

# FIRST-TIMERS GUIDE

*Welcome To*

THE 11TH ANNUAL

**MJBizCon**<sup>®</sup>

**November  
15-18, 2022**

**LAS VEGAS**



## **INSIDE:**

- My Show Planner Tips
- Navigating the Expo
- Staff Picks
- Tips from Veteran MJBizCon'ers

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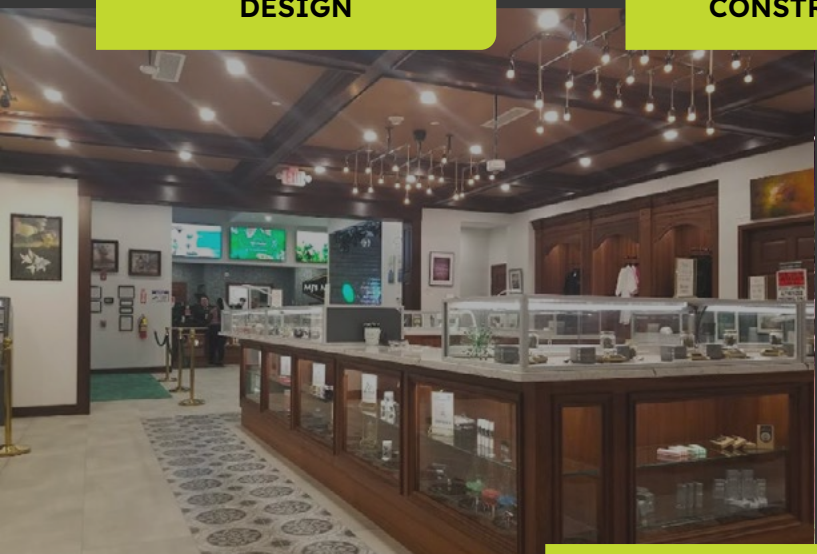


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# A GUIDE FOR FIRST-TIME MJBIZCON ATTENDEES



Welcome to MJBizCon! You've joined the other 34,999 cannabis professionals—now you're officially in the club! Cannabis executives, investors, and business leaders from around the world are expected to attend this year's event. As you can imagine, a business conference and tradeshow of this scale offers a lot to unpack and plan for.

This guide for first-time attendees offers practical tips to help you prepare and gain the most out of your MJBizCon experience.

## Before you go, map out your show

The MJBizCon [Map Your Show](#) online portal is a comprehensive and easy-to-navigate info hub to help you plan your itinerary.

- Use your MJBizCon 2022 registration log-in credentials to create a [My Show Planner account](#) and bookmark the exhibitors, products and sessions you want to remember.
- Explore the [interactive Floor Plan map](#) for a detailed layout of the two Expo floors in the South Halls and locate the exhibitor you need by company name, category, state, country or appointment availability.
- Browse the [complete lineup](#) of every MJBizCon session with detailed information for each and the ability to filter by session type, pass type, speaker, date, session location and audience type.
- Get a [detailed breakdown of all 1,400+ exhibitors](#) and find the solutions you need on the Expo floors segmented by featured and new exhibitors, woman-owned and BIPOC-owned businesses, exhibitor category and country.



## Download the MJBizCon app

The official MJBizCon app is an all-in-one resource with comprehensive event info at your fingertips to assist you throughout the day and plan your itinerary ahead of time.

We encourage you to use the app's 'My Show Planner' feature to organize your daily agenda, bookmark the exhibitors you want to meet and the speaker sessions you cannot afford to miss.

Additional features within the MJBizCon app include:

- Access to the entire conference programming schedule with detailed descriptions for the 70+ sessions, 180+ speakers and various networking events.
- Browse the interactive map for a detailed layout of exhibitors on the two exhibitor floors located in the South Halls.
- Use the You Are Here locator function to check your location on the exhibitor floor and plan the quickest route to your next stop.
- Connect with other MJBizCon attendees using the app, and schedule one-on-one appointments with exhibitors.

*Please Note: You will need the Badge ID # found on your confirmation email to set-up your My Show Planner.*



## STAFF PICKS

### STAFF PICKS FOR 2022

The MJBizCon team has planned some exciting new features for this year's event, including:

**The Patio**—Located near the South Hall entrance, The Patio is the new outdoor HQ for recharging your internal batteries. Open daily, The Patio will have DJs spinning music, classic outdoor games, two food trucks, lounging amenities and shaded seating, 360° photo booth, private lounges for VIP meetings and more.



Alicia Fresquez



Savannah Brown

**Expo Lounges**—Rehydrate and meet-up at The Joint (South Hall-Lower Level) and Elevation (South Hall-Upper Level) Lounges—puns intended—the perfect spots to meet-up with old and new friends.

### Organized Meet-ups—

This year MJBizCon has put together scheduled meet-ups so connecting at the show is easier and more intimate. Check out the [Meet-up schedule and locations](#) for cultivators, processors + manufacturers, retail, hemp + CBD and global market attendees.



Adam Rivera



## Getting around Las Vegas

Don't stress over the commute to the Las Vegas Convention Center. See below for event location info and tips for getting around Las Vegas:

- **Pre-Show Forums (November 15)** take place at the Westgate Las Vegas Hotel & Casino located at 3000 Paradise Rd, Las Vegas, NV 89109.
- **All MJBizCon speaker sessions and the Expo (November 16-18)** will take place in the South Hall of the Las Vegas Convention Center located at 3150 Paradise Rd, Las Vegas, NV 89109.
- **Local transportation options** to get to/from MJBizCon include the newly re-opened monorail, LVCC on-campus Vegas Loop, taxis, ride shares, bus, rental cars, and limo services.
- **Exclusive Monorail Offer:** The Las Vegas Monorail is offering MJBizCon attendees exclusive fare discounts for a limited time only to travel the Strip, easily get to the convention and avoid the hassles of traffic. [Click here](#) to purchase your discounted monorail tickets.



## Check-in + Badge Pickup

Here are the locations and times you can pickup your badge throughout MJBizCon:

### LAS VEGAS CONVENTION CENTER:

- Monday 11/14:** 7am–6pm (Lower South Hall ONLY)
- Tuesday 11/15:** 7am–6pm (Upper & Lower South Halls)
- Wednesday 11/16:** 7am–6pm (Upper & Lower South Halls)
- Thursday 11/17:** 8am–6pm (Upper & Lower South Halls)
- Friday 11/18:** 8am–3pm (Upper & Lower South Halls)

### WESTGATE HOTEL & CASINO:

Pavilion 11

- Tuesday 11/15:** 7am–6pm

Lobby level outside of Ballrooms

- Wednesday 11/16:** 7am–6pm
- Thursday 11/17:** 8am–6pm

## STAFF PICKS

## STAFF PICKS FOR 2022

Continued



Stacy Putt

**Check out the newest Pre-Show Forums—**  
Kickstart the 2022 event on November 15 with:

### • MJBiz Marketing Forum:

Gain the tools to be a brand boss during this one-day forum that will cover how to prepare for the future marketing trends in cannabis, harness the power of social media and more.



### • MJBiz Hemp & CBD Forum:

Take a deep dive into the business of hemp and CBD, delta-8 THC, hemp-derived cannabinoids and more in this one-day forum.



### • reMind Psychedelics Business Forum:

This exclusive one-day forum will feature experts from the psychedelics space covering a variety of topics including the latest research, commercialization timeline, investment trends and much more.



- And don't forget the tried and true pre-show forums: MJBizScience Symposium, MJBizFinance Forum and Associations Day.



*Note: All pre-show forums are ticketed and take place at the Westgate Las Vegas Hotel & Casino on Tuesday, November 15.*



## Attend the First-Timers Open House

Stop by the First-Timers Open House at West Entrance, Upper Lobby on Wednesday, November 16 between 8am–10am to grab some coffee and connect with other first-time attendees.

MJBiz staff will be on-hand to answer any questions you may have about the convention space, the week's agenda, or the show floor. This is the place to get your questions answered and start growing your professional network.

*Please Note: The First-Timers Open House is free to attend, but tickets are sold out.*

## Prepping for the day

You've made it to Las Vegas and you're ready to experience all that MJBizCon has to offer. Before you hit your hotel's breakfast buffet and start the day, here are some tips to remember before you walk out the door:

- **Bring a water bottle** and take advantage of the refill stations located around the convention center. Dry desert air + lots of networking = need to stay hydrated!
- **Wear comfy shoes.** Plan to take care of your feet as you'll likely cover a lot of ground (or 5+ football fields)—as in, several miles—throughout each day of MJBizCon.



## SOUND OFF

## INDUSTRY PROS AND VETERAN MJBIZCON'ERS SOUND OFF

### Pamela Moore:

1. Pack comfortable shoes—the show is big. You will be walking a large, concrete floor in the Expo Hall, moving between the Expo Hall and conference sessions, and may prefer to walk to and from your hotel rather than wait for a cab.
2. Come with specific questions or goals. Our veteran attendees tell us they get too many general requests for help. “How do I get started in cannabis?” is too broad of a question. Do a bit of homework so you can ask specific questions of the industry old-timers you'll meet or of conference session speakers. Same thing for the Expo Hall. Instead of wandering, come with a game plan to meet the vendors you think can answer your question or solve a problem.



3. Don't miss the opening General Sessions from 9am–12pm on Wednesday, Nov. 16. MJBiz CEO Chris Walsh will provide a concise overview of the state of the industry and give some predictions for 2023. That one session will give you strategic and business fundamentals that are alone worth the price of admission. Plus, get the latest on federal regulatory and legal reform efforts and hear from industry guru Berner.
4. Book your hotel early. The most desirable hotels book fast. No joke. Book through the [MJBizCon website](https://www.mjbizcon.com) for the best rates.



- **Coordinate your meet-up point** by picking a landmark (such as a specific keynote speaking event or exhibitor booth) where you and your team can connect in person and touch base. Designated spots on the expo floor (The Joint and Elevation Lounges) and outside at 'The Patio' are the perfect spot to meet-up.

- **PLUS**, new for 2022! Take advantage of specialized meet-ups for cultivators, manufacturers/processors, retail, global audience, and Hemp/CBD.

#### Meet-up Schedule

- **The dress code is business casual** and we encourage attendees to wear whatever makes them comfortable in a relaxed professional setting.
- **Prioritize self-care** during MJBizCon. Try and get plenty of sleep, eat healthy, rest occasionally throughout the day (preferably in a quiet place to relax) and monitor your alcohol and cannabis consumption.

**Want more tips?** Cannabis PR firm NisconCo has published a [Guide to Attending MJBizCon 2022](#) with more practical tips for this year's event.



## SOUND OFF

## INDUSTRY PROS AND VETERAN MJBIZCON'ERS SOUND OFF

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5. Take advantage of networking opportunities. MJBizCon folks are famously welcoming. You'll be able to chat with just about anyone. But we are expecting over 30,000 people. To make the task a little easier, attend all three networking events:

- First Timers Open House: Nov. 16, 8am-10am
- Achieving Equity in Cannabis, Nov. 16, 4:30pm-6pm\*
- Empowering Women in Cannabis, Nov. 17, 4:30pm-6pm\*

*\* Added fee and registration required*

6. Register ahead of time—and upload your photo. For security reasons, MJBizCon requires a photo. If you wait until you are on-site, you'll have a longer wait at registration.



### Jesse Horton:

"Spend time before the conference really figuring out what you would like to gain from the experience. Make a schedule and try to stick to it. Be serious and intentional about taking advantage of all the learning and networking opportunities."

### Chanda Macias:

"Plan ahead. The conference is full of exciting technologies and educational sessions, there is no way an attendee can do it all. Determine your needs from the conference and align them with the agenda. Also, focus on exhibit sections that are the most relevant to your needs. Networking and interacting with like-minded individuals could hold the key to your success. Building solid teams will be the foundation for your success. Engaging with the community and generating leads could result in connecting with individuals that can fulfill your various roles and responsibilities in your business."



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## Navigating the Expo floors

To better assist attendees in efficiently navigating the Expo floors and easily connecting with the vendors you need, we've divided the [Expo floor plan](#) into four segmented pavilions based on business category and spread out across two floors in the South Halls (upper and lower).

### South Upper Hall

- 1. Processing, Packaging & Lab Services**—Get that raw product ready for sale whether you need distillation, extraction, flavors, automation, packaging or testing and lab equipment.
- 2. Retail & Dispensary**—Everything your customers or patients need including top brands, high-THC flower and infused products, CBD and even paraphernalia. Your place to boost your basket size. And back for 2022: The Hall of Flowers Experience at MJBizCon.

### South Lower Hall

- 1. Cultivation Products & Services**—From seeds and clones to fertigation, irrigation, nutrients, facility design, greenhouse components and lighting. This is where you'll find what you need to boost your revenue and grow pure, beautiful flowers.
- 2. Business Services**—Critical products and services for all aspects of cannabis business including cannabis-specific point of sale and inventory control software, the latest technology, security, HR and staffing, marketing, consulting, banking, private equity and investing, accounting, real estate, insurance, government and industry associations. All the help you need.

## Now that your part of the club, connect with MJBiz all year-long

Stay connected with MJBizCon and the cannabis business community during the event and year-round.

### Get the daily scoop in the MJBizCon Buzz

Start your day with the MJBizCon Buzz newsletter, delivered to your email inbox each morning during MJBizCon with exclusive behind-the-scenes content, daily recaps and upcoming Expo highlights + recommended Sessions taking place that day.

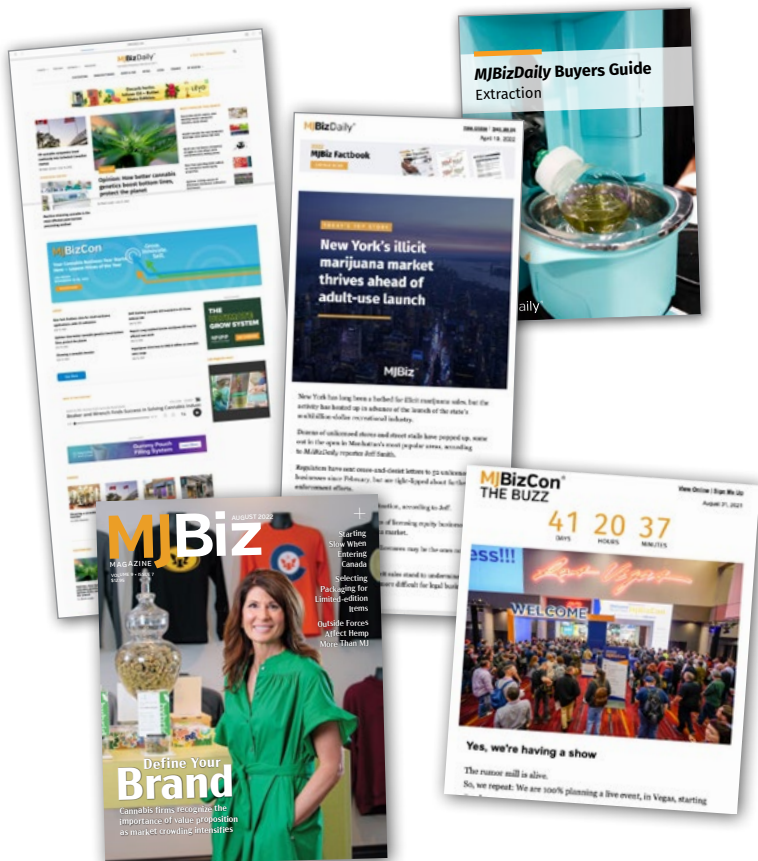
Browse MJBiz's [family of newsletters](#) and subscribe to stay informed on cannabis industry news with updates delivered to your inbox year-round.

### MJBiz on social media

Connect and engage with the MJBizCon community via MJBiz's social media pages.

- [Facebook.com/mjbizdaily](https://www.facebook.com/mjbizdaily)
- [Twitter.com/mjbizdaily](https://twitter.com/mjbizdaily)
- [Instagram.com/mjbizdaily](https://www.instagram.com/mjbizdaily)
- [LinkedIn.com/company/mjbiz](https://www.linkedin.com/company/mjbiz)

Post using [#MJBizCon](#) to engage with other attendees when sharing your MJBizCon experiences to your personal or business pages.



## SOUND OFF

## INDUSTRY PROS AND VETERAN MJBIZCON'ERS SOUND OFF

*Continued*

### Liz Connors:

"Make a plan ahead of time for the things you know you need to do. Be it visiting booths, having in-person meetings, attending networking events, etc. There is so much going on that planning ahead will make it feel less overwhelming."



My second biggest piece of advice would be: Be open to that plan changing. Lots of things will pop up throughout the week and making sure you are able to pivot or have time available for the unexpected can be what results in the most serendipitous of meetings."



### Jim Makoso:

"MJBizCon is the most dynamic and well-attended cannabis business conference in the world. Due to the sheer number of activities, events and people, I would recommend scoping out the session schedule and events ahead of time and

making a schedule. In addition, I'd recommend reaching out to your targeted speakers and exhibitors well in advance as this can provide an opportunity for a more meaningful meeting with key people. In addition, I find it very helpful to set a schedule ahead of time so that I have a rough idea of where I need to be. Vegas is quite big and sometimes takes longer than anticipated to get around. Most of all, enjoy!"

