

CULTIVA

SUMMER FESTIVAL

03 – 05 JULY 2026



**cultiva**
HEMP EXPO

MUNICH
MOTORWORLD



CULTIVA SUMMER FESTIVAL

WHAT TO EXPECT

The CULTIVA has been an integral part of the European hemp scene since its founding in 2008. As an annual event in Vienna, it has developed into one of the most important meeting points for cannabis, hemp, and related industries in the German-speaking region. It brings together brands, producers, retailers, and industry professionals, combining product presentations, knowledge exchange, and networking in a professional trade fair environment.

EXPANSION TO MUNICH 2026

With the Munich location, CULTIVA will take its next strategic step starting in 2026, specifically expanding into the Bavarian and southern German region. One of the most populous and economically strongest markets in the DACH area. At the same time, the event will also attract visitors from Salzburg, Tyrol, and Upper Austria.

WHAT VISITORS CAN EXPECT

The CULTIVA Summer Festival will take place in Bavaria for the first time, bringing festival vibes, exhibitors, music, and culinary experiences to Munich. Visitors can look forward to a weekend full of exchange, new connections, as well as innovative products and exciting genetics. A varied stage program with music provides entertainment, while daily

panel discussions offer space for education, awareness, and open conversations. Industry experts, exhibitors, and visitors come together here to discuss current developments, new ideas, and perspectives. In the style of a traditional Bavarian folk festival, beer benches, food trucks, bars, and a small funfair create a lively and relaxed atmosphere. Tents provide exhibitors with ideal conditions to present their products, brands, and innovations to an interested audience, an opportunity that currently does not yet exist in this form in Bavaria.

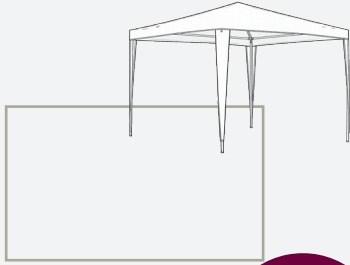
WE LIVE CANNABIS CULTURE

Established in Vienna and, starting in 2026, additionally in Munich, CULTIVA stands for market access, reach, and growth in the Bavarian, southern German, and Alpine cannabis market.



BOOTH OPTIONS

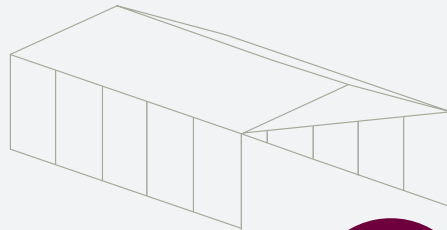
EXHIBITON AREAS



EUR 100,-
Price per m²

OPEN SPACE BRING YOUR OWN TENT

- bookable from 9 m²
- no booth equipment
- no roofing



EUR 170,-
Price per m²

FESTIVAL TENT PROTECTED FROM WEATHER

- bookable from 9 m²
- no booth equipment
- including side walls and roof



EUR 770,-
All-inclusive

MARKETPLACE ALL INCLUSIVE

- 6 m² (3 x 2 m)
- incl. service fee
- 1 beer table
- 2 chairs

Prices do not include taxes, marketing and service fees, electricity, or booth equipment.

MARKETING- AND SERVICEFEE (OBLIGATORY)

The following costs are included in the fee:

- registration fee and a contingent of exhibitor passes (depending on the rented booth area)
- basic listing in the online exhibitor catalog
- basic listing in the printed exhibitor directory
- printed and electronic promotional materials
- waste disposal and cleaning

EUR 350

CO-EXHIBITOR

A co-exhibitor appears at an exhibitor's booth with its own staff, products, or services.

EUR 290

ELECTRICITY CONSUMPTION (OPTIONAL)



Electricity connection including electricity consumption

Electricity connection up to 2 kW, 1 phase
1 circuit with 3-way Schuko power strip EUR 285

Electricity connection up to 6 kW, 3×1-phase
3 circuits with 3-way Schuko power strip EUR 365

Electricity connection up to 10 kW
5 × 16A socket with distribution box EUR 495

Electricity connection up to 20 kW
5 × 32A socket with distribution box EUR 695

Book your booth at sales@cultivahempexpo.com

SITE MAP

THE MARKET IS OPENING UP - POSITIONING IS KEY

CULTIVA Munich 2026 offers you the opportunity to position yourself early in one of Europe's strongest cannabis markets. The premiere of CULTIVA Munich 2026 offers limited space but maximum attention. Secure your spot now and benefit from the first-mover advantage!

OUTDOOR AREA
with food trucks
beer garden & stage



SPONSOR PACKAGES

PREMIUM SPONSOR

EXHIBITION BOOTH

- 12 m² booth of choice
- electricity connection

ADVERTISING SPACES AT THE FAIR

- 3 fence banners (3.4 x 1.7 m)*
- 1 roll-up in the entrance area*
- 1 roll-up near the stage*

LOGO PLACEMENT ON PRINTED MATERIALS

- Posters and billboards (logo at the top)
- Flyers & stickers
- Visitor tickets
- Exhibitor lanyards
- Visitor wristbands

DIGITAL MEDIA PRESENCE

- Prominent logo placement on website
- 5 social media posts before the event
- Logo in the header of the newsletter

PUBLIC RELATIONS

- Mention in press releases
- Logo in advertisements in daily and trade media

TICKETS

- 10 x 3-day tickets
- 10 x 1-day tickets

EUR 7.500,-

GOLD SPONSOR

EXHIBITION BOOTH

- 9 m² booth of choice
- electricity connection

ADVERTISING SPACE AT THE TRADE FAIR

- 2 outdoor fence banner (3.4 x 1.7 m)*

LOGO PLACEMENT ON PRINTED MATERIALS

- Posters and billboards
- Flyers and stickers
- Visitor wristbands

DIGITAL MEDIA PRESENCE

- Logo placement on website
- 3 social media posts before the event
- Logo in newsletters

PUBLIC RELATIONS

- Mention in press releases
- Logo in advertisements in daily and trade media

TICKETS

- 10 x 3-day tickets

EUR 4.500,-

SILVER SPONSOR

EXHIBITION BOOTH

- 12 m² open space booth
- electricity connection

ADVERTISING SPACE AT THE TRADE FAIR

- 1 outdoor fence banner (3.4 x 1.7 m)*

LOGO PLACEMENT ON PRINTED MATERIALS

- Flyers

DIGITAL MEDIA PRESENCE

- Logo placement on website
- 2 social media posts before the event
- Logo in newsletters

TICKETS

- 10 x 1-day tickets

EUR 2.500,-

*Including production costs; Graphic design costs are not included in the service, but can be offered on request.

3 DAYS | **5.000 m² SPACE**

6 FOOD TRUCKS | **35+ Exhibitors**

6.000+ expected Visitors

25 Speaker & Artists | **1 BEER Garden**



MOTORWORLD Munich is one of the city's most famous event venues, offering a unique combination of historic buildings, modern halls, and expansive outdoor spaces. Right in front of the Kesselhaus, a lively gathering place for cannabis enthusiasts, exhibitors, and visitors comes to life over the weekend. With a music stage, tents, a fairground, and food and drink, guests can expect a festival with a real folk festival atmosphere. Thanks to its direct connection to the U6 subway line, MOTORWORLD is about a 30-minute ride from Munich Central Station. From Munich Airport, the drive takes about 20 minutes.

For overnight stays, a hotel is available directly on the MOTORWORLD premises.

MOTORWORLD Munich . Lillienthalallee 33 . D-80939 München

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MOTORWORLD . MUNICH

Friday, July 03 | 2:00 p.m. – 8:00 p.m. | Gastro 10 p.m.
 Saturday, July 04 | 11:00 a.m. – 7:00 p.m. | Gastro 10 p.m.
 Sunday, July 05 | 11:00 a.m. – 6:00 p.m. | Gastro 7 p.m.

CONTACT

Paul Burger | Sales Cultiva
 MOBIL +43 676 4541477 | TEL +43 1 3950899-0
 sales@cultivahempexpo.com
 www.cultivahempexpo.com

LOCAL CONTACT

Emanuel Burghard | BayrischKraut
 MOBIL +49 173 8420586
 emanuel.burghard@krautkonzept.de