



Hemp Education & Marketing Initiatives

1. Serve as a comprehensive repository of **data and verifiable facts** about hemp.
2. Design and execute targeted **marketing campaigns** under The Goodness of Hemp® brand.
3. Engage and connect value chain stakeholders through curated **events and trade show** participation.
4. Collect and analyze qualitative and quantitative data to **map the value chain**, enabling sector insights and de-risking strategies.
5. Identify and facilitate **funding opportunities** for members.
6. Foster a **unified industry voice** by building a shared operational framework across stakeholders, including pursuing a Federal Marketing Order.
7. Expand strategic influence by forming cross-industry **alliances and partnerships** beyond the hemp sector.

HEMI + NHA Bundle Memberships	Individual	Affiliate	Bronze	Silver	Gold	Platinum
Annual payments	\$150	\$450	\$1,500	\$4,500	\$7,500	\$15,000
Monthly payments	\$15	\$45	\$150	\$450	\$750	\$1,500

all NHA Membership benefits plus:

HEMI Board Seat Term	X	X	X	1 year	2 years	3 years	Decides budget & initiatives
HEMI Committee Seats	X	X	1 (no Chair)	1	2	3	Not stackable within a single committee
Hemp True Facts & Data	✓	✓	✓	✓	✓	✓	Database of published papers and verifiable facts
HempFACTS	✓	✓	✓	✓	✓	✓	
HempMARK	X	X	1 / year	2 / year	3 / year	4 / year	Tailored benchmarking report
Use of The Goodness of Hemp® logo in literature/website/catalogs	X	✓	✓	✓	✓	✓	
Use of The Goodness of Hemp® trademark on products	X	X	X	✓	✓	✓	
Direct marketing to Corporations	X	X	X	X	✓	✓	
Value Chain Map with Company Profile	X	✓	✓	✓	✓	✓	Years in business, volumes, products, webpage link
Yearly product catalog - print and digital	X	X	✓	✓	✓	✓	By sector, company, specs, volumes, contact information
Industry Data Analyses & Reports	✓	✓	✓	✓	✓	✓	
Exhibit under The Goodness of Hemp booth at select trade shows	X	X	✓	✓	✓	✓	Subsidy on exhibitor fee up to 40% per company
Invitation to select trade shows abroad	X	X	X	X	✓	✓	
QR codes at trade shows and events link to your company	X	X	✓	✓	✓	✓	On banners or brochures
Display your products at select events at HEMI booth	X	X	✓	✓	✓	✓	
Represent your company at select events & trade shows	X	X	X	✓	✓	✓	Increase your marketing presence without attending
Customer discovery reports from events and trade shows	X	X	✓	✓	✓	✓	
Access to CRM tool	X	X	✓	✓	✓	✓	Lead generation
Podcast series by Eric Hurlock featuring your company	X	X	✓	✓	✓	✓	Specific themes / sectors
Videos on social media featuring your company	X	X	X	X	✓	✓	Specific themes / sectors
Funding for business-generating sectoral initiatives	X	X	✓	✓	✓	✓	in partnership with USHBA, HFC, NHA, etc.
Capital raising and due diligence support	X	X	✓	✓	✓	✓	
Private events with investors	X	X	X	✓	✓	✓	
Staff listed in the "Ask an Expert" database	X	X	✓	✓	✓	✓	
Advertising discount in yearly product catalog	X	X	X	✓	✓	✓	Print version only
Featured in HEMI's State of the Industry Annual Report	X	X	X	✓	✓	✓	
Webinar - State of the Industry	✓	✓	✓	✓	✓	✓	Once a year
Participate in joint HEMI-NHA annual strategy session	X	X	X	X	X	✓	