

CASE STUDY

National expo tour production for a cannabis packaging brand

Everett Graphics – SunGrown Packaging · National Tour · 2016

Event Production

Tour Logistics

Brand Activation

Project Management

SITUATION

SunGrown Packaging had a genuinely differentiated product — the only cannabis packaging solution on the market that was both fully recyclable and child-proof. But brand recognition in a crowded, fast-moving industry requires presence, and presence requires showing up. The company needed to get in front of buyers, distributors, and industry stakeholders across the country.

The strategy: a 10-city national expo tour. The challenge: producing it seamlessly across multiple markets, with a 12-person team, coordinating everything from booth design and branded assets to travel logistics, team uniforms, and asset transport — all while keeping the focus on what mattered most at each stop: making an impression.

APPROACH

Jacqueline served as both Project Manager and Production Manager for the full tour — a dual role that drew directly on her background as an Equity Stage Manager on Broadway in the late 1990s. Tour production at scale, whether theatrical or commercial, demands the same core discipline: anticipate every moving part, build contingency into every plan, and keep the team focused and energized through the inevitable friction of life on the road.

“I’d done this before — just with a different kind of stage. Broadway taught me that a great production is invisible. The audience only sees the performance. The expo floor is no different: attendees should see the brand, not the logistics.”

Tour assets produced and managed end-to-end:

- Booth design and decor — branded, modular, and transportable across 10 cities
- Promotional video content created for expo floor engagement
- Team uniforms designed and produced for a cohesive, professional brand presence

- Branded swag and collateral developed and inventoried for each stop
- Full travel and hotel logistics coordinated for a 12-person team across 10 markets
- Asset transport — booth materials and branded equipment shipped and received at each venue
- Team dinners organized at each city to maintain morale and cohesion throughout the tour

TOUR CITIES

Oakland	Los Angeles	San Francisco	Sacramento	San Diego
Las Vegas	Portland	Seattle	Boston	New York City

RESULTS



The tour executed across all 10 cities without significant incident — a testament to the depth of pre-production planning and the contingency thinking that professional tour experience brings. The SunGrown Packaging brand landed in front of cannabis industry buyers and decision-makers in every major U.S. market, from the established hubs of Oakland and Los Angeles to emerging markets in Boston and Seattle.

The tour established SunGrown’s presence as a serious national player in the cannabis packaging space and provided the sales team with qualified leads, relationships, and market intelligence from coast to coast. For a young company entering a rapidly professionalizing industry, the brand credibility built on the expo floor was as valuable as the direct sales conversations it generated.

KEY TAKEAWAYS

- Pre-production depth is what makes live execution look effortless — the fewer surprises on the road, the more energy the team has for the actual work of selling
- Cross-disciplinary experience compounds: theatrical tour production and corporate event management share the same DNA — logistics, people management, and contingency planning
- Brand cohesion across 10 markets requires unified assets, unified look, and a production manager who treats every city like opening night

- Team culture on the road matters — team dinners, attention to comfort, and strong logistics keep a 12-person group focused and motivated across a long run

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