



MEDIA KIT

BERLIN



Dear **Media Partner,**

Thank you for supporting ICBC and being part of our journey. Your role is important in helping us reach the right audience and grow the international cannabis conversation.

In this document, you'll find clear instructions, key messages, and all the important links and assets to help you promote ICBC effectively.

We truly appreciate your partnership in building a global platform for cannabis industry progress.

BERLIN

/ ICBC MEDIA KIT /

KEY MESSAGES

WHAT IS ICBC?

LONG VERSION

(Ideal for articles, formal descriptions, etc.)

“The International Cannabis Business Conference (ICBC) is a global series of B2B events for the cannabis industry.

Since 2014, ICBC has hosted conferences in the United States, Canada, Spain, Switzerland, Croatia, Slovenia, and Germany, with more locations being developed as the industry continues to grow.

The flagship event takes place annually in Berlin and is recognized as Europe’s largest and longest-running cannabis B2B event.

ICBC brings together a wide range of professionals, including policymakers, executives, investors, researchers, product innovators, service providers, medical experts, and leading entrepreneurs from around the world. It is a space where the future of the cannabis industry is shaped.”

NOTE:

Find more info on ICBC in the official press release below

SHORT VERSIONS

(Ideal for social media, email intros, graphic assets, etc.)

1. ICBC is the leading global B2B conference series connecting every sector of the international cannabis industry.
2. Europe’s flagship cannabis B2B event, and a global platform for leading industry players.
3. ICBC is the B2B event connecting the full cannabis ecosystem at the highest level.

PRESS RELEASE

Use our Press Release as the official source for your articles, blog posts, newsletters, and media coverage

PRESS RELEASE >

This link will be updated regularly

USE THESE LINKS:

EVENT HOMEPAGE >

EXHIBIT / SPONSOR >

CONTACT ICBC >

USE THESE ICBC STATISTICS:

ATTENDEES

5 000+

EXHIBITORS

400+

SQUARE METERS

15 000+

COUNTRIES

80+



ICBC
INTERNATIONAL
CANNABIS BUSINESS CONFERENCE

ICBC BERLIN 2025

CANNABIS B2B TRADESHOW

TITLE SPONSOR
THE TALMAN GROUP

The banner features a teal background with a repeating 'ICBC' pattern and a stylized illustration of a building facade. The ICBC logo is at the top, and the title sponsor logo is at the bottom.

USE THESE PHOTOS:

[ICBC BERLIN 2025 >](#)

[PREVIOUS ICBC BERLIN EVENTS >](#)

[OTHER ICBC EVENTS >](#)



PLEASE MENTION ICBC SOCIAL MEDIA:

DO NOT FORGET

IMPORTANT NOTE

Please include your custom promo code while promoting ICBC. Thank you!

You should receive your discount code from our team members

INSTAGRAM >

FACEBOOK >

YOUTUBE >

X (TWITTER) >

LINKEDIN >

IF YOU WOULD LIKE TO USE HASHTAGS,
PLEASE FIND THE LIST BELOW:

#INTERNATIONALCBC

#INTERNATIONALCBC26

#ICBCBERLINB2B





VISUAL ASSETS & GUIDELINES

Thank you for including the ICBC logo in your promotions!

Logo as vector (.PDF)



Logo as hi-res (.PNG)



NOTE:

If you need a custom banner, graphic, or specific format, our team will be happy to create it for you

THANK YOU AGAIN FOR SUPPORTING ICBC
WE TRULY APPRECIATE OUR PARTNERSHIP

CONTACTS

If you have any questions or need support, please feel free to reach out:

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