



[Exhibitor Dashboard](#) • [Sponsorship Opportunities](#) • [Exhibitor Resource Center](#)

Thank you for exhibiting at MJBizCon 2024!  
This bi-weekly newsletter is your source for  
key info, deadlines, and opportunities.

---

👉 **Registration is LIVE!** You should have  
received an email with all your registration  
info - but just in case - [Here's Where to  
Register](#)

Have questions? [Reach Out to Us Here](#) or  
call us at **(864) 208-2465**.

👉 **Our official housing vendor  
is EventSphere!** Hotels are available -  
[Secure Your Stay Here.](#)

👉 **The Exhibitor Service Manual (ESM)**

**Quick Links:**  
[Exhibitor Resource  
Center](#)  
[Book Your Hotel](#)  
[Register Your  
Team](#)

**will be launching at the end of June.**

Check back with us for our 6/28 Newsletter for all the details.

👉 **Keep up with everything you need to know at our [Exhibitor Resource Center](#).**

We keep all the important details and links there as well as links to all our newsletters.

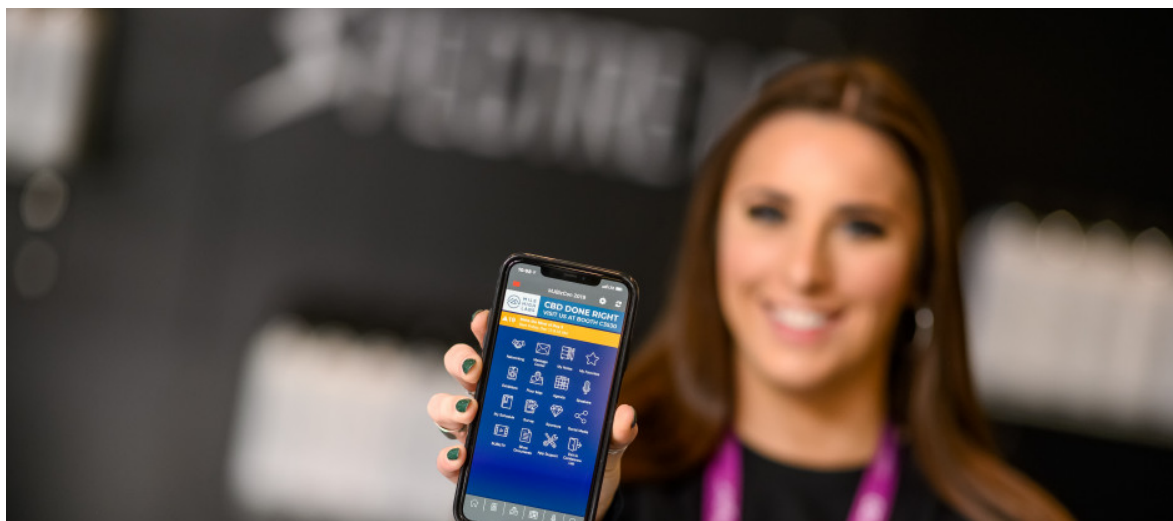
**Check out our offerings below (or [HERE](#)) to enhance your booth and increase your ROI at this year's MJBizCon!**

---

Talk soon!

*Mally McElwain*

**Sponsor the Official MJBizCon Mobile App!**





**As the sole-sponsor of the Official MJBizCon Mobile App, your brand will be top of mind and in the hands of our 30,000+ attendees.**

Sponsorship includes:

- Takeover of banner ads & logo placement on the MJBizCon Mobile App (Ability to switch out banner ads/URLs 1x)
- Logo treatment and sponsor promotion pre-event, on-site, and post-events everywhere mobile app is promoted
- Ability to send out a push notification to attendees the month prior and the month of the show
- First right of refusal on 2025 Mobile App sponsorship for all MJBizCon events

There can only be one. Get all the info [HERE](#).

Not for you? We're always adding new opportunities, check them out [HERE](#).

## Have You Purchased Your MJBiz Factbook Yet?

### Letter from the Editor

#### In Cannabis, Change is Inevitable

By Andrew Long

For the past 12 years, MJBiz has provided cannabis owners, entrepreneurs and business leaders this yearly Factbook with the hopes it will help them understand and succeed



offering several tiers of Factbook membership to cover a range of business sizes and needs. Our "Industry Insider" level will allow copyright-free use of the Factbook charts, analytics and data.

Chapter 1

### National Cannabis Industry Trends

By Kite Levin

In the industry. Every January, the editorial team at MJBizDaily compiles data, stories and trends from the previous year to explain what cannabis business owners can expect in the upcoming year.

Over the years, we've covered some cosmic shifts in the industry:

- The establishment of medical marijuana markets across most of the country.

- Legalization, decriminalization and the growth of recreational cannabis markets.

- The rise of multistate marijuana operators and brands.

- The introduction of intoxicating hemp and hemp-derived cannabinoids.

We don't expect these shifts to slow. Change is inevitable in cannabis. And as the cannabis industry continues to evolve, so must we.

The MJBiz Factbook has grown and matured with the industry.



and tickets to an exclusive onsite event at MJBizCon.

No matter where your company sits, we have a level for you. We will continue to provide the material you've become accustomed to, including data from various governmental agencies and data-sharing partnerships.

MJBiz has forged with Brightfield Group, Cannabis Benchmarks, CRB Monitor, Headset and Viridian Capital Advisors.

And for the 2024 MJBiz Factbook:

- We've expanded several chapters with more data and charts, including more coverage of hemp and CBD.

- The data and charts from our annual business survey have been put into a separate chapter. This should make it easier to understand and the state of the industry, as it reflects the experiences of more than 600 cannabis owners and directors.

If you have suggestions or feedback, you can contact me at [andrew.long@mjbizdaily.com](mailto:andrew.long@mjbizdaily.com).

© 2024 MJBizDaily, a division of Iversen LLC. You may not copy this Factbook or make public the data and facts contained herein, in part or in whole. For more copies or editorial permissions, contact [CustomerService@MJBizDaily.com](mailto:CustomerService@MJBizDaily.com) or call (202) 213-1992, ext. 1.

After a lengthy post-pandemic sales slump in mature markets, the regulated cannabis industry is beginning to show signs of a rebound.

Factors contributing to increased optimism about regulated cannabis markets include:

- The possibility plant-touching companies will be able to evade Section 280E of the Internal Revenue Code.

- Potential rescheduling of marijuana under the Controlled Substances Act.

- Consumption lounges opening in Las Vegas and other markets.

Plant-touching companies were simultaneously thrilled, skeptical and intrigued when, during Trulieve Cannabis Corp.'s fourth-quarter 2023 earnings call in early 2024, Chief Financial Officer Wes Getman announced the Florida-based marijuana multistate operator had received approximately \$113 million in

**CHART 1.0E:** U.S. Cannabis Industry Total Economic Impact: 2024-30



NOTE: Estimates are on a high-end of risks.  
© 2024 MJBiz, a division of Iversen LLC.

Source: MJBizDaily research.

tax refunds "based on our legal interpretation of 280E."

Since 280E forbids businesses operating with Schedule 1 and Schedule 2 substances from claiming standard business deductions, cannabis plant-touching companies can pay anywhere from tens of thousands to millions of dollars per year more in taxes than their mainstream counterparts.

Other publicly traded marijuana companies including New York-based Ascend Wellness Holdings and Canadian-headquartered TerrAscend Corp.—operating in California, Maryland, Michigan, New Jersey and Pennsylvania—said they, too, had filed refunds for previous tax years and planned to exclude 280E from future federal tax calculations.

If the U.S. Drug Enforcement

© 2024 MJBizDaily, a division of Iversen LLC. You may not copy this Factbook or make public the data and facts contained herein, in part or in whole. For more copies or editorial permissions, contact [CustomerService@MJBizDaily.com](mailto:CustomerService@MJBizDaily.com) or call (202) 213-1992, ext. 1.

Stay informed with the MJBiz Factbook with 200+ pages and 49 charts on U.S. state and nationwide industry data and insights.

Become a Factbook member with our tiered subscription offerings. Get **Just the Facts, Critical Insights**, or become an **Industry Insider** [HERE](#).

## Contact Us

Exhibitor Inquires  
**Molly McElwain**  
*Sales Operations Manager*  
 720-213-5932  
[Molly.McElwain@mjbiz.com](mailto:Molly.McElwain@mjbiz.com)

[Unsubscribe](#) | [Add us to your address book](#) | [Privacy Policy](#) | [Terms of Service](#)

Copyright © 2024, All rights reserved.  
 MJBiz | 100 Broadway, 14th Floor, New York, NY 10005

\*\*\* EXTERNAL EMAIL: Do not click links or attachments unless you recognize the sender. \*\*\*