

From the Editors of *Marijuana Business Daily*®

# All-New 5<sup>th</sup> Annual Marijuana Business Conference & Expo PRE-SHOW GUIDE



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**Las Vegas • November 16-18 • [MJBizCon.com](http://MJBizCon.com)**

**HURRY! Save \$200.00 per person - offer ends October 20<sup>th</sup>**

# Meet Every Serious Player in the Cannabis

Meet every marijuana businessperson who really matters – plus their financial backers – at the cannabis industry's biggest annual professionals-only event, including:

- 7,500 CEOs, presidents, founders, vice presidents, board members, directors and other key executives of cannabis-related concerns from all 50 states, plus at least 11 countries (including a large Canadian delegation)
- License-holders from all legal states
- Entrepreneurs planning start-ups in new cannabis markets
- Private equity leaders and major individual investors in privately-held companies

## Awarded Top Marks as the Fastest Growing Tradeshow in the U.S.



As seen in *Inc.*, *Forbes* and *Fortune*, this year the Marijuana Business Conference & Expo was awarded top honors by *Trade Show Executive Magazine* as America's fastest growing conference in three categories :

- fastest-growing by total attendance
- fastest-growing by number of exhibiting companies
- fastest-growing by net square feet of exhibit space

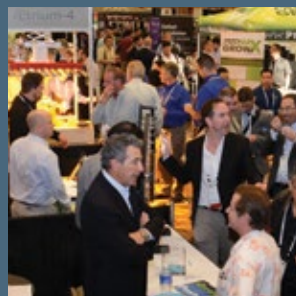
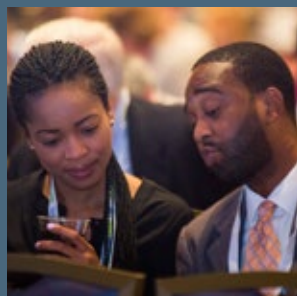
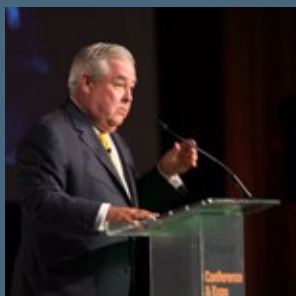
*Note: We are the first trade show in the cannabis industry to win any of these awards!*

## Produced Exclusively by *Marijuana Business Daily*<sup>®</sup>

Brought to you by the editors of *Marijuana Business Daily*, MJBizCon is famous for its practical content – created by insiders for insiders. You'll walk away with both the knowledge and the connections you need to advance your cannabis industry endeavors.

Since 2011, *Marijuana Business Daily* has been the most trusted – and largest business-focused circulation – news journal for the industry.

If you're looking for new partners, financial backers, vendors, technology, mentors... you name it, they will be in Las Vegas this November.





# s Industry ... in Las Vegas this November

## What's New at MJBizCon for 2016

1

### 33% New Exhibitors -- Plus an Extra Day on the Show Floor to Meet Them

Find new business partners, examine the latest technology, interview potential vendors... with 321 booths, our 45,000+ net square foot Expo Hall is packed with the companies you need to meet. See page 18 for a complete list.

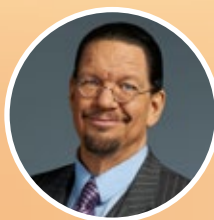
And most importantly – no consumer-oriented exhibits. This Expo Hall is for businesspeople and investors only.

2

### 33 All-New Sessions

Every single session is 100% newly created for the 5th Annual Conference. You'll find cutting edge sessions on:

- Financing, banking and taxes
- Retail business management
- Infused product manufacturing and distribution
- Large-scale cultivation advances
- Plus, keynote by Penn Jillette



3

### MJBizCon Science Symposium

Attend our new pre-show Science Symposium (a separately-ticketed workshop held on site the day prior to the Main Conference) for a full day of intensive sessions created by cannabis researchers. Includes the latest medical data, Case Studies and a private networking lunch with the experts. For more details, see page 9.

*Note: Seating is limited – please reserve early to avoid disappointment.*

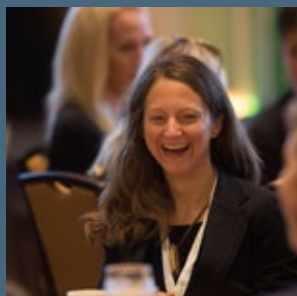
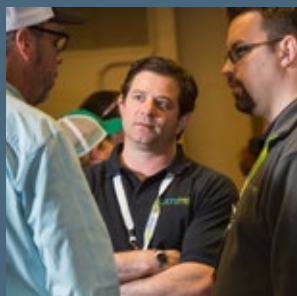
## Location: Meet Us in Las Vegas



The Rio All-Suites Hotel & Casino, located just one block off the strip, is the official hotel of the 5th Annual MJBizCon.

Please be sure to reserve your hotel room early – we are anticipating a total sell-out.

Full hotel reservation details are available at [MJBizCon.com](http://MJBizCon.com) and will be emailed to everyone who registers for the Conference.



# Thank You to Our Sponsors

## PLATINUM SPONSORS



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## #MJBizCon MIXER SPONSORS



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## MEDIA SPONSORS



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Booth# 1709





# Agenda

## PRE-CONFERENCE: TUESDAY NOVEMBER 15, 2016 Attendee Badge Pick-up: 8-5



8:00	Registration Opens	
10:00	Marijuana Business Crash Course - Morning Sessions Details are available on Page 8 Additional fee, limited seating 	MJBizCon Science Symposium - Morning Sessions Details are available on Page 9 Additional fee, limited seating 
	Networking Lunch for Pre-Conference Attendees	
1:00	Marijuana Business Crash Course - Afternoon Sessions Details are available on Page 8 Additional fee, limited seating 	MJBizCon Science Symposium - Afternoon Sessions Details are available on Page 9 Additional fee, limited seating 

## DAY 1: WEDNESDAY, NOVEMBER 16, 2016 Attendee Badge Pick-up: 7-6

8:00	Networking Breakfast	
9:00	<b>KEYNOTE</b> Editor's Insights: Industry Analysis & Forecast - Cassandra Farrington & Chris Walsh	
9:40	<b>KEYNOTE</b> Activity is Not Productivity: Tools to Optimize Your Cannabis Workday - Juliet Funt	
10:30	Win, Lose or Draw: 2016 Election Postgame	Expo Halls Open (11am-6pm) 
11:30	Caught on Tape! Exclusive Cannabis Customer Insights	
12:10	<b>KEYNOTE</b> No Filter: Penn Jillette on Marijuana	
1:00	Tax Workshop: Easing the 280E Blow	
2:00	Retail Roundtable	
3:00	Retail Networking Lounge	Networking Lunch (11:30am-2pm)
4:00		
6:00	<b>The #MJBizCon Mixer</b> celebrate • support • socialize Details are available on Page 11 (additional fee) 	

Note: Agenda is correct at time of printing and is subject to change without notice.

# Agenda, continued

DAY 2: THURSDAY, NOVEMBER 17, 2016				Attendee Badge Pick-up: 7-5	
8:00	Women's Marijuana Business Breakfast Details are available on Page 10 Additional fee, limited seating			Networking Breakfast	
	RETAIL	INDUSTRY INSIGHTS	INFUSED / CULTIVATION		
9:00	Retail Intel: Latest Marijuana Sales Trends	Lessons Learned From Licensing Hits & Misses: A Chain Reaction Panel			
10:00	Retail Fast Tracks: • The Art of the Upsell: Boosting Average Spend • How to Cut Costs at Your Dispensary	Case Studies: How I Landed \$1M+ in Financing	Infused Products Workshop: Extraction Processes, Procedures & Techniques		
11:00	Biggest Challenges Facing MJ Retailers - And How to Overcome Them	Small Business Survival Strategies in Advance of Big Marijuana	Infused Products Roundtable	EXPO HALLS OPEN (11am-6pm) 	Networking Lunch (11:30am-2pm)
12:00	Retail Debates: • On-the-Job Consumption • Staying Small vs. Going Big • Should Dispensaries Cater to Rec Users?	The Big Shift: Transitioning From MMJ to Rec	Infused Products Networking Lounge		
1:00			Cultivation Workshop: Reducing Energy Use and Lowering Costs Through Sustainability		
2:00			Cultivation Roundtable		
3:00			Cultivation Networking Lounge		
4:00					

## Conference Access Icons

Your name badge will display icons to indicate your conference access:



Marijuana Business Crash Course



MJBizCon Science Symposium



Conference Sessions & Expo Halls



Expo Hall Access & Meals Only (no conference sessions)



Women's Marijuana Business Breakfast





New Investor Networking Breakfast



#MJBizCon Mixer Benefit Event



DAY 3: FRIDAY, NOVEMBER 18, 2016				Attendee Badge Pick-up: 7-2	
8:00	New Investor Networking Breakfast Details are available on Page 10 Additional fee, limited seating				Networking Breakfast
	CULTIVATION	INFUSED PRODUCTS	INDUSTRY INSIGHTS		
9:00	New Cultivation Technologies: What's Worth It, What's Not	Infused Products Fast Tracks: • Tips for Sourcing Ingredients, Trim and Oils • Prepping for High-Demand Periods			
10:00	Cultivation Debates: • Greenhouse vs. Indoor • Craft vs. Large-Scale • Is It Time to Rename Strains?	Market Research: Using Patient Insights to Develop & Brand New Infused Products	Workshop: Using Data to Boost Your Business		
11:00	Chemical Warfare: Pesticides & Organic Cultivation	Infused Products Fast Tracks: • Out-of-State Expansion via Partnerships • Scaling Up to Mass Production	Financing Workshop: Tactical Guide to Raising Capital	EXPO HALLS OPEN (11am-4pm)  	Networking Lunch (11:30am-2pm)
12:00	Ask the Expert: Q&A With Cultivation Pioneer Kyle Kushman	Around the Bend: Challenges, Regulations & Innovations	Banking Workshop: Finding and Keeping a Bank Account for Your Cannabis Company		
12:50					

### Notes:

- Business or business casual attire suggested.
- Lunch on Tuesday, November 15 is included for Crash Course and Science Symposium attendees only. Networking Breakfasts & Lunches on Wed-Thu-Fri are included with Main Conference and Expo & Meals Only registrations.
- The use, distribution, or sale of any products containing THC is strictly prohibited at the event, in the exhibit hall, conference sessions, or any other function space where the event is conducted. Any individual who possesses, transports, or consumes any THC-based products is solely responsible for his/her compliance with local and state regulations.
- About the track program: While the tracks are focused on a particular part of the market, please feel free to switch between tracks to customize the program to your needs.
- About Workshops & Roundtables: Due to extremely limited seating, an additional registration is required at no additional charge. Open to all qualified Main Conference attendees on a space-available basis. Visit [MJBizCon.com](http://MJBizCon.com) for details.

**HURRY! Save \$200.00 per person - offer ends October 20<sup>th</sup>**

# Conference Add-ons (additional fees apply to these items)

**REVISED AND UPDATED**

## Marijuana Business Crash Course

**Tue, Nov 15: 10:00am-5:00pm**



New to the industry? Prep yourself for the Marijuana Business Conference & Expo via our Crash Course workshop. This intensive, day-long workshop focuses on national, executive-level information for business leaders and prospective investors. Includes Q&A so you can get your questions answered by experts who have been deeply involved in the industry.

### Crash Course Agenda - All sessions, plus lunch, included with registration

10:00-10:20am	Industry Overview	2:05-2:30pm	Security
10:20-10:45am	The Plant Behind the Industry: Cannabis	2:30-3:00pm	Marketing, Advertising & Branding
10:45-11:05am	Regulations & Licensing	3:00-3:15pm	Networking Break
11:05-11:30am	Testing	3:15-3:30pm	Retail Rundown
11:30-12:00pm	Banking, Payment Processing & Cash Management	3:30-3:45pm	Cultivation Considerations
12:00-1:00pm	Networking Lunch	3:45-4:00pm	Infused Products Overview
1:00-1:45pm	Taxes & Legal Issues	4:00-4:15pm	Ancillary Business Landscape
1:45-2:05pm	Real Estate & Community	4:15-5:00pm	Early Stage Funding, Late Stage Funding

“It’s a huge time-saver. The price of admission was easily worth the amount of time I saved on research.”

Justin Smith  
JMS Digital Media

“They did a good job in selecting speakers who really pack a lot of difficult information into a really short amount of time — I’d favorably compare it to a college semester.”

Adam Rich  
Cultivator

“I didn’t know much about the business so it opened my eyes to some risk, to which area I want to play in.”

Vaughn S. Harvey  
IProveIt.com



## ALL NEW:

# MJBizCon Science Symposium

Tue, Nov 15: 10:00am-5:00pm

Many of the entrepreneurs and financiers in the cannabis industry are from diverse backgrounds other than cannabis. That's why we developed this Science Symposium to bring business leaders up to speed with the plant, its applications, and the best ways to deliver desired outcomes for medicinal and recreational purposes. Presented by cannabis researchers, this full-day workshop offers a primer on each topic, followed by a practical Case Study highlighting business-related information, and opportunities for Q&A.

## Symposium Agenda – All sessions, plus lunch, included with registration

10:00-10:30am	Introduction The State of MJ Science Address	1:00-2:00pm	Therapeutic and Clinical Research
10:30-11:00am	Plant Anatomy	2:00-3:00pm	Extraction: Methods, Formulations and the Future
11:00-12:00pm	Cannabinoids and Terpenes	3:00-3:15pm	Networking Break
12:00-1:00pm	Networking Lunch	3:15-4:15pm	Testing: Regulations, Labeling and Liability
		4:15-5:00pm	Plant Pests, Pathology and Disease

### Session Details:

#### Plant Anatomy

You'll learn about botanical aspects of the plant and how it grows, including cannabis morphology and physiology, and understand the differences between the species Cannabis Sativa versus Cannabis Indica.

#### Cannabinoids and Terpenes

Get an overview of the key cannabis compounds: cannabinoids and terpenes, as well as the chromosomes and genes that direct the enzymatic formation of cannabinoids and terpenes, and the timing and importance of synthesis pathways.

You'll also examine the different classes of compounds in each group, and how they define varieties and strains. You'll take a look at how these function in the human endocannabinoid system, and how different combinations of compounds impact therapeutic and recreational effect.

Lastly, hear about plant genomics by an industry-leading researcher who is sequencing the genome of key cannabis strains. You'll learn what defines a genetic variety, and the challenges with identifying, categorizing, and naming these varieties, all which have profound impact on our industry.

#### Therapeutic and Clinical Research

The amount of clinical research into the therapeutic benefits of marijuana and cannabis compounds is beginning to dramatically increase. Hear from researchers who utilize laboratory disease models as well as direct clinical studies in humans to investigate the therapeutic potential of cannabis. Recent data will be shown demonstrating how the THC molecule may be useful in the fight against diseases such as Alzheimer's and other leading therapeutic targets for cannabis.

#### Extraction: Methods, Formulations, and the Future

Infused products are popular recreationally as well as being safer and more precise modes of delivery for therapeutic application. This session reveals the scientific process of extracting key compounds to create infused products. You'll learn about how solvent, supercritical, and other forms of extraction really work, and how they compare to each other. You'll also look at the many forms of post-extraction products and how formulations chemistry is advancing in the industry.

#### Testing: Regulations and Liability

Why does testing matter, and how can you choose an appropriate test lab? Hear from analytical scientists and regulator/auditors in the quality assurance side of the industry. You'll learn about the benefits of best practice quality assurance, from marketing to protection from product liability. The importance of appropriate labeling, proper sampling size and schemes, expected testing variability between labs, the appropriate use of data, and other specific components related to testing will be studied. You'll also look at the different capabilities of labs, and new third-party lab accreditation programs.

#### Plant Pests, Pathology, and Disease

Discover the current state of plant disease in cannabis cultivation. Includes a review of the different sources of plant pathology, including bacteria, fungus, and virus. You'll take a look at parallel agricultural programs and the arduous processes employed to control the spread of plant diseases. And you'll learn specifically how some current agribusiness practices can lead to resistant pests and microorganisms that have a severe potential threat to our industry. This session ends with cutting edge research from a professor of biomolecular engineering who is researching a novel use of enzymes for inhibiting the spread of microorganisms on plants, equipment, and facility surfaces.

**HURRY! Save \$200.00 per person - offer ends October 20<sup>th</sup>**

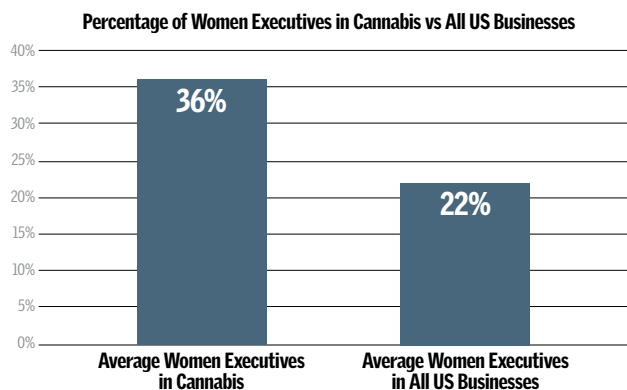
# Conference Add-ons, continued (additional fees apply to these items)

**CLOSE TO SELL OUT!**

## Women's Marijuana Business Breakfast

**Thu, Nov 17: 8:00-9:30am**

*Note: Ticketed separately. You do not need to be registered for the Marijuana Business Conference & Expo to attend.*



Source: Marijuana Business Daily Oct. 2015 survey, Pew Research Center

Women are more likely to hold executive titles in every major sector of the cannabis industry than in the general workforce at large. This indicates that women have more opportunities to climb the ladder in the marijuana industry and are making quicker progress toward those goals than females in all other industries as a whole in the U.S.

Our annual fall women's networking breakfast is dedicated to the unique challenges and opportunities for female professionals and entrepreneurs in cannabis. You'll meet your peers, share war stories, and discuss solutions to challenges that we as women face. Plus, be inspired by some of the most successful women in cannabis today!

**CLOSE TO SELL OUT!**

## New Investor Networking Breakfast

**Fri, Nov 18: 8:00-9:30am**

*Note: Ticketed separately. You do not need to be registered for the Marijuana Business Conference & Expo to attend.*



If you're looking to invest into a privately held cannabis company – or a cannabis related business – this exclusive breakfast is your first stop.

You'll get an overview of the challenges you'll face and gain ideas on how to overcome them. Plus, you'll network with other financiers and round out your Conference education with content tailored to your area of expertise.

Although the cannabis industry is a hot investment opportunity, it's fraught with unique challenges such as complying with federal and state laws and placing funds in an industry with highly constrained banking regulations. Newcomers will need all the help they can get.

**Note: This breakfast is NOT for public stock market investors. Its focus is on early and mid-stage loans and equity investments into privately-held organizations and newer investors looking to deploy capital.**



Register now at [MJBizCon.com](http://MJBizCon.com) or call (401) 354-7555 x1

All add-on events will be held at the Rio All-Suites Hotel & Casino.  
You do not need to purchase a conference registration in order to attend. Seating is limited and expected to sell out.

# The #MJBizCon Mixer

celebrate • support • socialize

Wed, Nov 16: 6:00-8:00pm

## The Official Afterparty of MJBizCon

Note: Separately ticketed. Includes drink, hearty appetizers and live entertainment. You do not need to be registered for the Marijuana Business Conference & Expo to attend.



Join us poolside at the Rio All-Suites Hotel & Casino for an evening of celebration and networking, and help raise money for advocacy organizations leading the fight to expand marijuana legalization. Without their efforts, the business opportunities would not exist – and it's time to give back to the cause.

Now only \$50 to attend -- 100% of your ticket fee will be donated to the 6 national advocacy groups being supported :

- Americans for Safe Access (ASA)
- Drug Policy Alliance (DPA)
- Marijuana Policy Project (MPP)
- National Cannabis Industry Association (NCIA)
- National Organization for the Reform of Marijuana Laws (NORML)
- Students for Sensible Drug Policy (SSDP)

Your direct donation is made possible by our #MJBizCon Mixer sponsors and MJBizDaily that are underwriting the event, the food, the entertainment, and complimentary drink.

Your #MJBizCon Mixer entry includes a poolside drink, hearty appetizers and live entertainment; plus, networking with more than 2,500 cannabis industry business leaders and financiers.

### Mixer Sponsors Include:

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Booth# 753



Booth# 1307



SANSAL  
Booth# 229

## Main Conference Sessions

### **KEYNOTE — Editor's Insights: Industry Analysis & Forecast**

Get an exclusive look at where the cannabis business is headed in 2017 (and beyond.) Includes exclusive financial data and behind-the-scenes insights from the industry's top analyst, Chris Walsh of *Marijuana Business Daily*.

### **KEYNOTE — No Filter: Penn Jillette on Marijuana**

Marijuana legalization advocate and Emmy-award winner Penn Jillette is no stranger to speaking his mind on sensitive issues including creationism, animal rights and immigration. He'll turn his focus to marijuana legalization in a one-of-a-kind keynote presentation at the 5th Annual Marijuana Business Conference & Expo. Join Jillette for a brutally honest and informed conversation from his perspective as both a non-user and a Libertarian. He'll explore national cannabis legalization and how he feels it ties into business, culture and politics. Jillette is one half of the world-famous magic duo Penn & Teller.

### **Win, Lose or Draw: 2016 Election Postgame**

The 2016 election will be one of the most significant in the history of cannabis. A panel of industry insiders on the front lines of the legalization efforts will reveal how the results may play out nationally as well as in key local markets. Remember: once an election is over, the industry upheavals and opportunities have just begun.

### **Caught on Tape! Exclusive Cannabis Customer Insights**

Ever wonder what your customers REALLY think about your cannabis business? Attend this session for educational and entertaining revelations about what typical customers and patients really think about retailers, infused products, services and other offerings in the cannabis marketplace. If you're wondering why you're not making the sales you hoped for - or if you are about to launch a new offering - this is the session for you.

### **KEYNOTE — Activity is Not Productivity: Tools to Optimize Your Cannabis Workday**

Growing a business in the explosive cannabis industry is very different than running a company in an established industry. You must maximize every single hour of your business day. Discover practical tactics to stay on top and thrive - rather than being swept away.

### **Tax Workshop: Easing the 280E Blow**

Taxes are one of the biggest issues facing marijuana retailers today, thanks to the dreaded 280E section of the U.S. tax code. In this workshop, participants will get an in-depth look at strategies they can use to lower their tax bill and, in turn, boost their profit margins. Learn about intellectual property issues, why entity types matter, and techniques to segregate operations to maximize your deductions. *Seating is very limited, and pre-registration is required with no additional charge to Main Conference attendees. See [MJBizCon.com](http://MJBizCon.com) for details.*

### **Retail Roundtable**

In this intimate peer-to-peer learning session, dispensary and rec shop owners will discuss some of the biggest issues facing their businesses today, including banking, advertising, testing and real estate. Participants will share their experiences and advice on these topics with other retail cannabis executives. The Retail Roundtable is for experienced retailers who are currently employed by an operating dispensary or recreational cannabis store - NOT vendors, consultants or entrepreneurs who hope to open one. *Seating is very limited, and pre-registration is required with no additional charge to qualified Main Conference attendees. See [MJBizCon.com](http://MJBizCon.com) for details.*

### **Retail Networking Lounge**

Here's your opportunity to connect with Retail professionals from around the nation in a casual, unstructured networking setting. You'll build meaningful relationships within the industry and create a competitive advantage for you and your business. No advance registration required - drop in and leave as you please.

*Note: Session descriptions are correct at time of printing and are subject to change. For a complete and up-to-date list of sessions, please visit [MJBizCon.com](http://MJBizCon.com).*

## Retail Intel: Latest Marijuana Sales Trends

What's hot and what's not in the retail cannabis world? Find out what the latest data says about sales trends in the cannabis industry, including everything from concentrates and high-CBD products to edibles. Executives from cannabis-related data companies will dive into what's selling well in specific states – including Arizona, California, Colorado, Illinois, Oregon and Washington – and offer the national picture as well. This session will also explore trends tied to pricing customer demographics and other areas of the industry.

## Lessons Learned from Licensing Hits & Misses: A Chain Reaction Panel

Winning a cannabis business license isn't easy, and often there's no obvious differentiator between the applicants who emerge as winners, and those who ultimately lose out. In this session, a panel of experts – including the former director of the Illinois MMJ program, a consultant and a successful applicant – will interview each other about what works and what doesn't when applying for a license. You'll walk away with a better understanding of what could put you over the top, or sink your chances. This session is ideal for existing business owners applying for retail, cultivation, processing and producer licenses in new markets as well as entrepreneurs who are making their first foray into the industry.

## Infused Products Workshop: Extraction Processes, Procedures & Techniques

An increasing number of marijuana businesses – and particularly infused products and concentrates companies – are getting into the extraction game themselves rather than relying on third parties. This workshop will cover trends pushing extraction development and give attendees an overview of the considerations, challenges and methods of extraction with a focus on specific processes and techniques available to maximize throughput, efficiency and safety. *Seating is very limited, and pre-registration is required with no additional charge to Main Conference attendees. See [MJBizCon.com](http://MJBizCon.com) for details.*

## Retail Fast Tracks:

- **The Art of the Upsell: Boosting Average Spend**
- **How to Cut Costs at Your Dispensary**

In the first session of the Retail Fast Track, you'll learn how to increase the average purchase amount at your dispensary or rec store to help boost revenues. You'll also gain insight on how to train your budtenders to upsell. In the second session, you'll discover tried and true (and often overlooked) ways to lower costs at your dispensary and improve the bottom line. These 25-minute sessions will offer actionable advice you can take back and implement at your retail cannabis store immediately.

## Case Studies: How I Landed \$1M+ in Financing

Seeking money to expand your marijuana business or launch a new one? Hear from several cannabis entrepreneurs who have successfully landed \$1 million or more in financing. They'll talk about how they found investors, pitched their companies and negotiated their deals. You'll also get an idea of the terms of their financing arrangements, including what interest rates or equity stakes they offered to secure money.

## Small Business Survival Strategies in Advance of Big Marijuana

They're coming. Big industries – agriculture, pharmaceutical, software ... possibly even tobacco and alcohol – are poised to enter the marijuana sector in the coming years. At the same time, some large companies are emerging within the marijuana space itself, developing chain stores, opening massive grows and expanding into multiple states. Learn how to not only survive, but also to thrive in the long-run as the cannabis industry evolves and powerful new competitors enter the scene.

## Infused Products Roundtable

In this intimate peer-to-peer learning session, infused products and concentrates professionals will discuss some of the biggest issues facing their businesses today, including packaging and labeling, CBD products, marketing and consistency. Participants will share their experiences and advice on these topics with other infused products and concentrates executives. The Infused Products Roundtable is for experienced processors who are currently employed by an operating infused products company – NOT vendors, consultants or entrepreneurs who hope to open one. *Seating is very limited, and pre-registration is required with no additional charge to qualified Main Conference attendees. See [MJBizCon.com](http://MJBizCon.com) for details.*

## Biggest Challenges Facing MJ Retailers – And How to Overcome Them

From regulatory compliance to managing cost of goods sold, cannabis retailers face nonstop challenges. In this session you'll get a rare behind-the-scenes look at what obstacles one of America's most successful dispensaries faces currently – and how the management team attacks everything from inventory control and growth reinvestment to employee culture clashes and the possibility of recreational marijuana legalization.



## Retail Debates:

- **On-the-Job Consumption**
- **Staying Small vs. Going Big**
- **Should Dispensaries Cater to Rec Users?**

Get ready for passionate discussions about some of the most controversial topics in retail cannabis management. In the first debate, two marijuana professionals will square off on whether medical marijuana businesses should allow employees who are also MMJ patients to consume during work hours. The second debate will explore the benefits and drawbacks of staying small vs. developing a larger operation or a chain of storefronts. This session will wrap up with a debate on if medical cannabis dispensaries should actively target rec users/patients using primarily for recreational reasons via marketing and advertising or keep a strictly medical focus.

## Infused Products Networking Lounge

Here's your opportunity to connect with Infused Product Company professionals from around the nation in a casual, unstructured and intimate networking setting. You'll build meaningful relationships within the industry and create a competitive advantage for you and your business. No advance registration required – drop in and leave as you please.

## The Big Shift: Transitioning from MMJ to Rec

This year could be a watershed moment for the recreational marijuana industry, as several states will likely legalize adult-use cannabis in November. Many more could do so in the coming years. So how do existing medical marijuana businesses transition to the brave new world of recreational cannabis? In this session, you'll learn from business pros in Colorado and Washington who have already been through the shift. They'll shed light on the differences between the medical and recreational markets, share advice on how you can prepare your business for the transition, and identify some of the biggest opportunities in the rec industry.

## Cultivation Workshop: Reducing Energy Use & Lowering Costs Through Sustainability

Sustainability is the big buzzword in cannabis cultivation these days, but few growers actually know how to apply it to their current operations, whether they focus on indoor, outdoor or greenhouse methods. In this workshop, you'll learn advanced methods for reducing your energy use and carbon footprint from both a technology systems and operational strategy perspective. You'll also get an overview of renewable energy options for your grow. *Seating is very limited, and pre-registration is required with no additional charge to Main Conference attendees. See [MJBizCon.com](http://MJBizCon.com) for details.*

## Cultivation Roundtable

In this intimate peer-to-peer learning session, cultivation professionals will discuss some of the biggest issues facing their businesses today, including lighting, climate control, pest management strategies and improving yields. Participants will share their experiences and advice on these topics with other growers and cultivation site executives. The Cultivation Roundtable is for experienced cultivators who are currently employed by an operating cultivation site – NOT vendors, consultants or entrepreneurs who hope to open one. *Seating is very limited, and pre-registration is required with no additional charge to qualified Main Conference attendees. See [MJBizCon.com](http://MJBizCon.com) for details.*

## Cultivation Networking Lounge

Here's your opportunity to connect with Cultivation professionals from around the nation in a casual, unstructured and intimate networking setting. You'll build meaningful relationships within the industry and create a competitive advantage for you and your business. No advance registration required – drop in and leave as you please.

## New Cultivation Technologies: What's Worth It, What's Not

From lighting to climate control to self-contained grow pods, cannabis cultivation is seeing a flurry of technological advancements. But it can be difficult to determine what's worth the investment and what will have a big beneficial impact on your operation. In this session, several cultivation experts will discuss which technologies they think growers should be pursuing and which ones will play a big role in the industry down the road.

## Cultivation Debates:

- **Greenhouse vs. Indoor**
- **Craft vs. Large-Scale**
- **Is It Time to Rename Strains?**

Get ready for passionate discussions about some of the hottest topics in cannabis cultivation management. In the first debate, you'll hear one professional lay out an argument for why greenhouse is the way to go, while another will make the case for indoor grows. The second debate will examine the benefits of staying small and focusing on "craft" cannabis, vs. the benefits of developing a large-scale grow that can mass produce a handful of popular strains. This session will wrap up with a debate on whether the industry should come together to rename strains like AK-47 and Girl Scout Cookies to make labels more appealing to the general public.

## Workshop: Using Data to Boost Your Business

Looking to get ahead of the competition? Look to data. This workshop will teach dispensary and retail store executives about how to unlock the information already available to your business to boost sales, bolster the bottom line and target customers more effectively. Learn what types of data you should be focusing on to make informed business decisions and how to get it. *Seating is very limited, and pre-registration is required with no additional charge to Main Conference attendees. See [MJBizCon.com](http://MJBizCon.com) for details.*

## Market Research: Using Patient Insights to Develop & Brand New Infused Products

Don't invent new infused products in a vacuum! Three experts will share hands-on tactics they have used to find out what new types of products patients are eager to purchase. This session is equally useful for R&D pros as well as your branding expert. Patient-centric development and branding is the safest and strongest road to success.

## Financing Workshop: Tactical Guide to Raising Capital

Landing investment money is critical for entrepreneurs looking to start companies and owners looking to expand. In this workshop you'll gain insight into the investor mindset, and learn how to find, connect, start and maintain the conversation with investors, and even how to avoid wasting time with window shoppers. Understand the foundational requirements of a competent and inspiring investor pitch with effective strategies for defending your valuation and shortening the decision making process to close. *Seating is very limited, and pre-registration is required with no additional charge to Main Conference attendees. See [MJBizCon.com](http://MJBizCon.com) for details.*

## Chemical Warfare: Pesticides & Organic Cultivation

Battle lines are being drawn in the cannabis industry over what is – and isn't – acceptable when it comes to using chemicals and general pesticides on plants. At the same time, an increasing number of states are seeking to define what chemicals should and shouldn't be allowed in commercial cannabis cultivation. In this session, experts will discuss the current state of pesticide use in the marijuana industry, talk about how to approach this issue at your grow, and explore ways to use organic methods.

## Infused Products Fast Tracks:

- Boosting Out-of-State Expansion via Partnerships
- Scaling Up to Mass Production

Want to expand your infused products or concentrates company into new states and develop a national footprint but unsure how to do so? Consider joining forces with brands in other states that you might otherwise compete with. In the first session, you'll discover the key components of the "coopetition" expansion model, including managerial leadership, trust development, interlinking branding and operational efficiencies. In the second session, you'll learn about strategies that will help you move from a small-scale production facility to a larger operation that can churn out mass amounts of chocolate bars, gummy bears and other infused products. Discover how much it could cost to scale up, what equipment is ideal for mass production and how you should prepare for such a move.

## Ask the Expert: Q&A With Cultivation Pioneer Kyle Kushman

Kyle Kushman is one of the most recognizable names in marijuana cultivation, having won 13 Medical Cannabis Cups awards over a 30-year career tied to growing cannabis himself and advising others on cultivation. In this session, Kushman will discuss his thoughts on many aspects of cannabis cultivation, from growing organically to the biggest challenges facing the industry. He'll also share his tips and tricks for optimizing a grow. The audience will have ample time to ask questions.

## Banking Workshop: Finding and Keeping a Bank Account for Your Cannabis Company

Roughly 60% of cannabis companies don't have bank accounts for their businesses given the reluctance of financial institutions to work with the marijuana industry. This workshop will start with a brief overview of the myths and facts surrounding banking in the cannabis sector, as well as a look at the risks that are show-stopping for most banks and credit unions. Then we'll dive into what it takes to get and retain a bank account, what type of financial institutions can and are willing to bank with the industry, how to prepare and nail your pitch and what pitfalls to avoid. *Seating is very limited, and pre-registration is required with no additional charge to Main Conference attendees. See [MJBizCon.com](http://MJBizCon.com) for details.*

## Around the Bend: Challenges, Regulations & Innovations

Infused products and concentrates companies are increasingly facing some of the most onerous regulations in the entire marijuana industry – covering everything from packaging and potency to dosing and marketing. On the bright side, they're also poised for rapid growth as demand for alternative forms of cannabis consumption grows. Attend this session to find out what's in store for the infused products and concentrates side of the industry, including the challenges and regulatory changes coming down the pike as well as which types of products are growing in popularity.

## Keynote Speakers



**Chris Walsh**  
Editorial Director  
Marijuana Business Daily



**Juliet Funt**  
CEO  
WhiteSpace at Work



**Penn Jillette**  
Libertarian, Author,  
Entertainer

## Additional Speakers

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**Sara Batterby**  
President & CEO  
Hifi Farms



**Roy Bingham**  
CEO & Co-founder  
BDS Analytics



**Paul Bohannon**  
CEO  
Honu



**Carmen Brace**  
Founder  
NorthStar Insights



**Shivawn Brady**  
CEO  
Seva Crop Consulting



**Greta Carter**  
President  
The GCAR Companies



**Alex Cooley**  
Founder  
Solstice



**Tim Cullen**  
CEO & Co-owner  
Colorado Harvest Company



**Andrew DeAngelo**  
COO  
Harborside Health Center



**Anthony Franciosi**  
Founder  
Honest Marijuana Co



**Matthew Gaboury**  
Vice President  
Cultivar



**Amanda Gonzalez**  
CEO  
Southwest Alternative Care



**Dean Guske**  
Owner  
Guske & Company



**Daniel Gustafik**  
President  
Hybrid Tech



**Frank Hawkins, Jr**  
Owner  
Nevada Wellness Center





**Kathleen Hokanson**  
CEO & President  
Koan Energy Consultants



**Jescie Horton**  
Founder  
Panacea Valley Gardens



**Wanda L. James**  
CEO  
Simply Pure Dispensary



**Rob Kampia**  
Executive Director  
Marijuana Policy Project



**Kyle Kushman**  
CEO & Cultivation Expert  
Kyle Kushman Brands & Vegamatrix



**James Lowe**  
Co-founder & President of Cultivation  
MJardin



**Jim Makoso**  
Co-founder & Vice President  
Lucid Labs



**Shabnam Malek**  
Partner  
Brand & Branch LLP



**Amy Margolis**  
Owner & Attorney  
Margolis Legal



**Ari Markowitz**  
CTO  
Native Roots Dispensary



**Bob Morgan**  
Special Counsel  
Much Shelist, P.C.



**Ethan Nadelmann**  
Founder & Executive Director  
Drug Policy Alliance



**Noah Novello**  
Manager of Extractions  
LivWell



**Emily Paxhia**  
Managing Director  
Poseidon Asset Management



**Hillary Peckham**  
COO  
Etain



**Cy Scott**  
CEO  
Headset



**Sundie Seefried**  
President & CEO  
Partner Colorado Credit Union



**Tick Segerblom**  
State Senator  
Nevada Legislature



**Tim Shaw**  
COO  
MariMed Advisors



**Ben Sillitoe**  
CEO & Co-founder  
Oasis Medical Cannabis



**Ryan G. Smith**  
CEO & Co-founder  
LeafLink



**Tyler Stratford**  
Operations Consultant  
MJ Freeway



**Nicole Van Rensburg**  
Partner  
Midwest Compassion Center



**Matt Walstatter**  
Founder & CEO  
Pure Green



**Nancy Whiteman**  
Co-founder & Co-owner  
Wana Brands

Note: Speakers are correct at time of printing and are subject to change. For a complete, current list of speakers, please visit [MJBizCon.com](http://MJBizCon.com).

# Exhibitor Listing

EXHIBITOR	BOOTH #	EXHIBITOR	BOOTH #	EXHIBITOR	BOOTH #	EXHIBITOR	BOOTH #
3si Security.....	1615	Cannafo LLC.....	1715	GeoShepard.....	2512	Lola Lola.....	437
4 Season Grow System.....	125	CannaGuard Security/ Veracity.....	307 & 410	GFarma Labs.....	401	Ludvig Svensson, Inc.....	539
ACCUVAPE.....	201	Cannakorp.....	304	GGG Structures.....	648	LumiGrow.....	728
Advanced Bio Controls.....	2609	Cannaline Custom Packaging Solutions.....	435	Good Chemistry.....	1722	Lush Retail Environments.....	1519
Advanced LED Lights.....	115	Cannanite.....	2610	GreenBox24.....	743	Mad Displays.....	2702
AEssense Corp.....	343	CannaPro.....	1720	GreenBroz.....	1602	Marijuana Business Daily.....	421
Afinia Label.....	350	Cannasure Insurance Services.....	534	Green CO2 Systems.....	147	MarijuanaBusinessOperations.com.....	521
Aguair Inc.....	114	CanopyBoulder.....	643	Green Planet Wholesale.....	249	Marijuana Marketing Gurus.....	707
AiroClean 420/KES Science & Technology, Inc.....	702	Cascade Botanical.....	111	GreenForm Solar.....	1514	Marijuanapackaging.com.....	1509
Airstream Innovations.....	Outdoor3	CBD For Life.....	1408	Greenhaus Industries.....	1317	Marijuana Policy Project.....	718
All Green Insurance.....	649	CBG Technologies.....	548	Green House Brands.....	1502	Marijuana Venture Magazine.....	1709
All Packaging Company.....	1422	Cirrus LED Systems.....	1603	Greenspace.....	244	MariMed Advisors.....	200
Allied Steel Buildings.....	1613	Citizen ECig.....	2509	Grodan.....	429	McCallum Company.....	1500
American Security Products Company.....	1617	CMS, LLC.....	1702	Grow Brothers.....	1412	Medicine Man Technologies.....	415
Americans for Safe Access.....	840	CO2 Meter Inc.....	1612	Grow Lites.....	2500	MedMen.....	Suite A
Amerivacs.....	103	Cold Shot Chillers.....	346	Grow Louisiana LLC.....	1417	Milestone Safety Group.....	646
Anderson Injectors™ / Auto-Gro®.....	137	Coldcore.....	1319	Growcentia.....	1313	Minority Cannabis Business Association.....	838
AnnaBis.....	1414	Colorado Extraction Systems.....	1318	Grower's Choice.....	1516	MJ Freeway.....	407
Apeks Supercritical.....	434	COMERG.....	2606	Growers House.....	1315	MJardin.....	300
Aptus.....	205	Confident Cannabis.....	1600	Growers Supply.....	633	MRX Xtractors.....	753
Arcadius Tech.....	647	Conley's Manufacturing & Sales.....	1402	Guardian Data Systems.....	622	Munch Machine.....	1418
Arch Solar, LLC.....	2704	Convion Ltd.....	619	Hanson Water Treatment.....	349	Nanolux Technology.....	515
Arizona Instrument LCC / Computrac.....	447	Cooljarz™ / Earthwise Packaging LLC.....	209	Heidolph North America.....	620	NCIA.....	828
AssurPack LLC.....	448	Cover Cannabis.....	247	Heliospectra AB.....	235	Netwatch USA.....	106
Atlantic Packaging.....	1706	CRATIV Packaging.....	2602	Hempstaff.....	746	Nexus Corp.....	308
AutoPot Watering Systems & Cultivation Consultancy USA.....	334	Cubic Designs Inc.....	234	High Caliber Growing - Smart Pot.....	446	NORML.....	836
B/R Instrument Corp.....	Suite Y	Current Culture H2O.....	342	High Quality Life.....	1507	NuAxon BioScience.....	749
Baked Smart.....	1321	CVVault FreshStor.....	1517	Hightech Extracts LLC.....	1700	NUJO Surveillance Solutions.....	139
Baker Perkins.....	1604	CVRN.....	Suite D	Highview Technology Solutions.....	1620	O.PenVAPE.....	701
BDS Analytics.....	644	CW Hemp/Stanley Brothers Social Enterprises.....	204	House and Garden Nutrients.....	142	O2 Grow.....	1518
Berger.....	1323	Dab Genius.....	1403	HOVE International Inc.....	129	o2Vape.....	128
BHOgart.....	1413	Damatex Control Systems.....	615	Hummert International.....	550	Oaksterdam University.....	1705
Biosecurity.com.....	1401	Data Aire.....	1501	Hydrodynamics International.....	1503	OCO Labs.....	1308
Bios Lighting LLC.....	704	Delta T Solutions.....	117	Hydrologic Purification Systems.....	443	Orange Photonics.....	1420
Biotage.....	1714	Denver Consulting Group / Cannascore.....	242	Hydropods Inc.....	2709	PayQwick.....	1400
BioTherm.....	146	Dixie Elixirs & Edibles.....	508 & 509	Hydrotek.....	451	Pazoo.....	1305
BioTrack THC.....	722	Dosatron International.....	744	Hygia Nutrients.....	2506	PIC-SFC Inc.....	135
Black Dog LED.....	742	Drug Policy Alliance.....	842	ICANN USA.....	549	Platinum LED Grow Lights LLC.....	543
Blaze Lab Solutions.....	1515	DryGair- CannabiSolution.....	727	ICS Group LLC.....	1419	PlusCBD Oil.....	506
Bloom Farms.....	449	Dyna-Gro.....	1512	Ideal Harvest.....	105	Pollen Gear.....	546
Blue Dot Safes.....	1306	Dynamic Air Quality Solutions.....	438	Incredibles (Medically Correct).....	715	Pope Scientific Inc.....	1508
Borroughs Corp.....	608	eBottles.....	536	Indoor Grow Science.....	650	Poseidon Asset Management LLC.....	Suite X
Boulderlamp, Inc.....	104	Eden Labs.....	222	Innovative Growers Equipment, Inc.....	1416	PotBotics.....	1609
Boveda.....	246	Elemental Digital.....	108	Integra by Desiccare.....	406	Precision Automation Company.....	1608
BrewBudz by Cannabiners.....	2604	Elixinol.....	1607	IntelliChoice Energy.....	635	Precision Extraction Solutions.....	210
Bud Bar Displays.....	523	Emerald Scientific.....	1406	Isolate Extraction Systems Inc.....	1716	Premier Tech Horticulture.....	601
Budding Power Solutions.....	2707	Endoca.....	218	Jane.....	600	Priva North America.....	721
Bullet Concentrates.....	1303	EnviroGrow.....	321	JuJu Royal.....	1712	Pro MAX Grow.....	1521
C4EverSystems.....	617	Envirotech Greenhouse Solutions.....	328	Jupiter Research, LLC.....	1309	ProVerde Laboratories.....	230
California LightWorks.....	700	Exergy.....	1704	Kalyx Development.....	351	Pure Grow.....	2507
Calyx Brands.....	542	ExtraktLab LLC.....	Suite F	KIND Financial.....	609	Pure Grow Soil.....	716
Canna Advisors.....	636	EZ Grow Systems.....	1601	Kiva Confections.....	637	Pure Ratios.....	107
Canna Security America (CSA).....	1605	EZ Trim, LLC.....	607	Knalysis Technologies.....	2505	Pure34.....	Suite E
Cannabinoid Creations.....	120	Flexmod Solution.....	1314	KNF Neuberger.....	236	Purple Haze Properties.....	131
Cannabis Benchmarks.....	1415	flowhub.....	109	Kush Bottles.....	243	Quest Dehumidifiers.....	348
Cannabis Business Times.....	1404	Fluence Bioengineering.....	754	Kushy Punch.....	748	Quicksilver.....	1718
Cannabis Industry Association		Fogco Systems.....	228	Kyle Kushman Vegamatrix.....	339	RamBridge.....	223
Cost Rica.....	2706	Forever Flowering Greenhouses.....	143	LabelTec.....	1606	Rolland Safe & Lock Company.....	335
Cannabis Industry Institute.....	2605	Fritsch Milling & Sizing.....	735	LeafLink, Inc.....	713	Root Sciences.....	1307
Cannabis Labels.....	136	Futurola USA LLC.....	1618	LeafLogix.....	442	Rough Brothers Greenhouses (RBI).....	123
Cannabis Med Alert.....	2607	Garden Tower Project.....	2608	Leafly.....	215	Rx Green Solutions.....	208
Cannabis Now Magazine.....	1713	Gardening Unlimited.....	1616	LED Agra LLC.....	1304	Sage Analytics.....	604
Cannabiz Media.....	2511	Gavita Horticultural Lighting.....	301	Legend Brands.....	2603	SanSal LLC.....	229
		General Cannabis.....	148 & Suite B	Lightwave Science.....	731	Sesh Technologies.....	2710

Note: Sponsor/Exhibitor information is correct as of time of printing and is subject to change without notice.

■ Denotes new exhibitors

# Conference Map

EXHIBITOR	BOOTH #
Shimadzu Scientific Instr., Inc.	535
ShowGrow	Outdoor2
Sierra Packaging & Converting LLC	2504
SIVA Enterprises	450
Solexx/Adaptive Plastics	605
Solistek Digital Lighting	710
Specialty Insurance Partners	709
Spectrum King LED	736
SPEX CertiPrep	618
START International	102
Strainz	1301
Students for Sensible Drug Policy	834
Summit Extraction Systems	2503
Surna	329
Tahoe Hydroponics	2705
Tax Defense Partners	1520
Tecogen	134
Terpp Extractors / Across International	751
THC Label Solutions	203
THC Therapeutics	2611
The Arcview Group	629
The Capsule Consulting Group	444
Thermosoil	1407
Thrive Grow Systems	1614
Tilray	119
Total Energy Group Inc.	1719
Tradiv	642
Transcend Lighting	732
Transcendental Mints	1711
Treezio	232 & Suite C
Trimpro	1322
True Leaf Medicine International	2510
Twister Trimmer	529
Ubakit	1409
United Label	708
Urban-Gro	501
US Global Resources	145
US Hemp Wholesale	750
V Digital Services	1723
Vangst	2708
Vapor Connoisseur	724
Vaporous Technologies	651
Vault Structures	1619
Veritas Video Security, LLC	1421
Vessel Verde	610
Viridian Staffing	729
Vital Garden Supply	1513
VIVOTEK	634
VRE	151
Wadsworth Control Systems	121
Waters/Vicam	614
Websafe	238
WeedShops	2711
Welch Vacuum	1506
West Coast Distributors	1310
Wildfire	720
Wilson Safe Company	714
Worldwide Safe & Vault Inc.	1621
Wurk	2703
Xact Xtract & Cubix	1302
Xanders	315
Your Green Contractor	101
Zem Media	1703
Zwart Systems	214





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More than 7,500 CEOs, founders, directors and VCs are expected to attend the 5th annual MJBizCon in Las Vegas this November 16-18. And it's past time for you to join them there.

We are getting mighty concerned that you may not have reserved your place yet. It looks like several popular show events ... including the New Investors Breakfast and the Cultivators Roundtable ... will be SOLD OUT by the time you receive this Guide.

If you haven't contacted us yet to reserve your place, please do so now at:

**1-401-354-7555 x1**

Or go online to [MJBizCon.com](http://MJBizCon.com) right away.

Also, the show hotel will likely be selling out early this year. So, right after you reserve your place at the show with us, be sure to check your email receipt for the number to call at the hotel to grab rooms for yourself and your team.

Note: 33% of the exhibitors on our enormous 45,000+ net square foot Expo Hall are new to the show this year. As always, only businesspeople and investors who are already in the industry – or seriously considering entering the industry – are attending (no consumers or hobbyists.) So, all 33 conference sessions are focused solely on serious business and financial topics for pros.

Lastly, we're helping raise over \$100,000.00 for six top legalization-supporting nonprofits at our official show party this year: the massive #MJBizCon Mixer, poolside at the Rio. (2,500 CEOs and cannabis executives are expected to attend that party.)

Come see what you've been missing ... all brought to you for the fifth year in a row from the editors of *Marijuana Business Daily*.

See you in Vegas!



George Jage  
President & Publisher,  
*Marijuana Business Daily*