



NEW ENGLAND CANNABIS CONVENTIONS

NECANN

MICHIGAN

OFFICIAL SHOW GUIDE



DEVOS PLACE, GRAND RAPIDS, MICHIGAN

EXHIBIT HALL HOURS **FRIDAY, SEPTEMBER 20 & SATURDAY, SEPTEMBER 21** • 10AM-3PM

necann.com

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MICIA

MICHIGAN CANNABIS INDUSTRY ASSOCIATION

MICHIGAN'S PREMIER CANNABIS TRADE ASSOCIATION

Join today! visit micia.org or email: info@micia.org

- ✿ Always protecting our members bottom line.
- ✿ Ensuring fair and transparent rules that allow our members businesses to thrive.
- ✿ Fighting off legislation that is harmful to our members businesses.
- ✿ Organizing our members to ensure their successful participation in all law and rule changes.
- ✿ Advocating to policymakers as a unified voice for the cannabis industry
- ✿ Bringing business owners together to share industry knowledge and best practices
- ✿ Developing opportunities for collaboration and partnerships among members
- ✿ Delivering exclusive group buying power for members



WELCOME TO THE 1ST ANNUAL MICHIGAN CANNABIS CONVENTION

Thank you for joining us at our first Michigan Cannabis Convention. Our mission here, as it is at every one of our events, remains the same: bring the cannabis community together so it can grow and prosper through education, collaboration and communication. NECANN is excited to help grow the cannabis industry in Michigan.

Since 2015, NECANN has provided locally-focused and organized cannabis conventions. Through the tireless efforts of so many members of the cann-activist community, we've seen tremendous progress towards normalization of cannabis & hemp use which includes full adult-use legalization in Michigan. As you walk through the convention you'll see and hear proof of progress everywhere, whether it's visiting the exhibitors or listening to one of the many speakers educating us all weekend long.

As always, we are grateful for the support of the exhibitors, sponsors, speakers, and attendees who make these great events possible. Your support is what drives our conventions and the industry as a whole—thank you for letting us be a part of something special!

NECANN Founder,

Marc Shepard

2024 MICHIGAN CANNABIS CONVENTION

SHOW DATES & HOURS

Friday, September 20, 10:00 AM - 3:00 PM | **Saturday, September 21, 10:00 AM - 3:00 PM**

FREQUENTLY ASKED QUESTIONS

Can I register to attend at the venue?

YES, \$30 single-day ticket, \$50 for two days, **CASH ONLY**. DeVos Place has multiple ATM locations on site. Box office opens at 9:30am both days.

Do I need a medical marijuana card to attend? **NO**.

Are pets allowed? NO. Only registered service animals are allowed.

Is there an age requirement? YES. 21+, unless accompanied by parent/guardian.

Do I have to register my child to attend?

NO. Children under 18 accompanied by a parent do not need a ticket.

Is my ticket transferable?

YES. To transfer a ticket please email kris@necann.com with the name and email address of the person you'd like to transfer your ticket to.

What is the refund policy?

All tickets are non-refundable.

Can I bring a bag/backpack?

YES. DeVos Place security reserves the right to search all bags/backpacks and may refuse any bag to be allowed in. NECANN will store rejected bags at the registration desk. Food, beverages, and weapons are not allowed in the venue, please see DeVos website for full details: <https://www.devosplace.org/>

Is this event handicap accessible? **YES**.

Can I leave and re-enter? YES, attendees may leave and re-enter as often as they wish, but **MUST** have their show-badge for re-admittance. You will not be allowed back in without a show-badge.

Will food and beverages be available for purchase? **YES**.

There will be concessions with lunch options/beverages on site and restaurants nearby.

Does my convention ticket include admission to the speaker program? **YES**.

Will Cannabis be available at the show? **NO**.

Absolutely no cannabis of any kind can be sold or distributed at DeVos Place.

Is Cannabis use allowed onsite? **NO**.

All Michigan laws regarding cannabis use in public are in effect; no displaying, smoking/vaping/consuming cannabis anywhere on DeVos Place property.


Can I take pictures/video? **NO**.

Videotaping of speakers/programming is not allowed in ANY speaker session. Pictures & videotaping are allowed on the exhibit floor, but you should get permission before photographing/filming people directly. NECANN & DeVos Place reserve the right to restrict/deny photography/video recording in any area, at any time, at their sole discretion.

SOCIAL MEDIA #NECANN24 is the official hashtag for the event.

NECANN SOCIAL MEDIA CHANNELS

 [necannacon](https://www.instagram.com/necannacon)

 [ne_cann](https://twitter.com/ne_cann)

 [necannacon](https://www.facebook.com/necannacon)

 bit.ly/necannyoutube

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Michigan Cannabis Industry Association
Western Michigan Cannabis Guild

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HOW DO I GET HIGH?



Web Traffic



SEO Rankings



Email Conversions



Lead Generation



Social Engagement



Download Our
**CANNABIS
MARKETING**
Rulebook

Rise above your competition when you partner with ThrivePOP. Our agency specializes in cannabis marketing strategies, content design, and implementation. Join our other successful clients like PIPP Horticulture and FOHSE— let us get you **HIGH**-quality leads! **Get started by downloading our free Cannabis Marketing Rulebook.**

EXHIBITOR LIST A-Z

Booth	Exhibitor	Booth	Exhibitor	Booth	Exhibitor
139	3barC inc	536	Great Lakes Hemp Supplements	106	Pot Luck Cannabis Consulting, LLC
432	Akenis llc	424	Green Dolphin Craft Cannabis	232	Preroll Press Inc
509	Alamo Valley Solar	217	Harbor Farmz	532	PreRoll-ER
401	All Star Brands	141	Haven Financial	413	PTS
523	Atlas Greenhouse	518	HIGH PROPHECY	340	Remedy's Medicinals
211	B.C. Organics	135	Higher Innovations LLC	132	Rite Innovations
524	Baker Perkins Inc	126	Highpoint Community Bank	128	Rosslyn Two LLC
100	BioTrack Alleaves	310	Holland Green Science	102	Salient Systems
214	Boveda Inc.	116	Horizen Hydroponics	336	SKK Tech
210	Brother Nature Brands	534	iHemp Michigan	216	SoFem Genetics
337	CannaBrandz	332	Indica Puzzles	115	Sun Provisions
234	CGA cannabis golfers	325	Juice Joint LLC	531	Symponia Farms Inc
515	Chef Marjorie LLC	517	Kaya Coir	112	Technical Packaging Systems
510	Chem Fresh Inc	224	LEACIF	241	The Redemption Foundation
111	Cilicon	252	Libby 420	225	Thomas Scientific
122	Cobau Engineering	335	M&U Workforce LLC	428	ThrivePOP
516	Colorado Seed and Atlas Seed - Clones & Seeds for Sale	137	Mackewich PLLC	508	Verkada
416	Dart Bank	328	Mad Man Plant	317	West Michigan Cannabis Guild
228	DAT Canna, Kush Cannons	425	Meadow	410	Wicked Gardens Consulting
235	Detex Corporation	314	MiCIA	308	Xylem Robotics
208	DIZPOT	316	Mudd Packaging		
525	Drizzledab LLC	324	My Green Michigan		
136	Dispensr	117	National Secure Transport		
236	Falling Leaves Immersive Experiences	418	Northern Connections		
419	Flos Cannabis	311	NOXX Cannabis		
125	Flowhub	315	PACKAGE MY BUD		
334	Gelato Canna	215	Paybotic		
434	Graduate Level	237	Perfect Leaf LLC		
529	Grand Rapids Cannabis Company	124	Pharmhouse Wellness		
240	Grasshopper Farms	408	Pipp Horticulture		
		411	Planted Provisioning		

EXHIBITOR LIST BY BOOTH NUMBER

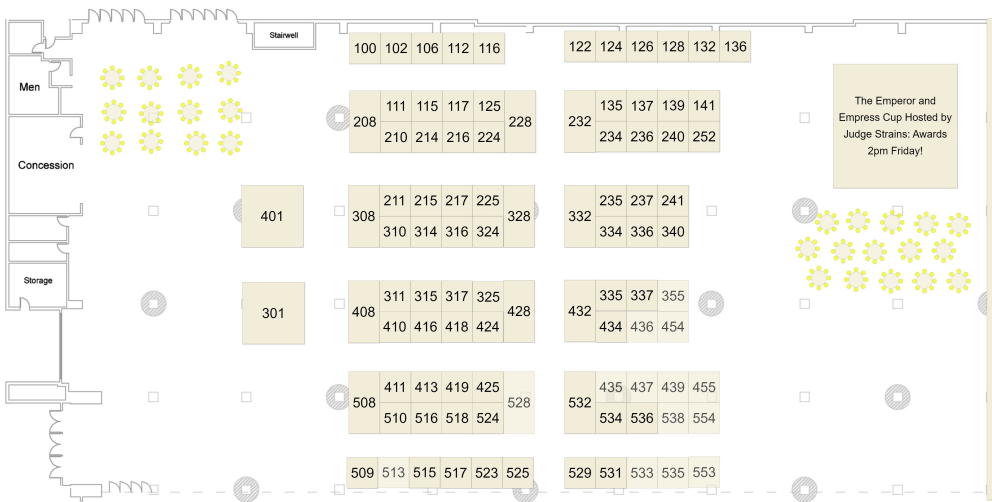
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2024 MICHIGAN CANNABIS CONVENTION

DEVOS PLACE, GRAND RAPIDS, MICHIGAN

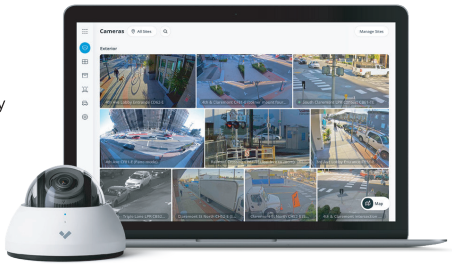
September 20-21, 2024





Leading Cloud Physical Security

With Verkada's cloud-based security platform, government organizations are modernizing the way they manage security across public areas and their facilities. Learn how Verkada's powerful solution makes it simple to protect citizens and critical infrastructure from a centralized platform.



Key benefits

Preserve privacy

Enable privacy features such as face blur and privacy regions, or monitor system usage with audit logs.

Monitor sites from anywhere

Find, save and share footage on-the-go. Plus, share live camera feeds with local authorities in seconds.

Control building access

Set door schedules around working hours and provision staff with role-based access to restricted areas.

Respond proactively to threats

Receive alerts for meaningful events, including the presence of vehicles or people of interest.

Secure high-crime or remote areas

Use video-verified intrusion detection and eliminate false alarms. Deploy Cradlepoint cameras for remote areas.

Lockdown doors in seconds

Lockdown doors from a panic button, web browser or mobile app while still allowing first responders access.

Why Verkada?



No NVRs or DVRs
- up to 365 days of onboard storage



Unlimited user seats
and cloud archiving



10-year product warranty
and predictable renewal costs



24/7 technical support
via email, phone or live chat



Easy multi-site management
with cloud-based software



Automatic updates
to unlock features and maintain security

MICHIGAN CANNABIS CONVENTION— 2024 SPEAKER SCHEDULE

Friday, September 20, 2024

10:30 am – 11:20 am

Room: B

**Challenging 280E:
Understanding the Risks and
Rewards of Amending Tax Returns**

Justin Botillier

BUSINESS + BRANDS

10:30 am – 11:20 am

Room: C

**High Revenue Genetics &
Cultivation Success Funded by
Solventless Extraction**

Justin Esquivel

CULTIVATION + PRODUCTION

10:30 am – 11:20 am

Room: D

**Branding, Licensing and
Management Agreements**

Will Furtado, Craig Aronoff

MI CANNABIS INDUSTRY

11:30 am – 12:30 pm

Room: B

**Adapting Existing and Future
State-Regulated Systems for Federal
Marijuana Rescheduling**

Travis Copenhaver

BUSINESS + BRANDS

11:30 am – 12:20 pm

Room: C

**Rescheduling: A New Day for
Solar Energy!**

Michael Cooper

CULTIVATION + PRODUCTION

11:30 am – 12:20 pm

Room: D

**Surviving an Economic
Downturn with a Strong
Marketing Strategy**

Jamie Cooper

MI CANNABIS INDUSTRY

KEYNOTE: Jim Belushi

1:00 pm – 2:00 pm

Room: D

Jim Belushi

MI CANNABIS INDUSTRY

2:00 pm – 2:50 pm

Room: B

**Get High on ROI: Maximizing
Your Dispensary's Profits
Without the Discount Haze**

Lisa Williams

BUSINESS + BRANDS

Schedule continued on page 13...



2024 - 2025 CONVENTIONS

NEW JERSEY

AC Convention Center
Atlantic City, NJ
September 6-7, 2024

BOSTON

Hynes Convention Center
Boston, MA
March 21-22, 2025

MICHIGAN

DeVos Place
Grand Rapids, MI
September 20-21, 2024

VERMONT

Champlain Valley Expo
Burlington, VT
May 2-3, 2025

NEW YORK

NYS Fairgrounds
Syracuse, NY
October 25-26, 2024

MARYLAND

Baltimore Convention Center
Baltimore, MD
May 2-3, 2025

#1 CANNABIS CONVENTION
SERIES IN THE US

For info on exhibiting, sponsoring, speaking, or attending, visit: necann.com

FRIDAY, SEPTEMBER 20 continued

2:00 pm – 2:50 pm

Room: C

How American Companies Can Tap Into The European Cannabis Market

Arthur de Cordova

CULTIVATION + PRODUCTION

2:00 pm – 2:50 pm

Room: D

Prison Reform

Tia Hamilton

MI CANNABIS INDUSTRY

**AWARDS PRESENTATION:
Michigan Cannabis Cup****2:00 pm – 2:50 pm**

Back of Expo Floor

Presented by Judge Strains

MI CANNABIS INDUSTRY

Saturday, September 21, 2024

10:30 am – 11:20 am

Room: B

The Path to a Viable Cannabis Business: From Licensure to Operations

Will Bowden

BUSINESS + BRANDS

10:30 am – 11:20 am

Room: C

Protecting Your Cash Crop

Cimone Casson

CULTIVATION + PRODUCTION

10:30 am – 11:20 am

Room: D

Employee Turn-over and it's Hidden Costs: Restrategizing For The Future

Stacey Watrobski

MI CANNABIS INDUSTRY

11:30 am – 12:30 pm

Room: B

The BEST AI Tools to Help Your Business THRIVE!

Michelle Ringelberg

BUSINESS + BRANDS

11:30 am – 12:20 pm

Room: C

The Revolution in Cannabis Cash Management

John Tucker

CULTIVATION + PRODUCTION

11:30 am – 12:20 pm

Room: D

From the Capitol to Congress: What Legislation is Pending and What It Could Mean for Your Business

Douglas Mains

MI CANNABIS INDUSTRY

1:00 pm – 2:00 pm

Room: D

The Present and Future of Cannabis Regulations in Michigan

Brian Hanna

MI CANNABIS INDUSTRY