



2023



*Jack Herer Cup*  
*Cannabis Awards 2023*

23. - 25. JUNE 2023

MARY JANE BERLIN

# SPONSORS & PARTNERS



# MEDIA PARTNERS







## ABOUT US

The Jack Herer Cup is the Annual Premium Cannabis Show held in the Netherlands and one of the most important meeting spots for the Cannabis Community worldwide. The competition determines the best products within the Cannabis industry. Cannabis Experts from the Industry rate the participants' products in different categories. The respective category winners receive the desired Jack Herer Trophy and will be on the Wall of Fame of the proud winners of the Jack Herer Cup. We are proud and honored to bring the Jack Herer Cup for the first time to Germany in June, in cooperation with Mary Jane. Mary Jane held in Berlin is one of the biggest Cannabis events in Europe.

### What exactly does this mean?

At the Jack Herer Cup, Companies can participate with their own brands, as well as producers from around the world, with their selected products. The Judging of the products will be exclusively done through Cannabis Experts who bring their expertise from years of experience into the Cannabis industry.

[www.jackherercup.de](http://www.jackherercup.de)





## PROCEDURE

All companies that offer products for the categories listed or market them as their own brand can apply to participate in the Cup.

Participants can enter the competition with several products. There is an entry fee for each product. Depending on the product, a certain quantity must be provided for a professional evaluation. The products sent in by the participants will be tested and evaluated by the Expert Judges to determine the top 3 winners.

- Participants can register through the registration form on the website or send us an email.  
✉ [office@jackherercup.de](mailto:office@jackherercup.de)
- Participants must enter their products before the stated deadline.  
⚠ **Deadline: Wednesday 31.5.2023**
- Our qualified Industry Judges test, analyze and evaluate all entered products.
- The award ceremony will take place at MaryJane Berlin 2023

[www.jackherercup.de](http://www.jackherercup.de)



# CATEGORY CBD

Into the CBD category, all companies that produce products for the listed categories themselves as a producer or distribute them as their own brand can apply. The category "Best CBD products" award ceremony will take place at MaryJane 2023 in Berlin.

**BEST CBD  
FLOWER**

**BEST CBD  
OIL**

**BEST CBD  
HASH**

**BEST CBD  
SPECIAL  
PRODUCT**





# CATEGORY THC

Into the THC category, professional THC producers will have the opportunity to compete in the first Jack Herer Cup Germany with their "Best THC Flowers" and win the Jack Herer Cup Germany.

The evaluation of the THC flowers will take place in the Netherlands. The category "Best THC products" award ceremony will take place at MaryJane 2023 in Berlin.

BEST THC FLOWERS  
**SATIVA**

BEST THC FLOWERS  
**INDICA**

BEST THC FLOWERS  
**IMPORT**

BEST THC HASH  
**IMPORT**

BEST THC  
SOLVENTLESS  
**EXTRACT**

BEST THC  
**EDIBLE**







## REGISTRATION

Registration takes place by the registration form on the website [www.jackherercup.de](http://www.jackherercup.de) or by sending an email to the mail address: [office@jackherercup.de](mailto:office@jackherercup.de).

The registration deadline is 31.5.2023. The registration is successful after the written registration via the registration form, and the entry fee has been fully transferred. With online registration, the present conditions of participation are considered accepted.

**The following subcategories are available for selection:**

- Best CBD Flower
  - Best CBD Hash
  - Best CBD Oil
  - Best CBD Special Product
- Best THC Flower Sativa
  - Best THC Flower Indica
  - Best THC Flower Import
  - Best THC Hash Import
  - Best THC Solventless Extract
  - Best THC Edible

### Requirements:

Participants are exclusively companies; no homegrower or private person can participate in the Cup. The participants have the possibility to take part with several products in different categories.

A CBD analysis must be included for each submitted product.

**Entry Fee = 420.- Each additional product: = 240.-**

In addition to the entry fee, we require specific quantities/pieces per submitted product for the evaluations by our experts as well as for analyses or photos. (see sheet Submission of products).

[www.jackherercup.de](http://www.jackherercup.de)





## CBD PRODUCTS

Which products can be submitted for the Cup ?

### CBD Flowers:



Participation is limited to max. 2 EU commercial hemp varieties. 30gr flowers per variety are required for the expert jury to analyze, evaluate, and for photos. Analyses with corresponding THC values of less than 0.2% THC (total THC) and cannabinoid profile must be enclosed.

### CBD Hash:



Participation is limited to max. 2 hash varieties. 10gr hash per variety is required for the expert jury to analyze, evaluate, and for photos. Analyses with corresponding THC values of less than 0.2% THC (total THC) and cannabinoid profile must be enclosed.

### CBD Oil:



Participation is limited to max. 2 different oils. One bottle is required for the expert jury to analyze, as well as for photos. Analyses with corresponding THC (total THC), as well as a cannabinoid profile and a heavy metal and pesticide analysis, must be enclosed.

### Special Products:



Participation is limited to max. 2 products. Five pieces of the products are needed for our expert jury to analyze, as well as for photos. Please send a short explanation about the product and any important related information such as certifications, analyses.....





## SUBMISSION OF PRODUCTS

**Deadline: 31.05.2023**

For each registered product, the corresponding quantity of Flowers/Hash must be supplied before the deadline. Cup Entries, must be packed in a bag/glass/plastic container/... with closure (daypack, zipper, vacuum bag,...), incl. labeling (variety, company, brand,...). All submitted products must contain a THC value of less than 0.2% without exception. The name of the product or variety must be indicated in the analysis.

### **Quantity of CBD products (quantities per submitted CBD product):**

- CBD Flowers = 20gr per submitted variety
- CBD Hash = 10gr per submitted variety
- CBD Oil = 1 bottle
- Special products = 5 pieces per product

### **Quantity of THC products (quantities per submitted THC product):**

- THC Flowers = 12gr per submitted variety
- THC Hash = 12gr per submitted variety
- THC Solventless Extract = 12x 0,5g
- THC Edible = 6 pieces





## AWARD CEREMONY

The winners will be determined by our Industry Judges. Industry Judges are experts from the cannabis industry all over the world. The Industry Judges evaluate the different products of top-class cannabis brands according to different criteria. The winners will be announced at the Mary Jane Berlin.

### Winner Kategorien

- 1st-3rd place CBD Flowers
- 1st-3rd place Best CBD Hash
- 1st-3rd place Best CBD Oil
- 1st-3rd place Best Special CBD Product
- 1st-3rd place Best THC Flowers Sativa
- 1st-3rd place Best THC Flowers Indica
- 1st-3rd place Best THC Import Flowers I
- 1st-3rd place Best THC Import Hash
- 1st-3rd place Best THC Solventless Extract
- 1st-3rd place Best THC Edible

### 1st place Cup 2023

- Set place for next Cup
- Winner Certificate 'Winner Jack Herer Cup 2023' - can be used for an unlimited period of time
- Cup Winner at Cup 2023
- Logo presence on the website and social media channels Cup
- Listed on the official JH website

### 2nd and 3rd place Cup 2023

- 2nd or 3rd place certificate Cup 2023 - can be used for an unlimited period of time
- Cup 2nd resp. 3rd place at Cup 2023
- Logo presence on the website and social media channels Cup
- Listed on the official JH website



# THE ORIGINAL JACK HERER®



**Like father like son: Dan Herer**

**Dan Herer is the son of legendary hemp activist Jack Herer. He continues his father's legacy with his work as an industrial hemp developer, hemp entrepreneur, and director of the California-based Jack Herer Foundation. Dan Herer will personally hand out the Awards to the Jack Herer Cup Germany winners. The award ceremony will take place at Mary Jane Berlin.**







## SPONSOR PACKAGES

### SILVER SPONSOR

Price: € 1500.-

- Logo Website JH Silver Sponsor
- Logo Instagram Silver Sponsor
- Free entry to Business Lounge
- Free participation at JH Cup with 2 products

### GOLD SPONSOR

Price: € 4500.-

- Logo Website JH Gold Sponsor
- Logo roll-ups on the entire site (inside & outside)
- Logo in JH Lounge (walls, roll-ups,...)
- Logo exhibition magazine MaryJane format A5
- Logo flyer (will be distributed at the cash desk)
- Logo Instagram Gold Sponsor
- Free entry to Business Lounge
- Logo roll-up award ceremony
- Free participation at JH Cup with 4 products

### PLATINUM SPONSOR

Price: € 5500.-

- Exhibition space glass house 2x3m
- Logo Website JH Platinum Sponsor
- Logo roll-ups on the entire site (inside & outside)
- Logo in JH Lounge (walls, roll-ups,...)
- Logo exhibition magazine MaryJane
- Logo flyer (will be distributed at the cash desk)
- Logo carpet (6 pcs. in front of each toilet)
- Logo Instagram Platin Sponsor
- Free entry to Business Lounge
- Logo posters (poster next to hall plan) distributed at the fair
- Logo intro/background interviews resp. trade fair video
- Logo roll-up award ceremony
- Free participation at JH Cup with 6 products
- Logo roll-up background interviews

www.jackherercup.de

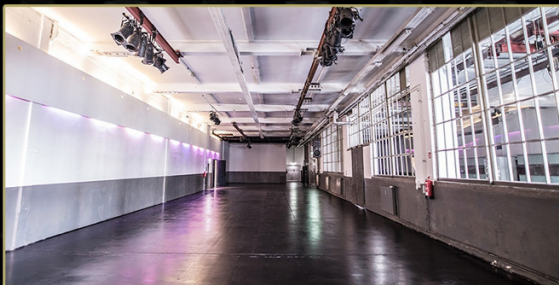
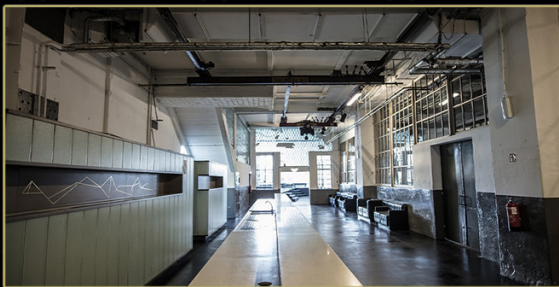
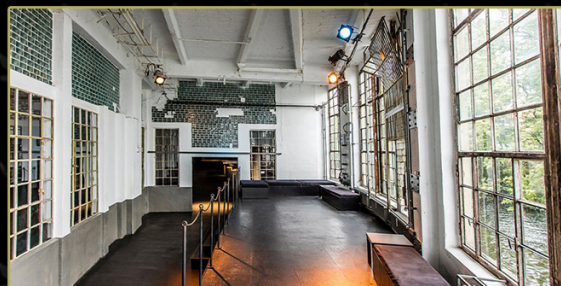
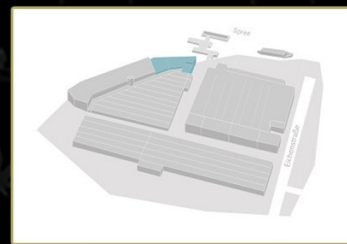




## LOCATION - GLASHAUS

Address: Arena Berlin | Eichenstr.4 | 12435 Berlin

Area: Glashaus approx.. 800m2



[www.jackherercup.de](http://www.jackherercup.de)





## FAQ's

### **How does the rating take place?**

Independent experts from the industry carry out the rating.

### **Who can participate?**

We adhere to the Jack Herer concept and enable every company with suitable products to participate in the Cup.

### **As a TN, can I participate with several products?**

Yes, you can participate with multiple products.

### **Do the CBD products require analysis for the Cup?**

Yes, as stated in the text.

### **If I participate in the Cup with several products, will I receive an overall result for my products?**

Each product is independently evaluated in its own category.

### **How can I qualify for the Cup?**

Generally, all companies that sell products for a suitable category with a THC content below 0.2% are qualified for participation. You will receive all details about the process after a nonbinding registration from us by email and your personal audition invitation.

### **Do the CBD products contain THC?**

Only CBD products with a THC value of less than 0.2% (total THC value) will participate in the Cup in Germany.

### **Which criteria are evaluated?**

The experts have their own evaluation keys. However, among other things, criteria such as appearance, aroma, and of course, the overall impression, as well as the cannabinoid profile, will contribute to the evaluation.

### **Are participants from other countries allowed?**

Yes, participants from other countries are allowed to register as TN.

The Cup is international, and the award ceremony will take place at Mary Jane in Berlin.

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## CONTACT REGISTRATION

✉ [office@jackherercup.de](mailto:office@jackherercup.de)

🌐 [www.jackherercup.de](http://www.jackherercup.de)