to support you and your lab! An opportunity for PhytoTech Labs to support you!




**PhytoTech LABS**  
A CALIBRE SCIENTIFIC COMPANY

### Propagate Success.

## We have the solutions, the proof is in our culture!

**Who we are:**  
PhytoTech Labs, Inc. has been a global leader in plant tissue culture media, manufacturing and supplying plant laboratory research reagents, for 25 years. We are one of the largest suppliers for plant tissue culture media, components (carbohydrates, gelling agents, nutrients, plant growth regulators, antibiotics, etc.) and equipment (culture vessels, forceps, scalpels, vented closures, etc.) in the world.

**What we do:**

- We manufacture millions of liters of media, ranging from standard formulations that work for a variety of species, to crop-specific formulations, to custom formulations manufactured specific to your needs.
- We provide you everything you need to stock your lab with quality products for plant tissue culture production and research.


**How we can help:**

- Our Media Optimization Kits (M5 and DWK) contain solutions that break out the nutrients found in powder-based formulations, allowing you to vary, mix, and match nutrients to find the optimal formulation for species you're working with.
- Utilize our custom services to build a custom media quote based on your existing protocol.
- On one developed using our media optimization kits. Contact our technical services team at [tech@phytotechlab.com](mailto:tech@phytotechlab.com) for any custom services you need.
- We provide bulk opportunities for large-scale production, gelling agents, plant growth regulators, antibiotics, carbohydrates, and more can be priced optimally to support your applications. Contact us today at [sales@phytotechlab.com](mailto:sales@phytotechlab.com) for a fast quote on any of your components!
- Check out [calibrescientific.com](http://calibrescientific.com) for a next-generation website that supplements the products you know and trust from [phytotechlab.com](http://phytotechlab.com) with access to thousands of additional validated products to serve your lab's unique needs.

phytotechlab.com

Product Number	Product Description	Product Notes	Package Size
A111	<b>AGAR, MICROPROPAGATION GRADE</b> Agar: Plant TC Micropropagation Grade from Carolina Lab. This is one of the highest quality agar we offer and is the most popular choice to use amongst the majority of our media product lines.	Carb. Gelling Agent Taint (odor) Curing (strength) Storage Temp	100 g 500 g 1 kg 5 kg 10 kg 25 kg
C2100	<b>PTL-100™</b> Our PTL-100 culture vessel is a square-bore style culture vessel that is compact and easy to use. It has a large enough opening to allow multiple culture lines to grow in your jar. These vessels are autoclavable and made from high clarity polycarbonate. They are designed for long-term propagation of plant cultures, excellent light penetration, and high durability (virtually unbreakable). Each vessel includes a mesh and high density polypropylene closures.	Width: 75 mm Height: 98 mm Material: Polycarbonate Autoclavable Up to 121 °C	25 ea 100 ea
D2400	<b>MEDIA OPTIMIZATION KIT (DWK)</b> This kit breaks the DWK formulation into 3 solutions: Ammonium Nitrate, Ammonium Nitrate, Macrominorals, Microminorals, and Potassium Sulphate. This division of the medium allows for direct concentration changes of NH <sub>4</sub> <sup>+</sup> , K <sup>+</sup> , NO <sub>3</sub> <sup>-</sup> , Ca <sup>2+</sup> , and SO <sub>4</sub> <sup>2-</sup> .	Sterile Filtered Storage Temp: 2 to 8 °C Water	1 ea
D2470	<b>DWK MEDIUM WITH VITAMINS</b> Contains the nutrients as described by Driver & Kuniyuki (1984), and vitamins as described by McLaughlin et al. (1987).	Contains Vitamins Growth of powder for 1 L Storage Temp: 2 to 8 °C Water	1 L 10 L 50 L 100 L
M519	<b>MURKINSIDE &amp; BHOOG BASAL MEDIUM WITH VITAMINS</b> Contains the macro- and micro-nutrients, and vitamins as described by Murkin & Bhoog (1982).	Contains Vitamins Growth of powder for 1 L Storage Temp: 2 to 8 °C Water	1 L 10 L 50 L 100 L
M5630	<b>MEDIA OPTIMIZATION KIT (M5)</b> This kit breaks the M5 formulation into 3 solutions: Ammonium Nitrate, Ammonium Nitrate, Macrominorals, Microminorals, and Potassium Sulphate. This division of the medium allows for direct concentration changes of NH <sub>4</sub> <sup>+</sup> , K <sup>+</sup> , NO <sub>3</sub> <sup>-</sup> , Ca <sup>2+</sup> , and SO <sub>4</sub> <sup>2-</sup> .	Sterile Filtered Storage Temp: 2 to 8 °C Water	1 ea
P4001	<b>PHYTOAX™</b> PhytoAx is a solution for plant tissue culture used in your plant medium to promote axillary shoots in cannabis and other species. PhytoAx gets you: High fidelity tissue replication, reproducible multiplication rates, enhanced longevity in culture.	Sterile Filtered Storage Temp: 2 to 8 °C Water	10 mL 25 mL 50 mL 100 mL
P6633	<b>PSK-ALPHA</b> This medium is used to induce callus proliferation in the cell suspension cultures. It also enhances growth and development of other tissues, including both root and primary roots.	Storage Temp: 2 to 8 °C Water (10 mg/mL)	1 mg 5 mg
S7510	<b>ERGOSTERIN™ VIT GLASS BEAD STERILIZER, LBW</b> Sterilizes tools (forceps, scalpels) while substituting liquid into fresh media. In separate trays we have challenged our glass bead sterilizer with various strains in 100 replicates. Bacterial infection or Aspergillus contamination and complete sterilization occurred in only 2 seconds. Having an active glass bead sterilizer for your work area saves time. A 220V version is available at S7520.	Temperature: 250 °C Power: 1.0 kW Length: 27.5 cm (10.8 in) Diameter: 4.4 cm (1.7 in) Height: 20.5 cm (8.0 in)	1 ea

We are here to support your product needs! Reach out to us at [sales@phytotechlab.com](mailto:sales@phytotechlab.com) to start a conversation about the products we can help you with and we'll work with you to find the best solutions for your operation.



**PhytoTech LABS**  
A CALIBRE SCIENTIFIC COMPANY

PhytoTech Labs, Inc.  
1800 W. 26th St. | Lakewood, CO 80226  
International: +1 913 341 5340  
U.S. & Canada: 1 888 769 8882  
www.phytotechlab.com



**PhytoTech LABS**  
A CALIBRE SCIENTIFIC COMPANY

### Propagate Success.

Information or technical support at [tech@phytotechlab.com](mailto:tech@phytotechlab.com)

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1800 W. 26th St. | Lakewood, CO 80226  
International: +1 913 341 5340  
U.S. & Canada: 1 888 769 8882  
www.phytotechlab.com



# Visuals: At the Show

Booth  
748



Column Banner Artwork



10'x2.33' Column Banner



4"x4" Stress Ball/Leaf



Collapsible Water Bottle



## Section #5

# Management of Integrated Marketing Communications

# Integrated Marketing Communications

## Planning

Toward the end of October 2022, **Calibre Scientific** had to reduce spending for the rest of the year due to the US Dollar losing ground against the Euro. As we were 30 days out from the event, I had to rely on the digital marketing avenues available and make the most of those communications leading up to and through the show.

I used what I learned from **Session 10716: Small Budgets Call for Big Plans**, to create a clear and powerful message and to tie it into our overall company branding message. We chose to incorporate key words into our messaging: propagate, grow, culture, and optimize. These words recur within our literature and throughout our website, and they are words that grab the attention of potential leads.

I relied heavily on the **Session 31519: Integrated Marketing Communications**, starting with knowing the audience: cannabis cultivators. We used information from monthly cannabis magazines to review the trends and issues in cultivation so we could focus our messages for our audience. We kept the preshow marketing design elements consistent, using the MJBizCon 2022 marketing artwork that integrated our logo into the graphics. We contacted previous cannabis event leads and current cannabis customers to ensure that we are reaching our target audience.

## Implementation

I designed three pre-show emails to send out to our target audience. Our first email was sent out six weeks in advance of the show. The focus was to announce our presence at the show and to offer our audience a registration discount. The second email was sent out two weeks in advance, adding a teaser about an upcoming cannabis workshop we were sponsoring to spark some interest. The day before the show, I sent out our third email that put the spotlight on our cannabis product, PhytoAx, and included additional information on the cannabis workshop. I posted on social media the first day of the event as a follow-up to the emails.

I took advantage of everything offered to exhibitors by the show, including a profile on the My Show Planner mobile app. The app was a link from the attendees to the exhibitors and allowed for additional exposure. I uploaded our PhytoAx and Plant Tissue Culture flyers to the mobile app and added two virtual business cards for our Product Manager and Technical Manager. I also had a profile on the website floor plan to reach the entire audience and introduce us to those who may not be aware of our company and our products.

During the event, everyone shared photos from the show on their social media. Even though cannabis is legalized in some states, we had to be very careful with our posts so that they were not flagged as offensive or reported.



# Objectives, Assessment & Results

## Results

I had varying results from our marketing communications. Our emails had a low clickthrough rate, which I attribute to the small percentage of our customer base in cannabis and the lack of a strong call to action. In addition to adding a strong CTA, I want to segment our marketing contacts so we can better target our cannabis audience.

The show app and website did not provide some analytics and combined others, making it difficult to measure some of our goals. I have been speaking with the event and app management to get these analytics put in place for future events. Talks are still ongoing.

Our biggest success was in the personal follow-up email. Responses and quotes continue to come in as cultivators look for ways of improving their yield.

This was the first year that I tracked our marketing communications and feel that I have a better understanding of our cannabis audience and can make the changes needed to help meet our goals.

## Pre-Show

Communication Method Chosen	Rationale for Choice	Targeted Audience	How You Will Measure	Measurable Objective	Result	Recommendations for Future
Pre show email #1	Cost effective, offer customers discounted registration pricing	All cannabis email subscribers	Analytics on opens and clickthrough's	25% open rate and a 1% clickthrough rate	38% open rate and a .9% clickthrough rate	Great open rate but light on clickthroughs. We have discussed entering people into a drawing (to be given out at the event) to encourage registration. Will continue this email.
Pre show email #2	Cost effective, remind customers about the discounted registration and spotlight our services	All cannabis email subscribers	Analytics on opens and clickthrough's	25% open rate and a 1% clickthrough rate	17.24% open rate and a 0% clickthrough rate	Low open rate and no clickthroughs. Need to add another CTA, drawing or possible discount code for registration. Will continue this email.
Pre show email #3	Cost effective, remind customers of our booth number and entice them to stop by with teaser of the Cannabis Workshop	Those who opened email #1 or #2	Analytics on opens and clickthrough's	20% open rate and a 1% clickthrough rate	13.4% open rate and a 0% clickthrough rate	Very low open rate and no clickthroughs. Need to add another CTA, drawing or possible discount code for registration. Will continue this email.
PTL Registration Page	Cost effective, brand awareness,	Qualified Leads	Analytics on views and clickthrough's	75 views and 20 clickthrough's	25 views and 2 clickthrough's	Dissappointing results. I believe with the above CTA changes, we can raise the results for next year. May need to lower the goals.



# Objectives, Assessment and Results

## At Show


Communication Method Chosen	Rationale for Choice	Targeted Audience	How You Will Measure	Measurable Objective	Result	Recommendations for Future
My Show Planner Mobile App	Cost effective, Another way to reach attendees, brand awareness, Increase leads	All attendees	Analytics on views and clickthrough's	50 adds, 150 listing views, 25 website clickthrough's, 40 emails collected	34 users added us to their plan, 159 views, 6 website clickthrough's, and 23 emails collected	May need to attach a discount code CTA to our listing to get users to add us and share their email.
Company Profile on Website Floorplan	Cost effective, Another way to reach attendees, brand awareness, Increase leads	All attendees	Analytics on views and clickthrough's	150 views, 25 clickthrough's	MJBiz did not separate these analytics from the Map Your Show analytics	I will be contacting the event coordinator regarding the lack of analytics for the exhibitor portal items.
LinkedIn post at show	Cost effective, announce our presence and booth number and promote products	All followers	Analytics on shares, likes, and impressions	10 shares, 139 likes, 1,300 impressions	2 shares, 34 likes, 1,399 impressions	Not a lot of interaction, but the cannabis industry is still a small portion of our customer base. We will continue these posts as the industry is growing and, hopefully, so will our brand.
Facebook post at show	Cost effective, announce our presence and booth number and promote products	All followers	Analytics on shares, likes, and impressions	4 shares, 38 likes, 380 impressions	2 shares, 36 likes, 383 impressions	Not a lot of interaction, but the cannabis industry is still a small portion of our customer base. We will continue these posts as the industry is growing and, hopefully, so will our brand.
Twitter post at show	Cost effective, announce our presence and booth number and promote products	All followers	Analytics on shares, likes, and impressions	10 shares, 250 likes, 2,500 impressions	1 shares, 16 likes, 2500 impressions	Not a lot of interaction, but the cannabis industry is still a small portion of our customer base. We will continue these posts as the industry is growing and, hopefully, so will our brand.

## Post-Show

Communication Method Chosen	Rationale for Choice	Targeted Audience	How You Will Measure	Measurable Objective	Result	Recommendations for Future
Personal email follow-up	Thank lead for stopping by the show, brand awareness, increase sales	All 92 leads from show	Analytics on replies and quote requests	25 replies and 12 quotes	31 replies and 8 quotes	Personal touch added to sales. Some people ordered directly from the website so did not go through the quote process. Will continue this followup.

# Visuals

## Pre-show Email #1



November 15-18, 2022 | Las Vegas

**We're exhibiting!  
Visit us in booth 748**

Save 10% with our special promo code  
**EXIV2617**

**Meeting Info**


- Place: Las Vegas Convention Center - Expo Floor
- Date: November 15-18, 2022
- Booth: 748
- Register with our 10% discount code EXIV2617

**Stop by our booth at  
MJBizCon!**


Join us at the 2022 MJBizCon in Las Vegas. Stop by our booth for information on our newest line of products, learn how we can help you and your lab with savings & discover the many ways we can accommodate your product needs!

Register Here




**We have solutions, the proof is in our culture!**



PLANT MEDIA :: COMPONENTS :: EQUIPMENT :: SITE



A Calibre Scientific Company

PhytoTech Labs, 14610 W 106th St., Lenexa, KS 66215, USA, 913.341.5343  
Unsubscribe Manage preferences

## Pre-show Email #2



November 15-18, 2022 | Las Vegas

**We're exhibiting!  
Visit us in booth 748**

Save 10% with our special promo code  
**EXIV2617**

**Meeting Info**

- Place: Las Vegas Convention Center - Expo Floor
- Date: November 15-18, 2022
- Booth: 748
- Register with our 10% discount code EXIV2617

**Register Here**

**Stop by our booth at  
MJBizCon!**

Join us at the 2022 MJBizCon in Las Vegas. Stop by our booth for information on our newest line of products, learn how we can help you and your lab with savings & discover the many ways we can accommodate your product needs!

Register Here

**Ask us for information on our next cannabis workshop  
presented by Dr. Max Jones at the University of Guelph!**

---

**We have solutions, the proof is in our culture!**



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# Visuals



**We're exhibiting!**  
Visit us in booth 748

Save 10% with our special promo code EXIV2617

**Meeting Info**

- Place: Las Vegas Convention Center - Expo Floor
- Date: November 15-18, 2022
- Booth: 748
- Register with our 10% discount code EXIV2617

[Register Here](#)

**Stop by our booth at MJBizCon!**

Stop by our booth for information on our newest line of products. PhytoAx™ is a solution for tissue culture that is used in your plant medium to promote axillary shoots in cannabis or other species. With PhytoAx, you get:

- High Fidelity Tissue-Replication
- Reproducible Multiplication-Rates
- Enhanced Longevity in Culture

---

**Cannabis Workshop Presented by Dr. Max Jones**

June 2nd - June 4th 2023

PhytoTech Labs is proud to sponsor this workshop being run through the Ontario Agriculture College (OAC) at the University of Guelph, one of Canada's leading institutions in agricultural sciences. The course will be run by Dr. Jones, a leading expert in cannabis tissue culture and micropropagation. Dr. Jones has years of experience with cannabis micropropagation and oversees an active cannabis micropropagation research program ranging from method development and optimization to genetic improvement and breeding technologies. Stop by our booth for more information on how you can attend.



**PhytoTech LABS**

A CALIBRE SCIENTIFIC COMPANY

Grow  
Thrive  
Clone  
Optimize

Booth  
#748

**We have solutions, the proof is in our culture!**



PLANT MEDIA :: COMPONENTS :: EQUIPMENT :: SITE




## Pre-show Email #3

## LinkedIn Post



**PhytoTech Labs**

1,370 followers

1w • 🌱

We're here at MJBizCon! It's been a great day talking tissue culture with everyone and we're excited for the rest of the week. If you're here, stop by booth 748! Booth hours are 10-6 pm tomorrow and 10-3 pm on Friday. We have giveaways, T-shirts, literature and we'd love to see you!

#plantissueculture #plantscience #mjbizcon #cannabisbusiness #phytotechlabs



You and 30 others

1 comment • 2 reposts

👍 Like
💬 Comment
🔄 Repost
➦ Send

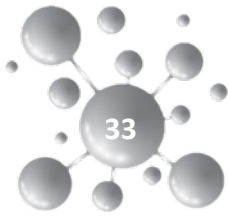
 Add a comment...

Most relevant ▾

 **Sang Yoon Lee** • 2nd Director of strategic planning at 1st PhileKorea, Inc. 1w ...

Wonderful booth!

Like · 🍷 1 | Reply

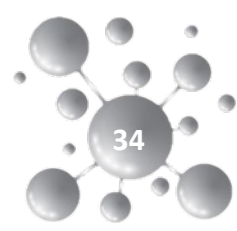
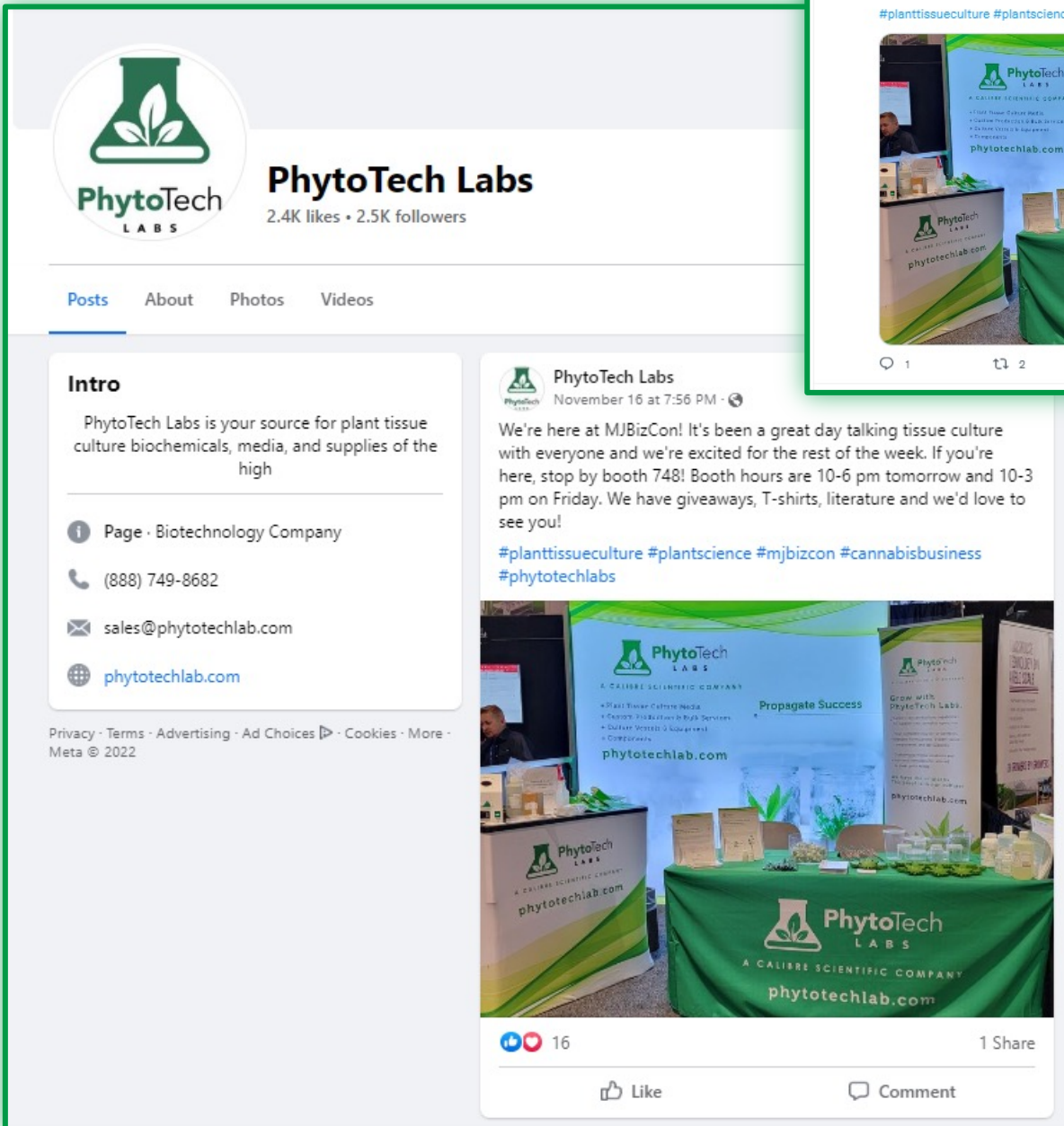


# Visuals

## Twitter Post



## Facebook Post




## Section #6

# Management of Results Reporting

# Results Reporting

## Gathering the Data

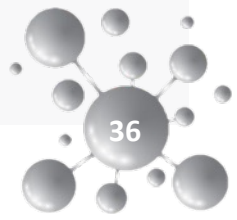
The moment the show was over, I started putting together everything I needed to form an accurate picture of MJBizCon 2022. The first thing I did was issue a survey to the booth staff using what I learned in **Session 20419: Don't Skip the Meetings – Pre-, At-, and Post-: Guideposts to Success**. The survey was sent immediately after the staff returned to gather their perceptions while the information was still fresh in their minds. The survey questions were then discussed at the post-show meeting, gathering more information on the topics and noting the positives and negatives. See [Appendix H](#) on pages 67-68 for the complete MJBizCon 2022 survey.



Name of Event	MJBizCon 2022
Date of Event	2022 Nov 16-18
Exhibiting Staff Members	Dustin Banbury and David Hart
Number of Attendees at Event	30,000
Total Cost of Exhibiting	
Booth Size & Configuration (Table top/Free-standing)	10' booth with 8' backlit backdrop, table, podium, floor banner
Graphics/Posters in booth	8' backdrop, cannabis banner, podium wrap, tablecloth
Literature handouts	PhytoAx, DKW Media Optimization Kit, Dr. Jones Cannabis Workshop, "How we can help" flyer
Giveaways	Pens, cannabis leaf stress balls, water bottles, mints, coupon code card, Calibre card
Competitors at event	Athena (new, not a primary competitor)
Competitor Info: Booth Size, # of Reps, Products promoted, literature & giveaways	Mobile plant tissue culture hood Bill Graham promoting tissue culture class for \$5k (3 days) with Plant Cell Technology

In the past, I had thought ROI was just the cost of exhibiting at the show minus the sales received from contacts made at the show. Joe Federbush really opened my eyes! His **Session 10819: How to Measure the Value of Trade Show Participation Part I** explained the many layers of ROI that I never knew about: customer retention, cost savings, and promotional value. This session also gave me additional questions that I put on the survey to be sure that I was gathering verified data from a variety of sources.

The collected expense reports were put into my Excel tracker to review the final cost of the show and compare it to our budget. The leads were downloaded, sorted by category, and sent out to the sales staff. Then I exported the analytics for marketing emails, social media, and show applications. But how do I take my data and make a simple, understandable, and verified report? I used the templates that Joe Federbush provided during his sessions to organize my data into an outline for my reports. His spreadsheets helped me to understand my data and formed the foundation for my management reports.



# Results Reporting

## Results

Below are the results from the objectives outlined in Section 3. There are a wide variety of results, some of which we feel had to do with a change in the layout of the trade show floor and others due to the lack of analytics from Map Your Show. Both are being discussed with event management before we contract for next year's show.

Overall Strategies	Tactics	Assessment Method	Measurable Goals	Results	Recommendations for the Future
Increase traffic to our booth	Improved booth position nearer to the entrance	Post show survey	Increase traffic to the booth by 20% (2021 = 400, Goal= 480)	300 People	Staff felt the new division of the show floor had a direct effect on the reduction in traffic in addition to not opening the entrance closest to our booth. Will need to review this with the event coordinator before next year.
Draw more of our target audience into the booth	Column Sign at mid point in section to draw cultivators to booth	Post show survey	Increase Cultivators leads to the booth by 20% (2021 = 17, Goal = 20)	64 Cultivators	We feel the column banner increased our target audience. We will continue with this type of advertising and may increase the number of banners.
Increase the number of qualified leads over the previous year	Using the lead retrieval survey questions to gauge buying power, budget and time frame	Number of leads obtained in the booth that match A-B-C criteria	Increase A/B/C qualified leads by 20% (2021 = 38 leads, Goal = 46)	69 A/B/C Leads	We will continue to use the qualifying questions to better define our leads
Increase Calibre brand awareness	Hand out postcards with QR code to find out more about Calibre	Count quantity sent minus quantity returned	Hand out 75 postcards	45 Cards	While we only made half of our goal, staff said that attendees were not asking about Calibre. Felt they just wanted to learn about PTL.
Increase PhytoTech brand awareness	Handout flyers on PhytoAx	Count quantity sent minus quantity returned	Hand out 75 flyers	25 Flyers	Hitting only 33% of the goal was shocking, since we had handed out 60 last year. Unfortunately, we cannot get analytics on downloads of our flyer from Map Your Show, so we cannot accurately account for the total amount that got into attendees hands. We need to review this with the event coordinator before next year.
Increase PhytoTech brand awareness	Handout branded marijuana leaf stress balls	Count quantity sent minus quantity returned	Hand out 100 stress balls	64 stress balls	We were reserving these for those that let us scan their badges. We had a total of 92 scanned leads. Staff said that they would get to talking to leads and forgot to give them one. We have discussed adding this to the lead retrieval "questions" as a reminder to give them the swag.
Increase Sales	Hand out postcards with a coupon code to save 25% on their next online order	Track coupon code results on website	Increase sales by 20% (2021 = \$3,373, Goal = \$4,048)	\$4,782.39	We surpassed our sales goal and have additional quotes out, so we hope to increase this number. We will continue with this coupon code.

# Results Reporting

## Reporting

In the past, neither **PhytoTech Labs** nor **Calibre Scientific** tracked ROI, and management was never given any post-show information on the performance of their marketing efforts. After COVID, management felt that we had “done OK” without trade shows and was reluctant to provide funds for them. **Session 10919: How to Measure the Value of Trade Show Participation Part II** taught me that measurement provides justification and allows for continuous growth. It showed me how to put together a report that would tell a story, include outcomes and insights, and provide that justification, but in a concise and easy to understand manner.

I created a PowerPoint template that would cover the key points for management. I added some of the insight from questions and key lessons cited in **Session 40219: Basic Project Management and Reporting Skills** to give me an outline of items that should be included in my report. I started with a slide that outlined why we exhibited, listing the main reasons why the show was relevant to us along with the definition of our target audience. I added images from our booth and described our marketing efforts, lead analysis, and competitors at the show. I moved into how I calculated the ROI, the results of the calculations, and my conclusion about the event. Basically, a portfolio condensed into 12 pages.

The report is sent out 30 days after the event to senior management, marketing, the GM for the exhibiting company, and the booth staff. I update the sales numbers and resend the report at 60 and 90 days, when our marketing campaign ends. The ROI is referenced when I submit our budget for the following year, to add validation for returning to the show. See [Appendix I](#) on pages 69-74 for the MJBizCon 2022 Management Report.

**Marketing Efforts**

**Pre-Show**

- Three pre-show emails sent out
  - 30 days prior to event with registration code
  - 10 days prior with PTL blurb
  - 1 day prior with teaser about cannabis workshop
- Profile on floor plan

**Lead Analysis**

We purchased a lead retrieval app for the show that came with three user licenses, and we purchased...

There were seven qualified you work in, Buying Role Requested Action, Lead...

LEAD SUMMARY		
Employees	0	0%
Duplicates	0	0%
Blank Email	0	0%
Opted Out	0	0%
No Good	0	0%
NET INQUIRIES	92	100%

BUYING ROLE		
Decision-maker	26	51%
Specifies	13	25%
Recommends	12	24%
No Role	0	0%
No Answer	41	45%

**Competitors at the Show**

Sigma Aldrich Booth 8330	Athena Ag Booth 3135
St. Louis, MO	
Listing: ABOUT MILLIPORE SIGMA	
Categories:	
BUSINESS SERVICES	
• SOFTWARE AND TECHNOLOGY	
CULTIVATION PRODUCTS & SERVICES	
• CULTIVATION PRODUCTS & SERVICES (INCLUDES IRRIGATION, NUTRIENTS, HARVESTING & TRIMMING)	
PROCESSING, PACKAGING AND LAB SERVICES	
• TESTING & LAB EQUIPMENT	
Location: 10' x 20' BOOTH 8330 (Upper Level)- Product Services	

**Conclusion**

Cannabis cultivation is growing industry, and one that we are establishing a foothold in. The development of PhytoAx™ and D2400 have helped to establish PTL as a partner in the industry. You can see that from the increase in sales year over year.

MJBizCon attracts 30,000+ attendees each year and 21% of those are cultivators. That is 6,300 cultivators that we can get in front of in one event. We have little to no competitors at the event, making us the one stop for cultivators. We can increase our brand awareness, expose a new industry to the Calibre brands, and expand our presence in the industry.

The sponsorship of the cannabis workshops also adds a layer of legitimacy to our position as an industry leader.

The ROI shows that our return on investment is \$2.11 for every \$1 spent. The leads we received are all pre-qualified and attendees are recognizing our brand. MJBizCon should remain on the trade show schedule to keep PTL as one of the leading cannabis cultivation media partners.



# Section #7

# Conclusion

# Conclusion

## Show Assessment

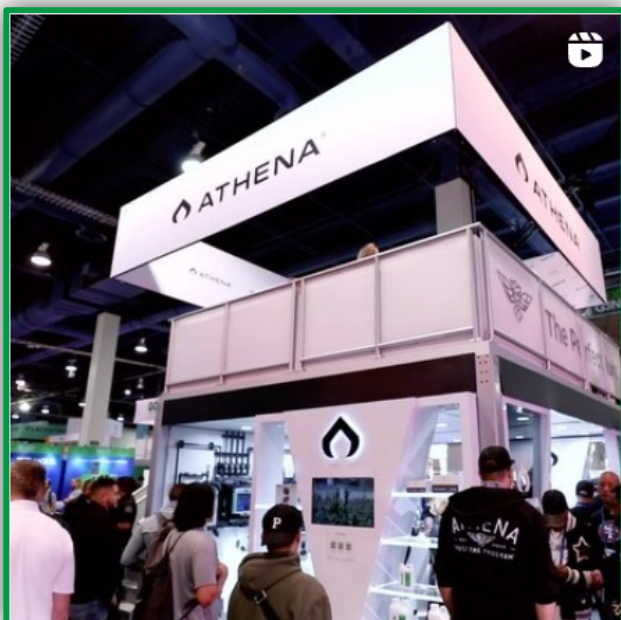
Overall, MJBizCon 2022 was a success. While we may not have met all our goals (on paper), we did achieve a higher caliber of leads, which led to an increase in sales. The qualifying questions added to the lead retrieval app ensured that we were contacting the most valuable leads immediately after the show. The ROI on this show was \$2.11:\$1, which is the second highest that we have had in our US shows so far. One of our staff member's survey said "Exhibitor-friendly, lots of traffic and potential, meet good amounts of prospects and none of our main competitors attend, allowing us to capitalize off of opportunities to be the first to help new labs."

The updated literature matched the booth background and roll-up banner and kept our keywords at the forefront. The booth staff had a lot of positive things to say regarding the marketing and branding: "Booth presentation was phenomenal this year and was echoed by attendees." The booth was bright to attract attendees, and our staff was knowledgeable, friendly, and attentive to attendees who stopped by our booth. The consistency helps to create brand awareness and keep our name synonymous with cultivation.

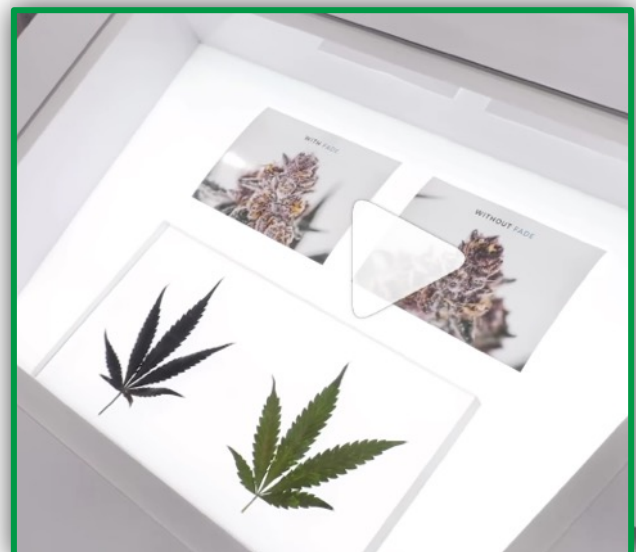
We did find a possible competitor, Athena Ag, who also carries a few culture products and vessels. They were in booth 3135, which was also in the cultivation section of the show floor. We will continue to keep an eye on them and see if their presence increases in either the cannabis industry or plant science.

Athena Ag Listing:

*Athena Inc. is a vertically integrated formulator, manufacturer of liquid and dry fertilizer blends designed for commercial cannabis cultivators. Athena exists to support the modern grower, no matter the scale. Our core principle is to develop products that improve quality, reduce costs, and drive consistency. Athena was born in the grow rooms of Los Angeles, California, where we are always in pursuit of the perfect run. As the weight of being a cultivator increases, we exist to make the complex simple. Athena is not a nutrient line; it is a program.*



**Athena Ag Booth**



**Athena Display**

# Recommendations for Change

## Recommendations for Change

As outlined in **Session 32219: No Exhibit is an Island – Building a Bridge to Success**, I took a long-term view at the trade show and asked if we understood our objectives and if our strategies achieve success. The answers were “yes” and “somewhat.”

There were several challenges that presented themselves at the show. One of the things the booth staff attributed to the lower traffic was the new layout. “They switched halls, and this year's exhibit hall was poorly laid out and did not benefit us. The multi-floor layout did a huge disservice to exhibitors, as a whole. Traffic the second and third day was not nearly as much as previous years. This could have been both because of layout and due to the economy.” They also did not open the entrance doors closest to our booth during the show, leading attendees to enter through doors on the far side, away from our booth.

We are currently in discussion with the event coordinator to see if there are other complaints about the new layout and if it is going to remain this way. Currently, we cannot expand into a larger space. We may need to add more column banners in other sections and on the other floor if the layout is going to remain the same. The show management also needs to clarify which entrances are going to be open during the show. This information will be crucial in selecting the booth location for next year.

Analytics are critical to our success, and I will contact Map Your Show management to request analytics on the downloading of our flyers. We need the analytics to get an accurate count of how many flyers are actually “handed out.” It is difficult to tell if the reduction in the number of flyers we handed out is due to the decrease in traffic or that more attendees are now downloading the information.

We are going to use a giveaway as a call to action in our marketing emails and social media posts. Anyone who uses our registration code, shares a social media post with a certain PTL hashtag, will be entered to win a \$723 Glass Bead Sterilizer. This item is essential for any lab and is a great prize. We would announce the winner on social media to make sure that people follow us to receive the announcement.

I am adding social media posts to follow each of the pre-show emails and extending the show (also outlined in **Session 32219: No Exhibit is an Island – Building a Bridge to Success**). I will have at least one social media post each day of the show. Staff will submit images throughout the show, and the marketing team will create a post for LinkedIn, Twitter, and Facebook.

I believe that the above changes will not only benefit MJBizCon 2023 but will benefit my program as a whole. I will be working closer with event managers to ask questions up front and make sure they know what I need from them after the event is over. Pre-show meetings will include any changes that could affect the outcome of the goals and ROI, such as a change in hall or venue.



Glass Bead Sterilizer

# Learning Experience



2019

2016



I was introduced to ExhibitorLive in March of 2016 when I started work for a vinyl flooring manufacturer. I was shocked that there was a trade show about, well, trade shows. What was there to learn? I knew everything about trade shows! Seeing all the exhibitors and the List of sessions made me realize that I still had a lot to learn.

I signed up for CTSM and took my first classes at a FastTrak in Charlotte, NC, in June of 2016. I was hooked. The sessions covered so much more than just coordinating a trade show, they covered all aspects of marketing and career advice. I realized that there was so much more to our trade show program than ordering furniture and shipping the booth. **Sessions 21419: The Basics of Trade Show Project Management Part I** and **21519: Part II** helped me to fill in the missing pieces of managing my program.

**Sessions 10819: How to Measure the Value of Trade Show Participation - Part I Basic Concepts** and **10919: Part II Practical Application** made the biggest impact on my program and myself. Joe Federbush explained ROI: what it is, how to calculate it, and how to use it. He made the subject exciting and showed the importance of using ROI to validate our shows. He even shared his Excel worksheets with us! ROI is now the main component of my management reports since it is the first thing senior management wants to know.

Not only do the instructors share their knowledge with you, but the attendees do as well. If you bring up a question or issue you are having, everyone is quick to jump in and share their experiences, successes, and solutions. No competition, no manipulation - only collaboration and friendship.

I have been working so long for this, and I passed my test just before ExhibitorLive of last year. I was so excited that I was telling everyone. And one morning, while talking with people at my table, one person was going for his Diamond certification and needed to be an advisor. Once I passed the test, everything started lining up for me. Advisor in June, registered in July, show in November and portfolio by February 1<sup>st</sup>.

Completing the portfolio has given me greater confidence in my work and reminded me why I enjoy doing what I do. My goal is to continue with sessions, gaining as much knowledge as I can to make every trade show I coordinate a success.

I would not have made it this far if it were not for the support of my General Manager, Avesta Abrahimi, and the VP of Marketing, Todd McCall. They have always placed a high value on my continuing education.

I would also like to thank all the instructors and fellow attendees for sharing their knowledge and insights, and to Jan Nelson for lending her advice and direction throughout this process.

And last but not least, thank you to Chris Bruce for being my advisor, sharing your expertise, and directing me through this journey. Your advice and wisdom have helped me take what started out as a blank page and put all my heart and soul into this portfolio. I am deeply grateful.

See you in April.



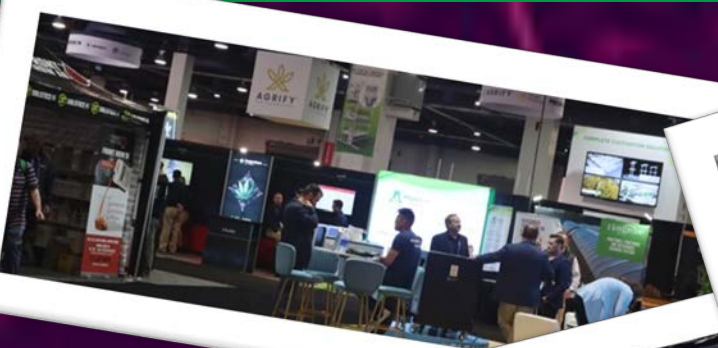
2021



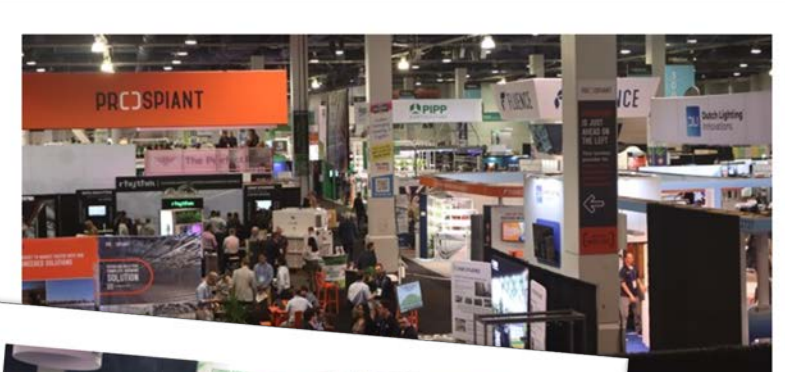
2022



# MJBizCon 2022



*Ken, David, Todd, Brenda & Dustin*

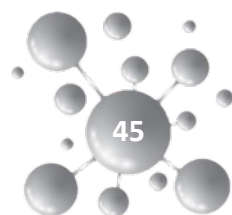


# References

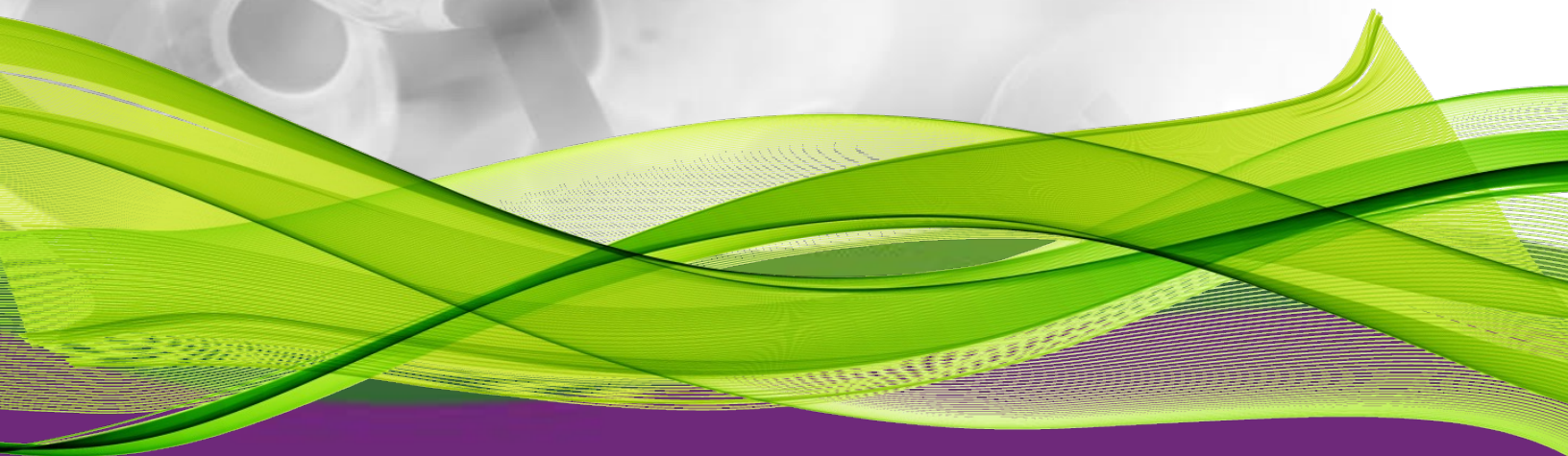
# References

Below are the sessions that were referenced throughout the presentation:

Session	Session Title	ELC	Page	Type
20319	The Nuts and Bolts of Budgeting for Results	ELC 6	12	Required
2001	Selecting the Right Shows for Your In-Person Events: The Critical Decision	ELC 1	16	Required
30819	Business Marketing Strategies and Trade Shows	ELC 4	17	Required
31119	How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program	ELC 2	18	Required
20616	Show Operation Basics - Part I- Pre-Show Planning	ELC 1 & 4	20 & 21	Elective
20419	Don't Skip the Meetings – Pre-, At-, and Post-: Guideposts to Success	ELC 3 & 6	20 & 36	Required
6017	Graphics Boot Camp - The Basics Every Event Manager Should Know	ELC 3 & 5	20	Required
3017	Create Strategic Memorability with Your Promotional Products.pdf	ELC 2	20	Elective
2002	Half-Day Workshop: Stop Wasting Time - Organize Your Planning with Templates		21	Workshop
20916	Show Operation Basics - Part II- On-Site Implementation	ELC 6	21	Elective
10716	Small Budgets Call for Big Plans	ELC 3	29	Elective
31519	Integrated Marketing Communications	ELC 6, 7, & 8	29	Required
10819	How to Measure the Value of Trade Show Participation Part I	ELC 15, 16, 17, & 18	36	Required
10919	How to Measure the Value of Trade Show Participation Part II	ELC 1 & 8	38	Required
40219	Basic Project Management and Reporting Skills	ELC 9	38	Required
32219	No Exhibit is an Island – Building a Bridge to Success	ELC 6 & 7	41	Required



# Appendix

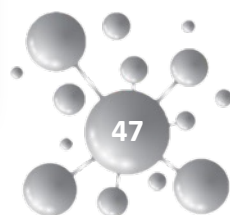


# Task Deadline Excel Spreadsheet

Due Date	MJBizCon 2022 - Nov 15-18, 2022 - Las Vegas - Dustin, David, Avesta	Completed By	Date Completed
<b>1/2/22</b>	<b>4 to 6 Months Prior</b>		
✓	Submit budget for approval	Dustin	12/15/21
✓	Send in Exhibitor Reservation Contract	Brenda	1/24/22
✓	Pay Booth Deposit	Brenda	1/24/22
✓	Create tracking platforms - spreadsheets, Trello, etc.	Brenda	7/25/22
✓	Post Deadlines in Outlook/Trello Calendar	Brenda	7/25/22
<b>8/23/22</b>	<b>12 Weeks Prior</b>		
✓	Finalize Advertising Opportunities (Column Wrap)	Brenda	8/25/22
✓	Pay Advertising Fees	Brenda	8/29/22
✓	Does the conference provide a Registration List? (No)	Brenda	3/15/22
✓	Finalize Sponsorship Opportunities (Level 1 Lead Package)	Brenda	3/15/22
✓	Pay Sponsorship Fees	Brenda	3/15/22
✓	Review all items - update spreadsheets, Trello, etc.	Brenda	8/30/22
<b>9/6/22</b>	<b>10 Weeks Prior</b>		
✓	Send Logo (Uploaded to Portal)	Brenda	3/15/22
✓	Send Company Description (Uploaded to Portal)	Brenda	3/15/22
✓	Updated Company Description (Dustin's changes uploaded to Portal)	Brenda	8/10/22
✓	Exhibitor Kit Received (Freeman)	Brenda	5/24/22
X	Submit Booth Graphics request to Marketing for creation	N/A	N/A
✓	Confirm Staff Attending & Travel Dates (Dustin, David, Avesta)	Brenda	6/22/22
X	Purchase International Airline Tickets	N/A	N/A
X	Reserve International Hotel	N/A	N/A
✓	Review all items - update spreadsheets, Trello, etc.	Brenda	9/6/22
<b>9/20/22</b>	<b>8 Weeks Prior</b>		
✓	Pay Booth Balance	Brenda	7/5/22
✓	Purchase Domestic Airline Tickets	Brenda	7/25/22
✓	Reserve Domestic Hotel (OnPeak - Deadline 10/13/22)	Brenda	7/18/22
✓	Order Sponsorship items (Level 1 Lead Package)	Brenda	8/29/22
X	Final approval from Marketing on Booth Graphics	N/A	N/A
X	Place order for Booth Graphics/Hardware/Accessories	N/A	N/A
✓	Submit Advertising Content to Marketing for creation	Brenda/Dustin	8/25/22
✓	Submit Brochure/Flyer Content to Marketing for creation (Cannabis Class)	Dustin	10/18/22
X	Submit Roll-up Banner Content to Marketing for creation	N/A	N/A
✓	Review all items - update spreadsheets, Trello, etc.	Brenda	9/28/22
<b>10/4/22</b>	<b>6 Weeks Prior</b>		
✓	Order Lead Retrieval by 11/8/22	Brenda	7/25/22
✓	Order Electrical	Brenda	10/10/22
✓	Order Accessories from Exhibitor Services by 10/24/22 (Free Furniture form)	Brenda	5/31/22
✓	Register Staff by 10/13/22 (Dustin, David, Avesta, Brenda)	Brenda	7/25/22
✓	Upload 2 PDF's to the MJBiz Portal (PhytoAx & Media Optimization flyers)	Brenda	10/10/22
✓	Create 2 virtual business cards on the MJBiz Portal (Dustin & David)	Brenda	10/18/22
X	Update from Vendor on Booth Graphics/Hardware/Accessories	N/A	N/A
✓	Final approval from Marketing on Advertising Content	Dustin	9/6/22
✓	Submit Advertising Artwork by 09/21/22	Brenda	9/7/22
✓	Final approval from Marketing on Brochure/Flyer Content	Dustin	11/3/22
✓	Place order for Brochure/Flyers	Dustin	11/4/22
✓	Prepare registration email blast to be sent out 30 days in advance of event (Feathr app)	Brenda/Dustin	10/8/22
X	Final approval from Marketing on Banner Content	N/A	N/A
X	Place order for Banners	N/A	N/A
✓	Provide Certificate of Insurance (Paid MJBiz for this)	Brenda	7/13/22
✓	Review all items - update spreadsheets, Trello, etc.	Brenda	10/18/22
<b>10/11/22</b>	<b>30 Days Prior</b>		
✓	Send out 1st email blast	Brenda	10/11/22
✓	Review all items - update spreadsheets, Trello, etc.	Brenda	10/22/22
<b>10/18/22</b>	<b>4 Weeks Prior</b>		
✓	Pre-Show Meeting (Dustin, David, Avesta, Brenda)	Brenda	11/5/22
✓	Reserve Transportation. Using Uber/Ride Share	N/A	N/A
X	New Booth Graphics/Hardware/Accessories received	N/A	N/A

This form lists all steps that may need to be taken in chronological order. Not all events will have the same timeline or action items, so you can easily cut and paste these rows into the order that works best for your event.

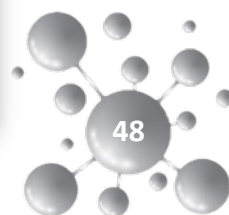
I use this form to plan out the dates needed to complete all items in a timely manner and in advance of discounted pricing deadlines. I start by entering in the dates of the show and then use my calendar to work out the dates before and after the show.



# Task Deadline Excel Spreadsheet

<b>10/18/22</b>	<b>4 Weeks Prior Continued</b>		
X	Set up New Booth/Accessories and take photos	N/A	N/A
✓	Brochure/Flyers received	Dustin	11/12/22
X	<b>Banners received</b>	N/A	N/A
✓	Request / pull literature, samples & give-a-ways (use Request form)	Brenda	10/28/22
✓	Gather Shipping Quotes	Brenda	10/10/22
X	Sponsorship items to ship by <b>Carrier</b> to arrive by <b>mm/dd/yy</b>	N/A	N/A
X	Set up tracking reminders/status updates for Sponsorship shipment	N/A	N/A
✓	Review all items - update spreadsheets, Trello, etc.	Brenda	10/28/22
<b>10/25/22</b>	<b>3 Weeks Prior</b>		
✓	Travel booking complete	Brenda	10/13/22
✓	Prepare email blast to be sent out 10 days in advance of event	Brenda	10/26/22
✓	Finalize Shipment Carrier ( <a href="#">ExpoSolutions</a> )	Brenda	10/11/22
✓	Print show shipping labels/BOL	Brenda	10/26/22
✓	Prepare Return Shipping Labels, BOL and instructions for completion	Brenda	10/26/22
✓	Pack all Items on Pallet, shrink wrap, attach shipping labels, 2 copies of BOL	Brenda	10/28/22
✓	Booth items to ship by <b>ExpoSolutions</b> to arrive at Advance Warehouse by <b>11/9/22</b>	Brenda	10/31/22
✓	Set up tracking reminders/status updates for Booth shipment	Brenda	11/1/22
X	Complete Material Handling Form	N/A	N/A
X	Complete Inbound Shipment Form	N/A	N/A
✓	Review all items - update spreadsheets, Trello, etc.	Brenda	10/28/22
<b>11/1/22</b>	<b>10 Days Prior</b>		
✓	Send out 2nd email blast	Brenda	11/1/22
✓	Review all items - update spreadsheets, Trello, etc.	Brenda	11/1/22
<b>11/8/22</b>	<b>1 Week Prior</b>		
✓	Complete Outbound Shipping Form	Brenda	10/17/22
✓	Email confirmation of Air, Hotel, Registration & Show information to Staff ( <a href="#">Show Summary Template</a> )	Brenda	11/11/22
✓	Prepare 3rd email blast to be sent out 1 day in advance of event	Brenda	11/10/22
X	Ship last minute items to the show site to arrive <b>on mm/dd/yy</b>	N/A	N/A
X	Ship last minute items to the staff hotel	N/A	N/A
X	Set up tracking reminders/status updates for last minute shipments	N/A	N/A
✓	Review all items - update spreadsheets, Trello, etc.	Brenda	11/14/22
<b>11/15/22</b>	<b>1 Day Prior</b>		
✓	Send out 3rd email blast	Brenda	11/15/22
✓	Review all items - update spreadsheets, Trello, etc.	Brenda	11/15/22
<b>Nov 15-18</b>	<b>MJBizCon 2022</b>		
✓	Booth/Show Images Sent to Marketing Throughout Event	All	11/15-18/22
<b>11/21/22</b>	<b>1 Day After Show</b>		
✓	Leads Downloaded & Sent to Sales	Brenda	11/22/22
✓	Post Show Survey Completed & Sent to Coordinator	Brenda	12/2/22
✓	Booth/Show Images Sent to Coordinator	All	11/23/22
✓	Set up tracking reminders/status updates for return shipment	Brenda	11/21/22
<b>11/28/22</b>	<b>1 Week After Show</b>		
✓	Return Shipment Received	Brenda	11/28/22
✓	Show Expense Report Completed & Sent to Coordinator	All	12/2/22
X	Post Registration List/Abstract Book Received?	N/A	N/A
✓	<a href="#">Leads Downloaded &amp; Sent to hubspot@calibrescientific.com</a>	Brenda	11/29/22
✓	Leads Uploaded into HubSpot	Guoste	11/30/22
✓	<a href="#">Leads Posted on SharePoint Folder Conference Delegate Lists</a>	Brenda	11/30/22
✓	Post Show Meeting	All	11/28/22
✓	Enter receipts, shipping charges & final show invoices into budget worksheet	Brenda	12/5/22
✓	Complete ROI Workbook	Brenda	12/8/22
✓	Review all items - update spreadsheets, Trello, etc.	Brenda	12/9/22
<b>12/19/22</b>	<b>1 Month After Show</b>		
✓	Update ROI Workbook	Brenda	12/20/22
✓	Send Show Report to Management/Marketing/Sales	Brenda	1/4/23
✓	Review all items - update spreadsheets, Trello, etc.	Brenda	1/4/23
<b>2/20/23</b>	<b>3 Month3 After Show</b>		
✓	Update ROI Workbook	Brenda	2/20/23
✓	Send updated Show Report to Management/Marketing/Sales	Brenda	2/22/23
✓	Review all items - update spreadsheets, Trello, etc.	Brenda	2/23/22

Once I have entered all the dates, I copy and paste each section into my Outlook calendar and set a reminder for when each section is due. When I click on the reminder, I can easily see what tasks are needed to be completed this week.



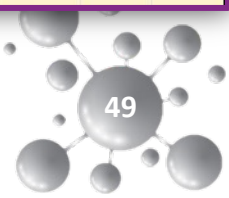
# Trade Show Tracking Spreadsheet

MJBizCon22, Nov 15-18, 2022		Description/Comments	Deadline Date	Assigned To	Completed Date	Budget	Actual	+/- Each	+/- Category	% Actual	% Budget	
<b>1 Show Information</b>												
X	a.	Show Name	MJBizCon 2022									
X	b.	Show Location	Las Vegas Convention Center									
X	c.	Show Dates	November 15-18, 2022									
X	d.	Number of Attendees	35,000+									
X	e.	Staff Exhibiting/Attending	Dustin Banbury & David Hart									
X	f.	Travel Dates	Nov 15-Nov18, 2022									
X	g.	Move-In	Tuesday November 15, 2022 8:00 a.m. - 6:00 p.m.									
X	h.	Exhibit Dates	Wednesday November 16, 2022 10:00 a.m. - 6:00 p.m. Thursday November 17, 2022 10:00 a.m. - 6:00 p.m. Friday November 18, 2022 10:00 a.m. - 3:00 p.m.									
X	i.	Move-Out	Friday November 18, 2022 3:00 p.m. - 11:00 p.m. Saturday November 19, 2022 8:00 a.m. - 12:00 p.m.									
<b>2 Contact Information</b>												
X	a.	Show Contact	Exhibitor Inquires: Molly McElwain, Sales Operations Manager 720-213-5932 or Molly.McElwain@mjbiz.com Sponsor Inquires: Savannah Brown, Client Services Specialist 720-464-5932 or Savannah.Brown@mjbiz.com									
X	b.	Exhibitor Services Contact	FREEMAN (888) 508-5054 Fax (469) 621-5604 ExhibitorSupport@freeman.com									
<b>3 Booth Fees \$5,969.00</b>												
X	a.	Rental	1k deposit 01/25/22, \$1950 05/04/22, 07/05/22 \$2,950	7/15/22	Brenda	\$6,000.00	\$5,900.00	-\$100.00				
	b.	Minus Payments made last year				\$0.00	\$0.00	\$0.00				
	c.	Plus Payments made for next year				\$0.00	\$0.00	\$0.00				
X	d.	Size	10'x10'		Brenda							
X	e.	Number	748		Brenda							
X	f.	Included with Rental	6' table, 2 chairs, wastebasket, Material Handling, inline booths will be carpeted in tuxedo.		Brenda							
X	g.	Insurance Certificate		7/13/22	Brenda		\$69.00					
<b>4 Registration Fees \$0.00</b>												
X	a.	Registration	Dustin, David, Avesta, Brenda		Brenda	7/25/22	\$0.00	\$0.00	\$0.00	\$0.00	0.00%	
	b.						\$0.00	\$0.00	\$0.00			
<b>5 Advertising \$620.00</b>												
X	a.	Company Description	Portal		Dustin/Brenda	3/15/22	\$0.00	\$0.00	\$0.00			
X	b.	Logo	Portal		Dustin/Brenda	3/15/22	\$0.00	\$0.00	\$0.00			
X	c.	Column Banner	S2-034 East Side	9/23/22	Brenda/Anthony	9/7/22	\$0.00	\$620.00	\$620.00	\$620.00	4.86%	
X	d.	Exhibitor Dashboard	Exhibitor ID: 2617 Password: 8rqGRqB		Brenda		\$0.00	\$0.00	\$0.00			
<b>6 Sponsorship Opportunities \$495.00</b>												
X	a.	Level 1 Lead Package			Dustin/Brenda	3/15/22	\$500.00	\$495.00	-\$5.00			
	b.						\$0.00	\$0.00	\$0.00			
<b>7 Setup and Rental Fees \$864.27</b>												
	a.	Accessories		10/24/22	Freeman		\$400.00	\$0.00	-\$400.00			
	b.	Audio Visual		10/24/22			\$0.00	\$0.00	\$0.00			
X	c.	Carpeting	The inline exhibit booths will be carpeted in tuxedo and the aisles in gray.	10/24/22	Included	5/31/22	\$0.00	\$0.00	\$0.00			
	d.	Cleaning		10/24/22			\$0.00	\$0.00	\$0.00			
X	e.	Electrical		10/24/22	Brenda	10/10/22	\$0.00	\$294.50	\$294.50			
X	f.	Furniture	Free Furniture Form 05/31/22	10/24/22	Brenda	5/31/22	\$0.00	\$0.00	\$0.00			
	g.	Inbound Shipping Form		10/24/22			\$0.00	\$0.00	\$0.00			
	h.	Labor		10/24/22			\$0.00	\$0.00	\$0.00			
X	i.	Lead Retrieval	Maritz Global Events (Formerly Experient) 3 Licenses	9/6/22	Brenda	7/25/22	\$0.00	\$549.00	\$549.00			
X	j.	Material Handling	Included in the agreement	10/24/22	Included	5/31/22	\$0.00	\$0.00	\$0.00			
X	k.	Outbound Shipping Form		10/24/22	Brenda	10/24/22	\$0.00	\$0.00	\$0.00			
	l.	Signage		10/24/22			\$0.00	\$0.00	\$0.00			
	m.	Supplies		10/24/22			\$0.00	\$0.00	\$0.00			
	n.	Other		10/24/22			\$0.00	\$20.77	\$20.77			
<b>8 Travel Arrangements \$3,440.92</b>												
X	a.	AirFare	David (Delta) \$449.20, Dustin (SWA) \$360.96		Brenda	9/28/22	\$1,000.00	\$1,209.12	\$209.12			
X	b.	Hotel	On Peak Reservations - Westgate Hotel & Casino	10/13/22	Brenda	7/18/22	\$2,800.00	\$1,103.13	-\$1,696.87			
X	c.	Transportation	Uber/Ride share		Each	11/18/22	\$750.00	\$416.68	-\$333.32			
X	d.	Meals			Each	11/18/22	\$650.00	\$711.99	\$61.99			
<b>9 Marketing Material \$396.34</b>												
X	a.	Brochures	100 CS Postcards CAD 36.17 X 0.731434	Deadline 10/14/22	Requested 10/10/22	Pulled 10/25/22	\$200.00	\$78.34	-\$121.66			
X	b.	Samples		10/14/22	10/10/22	10/26/22	\$200.00	\$0.00	-\$200.00			
X	c.	Give-A-Ways	+ Green & white Starlight Mints \$20.77	10/14/22	10/10/22	10/26/22	\$1,000.00	\$318.00	-\$682.00			
<b>10 Shipping \$974.44</b>												
X	a.	Advance Warehouse (300lbs)	ExpoSolutions Transportation BOL 540-170347 (billed as 363 lbs!)	Deadline 11/9/22	Shipped 10/31/22	Received 11/7/22	\$300.00	\$441.85	\$141.85			
X	b.	Show Site	Cannabis Class Flyers	11/15/22		11/15/22	\$0.00	\$35.45	\$35.45			
X	c.	Post Cards to PTL	Calibre Post Cards CAD 12.29 X 0.731434	10/31/22	10/28/22	10/31/22	\$0.00	\$8.99	\$8.99			
X	d.	Priority Return	1 label for guaranteed return within 2 hours.	FCFS	9/30/22	9/30/22	\$0.00	\$156.75	\$156.75			
X	e.	Return Shipment Labels (270 lbs)	ExpoSolutions Transportation BOL 540-170348 (credited \$44.18)	11/18/22	11/18/22	11/29/22	\$300.00	\$331.40	\$31.40			
<b>Show Total</b>							<b>\$14,100.00</b>	<b>\$12,759.97</b>	<b>-\$1,340.03</b>	<b>-\$1,340.03</b>	<b>100.00%</b>	<b>90.50%</b>
<b>Price Per Square Foot</b>							<b>\$141.00</b>	<b>\$127.60</b>	<b>-\$13.40</b>			

I designed this spreadsheet to track all the information on costs and deadlines. I can enter my notes on the show, the purchases, and list details on the transactions.

I can also track the totals for each section to see where my money is being spent and where the biggest costs are. I can see what I have spent in real time, allowing me to add or subtract services to stay within budget.

All these shows feed into a totals page, shown on the next page.





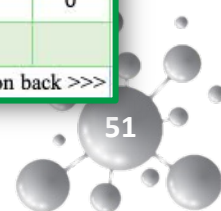
# Request List

The Request Form lists every possible item that could be needed for a **PhytoTech Labs** conference or trade show. It can be customized to each business unit's conference needs. It is given to the lead booth staffer four weeks prior to the event to enter the quantity of items needed for their event. This form is returned within five working days to allow the shipping coordinator time to pull and package these items.

Conference: <b>MJBizCon 2022</b>				Date Needed: <b>10/14/22 end of day</b>						
Requested by: <b>Brenda</b>				Date Requested: <b>10/10/22</b>						
<b>Literature</b>	<b>OUT</b>	<b>IN</b>	<b>USED</b>	<b>Give-A-Ways</b>	<b>OUT</b>	<b>IN</b>	<b>USED</b>			
Agars (single, 1-sided)	0		0	Calendars	0		0			
Antibiotics/Selection Agents* (tri-fold)	0		0	Door Hangers	0		0			
Arabidopsis* (single, 1-sided)	0		0	Journals (10)	0		0			
Cannabis Cultivation Flyer* (750)	0		0	Media Stands	0		0			
Cefotaxime (single, 1-sided)	0		0	Notepads – 8.5 x 11 (81)	80	69	0			
Custom Manufacturing* (bi-fold)	0		0	Notepads – 4 x 5.5	0		0			
Custom Production & Testing Services*	0		0	Pens (Stylus) (512)	200	90	110			
Equipment Brochure (1500)	0		0	Post Cards (333)	100	57	43			
Gamborg Media (single, 1-sided)	0		0	Post Card Coupon Labels	90	47	43			
Glass Bead Sterilizer* (single, 1-sided)	0		0	Sticky Notes – 4x3	0		0			
Media Optimization Flyer* (342)	150	136	14	Stress Balls (152 leaves)	152	88	64			
Microbiology & Phytopathology* (tri-fold)	0		0	Travel Mugs	0		0			
Molecular Biology Products Brochure (1300)	0		0	Water Bottles (389)	150	118	32			
MS Media* (tri-fold)	0		0	We Are Calibre 4x6 Postcards	150	105	45			
Phycology (tri-fold)	0		0	<b>Booth/Accessories</b>						
PhytoAx Flyer* (60)	100	75	25	6' Table	0		0			
Phyto Ready* (single, 2-sided)	0		0	6' Table cover	1	1	0			
Plant Defense* (single, 2-sided)	0		0	8' Table	0		0			
Plant Tissue Culture Booklet (700)	0		0	8' Table cover	0		0			
Plant Tissue Culture Flyer (98)	98	65	33	8'x8' Booth in Podium Case	1	1	0			
<b>Banners</b>				OUT	IN	USED	10'x10' Booth in Pelican Case	0		0
Domestic Pop Up	0		0				Accessories Pouch/Tape/Box Knife	1	1	0
Cannabis Pop Up	1	1	0				Bowl	1	1	0
International Pop Up	0		0				Chair	0		0
<b>T-Shirts</b>				OUT	IN	USED	Extension Cord	1	1	0
Small	0		0				Literature Display - Black	0		0
Medium (13)	13	13	0				Literature Display - Clear	3	3	0
Large (19)	19	19	0				Pallet Wrap	1	1	0
XL (28)	28	27	1				Steamer	1	1	0
2XL (18)	18	18	0				Travel Dolly	0		0
3XL (7)	7	7	0							

\* These items are not included in a brochure

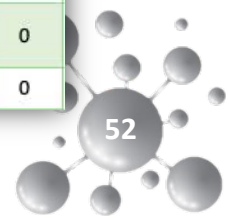
Continued on back >>>



# Request List

When the shipment is received from the conference, I enter "IN" the amount of each item returned. The form will automatically calculate the number of items "USED" (given away) at the conference. This can then be entered into my Inventory Tracking spreadsheet to update the balance on hand. I can determine what items are no longer needed or identify items that we can bring less of by looking at what was used at last year's trade show.

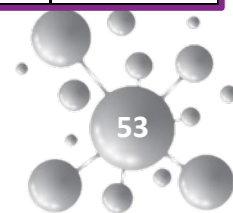
Product Samples	OUT	IN	USED	Product Samples	OUT	IN	USED
E2620 Explant Decontamination Kit	1	1	0	C1755 Small PT Con-7 with Lid			0
C1850 Hemp (Cannabis) Multiplication Kit			0	C1765 Medium PT Con-12 with Lid			0
D2400 Media Optimization Kit (DKW)	1	1	0	C1775 Large PT Con with Lid	0		0
F633 Forceps, Bayonet, 8.25 in, Fine Point, Research Grade	1	1	0	C1770 CultureJar™ G9, Glass Plant Tissue Culture Vessel, 7 oz (220 mL)/C070 Phytocap Closure	2	2	0
F957 Forceps, Bayonet, 8 in			0	C1892 Culture Vessel, Glass, 70 mm, 8 oz (240 mL) with 70 mm closure	1	1	0
F208 Forceps, Dressing, 4.75 in, Premium Grade	1	1	0	C2100 PTL-100 Culture Vessel/C2101 PTL-100 Closure	5	5	0
F3141 Forceps, Dressing, Fine Point, 10 in	1	1	0	C185 PT12 Culture Vessel/C070 Phytocap Closure	5	5	0
F3158 Forceps, Dressing, 9.5 in, Premium Grade	1	1	0	C1898 Culture Tube - Flip Cap			0
F268 Forceps, Dressing, 8 in, Research Grade			0	C1958 Small Stericon	1	1	0
I556 Instrument Rest, Horizontal	1	1	0	C2118 Medium Stericon	1	1	0
I623 Instrument Rest, Vertical	0		0	C1932 Large Stericon	1	1	0
C935 Culture Tube, PhytoTech® Brand, 25 x 95 mm, Flat-bottom, Glass/C945 Closure, Culture Tube, 25 mm			0	C209 PhytoCon, 8 oz (237 mL)/C203 PhytoCon Closure	1	1	0
C2035 Culture Tube, PhytoTech® Brand, 25 mm x 150 mm Round-Bottom, Polycarbonate/C1800 Closure, Culture Tube, PhytoTech® Brand, 25 mm, Tall			0	C215 PhytoCon, 16 oz (473 mL)/C203 PhytoCon Closure	1	1	0
C2035 Culture Tube, PhytoTech® Brand, 25 mm x 150 mm Round-Bottom, Polycarbonate/C1805 Closure, Culture Tube, PhytoTech® Brand, 25 mm, Tall			0	C221 PhytoCon, 32 oz (946 mL)/C203 PhytoCon Closure	1	1	0
C2039 Culture Tube, PhytoTech® Brand, 25 mm x 95 mm Round-Bottom, Polypropylene/C1800 Closure, Culture Tube, PhytoTech® Brand, 25 mm			0	C1981 PhytoReady™ MS Cannabis Multiplication Medium w/ meta-Topolin, 10 each	0		0
C2093 Culture Tube, PhytoTech® Brand, 25 mm x 150 mm Round-Bottom, Glass/C1805 Closure, Culture Tube, PhytoTech® Brand, 25 mm, Tall			0	M519 Murashige & Skoog Basal Medium with Vitamins, 1L			0
C2093 Culture Tube, PhytoTech® Brand, 25 mm x 150 mm Round-Bottom, Glass/C1800 Closure, Culture Tube, PhytoTech® Brand, 25 mm, Tall			0	M576 Murashige & Skoog Basal Salt Concentration (20x), 500ml			0
T171 Test Tube Rack, 40 Places, Stainless Steel			0	D2470 DKW Medium with Vitamins, 100L (Empty Bottle)	1	1	0
R662 Test Tube Rack, 12 Places			0	W783 Water, Plant Tissue Culture Grade, 1L			0
C2020 MS Cannabis Multiplication Basil Salt Mixture w/meta Topolin, 100L			0	P4001 PhytoAx™ 25 mL	1	1	0
S7510 Glass Bead Sterilizer	1	1	0	P4001 PhytoAx™ 10 mL	1	1	0



# Show Schedule

Below is a list of the 2022 **Calibre Scientific** trade shows that we exhibited at:

2022 Trade Show / Exhibiting	2022 Date	2022 Location	Company Exhibiting	Exhibit Size
BPS (Biophysical Society) Annual Meeting 2022	February 19-23, 2022	San Francisco, CA	Anatrace & Molecular Dimensions US	10' x 10'
Bioprocessing Summit Europe	March 22-24, 2022	Barcelona, Spain	Molecular Dimensions, UK / Calibre Scientific	3m x 2m
ABRF (Association of Biomolecular Resources Facilities) Annual Meeting 2022	March 27-30, 2022	Palm Springs, CA	Edge BioSystems	10' x 10'
European SMALP (SMA Liquid Particles)	April 6-8, 2022	Birmingham, UK	Molecular Dimensions, UK / Anatrace	3m x 2m
BCA (British Crystallographic Association) Spring Meeting	April 11-14, 2022	Leeds, UK	Molecular Dimensions, UK	2m x 2m
SIVB (Society for InVitro Biology) Meeting	June 4-7, 2022	San Diego, CA	PhytoTech Labs	8' x 8'
London Structural Biology Club	June 14, 2022	London, UK	Molecular Dimensions, UK	Tabletop
COMPAA (Center on Protein Production and Analysis)	June 22-24, 2022	NYC, NY	Anatrace & Molecular Dimensions US	8' x 8'
ASPB (American Society of Plant Biologist) Plant Biology 2022	July 9-13, 2022	Portland, OR	PhytoTech Labs	10' x 10'
ECM 33rd European Crystallographic Association Meeting	August 23-37, 2002	Versailles, FR	Molecular Dimensions, UK	3m x 3m
P-type ATPases in Health and Disease Conference	September 6-11, 2022	Banff, AB, Canada	Anatrace & Molecular Dimensions US	8' x 8'
LLG Sales Convention	September 9-11, 2022	Mainz, Germany	Reagecon, Ireland	3m x 6m
Manchester Structural Biology Symposium	Sep 12, 2022	Manchester UK	Molecular Dimensions, UK	Tabletop
London Structural Biology Club	October 2022	UK	Molecular Dimensions, UK	Tabletop
AMP (Association for Molecular Pathology) Annual Meeting & Expo	November 1-5, 2022	Phoenix, AZ	Edge BioSystems	10' x 10'
Lab Innovations	November 2-3, 2022	Birmingham, UK	Medline Scientific	3m x 4m
MJBizCon (Marijuana Business Daily Conference)	November 15-18, 2022	Las Vegas, NV	PhytoTech Labs	10' x 10'
Toronto Post-ASMS Mass Spectrometry Symposium	November 21, 2022	Totonto, ON, Canada	Canadian Life Science	Tabletop
Montreal Post-ASMS Mass Spectrometry Symposium	November 22, 2022	Montreal, QB, Canada	Canadian Life Science	Tabletop
Vancouver Post-ASMS Mass Spectrometry Symposium	November 24, 2022	Vancouver, BC, Canada	Canadian Life Science	Tabletop



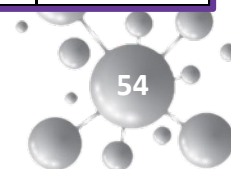
# Show Schedule

Below is a list of the 2022 **Calibre Scientific** trade shows that we attended:

2022 Conferences / Attending	2022 Date	2022 Location	Company
PepTalk	January 17-19, 2022	San Diego, US	Protein Ark
SMALP (US)	January 28, 2022	Virtual Event	Anatrace & Molecular Dimensions US
9 <sup>th</sup> Annual BioXFEL International Conference	February 8-10, 2022	Virtual Event	Molecular Dimensions UK / Anatrace
Pittcon	March 5-9, 2022	Virtual Event	Calibre Scientific / Canadian Life Science
BPI West (BioProcess International US West)	March 14-17, 2022	San Diego, CA	Calibre Scientific
ACMG (Annual Clinical Genetics Meeting)	March 22-26, 2022	Nashville, TN	Edge BioSystems
ESHG (European Human Genetics Conference)	June 11-14, 2022	Vienna, Austria	Edge BioSystems
Analitica	June 21-24, 2022	Munich - Germany	Canadian Life Science
AACC (American Association for Clinical Chemistry)	July 24-28, 2022	Chicago, IL	Calibre Scientific
ACA (American Crystallographic Association)	July 29- August 2, 2022	Portland, Oregon	Anatrace & Molecular Dimensions US
CPhi North America	Aug 10-12, 2022	Philadelphia, PA	Calibre Scientific
MedTech	October 24-26, 2022	Minneapolis, MN	Calibre Scientific
ASHG (American Society of Human Genetics)	October 25-29, 2022	Los Angeles, CA	Edge BioSystems
AsCA 2022 (Asian Crystallographic Association)	October 30-Nov 2, 2022	Jeju, KOR	Molecular Dimensions UK / Anatrace
PEGS Europe 2022 (Protein & Antibody Engineering Summit )	November 14-16, 2022	Barcelona, Spain	Protein Ark
Scottish Microscopy Symposium	Nov/Dec		Agar Scientific
SEMT (Society of Electron Technology)	8-Dec	London, UK	Agar Scientific

Below is a list of the 2022 **Calibre Scientific** trade shows that we sponsored:


2022 Conferences / Sponsorship	2022 Date	2022 Location	Company	Type
Van Andel Institute (sub-committee group symposium sponsorship in BPS)	February 19-23, 2022	San Francisco, CA	Anatrace & Molecular Dimensions US	Cash Donation
SMALP / Membrane Proteins workshop	April 4-6, 2022	Birmingham, UK	Molecular Dimensions UK / Anatrace	Session Sponsor/Provided Lab Equipment
Botany	July 24-27, 2022	Anchorage, AK	PhytoTech Labs	Bag Insert
ACA (American Crystallographic Association)	July 29- August 2, 2022	Portland, Oregon	Anatrace & Molecular Dimensions US	Bag Insert
8th Global Summit on Plant Science	October 24-25, 2022	Dublin, IRE	PhytoTech Labs	Bag Insert





# Show Summary

Below is page 2 of the Show Summary for booth staff:



**MJBizCon 2022**  
November 15 – 18, 2022  
Las Vegas Convention Center  
Las Vegas, NV

<https://mjbizconference.com/>

**PRE-SHOW MARKETING**  
October 11 – Registration Discount  
Code email

November 1 – Registration – PhytoAx  
– Cannabis Class Teaser email

November 15 – Visit our Booth –  
Cannabis Class email


**AT-SHOW MARKETING**  
Discount Code postcard

**POST-SHOW FOLLOW-UP**  
One of the biggest disappointments of trade show attendees is the lack of coordinated follow-up to their at-show requests. After every show, be sure to personally follow-up on any commitments in addition to sending out a personal Thank You email.

**MESSAGING**

Following are our key words for this event, which will have more sticking power if you carry it through to your conversations with attendees.

**KEY WORDS**  
Propagate, Grow, Culture, and Optimize



**OBJECTIVES**

Show attendance requires an investment of funds and time, and for this reason, it is important that we achieve measurable results.

1. Generate at least 127 new leads (Use lead scanner for everyone you speak with at the booth).
2. Hand out 75 We Are Calibre post cards.
3. Hand out 75 PhytoAx flyers.
4. Hand out 100 Leaf Stress Balls.
5. Increase sales by handing out discount post cards.

**SOCIAL MEDIA**

Please take photos every day and post on social media using the hashtag #MJBizCon #RoadtoMJBizCon. Attendees will be monitoring the hashtag

- LinkedIn
- Twitter
- Facebook

**PROPRIETARY**

# Show Summary


Below is page 3 of the Show Summary for booth staff:

**MJBizCon 2022**  
**November 15 – 18, 2022**  
**Las Vegas Convention Center**  
**Las Vegas, NV**

<https://mjbizconference.com/>

**New [Floorplan](#) Layout This Year**  
**[South Lower Hall](#)**  
Business Services - Pink  
Cultivation Products and Services - Green  
**[South Upper Hall](#)**  
Processing, Product, & Packaging - Red  
*Distillation*  
*Extraction*  
*Testing & Lab Equipment*  
Retail/Dispensary - Blue  
*Dispensary Products & Services*  
*CBD & Hemp*  
*Infused Products*  
*Licensed Producers*  
*Paraphernalia*

**QUESTIONS?**  
**Brenda Mitchell**  
**Calibre Scientific**  
**tel: 913-341-5343**  
**cell: 913-709-2642**  
**[bmittchell@ccalibrescientific.com](mailto:bmittchell@ccalibrescientific.com)**



**LEAD RETRIEVAL**

Maritz Global Events is the Official Badge Scanning and Lead Management provider for MJBizCon. We have paid for 3 licenses and there are [qualifying questions](#) that must be answered for each lead. Activate your mobile device in two easy steps:

**Step 1**  
Have your Registrant ID# ready. It can be found on your confirmation, on your badge or by contacting us at [ExhibitorServices@Maritz.com](mailto:ExhibitorServices@Maritz.com).

**Step 2**  
Click on this SWAP Activation Link to answer a few quick questions:  
<https://activate.swap.mge360.com/?code=7909132353448804available>.

**MJBizCon22 OFFICIAL SHOW GUIDE**

Please take some time to look through the [show guide](#) to see what is being offered to the attendees or to see if there are articles that may give us some new product ideas.

Review the advertising and let me know if this is something that we may want to advertise in for future shows

**MAP YOUR SHOW APP**

Map Your Show is the official MJBizCon app. I have completed our profile and uploaded the PhytoAx flyer and the Media Optimization flyer. Attendees can download our flyers, mark our location on their “map”, share their information with us and navigate the agenda. You should [download the app](#) as well to have quick access to the show agenda, floorplan and attendees!

PROPRIETARY



# Show Summary

Below is page 4 of the Show Summary for booth staff:



## ACCOMODATIONS AND TRAVEL

MJBizCon22 will be held at the Las Vegas Convention Center. Grab the Las Vegas Monorail to the Convention Center (Stops at the entrances to South Hall). The Las Vegas Monorail is offering MJBizCon attendees exclusive [fare discounts](#).

### [Westgate Las Vegas Resort & Casino](#)

3000 Paradise Rd  
Las Vegas, NV 89109  
(702) 732-5111

Rooms have been reserved and deposits have been paid. You will need to pay for the balance when you arrive.

Name	Arrival	Departure	Confirmation	Email	Cell
Dustin Banbury	11/15/22	11/18/22	YVQJX	dustin@phytotechlab.com	913-206-1331
David Hart	11/15/22	11/18/22	S5KG3	david@phytotechlab.com	913-940-0542
Brenda Mitchell	11/15/22	11/16/22	QPCLZ	brenda@phytotechlab.com	913-709-2642

Should you need to change or cancel your reservation, please contact the hotel directly. All changes or cancellations should be completed no later than two (2) days before your planned arrival in order to avoid cancellation penalties.

Name	Airline	To Las Vegas	To Kansas City	Confirmation
Dustin Banbury	Southwest	11/15/22 9:35 am	11/18/22 8:55 pm	3TO8AH
David Hart	Delta	11/15/22 8:00 am	11/18/22 9:49 am	GKWE72
Brenda Mitchell	Southwest	11/15/22 9:35 am	11/16/22 7:40 pm	3YDUP7

## STAFF SCHEDULE

All staff are expected to work for the duration of the show. Use slower periods to walk the show floor, attend sessions, and participate in other networking opportunities.

Badges can be picked up at the Registration Desk in the South Hall. Badges are required for access to the hall.

Name	Badge #	Type	Pick Up	Hall	
Dustin Banbury	4001	EX - Exhibitor Expo Only-Free	Tues 11/15/22	South Hall	
David Hart	4002	EX - Exhibitor Expo Only-Free	Tues 11/15/22	South Hall	
Brenda Mitchell	14790	EX - Exhibitor Expo Only-Free	Tues 11/15/22	South Hall	

PROPRIETARY



# Literature: Calibre Scientific 5x7 Postcard

## We are **Calibre Scientific** Postcard - Front

# We are Calibre Scientific.

Calibre Scientific is a diversified global developer, manufacturer, and distributor of consumables to biopharmaceutical companies, universities, hospitals, and reference labs worldwide. Our portfolio contains a wide range of products and services, with specializations in proteomics, cell and molecular biology, diagnostics, chromatography, and fine chemicals.

The Calibre Scientific goal is to create a better tomorrow by solving life science challenges with our novel products and services. Our multinational team brings exemplary customer service and years of scientific experience to support our fellow scientists. With customers in over 175 countries, the Calibre family of businesses is empowering scientists all around the world!



# Literature: Calibre Scientific 5x7 Postcard


We are **Calibre Scientific** Postcard - Back

SCAN TO LEARN MORE:



# Literature: PhytoAx 8.5 x 11 Flyer

## PhytoAx Flyer - Front



**PhytoTech**  
LABS

A CALIBRE SCIENTIFIC COMPANY

**Propagate Success.**

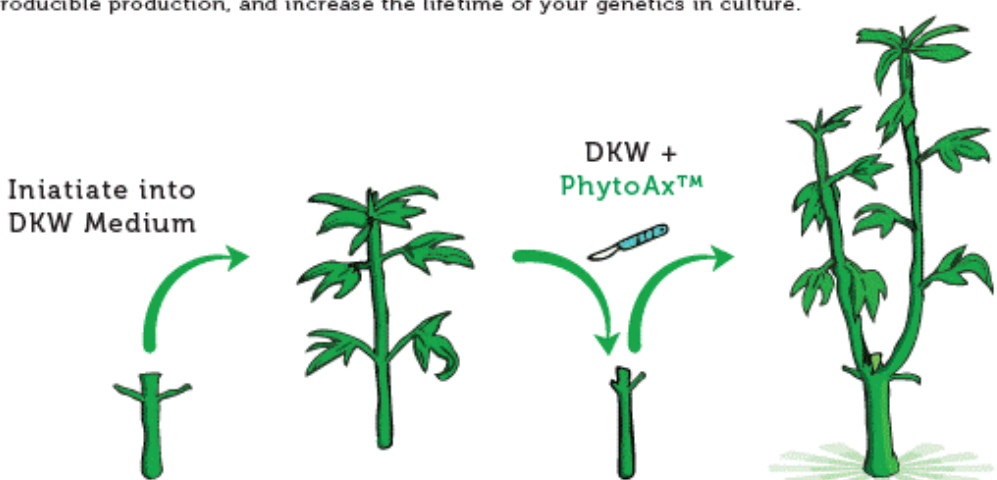
  

## PhytoAx™: Cannabis tissue culture has a solution.

PhytoAx™ is a solution for tissue culture that is used in your plant medium to promote axillary shoots in cannabis. PhytoAx gets you:

- ✱ High Fidelity Tissue-Replication
- ✱ Reproducible Multiplication-Rates
- ✱ Enhanced Longevity in Culture

PhytoAx™ is a solution that can be the difference in your lab to enhance your productivity by doing more with less. After 30 days of initiating your tissue in standard DKW medium (product D2470), excise down to single nodes and reintroduce to fresh DKW medium with PhytoAx. After 30 days on PhytoAx, you will have multiplied into several nodes that can then be multiplied, and multiplied. This solution will provide reproducible production, and increase the lifetime of your genetics in culture.



Product Number	Product Description	Product Notes	Package Size
<b>P4001</b>	<p><b>PHYTOAX™</b></p> <p>A solution for plant tissue culture that can promote axillary shoots, a solution for high fidelity tissue-replication.</p> <p><i>For in vitro use only. Patent pending.</i></p>	<p>Sterile Filtered: Yes</p> <p>Recommended Usage: 0.5 – 1.0 mL/L</p> <p>Storage Temp: -20° C</p> <p>Miscible In: Water</p>	<p>10 mL</p> <p>25 mL</p>

[phytotechlab.com](http://phytotechlab.com)



# Literature: PhytoAx 8.5 x 11 Flyer

## PhytoAx Flyer - Back

### Who We Are:

PhytoTech Labs, Inc. has been a global leader in plant tissue culture media manufacturing and supplying plant laboratory research reagents for 25 years. We are also one of the largest suppliers for plant tissue culture components (carbohydrates, gelling agents, nutrients, plant growth regulators, antibiotics, etc.) and equipment (culture vessels, forceps, scalpels, vented closures, etc.).

### What We Do:

We manufacture millions of liters of media per year, ranging from standard formulations that work for a variety of species, to crop specific formulations, to custom formulations that are manufactured specific to your needs. We give you the tools to produce your cannabis strains using preset or flexible nutrient formulations.

### How We Can Help:

Our new PhytoAx™ solution can help sustain month-after-month, year-after-year growth of your genetics in tissue culture.

Bulk opportunities exist for large-scale production: gelling agents, plant growth regulators, antibiotics, carbohydrates, etc. can be priced optimally to support your production.

No matter what your production needs are, we've got your back.

### Featured products from PhytoTech Labs for your cannabis tissue culture production:

Product Number	Product Description	Product Notes	Package Size
D2470	<b>DKW BASAL SALT MEDIUM WITH VITAMINS</b> Contains the nutrients as described by Driver & Kuniyuki (1984), and vitamins as described by McGranahan et al. (1987). This is the most popular formulation for cannabis as it contains the nutrients and vitamins needed. You would then add in your carbohydrate, plant growth regulators, and gelling agent, all sold by PhytoTech Labs.	Contains Vitamins: Yes Grams of powder for 1 L: 5.32 Storage Temp: 2 to 8 °C Soluble In: Water	1 L 10 L 50 L 100 L
A111	<b>AGAR, MICROPROPAGATION GRADE</b> Agar, Plant TC Micropropagation Grade from Gracilaria sp. This is amongst the highest gel-strength agar we offer and is the most popular choice to use alongside the majority of our media product line.	CAS: 9002-18-0 Tariff Code: 1302.31.0000 Gelling Strength: >900 g/cm2 Storage Temp: Room Temp	100 g 500 g 1 kg 5 kg 10 kg 25 kg
S7510	<b>ERGOSTER™ VT GLASS BEAD STERILIZER, 110V</b> Sterilizes tools (forceps, scalpels) while subculturing tissue onto fresh media. Having an active glass bead sterilizer for your work area saves time. A 220V version is available as S7520.	Temperature: 250 °C Warranty: 1 year Length: 23.5 cm (9.25 in) Width: 14.5 cm (5.75 in) Height: 20.1 cm (8.25 in)	1 each
E2620	<b>EXPLANT DECONTAMINATION KIT</b> Provides basic tools to disinfect clonal tissue or seeds from micro-organisms, so that you can introduce into culture media without contamination.	Contents:	Spray bottle Sterile culture tube Tween 20 Transfer pipette Sterile water Alcohol burner Bayonet forceps Scalpel

For more information or technical info please visit [phytotechlab.com](http://phytotechlab.com)



**PhytoTech**  
LABS

A CALIBRE SCIENTIFIC COMPANY

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**Propagate Success.**

PhytoTech Labs, Inc.  
14610 W 106th St. | Lenexa, KS 66215

P International: +1.913.341.5343  
U.S. & Canada: 1.888.749.8682

w [phytotechlab.com](http://phytotechlab.com)

## Literature: Media Optimization 8.5 x 11 Flyer

## Media Optimization- Front



**PhytoTech**  
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A CALIBRE SCIENTIFIC COMPANY

**Propagate  
Success.**



## Media Optimization

When working with cannabis tissue culture, it can be challenging to find the optimal formulation for your strains. We recommend DKW as a base medium for cannabis cultivation; however, nutrient requirements can differ from strain to strain. DKW prepared media and PhytoTech's DKW Media Optimization Kit combine to help you find the perfect nutrient balance for propagating each strain, breaking down all nutrients into sterile-filtered solutions.

**Our kit allows you to:**

1. Examine the effects of high and low nutrient levels on plant growth.
2. Use pre-designed experiments and ready-made solutions to conduct your optimization research.
3. Identify formulations that provide the best growth rates for your plants.

**Once you know your optimal formula, we can customize the formulation exclusively to your operation, allowing you to ramp up in scale and produce thousands of plants with your ideal medium.**

Product Number	Product Description	Product Notes	Package Size
D2400	<b>MEDIA OPTIMIZATION KIT (DKW)</b> This kit breaks the DKW formulation into 5 solutions: Ammonium Nitrate, Calcium Nitrate, Mesonutrients, Micronutrients, and Potassium Sulfate. This division of the medium allows for direct concentration changes of NH <sub>4</sub> <sup>+</sup> , K <sup>+</sup> , NO <sub>3</sub> <sup>-</sup> , Ca <sup>2+</sup> , and SO <sub>4</sub> <sup>2-</sup> . All solutions below are included in this kit.	Sterile-filtered: Yes Storage Temp: 2 to 8°C Miscible In: Water	1 each
M5631	<b>AMMONIUM NITRATE SOLUTION</b> Contains the Group I Ammonium Nitrate used with our Media Optimization Kits (MS & DKW).	Components: NH <sub>4</sub> NO <sub>3</sub> Sterile Filtered: Yes Storage Temp: 2 to 8°C Miscible In: Water	100 mL
D2401	<b>DKW GROUP II, CALCIUM NITRATE SOLUTION</b> Contains the Group II Calcium Nitrate used with our Media Optimization Kit (DKW).	Components: Ca(NO <sub>3</sub> ) <sub>2</sub> ·4H <sub>2</sub> O Sterile Filtered: Yes Storage Temp: 2 to 8°C Miscible In: Water	100 mL
D2402	<b>DKW GROUP III, MESONUTRIENT SOLUTION</b> Contains the Group III mesonutrients used with our Media Optimization Kit (DKW).	Components: CaCl <sub>2</sub> ·2H <sub>2</sub> O, KH <sub>2</sub> PO <sub>4</sub> , MgSO <sub>4</sub> ·7H <sub>2</sub> O Sterile Filtered: Yes Storage Temp: 2 to 8°C Miscible In: Water	1000 mL
D2403	<b>DKW GROUP IV, MICRONUTRIENT SOLUTION</b> Contains the Group IV micronutrients used with our Media Optimization Kit (DKW).	Components: H <sub>3</sub> BO <sub>3</sub> , CuSO <sub>4</sub> ·5H <sub>2</sub> O, Na <sub>2</sub> EDTA·2H <sub>2</sub> O, FeSO <sub>4</sub> ·7H <sub>2</sub> O, MnSO <sub>4</sub> ·H <sub>2</sub> O, Na <sub>2</sub> MoO <sub>4</sub> ·2H <sub>2</sub> O, NiSO <sub>4</sub> ·6H <sub>2</sub> O, ZnNO <sub>3</sub> ·6H <sub>2</sub> O Sterile Filtered: Yes Storage Temp: 2 to 8°C Miscible In: Water	1000 mL
D2404	<b>DKW GROUP V, POTASSIUM SULFATE SOLUTION</b> Contains the Group V Potassium Sulfate used with our Media Optimization Kit (DKW).	Components: K <sub>2</sub> SO <sub>4</sub> Sterile Filtered: Yes Storage Temp: 2 to 8°C Miscible In: Water	100 mL (2 x 100 mL provided in the kit)

[phytotechlab.com](http://phytotechlab.com)

# Literature: Media Optimization 8.5 x 11 Flyer

## Media Optimization- Back

### A plant tissue culture production manufacturer you can rely on

Whether you are an established micropropagation facility, or just starting to build your lab, PhytoTech Labs is there with the products you need. We produce tens of millions of liters of media per year for facilities all over the world, including large-scale nurseries, government research labs, biopharma labs, universities, agricultural technology operations, and even small-scale start-up projects. With a highly refined and controlled manufacturing process, adhering to ISO quality standards, PhytoTech has been a reliable partner to our customers for 25 years. We go above and beyond to ensure each batch of media is as consistent as the next, because each component is critical to your plants' growth and success. When you receive media from PhytoTech Labs, you are receiving a perfectly blended, homogenous nutrient powder that your plants and operation can rely on.

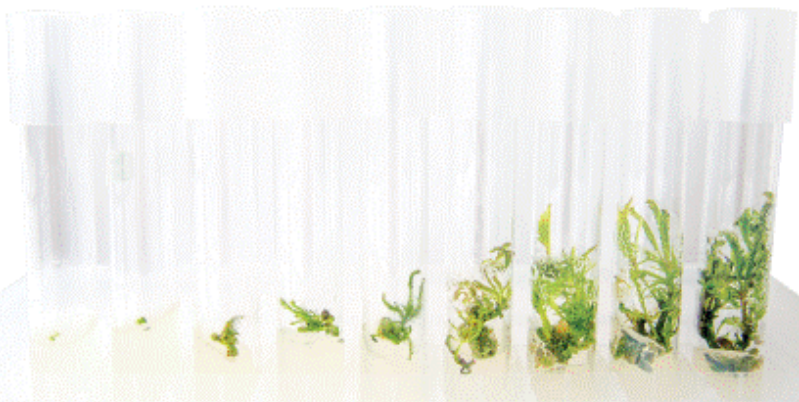
#### About PhytoTech Labs' production capabilities

We have produced millions of liters of media for customers working in regulated environments, and batches as small as 100 liters for pilot testing by other customers. Regardless of scale, our production capabilities can fully support your needs. Our decades of technical and manufacturing expertise ensure we can provide you high quality, reliable products.

#### Media, components, equipment – one supplier for all of your needs

Our product lines contain a wealth of components and equipment that reflect our experience in and dedication to plant tissue culture production. From plant growth regulators, gelling agents, vitamins, and carbohydrates, to culture vessels and tubes, forceps, scalpels, and glass bead sterilizers, PhytoTech can supply any product you might need. As fellow scientists and plant tissue culture producers, we know what works! And we want our experience to help you succeed.

We offer complete solutions for all your operational needs. Simply email us at [sales@phytotechlab.com](mailto:sales@phytotechlab.com) for any product inquiries or quote requests. We always welcome additional opportunities to support you and your lab! an opportunity for PhytoTech Labs to support you!



For more information or technical info please visit [phytotechlab.com](http://phytotechlab.com)



**PhytoTech**  
LABS

A CALIBRE SCIENTIFIC COMPANY

© PhytoTech Labs®

**Propagate Success.**

PhytoTech Labs, Inc.  
14610 W 106th St. | Lenexa, KS 66215

**P** International: +1.913.341.5343  
U.S. & Canada: 1.888.749.8682

**w** [phytotechlab.com](http://phytotechlab.com)

# Literature: Plant Tissue Culture 8.5 x 11 Flyer

## Plant Tissue Culture - Front



A CALIBRE SCIENTIFIC COMPANY

**Propagate  
Success.**



## We have the solutions, the proof is in our culture!

### Who we are:

PhytoTech Labs, Inc. has been a global leader in plant tissue culture media, manufacturing and supplying plant laboratory research reagents, for 25 years. We are one of the largest suppliers for plant tissue culture media, components (carbohydrates, gelling agents, nutrients, plant growth regulators, antibiotics, etc.), and equipment (culture vessels, forceps, scalpels, vented closures, etc.) in the world.

### What we do:

- We manufacture millions of liters of media, ranging from standard formulations that work for a variety of species, to crop-specific formulations, to custom formulations manufactured specific to your needs.
- We provide you everything you need to stock your lab with quality products for plant tissue culture production and research.

### How we can help:

- Our Media Optimization Kits (MS and DKW) contain solutions that break out the nutrients found in powder-based formulations, allowing you to vary, mix, and match nutrients to find the optimal formulation for species you're working with.
- Utilize our custom services to build a custom media quote based on your existing protocol, or one developed using our media optimization kits. Contact our technical services team at [tech@phytotechlab.com](mailto:tech@phytotechlab.com) for any custom services you need.
- We provide bulk opportunities for large-scale production: gelling agents, plant growth regulators, antibiotics, carbohydrates, and more can be priced optimally to support your applications. Contact us today at [sales@phytotechlab.com](mailto:sales@phytotechlab.com) for a fast quote on any of your components!
- Check out [calibrescientific.com](http://calibrescientific.com) for a next-generation webstore that supplements the products you know and trust from [phytotechlab.com](http://phytotechlab.com) with access to thousands of additional validated products to serve your lab's unique needs.

[phytotechlab.com](http://phytotechlab.com)

## Literature: Plant Tissue 8.5 x 11 Flyer

## Plant Tissue Culture - Back

Product Number	Product Description	Product Notes		Pkg Size
<b>A111</b>	<b>AGAR, MICROPROPAGATION GRADE</b> Agar, Plant TC Micropropagation Grade from <i>Gracilaria</i> sp. This is one of the highest gel-strength agars we offer and is the most popular choice to use alongside the majority of our media product lines.	CAS: Tariff Code: Gelling Strength: Storage Temp: Soluble In:	9002-18-0 1302.31.0000 >900 g/cm <sup>2</sup> Room Temp Water	100 g 500 g 1 kg 5 kg 10 kg 25 kg
<b>C2100</b>	<b>PTL-100™</b> Our PTL-100 culture vessel is a square-box-style culture vessel that is compact enough for optimal storage, yet large enough to allow multiple cultures to grow in your gel. These vessels are autoclavable and made from high clarity polycarbonate plastic, which allows for lightweight transportation of your cultures, excellent light transmission, and high durability (virtually unbreakable). Each package includes vessels and high-clarity polypropylene closures.	Width: Height: Volume Autoclavable:	75 mm 98 mm 372 mL Up to 121 °C	25 ea 100 ea
<b>D2400</b>	<b>MEDIA OPTIMIZATION KIT (DKW)</b> This kit breaks the DKW formulation into 5 solutions: Ammonium Nitrate, Calcium Nitrate, Mesonutrients, Micronutrients, and Potassium Sulfate. This division of the medium allows for direct concentration changes of NH <sub>4</sub> <sup>+</sup> , K <sup>+</sup> , NO <sub>3</sub> <sup>-</sup> , Ca <sup>2+</sup> , and SO <sub>4</sub> <sup>2-</sup> .	Sterile-filtered: Storage Temp: Miscible In:	Yes 2 to 8 °C Water	1 ea
<b>D2470</b>	<b>DKW MEDIUM WITH VITAMINS</b> Contains the nutrients as described by Driver & Kuniyuki (1984), and vitamins as described by McGranahan et al. (1987).	Contains Vitamins: Grams of powder for 1 L: Storage Temp: Soluble In:	Yes 5.32 2 to 8 °C Water	1 L 10 L 50 L 100 L
<b>M519</b>	<b>MURASHIGE &amp; SKOOG BASAL MEDIUM WITH VITAMINS</b> Contains the macro- and micronutrients, and vitamins as described by Murashige & Skoog (1962).	Contains Vitamins: Grams of powder for 1 L: Storage Temp: Soluble in:	Yes 4.43 g/L 2 to 8 °C Water	1 L 10 L 50 L 100 L
<b>M5630</b>	<b>MEDIA OPTIMIZATION KIT (MS)</b> This kit breaks the MS formulation into 5 solutions: Ammonium Nitrate, Potassium Nitrate, Mesonutrients, Micronutrients, and Iron. This division of the medium allows for direct concentration changes of NH <sub>4</sub> <sup>+</sup> , K <sup>+</sup> , NO <sub>3</sub> <sup>-</sup> , Ca <sup>2+</sup> , and SO <sub>4</sub> <sup>2-</sup> .	Sterile-filtered: Storage Temp: Miscible In:	Yes 2 to 8 °C Water	1 ea
<b>P4001</b>	<b>PHYTOAX®</b> PhytoAx is a solution for plant tissue culture used in your plant medium to promote axillary shoots in cannabis and other species. PhytoAx gets you: - High fidelity tissue replication - Reproducible multiplication rates - Enhanced longevity in culture	Sterile-filtered: Storage Temp: Miscible In:	Yes -20 °C Water	10 mL 25 mL 100 mL
<b>P6633</b>	<b>PSK-ALPHA</b> This peptide was found to induce cell proliferation in rice cell suspension cultures. It also enhances growth and development of other tissues, including both lateral and primary roots.	CAS: Storage Temp: Soluble in:	179667-62-0 -20 °C or below Water (1 mg/mL)	1 mg 5 mg
<b>S7510</b>	<b>ERGOSTER™ VT GLASS BEAD STERILIZER, 110V</b> Sterilizes tools (forceps, scalpels) while subculturing tissue onto fresh media. In separate trials we have challenged our glass bead sterilizer with forceps dipped in 106 cells/mL <i>Bacillus subtilis</i> or <i>Aspergillus brasiliensis</i> and complete sterilization occurred in only 2 seconds. Having an active glass bead sterilizer for your work area saves time. A 220V version is available as S7520.	Temperature: Warranty: Length: Width: Height:	250 °C 1 year 23.5 cm (9.25 in) 14.5 cm (5.75 in) 20.1 cm (8.25 in)	1 ea

We are here to support your product needs! Reach out to us at [sales@phytotechlab.com](mailto:sales@phytotechlab.com) to start a conversation about the products we can help you with and we'll work with you to find the best solutions for your operation.



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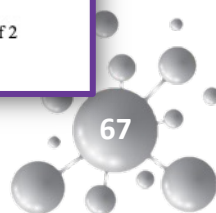
**w** [phytotechlab.com](http://phytotechlab.com)

# Show Survey

Below is page 1 of the show survey from booth staff:



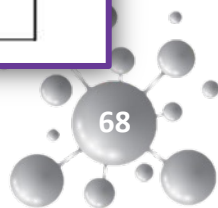
Name of Event	MJBizCon 2022
Date of Event	2022 Nov 16-18
Exhibiting Staff Members	Dustin Banbury and David Hart
Number of Attendees at Event	30,000
Total Cost of Exhibiting	
Booth Size & Configuration (Table top/Free-standing)	10' booth with 8' backlit backdrop, table, podium, floor banner
Graphics/Posters in booth	8' backdrop, cannabis banner, podium wrap, tablecloth
Literature handouts	PhytoAx, DKW Media Optimization Kit, Dr. Jones Cannabis Workshop, "How we can help" flyer
Giveaways	Pens, cannabis leaf stress balls, water bottles, mints, coupon code card, Calibre card
Competitors at event	Athena (new, not a primary competitor)
Competitor Info: Booth Size, # of Reps, Products promoted, literature & giveaways	Mobile plant tissue culture hood Bill Graham promoting tissue culture class for \$5k (3 days) with Plant Cell Technology
Things you liked about the show:	Exhibitor-friendly, lots of traffic and potential, meet good amounts of prospects and none of our main competitors attend, allowing us to capitalize off of opportunities to be the first to help new labs.
Things you dislike about the show:	They switched halls and this year's exhibit hall was poorly laid out and did not benefit us. Need to pay for express service to have the pallet delivered in a timely manner on last day --> absolute necessity if flying out the same evening
Attendee list available? (Provided, or purchased?)	No
Who was your target audience?	Cultivators, breeders, growers
Major product lines marketed at the event:	DKW media, PhytoAx, culture vessels, forceps, glass bead sterilizer, services, workshops (if applicable)
Products we should have promoted, but didn't:	N/A
New Product Requests from Attendees:	N/A
Did you give away any product samples? If so, what product(s)?	None at the show, but P4001-2ML (PhytoAx) will be sent to a few prospects for trialing



# Show Survey

Below is page 2 of the show survey from booth staff:

Recommend Exhibiting again? Why/Why not?	Yes: huge potential, biggest show, dedicated section to cultivation, starting to see other booths highlighting plant tissue culture (Athena) so we should continue to offer our presence to combat any competition that shows up (too many opportunities for new startups and labs that need to be captured, not as many current customers show up)
Ideas for improvement of our booth presentation for next year:	Booth presentation was phenomenal this year and was echoed by attendees
Tips for next year's booth reps:	See if we can bring a culture (does not have to be cannabis, maybe hops). Work with tech department to produce culture ahead of when the booth is sent, probably 2 months (multiple cultures might need to be sent to ensure one is presentable)
Additional Comments:	Work with show to select an area that is in a higher traffic area and confirm which hall the exhibit will be in. There was only one main entrance at the end of the hall this year, as opposed to entrances lining the wall. The multi-floor layout did a huge disservice to exhibitors, as a whole. Traffic the second and third day was not nearly as much as previous years. This could have been both because of layout and due to the economy.
How many existing customers did you meet with?	10
Estimated number of people that stopped by the booth:	150
Was lead retrieval/badge scanning available at the event?	Yes
Total number of leads collected:	92
Number of A Leads (Decision maker, specified budget, buying within 1 month)	12
Number of B Leads (Recommend, specified budget, buying within 6 months)	52
Number of C Leads (No role, specified budget, buying within 6 months)	5
Pre-show marketing campaigns:	3 pre show emails
In Booth product demonstration? Product demonstrated?	No



# Management Report

### Marijuana Business Conference & Expo: ROI Report

Las Vegas Convention Center  
Las Vegas, NV  
November 15-18, 2022  
Exhibitor: PhytoTech Labs  
Coordinator: Brenda Mitchell



### Why We Exhibited

Although attending MJBizCon is exciting and fun, it's 100% for cannabis professionals – it's not a lifestyle show. People who attend are here to do business.

Each year MJBizCon attracts over 35,000 cannabis executives and staffers from around the world who represent plant-touching operations including cultivation, extraction/processing, manufacturing, retail, seed-to-sale, MSOs. The event is also for non-plant touching executives including entrepreneurs, inventors and start-ups, and private equity investors and VCs.

- One 10' x 10' exhibit space inside the exhibit hall
- Four exhibit-only staff registrations
- Furniture: 6' table, 2 chairs, wastebasket, tuxedo carpeting
- No material handling charges
- Logo, listing and two flyers on Map Your Show app
- Logo and listing on the floor plan



# Management Report

## Demographics

### ATTENDEES

21% of the Audience are cultivators



#### JOB LEVEL

- 54% Exec/C-Level
- 15% Director
- 14% Manager
- 8% Staff or Other
- 9% N/A



#### TOP REPRESENTED COUNTRIES

- 88% United States
- 6.5% Canada
- 1% China
- .5% Isreal
- .5% Colombia
- .4% Australia
- .2% Netherlands
- .4% United Kingdom
- .3% Mexico
- .2% Spain



#### INDUSTRIES

- 23% Other
- 21% Cultivation
- 12% Ancillary Services
- 11% Extraction
- 10% Ancillary Products
- 8% Dispensary
- 8% N/A
- 4% Investor
- 3% Legal

## Demographics



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1,400+ EXHIBITORS



100+ SPEAKERS



35,000+ CANNABIS INDUSTRY EXECUTIVES



70+ HOURS OF CONTENT




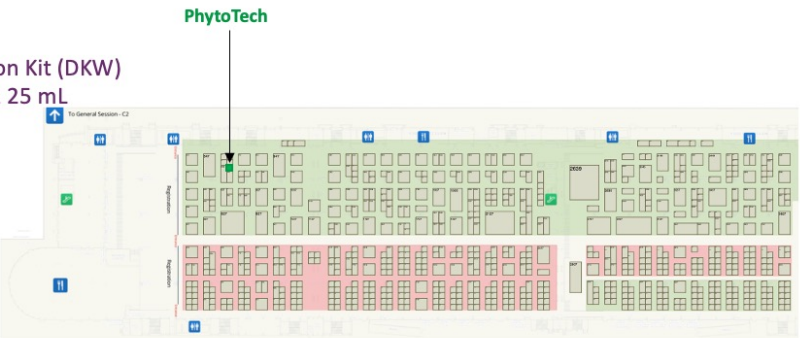
250,000+ SF OF EXPO FLOOR




# Management Report

## Booth 748

- 10' x 10' furnished exhibit space
- Staffed by Dustin Banbury & David Hart
- Literature
  - PhytoAx™
  - Media Optimization
  - Plant Media
  - We are Calibre post card
  - Discount post card
- Samples
  - Culture Vessels
  - Equipment
  - D2400 Media Optimization Kit (DKW)
  - P4001 PhytoAx™ 10mL & 25 mL
- Branded Give-A-Ways
  - Note Pads
  - Pens
  - Stress Balls
  - Water Bottles

PhytoTech



## Marketing Efforts

### Pre-Show

- Three pre-show emails sent out
  - 30 days prior to event with registration code
  - 10 days prior with PTL blurb
  - 1 day prior with teaser about cannabis workshop
- Profile on floor plan

### At Show

- Profile on Map Your Show App
- PhytoAx and Media Optimization flyers on app
- Linked In, Twitter & Facebook post from the show floor
- 10'h x 3'w Column banner



Email Blast #2



Twitter Post



Column Banner



Registration Page





# Management Report

## Lead Analysis

We purchased a lead retrieval app for the show that came with three user licenses, and we purchased the Map Your Show lead package.

There were seven qualifying questions with the lead retrieval app (What field do you work in, Buying Role, Purchase Timeframe, What is your budget?, Follow Up, Requested Action, Lead Status) which helped to qualify our leads.

LEAD SUMMARY	92	
Employees	0	0%
Duplicates	0	0%
Blank Email	0	0%
Opted Out	0	0%
No Good	0	0%
<b>NET INQUIRIES</b>	<b>92</b>	<b>100%</b>

PURCHASE TIMEFRAME	#	%
<1 month	10	22%
1 to 3 months	18	40%
3 to 6 months	8	18%
>6 months	9	20%
No answer	47	51%

BUDGET	\$	%
<\$100	0	0%
\$101 to \$200	2	7%
\$201 to \$500	6	20%
>\$501	22	73%
No Answer	62	67%

BUYING ROLE	#	%
Decision-maker	26	51%
Specifies	13	25%
Recommends	12	24%
No Role	0	0%
No Answer	41	45%

A Lead: <1 month AND Specified Budget AND Decision-maker  
 B Lead: Within 6 months AND Specified Budget AND Evaluator OR Recommends  
 C Lead: >6 months AND Specified Budget AND No Role  
 D Lead: No Timeframe specified AND No Budget Specified AND Has a Buying Role  
 NO GOOD: Questions not answered

RESULTS		
A: HOT Lead	12	13%
B: HOT Lead	52	57%
C: WARM LEAD	5	5%
D: SUSPECT	9	10%
NO GOOD	14	15%
	92	

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## Competitors at the Show

### Sigma Aldrich Booth 8330 St. Louis, MO

Listing: ABOUT MILLIPORE SIGMA

As cannabis is being legalized in many countries around the world, there is an increasing need for accurate and precise testing methods, especially as the complexity of the cannabis plant is constantly evolving. At MilliporeSigma, we understand the analytical and regulatory challenges involved with cultivation, processing, extraction, and quality control of your cannabis products. We offer the most comprehensive selection of analytical and microbial tools to promote safety and efficacy of cannabis products. From sample prep and chromatography columns to certified reference materials, water purification systems, and hygiene monitoring, we offer solutions for your end-to-end cannabis testing workflow.

Categories:

BUSINESS SERVICES

- SOFTWARE AND TECHNOLOGY

CULTIVATION PRODUCTS & SERVICES

- CULTIVATION PRODUCTS & SERVICES (INCLUDES PROPAGATION, IRRIGATION, NUTRIENTS, HARVESTING & TRIMMING)

PROCESSING, PACKAGING AND LAB SERVICES

- TESTING & LAB EQUIPMENT

Location: 10' x 20' BOOTH 8330 (Upper Level)- Processing, Packaging and Lab Services

### Athena Ag Booth 3135 Los Angeles, CA

Listing: ABOUT ATHENA AG

Athena Inc, is a vertically integrated formulator, manufacturer of liquid and dry fertilizer blends designed for commercial cannabis cultivators. Athena exists to support the modern grower, no matter the scale. Our core principle is to develop products that improve quality, reduce costs and drive consistency. Athena was born in the grow rooms of Los Angeles, California, where we are always in pursuit of the perfect run. As the weight of being a cultivator increases, we exist to make the complex simple. Athena is not a nutrient line; it is a program.

Categories:

CULTIVATION PRODUCTS & SERVICES

- FACILITY DESIGN & COMPONENTS

CULTIVATION PRODUCTS & SERVICES

- CULTIVATION PRODUCTS & SERVICES (INCLUDES PROPAGATION, IRRIGATION, NUTRIENTS, HARVESTING & TRIMMING)

Location: 20' x 20' BOOTH 3135 (Lower Level)- Cultivation Products & Services

\*\* Newly discovered at event. (Not a primary competitor) Did not find out about them until we were back in KC

Notes:

Bill Graham promoting tissue culture class for \$5k (3 days) with Plant Cell Technology

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# Management Report

## Calculating ROI

The information used in calculating ROI was obtained by various sources. Some costs are CS BU specific (average value of sale), some are averages based on totals from all US CS BU's (average cost of a field-sales call), and some are based off reputable sources.

HubSpot and GP are not integrated, so the actual sales are generated from GP orders which show the MJBIZCON22 coupon code.

<b>1. Actual Revenue:</b>	
\$4,782.39	Revenue generated on the website from users using the coupon
\$0.00	
\$0.00	
\$0.00	
<b>\$4,782.39</b>	<b>Estimated Revenue</b>
<b>2. Total Cost Savings:</b>	
10	Number of customer meetings at show
\$316.14	Average cost of an off-site customer meeting
0	Number of qualified sales leads from show (which eliminated the need for a field-sales call)
\$316.14	Average cost of an off-site sales call
92	Number of contacts collected at show
\$136.00	Average cost of acquiring a contact (lincepinseo.com)
\$0.00	Any other cost savings, such as the reuse of creative materials for field sales or future marketing activities
<b>\$15,673.40</b>	<b>Total Cost Savings</b>

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## Calculating ROI Continued

The marketing department has been assisting the trade show program by sending three pre-show emails and creating social media posts alerting our customers to stop by our booth. The "impressions" have a dollar value and are added to the Estimated Revenue and the Cost Savings.

<b>3. Promotional Value:</b>	
1,657	Gross impressions (GIs) from email marketing (3 pre-show emails)
4282	GIs from social media coverage (Linked In, Twitter, Facebook post)
6300	GIs from on-site promotion (exhibitor listing online and mobile app)
300	GIs from exhibit (walked by booth)
<b>12,539</b>	<b>Total GIs</b>
\$0.50	Dollar value of one GI (Freeman.com)
<b>\$6,269.50</b>	<b>Total Value of GIs</b>
193	Targeted impressions (TIs) from email marketing
	TIs from social media coverage
159	TIs from on-site promotion
96	TIs from exposure to your exhibit
<b>448</b>	<b>Total TIs</b>
\$0.35	Optional: additional dollar value of one TI (Freeman.com)
<b>\$156.80</b>	<b>total additional value of TIs</b>
\$6,269.50	Total value of GIs
\$156.80	Total additional value of TIs
<b>\$6,426.30</b>	<b>Promotional Value</b>

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# Management Report

## Return on Investment

- The calculated ROI value of exhibiting at MJBizCon 2022 is \$26,882.09.
- The total cost of exhibiting at the show was \$12,759.97. This includes all costs: travel, printing, swag, event space, accessories, and shipping.
- When compared to the actual cost of exhibiting you see that we received \$2.11 for every \$1.00 spent for the event.
- HubSpot is not integrated into GP. This does not include any sales that may have come into GP without the coupon code.

Total Value:	
\$4,782.39	Actual Revenue
\$15,673.40	Total Cost Savings
\$6,426.30	Promotional Value
<b>\$26,882.09</b>	<b>Total Value</b>
Payback Ratio:	
\$26,882.09	Total Value
\$12,759.97	Show Actual
<b>\$2.11 : \$1</b>	<b>Payback Ratio</b>

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## Conclusion

Cannabis cultivation is growing industry, and one that we are establishing a foothold in. The development of PhytoAx™ and D2400 have helped to establish PTL as a partner in the industry. You can see that from the increase in sales year over year.

MJBizCon attracts 30,000+ attendees each year and 21% of those are cultivators. That is 6,300 cultivators that we can get in front of in one event. We have little to no competitors at the event, making us the one stop for cultivators. We can increase our brand awareness, expose a new industry to the Calibre brands, and expand our presence in the industry.

The sponsorship of the cannabis workshops also adds a layer of legitimacy to our position as an industry leader.

The ROI shows that our return on investment is \$2.11 for every \$1 spent. The leads we received are all pre-qualified and attendees are recognizing our brand. MJBizCon should remain on the trade show schedule to keep PTL as one of the leading cannabis cultivation media partners.

From: Dustin Banbury <[Dustin@phytochlab.com](mailto:Dustin@phytochlab.com)>  
 Sent: Thursday, November 17, 2022 9:33 AM  
 To: Sonja Horlings <[shorlings@calibrescientific.com](mailto:shorlings@calibrescientific.com)>; Todd McCall <[tmccall@calibrescientific.com](mailto:tmccall@calibrescientific.com)>; Brenda Mitchell <[brenda@phytochlab.com](mailto:brenda@phytochlab.com)>  
 Subject: Compliments from MJBiz

Hi Sonja,

I just wanted to pass along that we have overheard attendees mentioning how good our branding and marketing is when walking by.

We also agree that this is the best our booth has ever looked. Thank you!

Best Regards,  
 Dustin Banbury  
[dustin@phytochlab.com](mailto:dustin@phytochlab.com)

--sent from my phone--

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