

Hello,

Thank you for your continued partnership and commitment to MJBizCon. The energy, innovation, and investment our exhibitors bring to this industry are what continue to make MJBizCon the leading business event in cannabis.

As we build toward 2026, our focus remains clear: creating more opportunities for exhibitors to connect with qualified buyers, strengthen relationships, and drive meaningful business growth across every corner of the cannabis ecosystem.

This year, we're introducing new opportunities designed to elevate visibility, strengthen buyer connections, and create more meaningful ways to do business on and off the show floor. From expanded buyer programs and certifications to the launch of the MJBizCon Innovation Awards, there's a lot ahead — and we're excited to build it with you.

In this first edition of *The Puff Post*, we're sharing important exhibitor updates, new initiatives for 2026, and opportunities designed to help your team maximize your MJBizCon experience.

We appreciate your partnership and look forward to seeing you in Las Vegas.

Sincerely,

Harrison Radie



HARRISON RADIE

Vice President, Commercial & Market Leader



770.291.5464



Harrison.Radie@mjbiz.com

MJBizCon[®]
DEC. 1-4, 2026 LAS VEGAS

THE PUFF POST: EXHIBITOR NEWS

WHAT’S NEW FOR 2026

MJBizCon 2026 is evolving to create a more connected, efficient, and opportunity-driven experience for both exhibitors and attendees.

- [New Innovation Experiences](#) — including the debut of the **MJBizCon Innovation Awards**, the **Innovation Stage**, emerging technology showcases, and expanded opportunities for exhibitors to spotlight products, thought leadership, and industry advancements throughout the show. Explore more below.
- [Expanded & Unified Expo Hall in Central Hall](#) — bringing the show floor together under one roof to improve attendee flow, increase exhibitor visibility, and create stronger discovery opportunities across every category.
- [Expanded Buyer Programs](#) — with continued investment in attracting qualified executive buyers and purchasing audiences across retail, cultivation, manufacturing, and ancillary services.
- [New Pre-Show Certifications](#) — giving attendees the opportunity to arrive onsite with specialized training and deeper industry knowledge before stepping onto the show floor.

2026 Certifications
Ganjier Product Specialist Certification (Online)
Cannabis Retail 101: Turn Budtenders into LUVTENDERS
PBC Level I Cannabis Banking Certification
PBC Level II Cannabis Banking Certification
Kind Works Intentional Communication: Public Speaking & PR for Regulated Industries Certification
Kind Works Intentional Communication: Speaking with Clarity & Confidence Certification
Dr. Greenhouse Climate Control Workshop

Want to get more out of MJBizCon? Add a pre-show certification during exhibitor registration. Already registered for your badge? [Log back into your exhibitor registration >](#), click “Already Registered?”, and use the email and confirmation number tied to your account. Need assistance? [Contact us now.](#)

The result: a stronger onsite experience designed to create more meaningful engagement, smarter conversations, and better business opportunities throughout the week.

2026 MJBIZCON INNOVATION AWARDS DEBUT

Launching June 1st and exclusively available to contracted MJBizCon 2026 exhibitors, the inaugural **MJBizCon Innovation Awards** were created to recognize the products, technologies, and companies driving cannabis business forward.

From cultivation breakthroughs and manufacturing advancements to retail experiences, tech platforms, and game-changing ancillary services, the program spotlights innovations delivering measurable impact across the industry.

Innovation Awards Categories	
Equipment & Materials Technology Award	Lab Services Transformation Award
Genetic Advancement Award	Business Services Imagination Award
Environmental Impact Award	Retail Experience Award
Manufacturing Excellence Award	Innovation of the Year
Packaging Ingenuity Award	Innovator of the Year

Entries will be reviewed by MJBizCon Advisory Council leaders and industry experts, with finalists and winners recognized *live* at MJBizCon 2026 on the brand-new Innovation Stage in front of the industry’s most influential audience.

Whether you’ve introduced a category-defining product, streamlined operations in a meaningful way, or developed a solution the industry hasn’t seen before — this program was built to recognize the companies moving cannabis business forward.

Recognition starts with MJBizCon.

HOSTED BUYER PROGRAM: DRIVING RESULTS

The **MJBizCon Hosted Buyer Program** debuted in 2025 with one goal: creating stronger, more intentional connections between exhibitors and **VIP purchasing decision-makers** actively shaping the future of cannabis retail, cultivation, manufacturing, and operations.

The response exceeded expectations.

The program helped drive higher-quality conversations, stronger onsite engagement, and more meaningful business connections between exhibitors and buyers across the cannabis supply chain.

This year, we're continuing to expand the program alongside new targeted buyer initiatives designed to bring even more qualified executive buyers and senior-level purchasing audiences to the show floor.

Know a VIP buyer you want to meet? [Nominate them for the Hosted Buyer Program.](#)

Exhibitors are encouraged to nominate key buyers, operators, and purchasing teams they want to connect with onsite. By nominating buyers, exhibitors help shape the audience they want to do business with — bringing influential decision-makers directly to the show floor and creating stronger opportunities for meaningful conversations, strategic partnerships, and long-term business growth.

Approved Hosted Buyers receive:

- Complimentary full-access event passes
- Hotel accommodations and airfare reimbursement support
- Concierge-level event assistance
- Curated one-on-one exhibitor meetings

The result: more qualified buyers onsite, stronger exhibitor engagement, and more meaningful opportunities to do business at MJBizCon.

2025 Hosted Buyer Participants Included:



COMPLETE YOUR COMPANY'S EXHIBITOR DIRECTORY PROFILE

Your exhibitor directory profile is one of the first places attendees, buyers, and industry professionals engage with your brand before arriving onsite. A complete profile helps increase visibility, improve discoverability, and create stronger opportunities for pre-show engagement.

Make sure your company description, product categories, logos, social links, and contact information are fully updated to help attendees find and connect with your team before MJBizCon 2026.

Helpful Resources:

- [Access & Update Your Exhibitor Directory Profile >](#)
- [View the Exhibitor Onboarding Guide >](#)
- [Explore the 2026 Floorplan >](#)

EXHIBITOR REGISTRATION IS NOW OPEN

Get your team registered early to ensure seamless access to the show floor and a smooth onsite experience at MJBizCon 2026.

Badge registration is required for all exhibitor staff you will have on-site at the event. To help your team get started, we've created a step-by-step [Exhibitor Badge Registration Guide](#) with instructions for assigning and managing exhibitor badges.

NEED FURTHER ASSISTANCE?

MJBizCon Contact

Chris Chiu

Chris.Chiu@EmeraldX.com

Cvent Support

EmeraldSupport@Cvent.com

+1-833-859-612

SPONSORSHIP OPPORTUNITIES

MJBizCon sponsorships are designed to help brands connect with attendees in ways that align with their goals, audience, and budget.

From high-impact show floor branding and networking activations to digital visibility and targeted attendee engagement opportunities, there are sponsorship options available across a wide range of investment levels — from **under \$1,000 to premium large-scale brand integrations.**

[Explore the 2026 Sponsorship Highlights Deck >](#)

UPDATED SHOW FLOOR HOURS + NEW EXHIBITOR HAPPY HOUR

Following strong exhibitor feedback around networking opportunities and show floor pacing, MJBizCon 2026 will introduce updated Expo Hall hours alongside the debut of the official **MJBizCon Happy Hour**.

On Wednesday and Thursday, the Expo Hall will now close one hour earlier at 5:00 PM, creating additional time for exhibitors and attendees to continue conversations, strengthen relationships, and connect beyond the booth environment.

Tuesday, December 1

9:00 AM – 4:00 PM | Pre-Show Certifications

Wednesday, December 2

10:00 AM – 5:00 PM | Expo Hall Open

5:00 PM – 6:00 PM | Happy Hour

Thursday, December 3

10:00 AM – 5:00 PM | Expo Hall Open

5:00 PM – 6:00 PM | Happy Hour

Friday, December 4

10:00 AM – 3:00 PM | Final Show Floor Hours

Created to show appreciation for the exhibitor community, our new Happy Hour is designed to foster more intentional networking, continued business conversations, and stronger relationship-building at the end of each day.

Interested in putting your brand at the center of the experience? **Happy Hour sponsorship opportunities are now available.** Connect with Lauren.Halferty@mjbiz.com to learn more.

COMING SOON: HOTELS + EXHIBITOR SERVICES MANUAL

Key planning resources for MJBizCon 2026 — including hotel booking information and the official **Exhibitor Services Manual (ESM)** — will be released soon.

The ESM will include important exhibitor information covering shipping instructions, ordering deadlines, vendor services, booth regulations, and onsite logistics.

Additional details will be shared as resources become available. Exhibitors can also refer to the [Exhibitor Resource Center](#) for timely updates throughout the year.

QUICK LINKS

- [Exhibitor Resource Center](#)
 - [Exhibitor Badge Registration Guide](#)
 - [Press Release Submission Form](#)
- [Exhibitor Directory](#)
 - [Access Directory Profile](#)
 - [Exhibitor Onboarding Guide](#)
 - [2026 Floorplan](#)
- [Buyer Programs](#)
 - [Hosted Buyer Nomination Form](#)
- [2026 Sponsorship Highlights Deck](#)
- [Add a Certification](#)