

# SPREAD THE NEWS TOOLKIT

Use these tools to share your participation and  
invite prospects to meet you at MJ Unpacked.



**MJ** Oct.  
10-12  
Detroit  
**UNPACKED**

# MJ UNPACKED LOGO

Download the official MJ Unpacked logo for use in company ads, newsletters, and your email signature.

These are guidelines for how to use the MJ Unpacked logo. Clear space, minimum size, and logo don'ts are outlined here. The logo spacing states there must always be a minimum of clear space around it to maintain logo clarity.



CLEAR SPACE

DO'S AND DON'TS

**MJUNPACKED**



MINIMUM SIZE

To maintain legibility, the logo should never shrink to smaller than 2" and 1"w.



X STRETCH OR WARP



X CHANGE COLOR OUTSIDE PALLETTE



X USE LOGO OVER A PHOTOGRAPH

[Download Logos](#)

# VIDEO PROMOTION

Share the official promo video that invites retailers, brands, and investors to connect, discover, and prepare for the future of cannabis at MJ Unpacked.

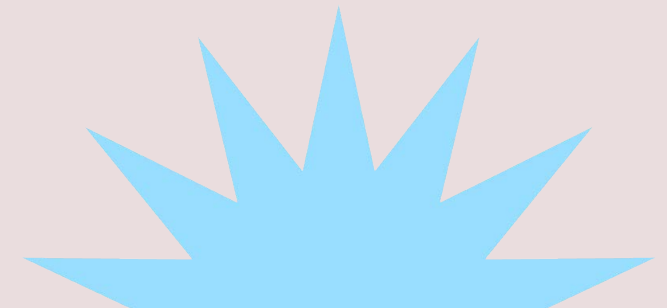
Share Video



# SOCIAL MEDIA POSTS

Tap into your social media channels to promote your MJ Unpacked participation. Use this sample copy for inspiration and don't forget to include **#MJUDET23** in your posts.

- > Meet one-on-one with our team during @MJUnpacked, Oct. 10-12 in Detroit. Join us by registering today at [mjunpacked.com](https://mjunpacked.com) #MJUDET23
- > Join me at @MJUnpacked, the first cannabis event that brings together retailers, brands, and investors from across the nation. Learn more and register at [mjunpacked.com](https://mjunpacked.com) #MJUDET23
- > Find the cannabis innovations, business strategies, and national connections to capitalize on the opportunities ahead –all at @MJUnpacked. Join me there by registering at [mjunpacked.com](https://mjunpacked.com) #MJUDET23
- > Connect with retailers, brands, and investors from around the country and prepare for the future of cannabis – join us at @MJUnpacked, Oct. 10-12 in Detroit! Learn more at [mjunpacked.com](https://mjunpacked.com) #MJUDET23
- > Spark your growth potential in the cannabis industry at @MJUnpacked, Oct. 10-12 in Detroit. Register today and make plans to meet with our team! [mjunpacked.com](https://mjunpacked.com) #MJUDET23



# SOCIAL MEDIA GRAPHICS

A variety of graphics, sized for Facebook, LinkedIn, Twitter, and Instagram are available to download and use with the sample posts on the previous page.

Download  
Graphics



# NEWSLETTER COPY

## Join us at MJ Unpacked

October 10-12, 2023 | MotorCity Casino Hotel | Detroit, MI

Join us at MJ Unpacked, the first and only event in the cannabis industry that exclusively brings together retailers, brands, and investors from across the nation.

Open new doors at MJ Unpacked and prepare to capitalize on the opportunities that lie ahead:

- Discover what's trending, and see new products as you explore the Brand Experience Hall. Meet with the brands you are most interested in one-on-one via the scheduling feature in the MJ Unpacked App.
- Learn the strategies that are working for retailers around the country during the full-day Conference, and discuss solutions to your biggest challenges, from attracting top talent to navigating growth into new state markets.
- Connect with the community to surround yourself with new opportunities, spark ideas for expansion, and formulate a plan to compete on a national level as cannabis moves into the mainstream.

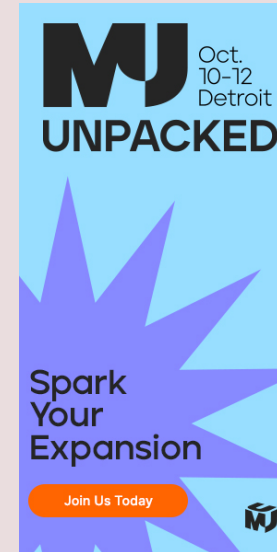
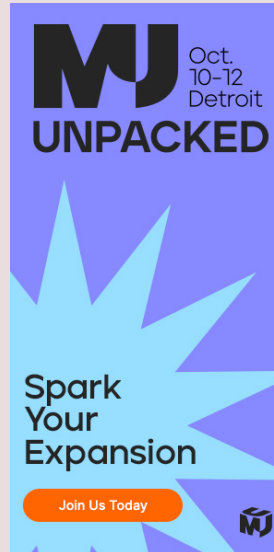
Learn more at [MJUnpacked.com](https://MJUnpacked.com). Save (insert \$ amount) with promo code (insert code) until (insert date).



# WEB BANNERS

Choose from a suite of banners that can be used on your company's website and in newsletters to promote your presence at the event. Be sure to link them to [www.mjunpacked.com](http://www.mjunpacked.com).

Download  
Web Banners



# EMAIL INVITATION

Send this sample invitation on behalf of your company's leadership or sales team using email or via LinkedIn.

Subject Line: Join us at MJ Unpacked

We'd like to invite you to join [INSERT COMPANY NAME] at MJ Unpacked, October 10-12 at the MotorCity Casino Hotel in Detroit, MI.

MJ Unpacked is the first cannabis event of its kind that brings together retailers, brands, and investors from across the nation, with unique opportunities to connect, collaborate, and access capital. The event will include an immersive Brand Experience Hall displaying brands from around the country as well as a separately ticketed full day conference with ideas that will help increase your bottom line and sustainably build your business.

This is where we'll go to connect with the national community and prepare for the future of cannabis. Will you join us?

You can learn more at [MJUnpacked.com](https://MJUnpacked.com). Save (insert \$ amount) with promo code (insert code) until (insert date). We look forward to seeing you there!

Best regards,

[INSERT SIGNATURE]





# MJ

Oct.  
10-12  
Detroit

# UNPACKED

Follow MJ Unpacked on social media to share content and event updates:



Twitter: @MJUnpacked



Facebook: @MJUnpackedSummit



Instagram: @MJUnpacked



LinkedIn: MJ Unpacked

