



# 2022 BY THE NUMBERS

## MEDIA COVERAGE

SEPT '21 - AUG '22

**673M**

Audience  
Reached

**\$21.7M**

Media  
Value

### AUDIENCE REACH BY PLATFORM

**654M**

ONLINE & PRINT

**3M**

SOCIAL

**1.8M**

TV

**12.8M**

RADIO

**840**

Stories &  
Mentions

Features Include:

New York Times, Los Angeles Times, Sacramento Bee, High Times, Leafly, Cannabis Business Times, Skunk Magazine, Marijuana Times and more. Coverage was also secured on CBS, ABC, NBC, and FOX.

## HISTORIC AWARDS

**307**

FLOWER  
SUBMISSIONS

**37**

AWARD-WINNING  
FARMS



**60**

SCIENCE-BASED  
AWARD  
DESIGNATIONS

**10**

"BEST OF CA"  
GOLDEN BEAR  
TROPHIES



## 17-DAY ON-SITE EXPERIENCE

**652K**

Total Fair Attendees

**85K**

Cannabis Exhibit Visitors

**400 - 1000**

Exhibit Visitors per hour

**40**

Rotating Vendors

**53**

Expert Speakers

**39**

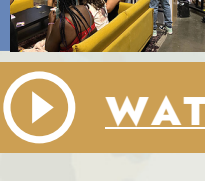
Hours of Stage Programming

**3200**

Sq. Feet of Educational Content

**1**

Amazing Bridge to the Mainstream



**WATCH HIGHLIGHT VIDEO**

