

DECEMBER 11-13, 2019 | LAS VEGAS

LAS VEGAS CONVENTION CENTER 3150 Paradise Rd, Las Vegas, NV 89109

**PRE-CON | TUESDAY, DECEMBER 10**

**EXPO FLOOR NOT OPEN**

8:00 a.m. - 5:30 p.m.	<b>MJBizCon Associations Day - Room N201-N230</b>
10:00 a.m. - 5:00 p.m.	<b>Science Symposium</b> *Separately ticketed, registration required
10:00 a.m. - 5:00 p.m.	<b>Hemp Industry Daily Forum</b> *Separately ticketed, registration required
8:00 a.m. - 5:00 p.m.	<b>Marijuana Business Crash Course</b> *Separately ticketed, registration required

**DAY ONE | WEDNESDAY, DECEMBER 11**

**EXPO FLOOR OPEN: 10:00 a.m. - 6:00 p.m.**

**GENERAL SESSIONS - NORTH HALL 3**

9:00 a.m. - 9:05 a.m.	<b>Welcome</b> Cassandra Farrington		
9:05 a.m. - 9:50 a.m.	<b>State of the Industry and Trends to Watch</b> Chris Walsh		
9:50 a.m. - 10:05 a.m.	<b>A Legislator's View on the Industry</b> Tom Daschle		
10:05 a.m. - 11:00 a.m.	<b>2020 Outlook: U.S. Elections and Legalization</b> Adam Goers, Linda Mercado Greene, Steven Hawkins, Nathan Daschle		
11:00 a.m. - 12:00 p.m.	<b>Thinking Like a Startup and Overcoming "That Will Never Work"</b> Marc Randolph		
12:00 p.m. - 2:00 p.m.	<b>MINORITIES IN CANNABIS LUNCHEON - Room N245-N251</b> *Separately ticketed, registration required Gia Morón, Maxime Kot, Priscilla Vilchis, Todd Hughes		
4:00 p.m. - 6:00 p.m.	<b>MJBIZCON MIXER - ON THE SHOW FLOOR</b> *Complimentary drinks offered for all MJBizCon attendees on the Expo Floor!		
4:00 p.m. - 6:00 p.m.	<b>INTERNATIONAL MIXER - CANADA</b> Booth C2830	<b>INTERNATIONAL MIXER - LATAM</b> Booth C1046	<b>INTERNATIONAL MIXER - EMEAO</b> Booth C4732
5:00 p.m. - 7:00 p.m.	<b>EMPOWERING WOMEN IN CANNABIS RECEPTION - Room N245-N251</b> *Separately ticketed, registration required		

**DAY TWO | THURSDAY, DECEMBER 12**

**EXPO FLOOR OPEN: 10:00 a.m. - 6:00 p.m.**

	LICENSING: INS AND OUTS ROOM N101	MONEY MATTERS: FINANCES AND BANKING ROOM N109	PLANT-TOUCHING: CULTIVATION, EXTRACTION, AND INFUSED PRODUCTS ROOM N113	NEW CANNABIS MARKETS ROOM N245	INTERNATIONAL CANNABIS MARKETS ROOM N249
9:30 a.m. - 10:20 a.m.		<b>Finding the Right Investor for You</b> G. Ryan Ansin, J. Eric Kirkland, Sahar Ayinehsazian	<b>Maintaining Quality While Scaling Your Extraction Operations</b> John Figueiredo	<b>What's Next for Illinois, Michigan, and the Midwest</b> Bob Morgan, Lori Jean, Tom Haren	<b>Canadian Market Outlook in 2020</b> Jeannette VanderMarel, Mitchell Osak, Torsten Kuenzlen
10:30 a.m. - 11:20 a.m.	<b>Ensuring Continued Compliance in a Changing Regulatory Landscape</b> Amanda Ostrowitz, Erin Alexander, Kim Rivers	<b>The Tax Man Cometh: Tips and Tricks for Lowering Your Bill</b> Dean Guske, Kenneth J. Hines, Nick J. Richards, Naomi Granger	<b>Desired Feeling: Moving Away from Strains in Infused Branding</b> Charles Jones, Chris Emerson, Michael Christopher	<b>New York, New Jersey and the East Coast Market Expansion</b> Andrew Freedman	<b>Evaluating the Infused Market and Regulations in Canada</b> Deepak Anand, Greg Engel, Sherry Boodram
11:30 a.m. - 12:20 p.m.	<b>Expansion: Winning Licenses in Multiple States</b> Dina Rollman, Pamela Epstein, Steve White	<b>Cannabis Banking: A Look at Promising Legislation and What to Do Until Then</b> Deirdra O'Gorman, Don Childears, Tyler Beuerlein	<b>Great Mistakes: Lessons Learned by Seasoned Cultivators</b> Alan Bonsett, Brandy Keen, Drew Stuart, Nicolas Borst	<b>Updates and Outlooks: Cannabis in the South</b> Sally Kent Peebles, Susan Hays, Whitt Steiner	<b>In Limbo: Legalization in Mexico</b> Luis Armendariz
12:00 p.m. - 2:00 p.m.	<b>INVESTOR LUNCHEON - N3 EXHIBIT HALL</b> *Separately ticketed, registration required				

\*This schedule is up-to-date as of 12/09/2019

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**DAY TWO** | THURSDAY, DECEMBER 12

EXPO FLOOR OPEN: 10:00 a.m. - 6:00 p.m.

	BUSINESS STRATEGIES: BRANDING AND MARKETING	MONEY MAKERS: ANCILLARY BUSINESS AND OPPORTUNITIES	PLANT-TOUCHING: CULTIVATION, EXTRACTION, AND INFUSED PRODUCTS	REGULATORY OUTLOOK	INTERNATIONAL CANNABIS MARKETS
	ROOM N101	ROOM N109	ROOM N113	ROOM N245	ROOM N249
1:00 p.m. - 1:50 p.m.	<b>Social Media Advertising: Restrictions Will Apply</b> Amy Donohue, Jennifer Culpepper, Samantha Collins	<b>Understanding the Competitive Landscape of Ancillary Services</b> Zachary Venegas	<b>Creating Consistent, Reproducible Effects in Your Infused Products</b> Andrew Mack		<b>What's Next? Exploring Future European Opportunities</b> Charles Feldmann, Daniel Fryer, Dr. Adrian Fischer, Oliver Zugel
2:00 p.m. - 2:50 p.m.	<b>Effective Marketing Strategies for a Highly Regulated Market</b> Mariah Martinez	<b>Overcoming Legal and Financial Hurdles for Ancillary Businesses</b> Dan Roda, Michael Conley, Michael H. Sampson	<b>Ensuring Consumer Confidence in Your Vape Products</b> Cameron Forni, Swetha Kaul	<b>Friends or Foe: A Look at Legalization Through the Federal Government</b> David Mangone, Saphira Galoob	<b>Beyond Borders: Looking at Latin America as the New Frontier</b> Caroline Heinz, Gabriel Meneses, Kyle Detwiler
3:00 p.m. - 3:50 p.m.		<b>The Investing Climate for Ancillary Businesses</b> Michael Feinsod, Patrick Rea	<b>The Unexpected Crisis: Tips for Cultivators as Wholesale Prices Fall</b> Jesse Peters, Joshua Haupt, Wes Matelich	<b>Regulatory Practices and Trends from Coast to Coast</b> Adam Fine, Erich Mauff, Lindsay Robinson, Shannon Fender	<b>International Insights: Importing and Exporting Cannabis Today and In The Future</b> Frank Robison, Katrina Glogowski, Mike Gorenstein
7:00 p.m. - 11:00 p.m.	<b>THE MJBIZDAILY AWARDS - The Cosmopolitan of Las Vegas, Belmont Ballroom</b> <i>*Separately ticketed, registration required</i>				

**DAY THREE** | FRIDAY, DECEMBER 13

EXPO FLOOR OPEN: 10:00 a.m. - 3:00 p.m.

	BUSINESS STRATEGIES: GROWING YOUR BUSINESS	CBD: WHERE TO GO FROM HERE	INDUSTRY INSIGHTS	SERVING THE CUSTOMER: RETAIL OPPORTUNITIES
	ROOM N101	ROOM N109	ROOM N113	ROOM N115
9:30 a.m. - 10:20 a.m.	<b>Mergers &amp; Acquisitions: Integration is the Key to Long-Term Success</b> Elizabeth Stavola	<b>The FDA and CBD: What You Need To Know</b> Jonathan Havens	<b>A Closer Look at the "Vaping Epidemic"</b> Antonio Frazier, Douglas Fischer, Neal Levine	<b>Creating a Loyalty Program That Brings Value to the Retailer and Customer</b> Julie Suntrup
10:30 a.m. - 11:20 a.m.	<b>Major Market Opportunities: Wellness, Food and Sports</b> Heather Boyd, Jason Dyer, Joshua Marion, Krystal Laferriere	<b>CPG Lessons to the CBD Industry</b> Cindy Blum		<b>CBD to THC: The Right Ratio to Stock Your Shelves</b> Liz Connors
11:30 a.m. - 12:20 p.m.	<b>Grow Time: Leveraging Human Capital Strategies as Cannabis Breaks New Ground</b> Ed Schmults, Emily Paxhia, Hadley Ford, Peter Flint	<b>CBD - Predicting Trends and Innovation</b> Bethany Gomez	<b>The Promise of Interstate Commerce</b> Adam J. Smith, Andrew Kline, Michael Wheeler, Shanita Penny	<b>The Future of Cannabis Retail: Operations, Supply Chain and Product Diversification</b> Mark Passerini

**SESSION TRACK KEY**

- New Cannabis Markets
- Plant-Touching: Cultivation, Extraction, and Infused Products
- International Cannabis Markets
- Money Matters: Finances and Banking
- Licensing: Ins and Outs
- Regulatory Outlook
- Business Strategies: Branding and Marketing
- Money Makers: Ancillary Business and Opportunities
- Industry Insights
- Business Strategies: Growing Your Business
- Serving the Customer: Retail Opportunities
- CBD: Where to Go from Here

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