



**NEW ENGLAND
CANNABIS CONVENTIONS**
OFFICIAL SHOW GUIDE

NECANN

B O S T O N

HYNES CONVENTION CENTER, BOSTON, MA

EXHIBIT HALL HOURS: FRIDAY & SATURDAY, MARCH 21-22 • 10AM-5PM

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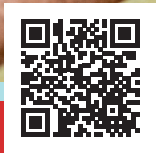
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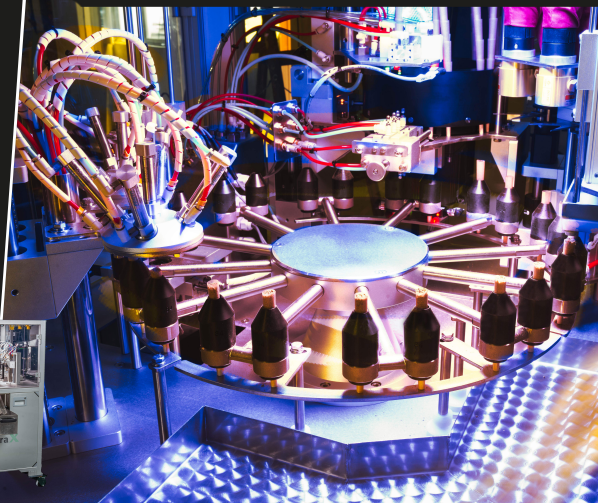
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WELCOME TO THE 2025 NEW ENGLAND CANNABIS CONVENTION

Thanks for joining us at the 2025 New England Cannabis Convention, the annual meeting of the New England Cannabis Community and Industry since 2015! This year's convention is our largest event ever, with three exhibit halls and five full programming tracks running daily including the convention's first track focused on psychedelics. As always, you will see many local cannabis advocacy groups and nonprofits with booths on the exhibit floor—please take the time to get to know them and see how you can help!

On Saturday we'll be announcing the winners of the **2025 NECANN Boston Cannabis Competition** (12:20pm in the back of Hall D). This has become one of the largest and most prestigious competitions in the east.

As always, NECANN is grateful for the support of the exhibitors, sponsors, speakers, and attendees that make this event possible; we know we are blessed to be a part of the New England Cannabis Community!

NECANN Founder,

Marc Shepard

2025 NEW ENGLAND CANNABIS CONVENTION

FREQUENTLY ASKED QUESTIONS & EVENT DETAILS

THC POLICY

Please note that the use, distribution, or sale of any products containing THC is strictly prohibited at this event, in the exhibit hall, conference sessions, or anywhere on HYNES property. Violators will be subject to ejection without refund. Anyone who possesses, transports, or consumes THC-based products is solely responsible for his/her compliance with Mass law and local regulations.

EXHIBIT HALL HOURS:

MARCH 21-22

Fri & Sat: 10 am – 5 pm | **Sun:** 10 am – 4 pm

Box office opens at 9:30a each day

NECANN Cup Awards Show: Saturday 12pm

The age to enter is 21 years or older

REGISTRATION/TICKETS

On-site registration is located in the Hall C pre-function space at the Hynes. The box office for pre-bought tickets & new registrations is open at 9:30a each morning of the convention.

ATTENDEE BADGES

Badges must be worn and visible at all times while at convention functions. Badge checkers will be stationed throughout the conference to ensure compliance. Replacement of lost badges Require an ID and \$50.

AFTER PARTY EVENTS

See schedule of events [here](#).

CAMERAS, RECORDING DEVICES, SMART PHONES

Recording of sessions is not allowed. During speaker sessions, smart phones should be set to vibrate only or turned off. No photography is allowed except for registered press.

IMPORTANT LINKS

[Event Page](#)

[NECANN Cup Awards Show](#)

[Speaker Schedule](#)

[Exhibitor Floor Map](#)

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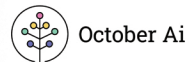
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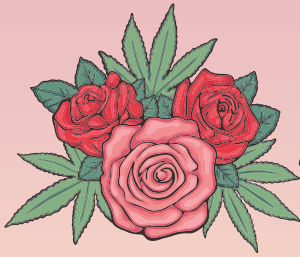
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EXHIBITOR LIST A-Z

| Booth | Exhibitor | Booth | Exhibitor | Booth | Exhibitor |
|----------------|-----------------------------------|-------|---|-------|-----------------------------------|
| 1037 | 1 Digital Agency | 1514 | C&S Insurance | 328 | Eliet USA Inc |
| 1521 | 40 Tons | 831 | CALEAF TECH | 1100 | Elite Fire and Security Inc. |
| 1519 | Accounting Buds | 431 | Cali-Blaze | 937 | Emerald Intel |
| 832 | Activate Payments | 1524 | Calyx Containers | 1401 | Erva, Inc. |
| 207 | Advanced Nutrients | 939 | Canna Brand Solutions | 714 | Faven - Elevated |
| 725 | AMERICAN ALARM AND COMMUNICATIONS | 836 | Canna Pack | 217 | Feral Roots |
| 1028 | AmeriVacS | 1508 | Canna Real Estate Group | 1724 | Filterbuy Business |
| 426 | Amoretti | 529 | Cannabis & Tech Today | 512 | Finished Goods International LLC |
| 815 | AMP (Atlantic Medicinal Partners) | 1427 | Cannabis Policy Coalition | 1528 | First Citizens Bank |
| 1015 | Apehex Automated Pre-Roll System | 531 | Cannabiz Media | 424 | FLER |
| 1117 | Apotho Therapeutics | 630 | Cannafuge - Robatel Inc | 1201 | Flowhub |
| 1135 | ArchSolar | 1526 | CannaGuard PRO | 311 | FM Generator |
| 927 | Assured Testing Laboratories | 414 | CannaPlanners | 739 | Frey-Moss Structures |
| 1719 | ATG Pharma | 915 | Cannatrol | 1011 | Futurola USA LLC |
| 919 | Athena Ag | 718 | CannaZip Custom Cannabis Packaging | 1302 | Garden Remedies |
| 1723 | Atlas Greenhouse | 1123 | Chem Fresh Inc | 819 | Good Feels |
| 1429 | Atlas Seeds | 226 | Choast Inc. | 1707 | Grassroots |
| 235 | Atomic Fungi | 1027 | Chorus | 933 | Green Card |
| 1034 | Aura Cannabis Co | 104 | Climate Control Systems | 1018 | Green Gold Group |
| 932 | AutoPot Watering Systems USA | 223 | Coast Cannabis Co. | 211 | Green Rush Packaging |
| 326 | Azuca | 901 | Coastal Vape Co (CVC) | 828 | Green Valley Analytics |
| 1624 | BakedBot AI | 727 | Compass Retail Display Group Inc | 1509 | Green Vault Systems |
| 324 | Bay State Extracts | 108 | Compressed Air Repair LLC | 1606 | GreenBroz |
| 1137 | BayCoast Bank | 615 | Contempo Specialty Packaging | 135 | GreenCraft Distribution |
| 1200 | Beaker & Wrench | 1622 | Core Cannabis Museum | 837 | Greenlight Analytical Inc |
| 420 | Beamer | 323 | Cultivate Supply / Growers Coco | 526 | GreenPlanet Nutrients |
| 1500 | Beantown Greentown | 120 | Cultured Solutions—Crystal Clear Liquid Fertilizers | 519 | Greentank Technologies |
| 614 | BFG | 923 | Custom Cones USA | 631 | Grodan |
| 935 | BIC USA, Inc. | 124 | Custom Ink LLC | 116 | Groen Automation |
| 1629 | bio365 | 823 | Custom420.com | 1204 | Grove Bags |
| 210 | Biobizz World Wide Organics | 616 | Cutting Edge Solutions | 623 | Grow Pros Solutions |
| 130 | Black Bear Coatings & Concrete | 427 | Dagard USA | 829 | GrowSpan |
| 1402 | Black Mamba Gloves | 227 | Dazed Medz | 1621 | Happy Cabbage |
| 728 | Blazy Susan | 702 | Dedham Savings | 1023 | Hara Supply |
| 313 | Blossom Flower | 128 | DEO Enterprise | 317 | Harbor House Collective |
| 213 | Blue Skies Consulting | 309 | Detex Corporation | 918 | Haygrove |
| Women's Lounge | Blunt Brunch | 611 | Dime Industries | 109 | Hefestus USA INC |
| 325 | Bold Maker | 826 | Display Dispensary | 113 | High Thirst |
| 314 | Bostica | 717 | DIZPOT | 931 | Himalayan Cones |
| 1030 | Boston Clone Company | 1615 | Duty Free Terpenes | 1512 | Holon Law Partners |
| 929 | Boveda Inc. | 800 | Dynasty Genetics | 1413 | Hoodie Analytics |
| 1513 | Bristol County Cultivars | 218 | Dispensr | 1121 | HortGrow Solutions LLC |
| 1619 | Building Vision and Variety (BVV) | 1101 | EFL0 | 1014 | Horticulture Lighting Group Corp. |
| | | | | 310 | Hortitech |
| | | | | 515 | HUB International |

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|-------|---|-------|---|-------------------------------|---|
| 618 | Humboldt County's Own | 926 | Optic Foliar | 827 | Smithers Cannabis Testing Services Division |
| 626 | Humboldt Seed Company | 733 | Organic Mechanics Soil Co. | 1033 | Smoke Promos |
| 928 | Hygrozyme (Sipcoo Innovations Inc.) | 817 | Outlaw Technology, LLC. | 934 | Smokiez Edibles |
| 735 | iKrusher, Inc. | 1127 | Package My Bud | 115 | Social Equity Corner |
| 833 | IndicaOnline | 1525 | Paper Crane Cannabis | 1119 | Solink |
| 114 | Ink'd Stores | 701 | Paybotic | 1725 | SOLVENT DIRECT LAB SAFETY INSTITUTE |
| 335 | InstaKey Security Systems | 1139 | PayNet Systems LLC | 619 | Sorting Robotics |
| 624 | Iron Heart Canning | 410 | Peak | 1304 | Spokes Digital Inc. |
| 224 | JointCommerce | 409 | Perpetual Brands | 814 | Springtime |
| 425 | Juana Dips | 1425 | Phylos | 834 | Stache Products |
| 737 | Kaya Coir | 1620 | PIF pharmz | 1501 | StashStock, LLC |
| 234 | KoneZilla | 1300 | Pink Elephant | 112 | Suite 420 Wellness |
| 726 | Koppert Biological Systems | 119 | Pioneer Valley Extracts x Kanha | 1301 | Sun Farmers Group, LLC |
| 1625 | Kush Media | 1032 | PotAdvisor | 1118 | Suncrafted |
| 131 | LeafyPack | 1035 | Precision X-Ray, Inc. | 215 | Sweed |
| 1036 | Lighthouse Biz Solutions LLC | 719 | Premier Tech Growers and Consumers Inc. | 110 | SwipeClock |
| 1400 | Linde Gas & Equipment Inc. | 511 | PreRoll-Er | 802 | TEEHC OPEN |
| 331 | LuvBuds | 830 | PromoCentric | 1612 | TerpBae |
| 1134 | MAC | 231 | Purple City Genetics | 1527 | The 1937 Group |
| 700 | Maine Oxy | 118 | PURPLE RISK MANAGEMENT SERVICES LLC | 1029 | The Agrarian Society |
| 417 | MariMed, Inc | 835 | QINGDAO GIANT PACKAGING CO.,LTD | 1305 | The Best Dirty Lemonade |
| 1714 | Massachusetts Cannabis Reform Coalition | 412 | Quality Extractions Group LLC | 723 | The Healing Rose Company |
| 818 | Mello Cannabis | 327 | Rad Source Technologies | 1450 | The Old Man of the Mountain |
| 629 | Melt-to-Make LLC | 839 | Rank Really High & Apex Trading | Terpene Tasting Lounge | |
| 1026 | Melting Point Extracts & Anthologie | 525 | Rare x qbd | 1610 | Thompson Duke Industrial, LLC |
| 1729 | Metrc | 1019 | Regenerative LLC / Kosmik Brands | 122 | TIGERTOWN LLC |
| 622 | Mill26 | 513 | RIOCOCO | 228 | Toker Poker |
| 212 | Mills Nutrients | 126 | robokitty | 1523 | Top Shelf Cannaseurs |
| 617 | Milwaukee Instruments, USA Inc. | 527 | Rolling Solutions USA | 1626 | Trade Roots |
| 1423 | MITA USA | 914 | RollPros | 219 | Treeworks |
| 1132 | National Secure Transport (NST) | 123 | Rove | 1419 | Truffly Made |
| 1607 | NBi Flexpack | 731 | Royal 4 Systems | 111 | TSRgrow |
| 117 | Nebula Scientific, Inc. | 628 | Royal Gold | 413 | Twisted Growers |
| 627 | Needham Bank | 1125 | Safety Trainers | 1130 | USA Lab |
| 315 | NETA | 1114 | Sambo Creeck Filtration | 334 | VIST Labs |
| 415 | Niagara Label | 1205 | Sapphire Risk Advisory Group | 1031 | VJ Scientific LLC |
| 1202 | Nimbus Cannabis Co. | 411 | Saus (Fine Fettle) | 1506 | Vpure Technology Co., Limited |
| 1409 | North Easton Savings Bank | 930 | Secure Energy Solutions, LLC | 612 | WECO |
| 1126 | Northern Bank | 715 | Shaka | 524 | Willow Industries |
| 1039 | NOSTALGIA | 729 | Shenzhen YDP Packaging Co.,Ltd. | 1415 | World Insurance Associates LLC |
| 900 | Nova Aeroponics | 811 | Simply Herb & Ozone | 936 | Wyld |
| 711 | Nova Farms | 1623 | Smart Farm Innovations | 1611 | XRpure |
| 514 | NuCO2 | 1706 | Smart Pots | 911 | Xylem Robotics |
| 1133 | OG Wellness | | | 225 | Yofumo Technologies, Inc. |
| 1128 | ONGROK LTD. | | | 801 | Your Highness |

EXHIBITOR LIST BY BOOTH NUMBER

Booth Exhibitor

| | |
|-----|---|
| 104 | Climate Control Systems |
| 108 | Compressed Air Repair LLC |
| 110 | SwipeClock |
| 111 | TSRgrow |
| 112 | Suite 420 Wellness |
| 113 | High Thirst |
| 114 | Ink'd Stores |
| 115 | Social Equity Corner |
| 116 | Groen Automation |
| 117 | Nebula Scientific, Inc. |
| 118 | PURPLE RISK MANAGEMENT SERVICES LLC |
| 120 | Cultured Solutions - Crystal Clear Liquid Fertilizers |
| 122 | TIGERTOWN LLC |
| 124 | Custom Ink LLC |
| 126 | robokitty |
| 128 | DEO Enterprise |
| 130 | Black Bear Coatings & Concrete |
| 131 | LeafyPack |
| 135 | GreenCraft Distribution |
| 207 | Advanced Nutrients |
| 210 | Biobizz World Wide Organics |
| 211 | Green Rush Packaging |
| 212 | Mills Nutrients |
| 213 | Blue Skies Consulting |
| 215 | Sweed |
| 217 | Feral Roots |
| 218 | Dispensr |
| 224 | JointCommerce |
| 225 | Yofumo Technologies, Inc. |
| 226 | Choast Inc. |
| 227 | Dazed Medz |
| 228 | Token Poker |
| 231 | Purple City Genetics |
| 234 | KoneZilla |
| 235 | Atomic Fungi |
| 309 | Detex Corporation |
| 310 | Hortitech |
| 311 | FM Generator |
| 313 | Blossom Flower |
| 314 | Bostica |
| 315 | NETA |
| 324 | Bay State Extracts |
| 325 | Bold Maker |
| 326 | Azuca |

Booth Exhibitor

| | |
|-----|----------------------------------|
| 327 | Rad Source Technologies |
| 328 | Eliet USA Inc |
| 331 | LuvBuds |
| 334 | VIST Labs |
| 335 | InstaKey Security Systems |
| 410 | Peak |
| 411 | Saus (Fine Fettle) |
| 412 | Quality Extractions Group LLC |
| 413 | Twisted Growers |
| 414 | CannaPlanners |
| 415 | Niagara Label |
| 424 | FLER |
| 425 | Juana Dips |
| 426 | Amoretti |
| 427 | Dagard USA |
| 431 | Cali-Blaze |
| 512 | Finished Goods International LLC |
| 513 | RIOCOCO |
| 514 | NuCO2 |
| 515 | HUB International |
| 519 | Greentank Technologies |
| 524 | Willow Industries |
| 525 | Rare x qbd |
| 526 | GreenPlanet Nutrients |
| 527 | Rolling Solutions USA |
| 529 | Cannabis & Tech Today |
| 531 | Cannabiz Media |
| 612 | WECO |
| 614 | BFG |
| 615 | Contempo Specialty Packaging |
| 616 | Cutting Edge Solutions |
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| 622 | Mill26 |
| 624 | Iron Heart Canning |
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| 628 | Royal Gold |
| 629 | Melt-to-Make LLC |
| 630 | Cannafuge - Robatel Inc |
| 631 | Grodan |
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| 701 | Paybotic |
| 702 | Dedham Savings |
| 714 | Faven - Elevated |

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| | |
|-----|---|
| 715 | Shaka |
| 717 | DIZPOT |
| 718 | CannaZip Custom Cannabis Packaging |
| 725 | AMERICAN ALARM AND COMMUNICATIONS |
| 726 | Koppert Biological Systems |
| 727 | Compass Retail Display Group Inc |
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| 731 | Royal 4 Systems |
| 733 | Organic Mechanics Soil Co. |
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| 830 | PromoCentric |
| 831 | CALEAF TECH |
| 832 | Activate Payments |
| 833 | IndicaOnline |
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| 901 | Coastal Vape Co (CVC) |
| 914 | RollPros |
| 915 | Cannatrol |
| 918 | Haygrove |
| 926 | Optic Foliar |
| 927 | Assured Testing Laboratories |
| 928 | Hygrozyme (Sipco Innovations Inc.) |
| 929 | Boveda Inc. |

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930 Secure Energy Solutions, LLC
 931 Himalayan Cones
 932 AutoPot Watering Systems USA
 933 Green Card
 934 Smokiez Edibles
 935 BIC USA, Inc.
 936 Wyld
 937 Emerald Intel
 939 Canna Brand Solutions
 1014 Horticulture Lighting Group Corp.
 1015 Apehex Automated Pre-Roll System
 1026 Melting Point Extracts & Anthologie
 1027 Chorus
 1028 AmeriVacS
 1029 The Agrarian Society
 1030 Boston Clone Company
 1031 VJ Scientific LLC
 1032 PotAdvisor
 1033 Smoke Promos
 1034 Aura Cannabis Co
 1035 Precision X-Ray, Inc.
 1036 Lighthouse Biz Solutions LLC
 1037 1 Digital Agency
 1039 NOSTALGIA
 1100 Elite Fire and Security Inc.
 1101 EFLO
 1114 Sambo Creeck Filtration
 1117 Apotho Therapeutics
 1119 Solink
 1121 HortGrow Solutions LLC
 1123 Chem Fresh Inc
 1125 Safety Trainers
 1126 Northern Bank
 1127 Package My Bud
 1128 ONGROK LTD.
 1130 USA Lab
 1132 National Secure Transport (NST)
 1133 OG Wellness
 1134 MAC
 1135 ArchSolar
 1137 BayCoast Bank
 1139 PayNet Systems LLC
 1200 Beaker & Wrench
 1201 Flowhub
 1202 Nimbus Cannabis Co.

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1204 Grove Bags
 1205 Sapphire Risk Advisory Group
 1300 Pink Elephant
 1301 Sun Farmers Group, LLC
 1302 Garden Remedies
 1304 Spokes Digital Inc.
 1305 The Best Dirty Lemonade
 1400 Linde Gas & Equipment Inc.
 1401 Erva, Inc.
 1402 Black Mamba Gloves
 1409 North Easton Savings Bank
 1413 Hoodie Analytics
 1415 World Insurance Associates LLC
 1423 MITA USA
 1425 Phyllos
 1427 Cannabis Policy Coalition
 1429 Atlas Seeds
 1500 Beantown Greentown
 1501 StashStock, LLC
 1506 Vpure Technology Co., Limited
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 1509 Green Vault Systems
 1512 Holon Law Partners
 1513 Bristol County Cultivars
 1514 C&S Insurance
 1523 Top Shelf Cannaseurs
 1524 Calyx Containers
 1525 Paper Crane Cannabis
 1526 CannaGuard PRO
 1527 The 1937 Group
 1528 First Citizens Bank
 1606 GreenBroz
 1607 NBI Flexpack
 1610 Thompson Duke Industrial, LLC
 1611 XRpure
 1612 TerpBae
 1615 Duty Free Terpenes
 1619 Building Vision and Variety (BVV)
 1620 PIF pharzm
 1621 Happy Cabbage
 1622 Core Cannabis Museum
 1623 Smart Farm Innovations
 1624 BakedBot AI
 1625 Kush Media
 1626 Trade Roots
 1629 bio365
 1706 Smart Pots

Booth Exhibitor

1707 Grassroots
 1714 Massachusetts Cannabis Reform Coalition
 1719 ATG Pharma
 1723 Atlas Greenhouse
 1724 Filterbuy Business
 1725 SOLVENT DIRECT LAB SAFETY INSTITUTE
 1729 Metrc

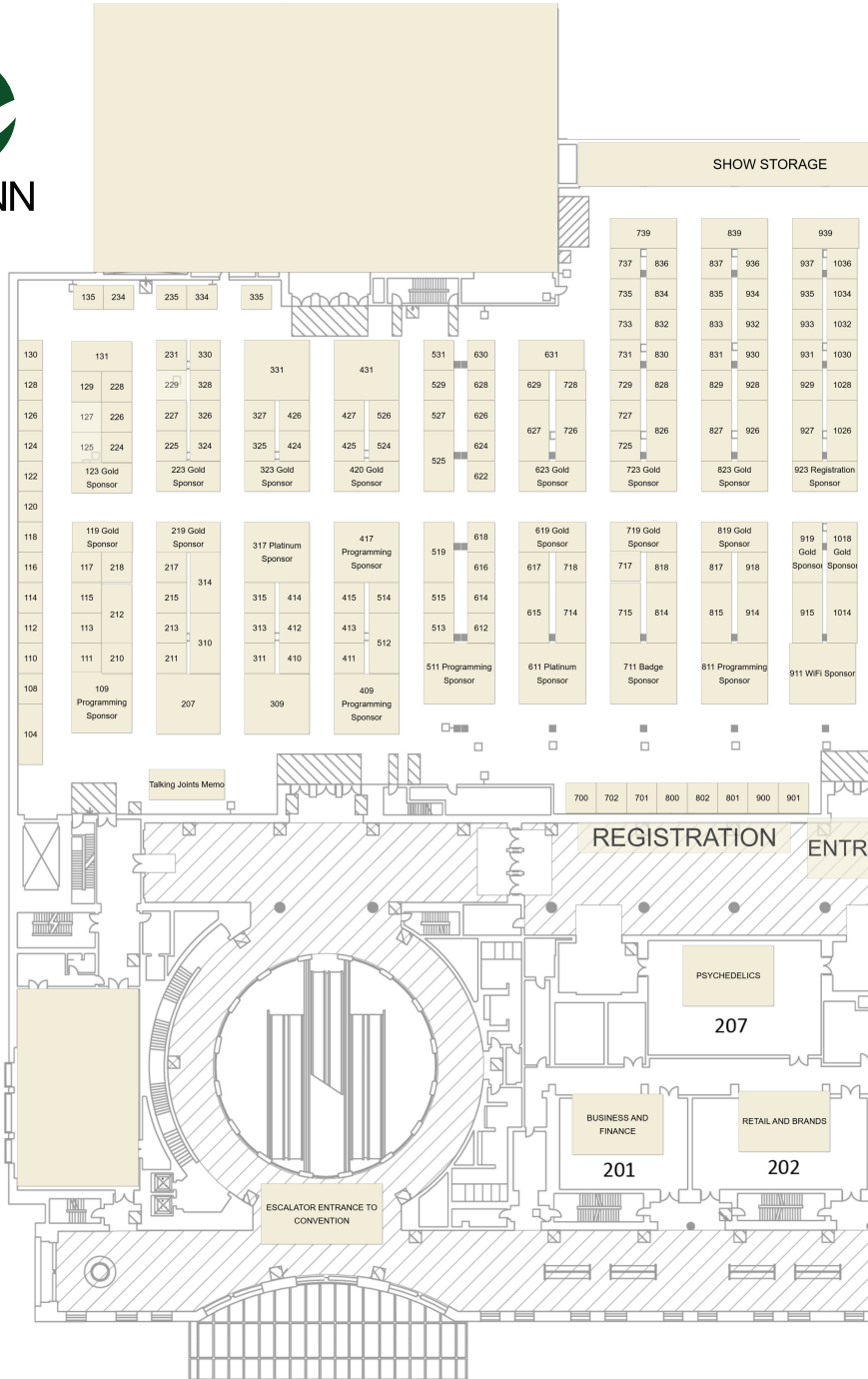
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 1023 Hara Supply
 109 Hefestus USA INC
 1118 Suncrafted
 119 Pioneer Valley Extracts x Kanha
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 123 Rove
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Terpene Tasting Lounge

1519 Accounting Buds
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 409 Perpetual Brands
 417 MariMed, Inc
 420 Beamer
 511 PreRoll-Er
 611 Dime Industries
 619 Sorting Robotics
 623 Grow Pros Solutions
 711 Nova Farms
 719 Premier Tech Growers and Consumers Inc.
 723 The Healing Rose Company
 811 Simply Herb & Ozone
 819 Good Feels
 823 Custom420.com
 911 Xylem Robotics
 919 Athena Ag
 923 Custom Cones USA

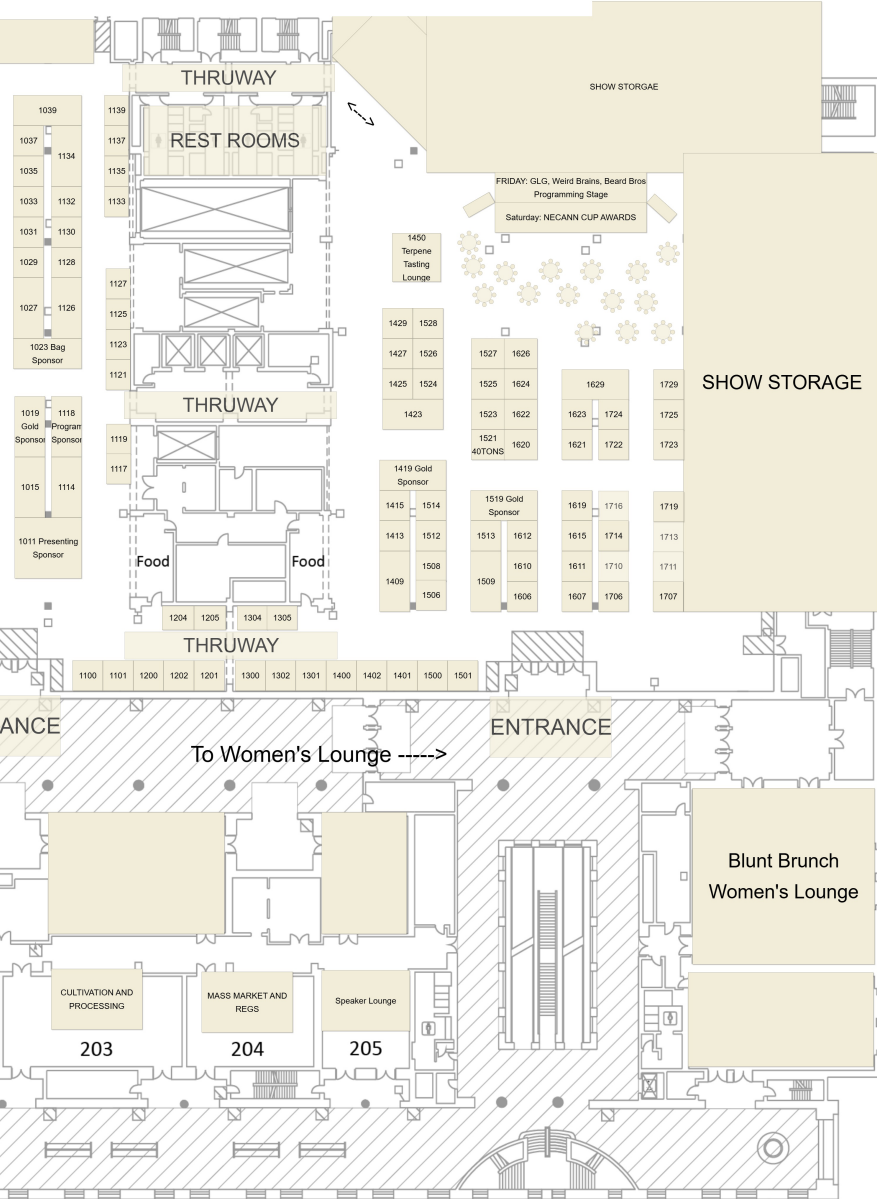
Brunch
 Women's
 Lounge



2025 NEW ENGLAND CANNABIS CONVENTION

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2025 NEW ENGLAND CANNABIS CONVENTION PROGRAMMING

Friday, March 21, 2025

10:30a – 11:20a | Room 201

2025 Key Cannabis Topics

Ronald Lipof, Max Riffin, Mike Ross

BUSINESS & FINANCE

10:30a – 11:20a | Room 202

Cannabis for Wellness: Unlocking the Intermittent Consumer Market

Drudys Ledbetter

RETAIL & BRANDS

10:30a – 11:20a | Room 203

The Real Cultivation Success Secret: Proper Drying, Curing and Storage

David Sandelman

CULTIVATION & PROCESSING

10:30a – 11:20a | Room 204

Business Success Through Compliance

Peter D'Agostino, Tony Gallo, Janice O'Reilly, Dave McManus

MASS. MARKET & REGULATIONS

10:30a – 11:20a | Room 207

Psychedelic Advocacy in Conservative States

Gia Giorgio

PSYCHEDELICS

10:00a – 10:55a | Rear of Hall D

Secrets of the Underground: What Modern Cannabis Can Learn From The Legacy Era

John Tucker, Stephen Buckoff, Jeremy Klettke, Kristofer Artz

WEIRD BRAINS GLG STAGE

11:30a – 12:20p | Room 201

CFO Secrets for Cannabis Success

Summer Thorne

BUSINESS & FINANCE

11:30a – 12:20p | Room 202

Addressing a Silent Crisis: Poor Customer Care at Dispensaries

Brendan McKee

RETAIL & BRANDS

11:30a – 12:20p | Room 203

The Bottom Line: Strategies to Profitability in Cannabis Cultivation

CAP, Cory Desloge, Mikhail Sagal, Zachary Taylor

CULTIVATION & PROCESSING

11:30a – 12:20p | Room 204

Lab Shopping, Quantified: A Focus on Massachusetts Cannabis Testing

Yasha Kahn

MASS. MARKET & REGULATIONS

11:30a – 12:20p | Room 207

Healing Heroes: Exploring Psychedelics as a Path to Recovery for Veterans and First Responders

Sarko Gergerian, CJ LoConte, Jamie Morey, Graham Moore, Lindsay Sabadosa

PSYCHEDELICS

11:00a – 11:55a | Rear of Hall D

Weird Brains Panel: The Stoner Neurotype at Work

Katelyn Avruch, Riley Kirk, Dustin Powers, Miyabe Shields, Catherine Sidman

WEIRD BRAINS GLG STAGE

12:00p – 1:00p | 210

Welcome Lounge & Icebreaker

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FRIDAY, MARCH 21 continued...

12:00p – 12:55p | Rear of Hall D
Mass Local B2B: How does it Work? How is it Working?Jill Klettke, Samantha Seagaard,
Tara Hopper, Michael Spengler

WEIRD BRAINS GLG STAGE

1:00p – 1:50p | Room 201
Young Cannapreneurs in the Massachusetts MarketDevin Alexander, Derrell Black,
Payton Shubrick

BUSINESS & FINANCE

1:00p – 1:50p | Room 202
The Art of The Sesh—Building Events & Engagement

Jordan Whittaker

RETAIL & BRANDS

1:00p – 1:50p | Room 203
How to Integrate Seed-Based ProductionWhitney Conroy, Travis Higginbotham,
Brett Howard, Sherri Kuo

CULTIVATION & PROCESSING

1:00p – 1:50p | Room 204
How to Protect and Grow Your Cannabis Business

Sheri Tarr

MASS. MARKET & REGULATIONS

1:00p – 1:50p | Room 207
Legal Psychedelia: Kanna, Khava, Blue Lotus, AmanitaKatelyn Avruch, Riley Kirk, Phoebe McPherson,
Rome Shadanloo, Miyabe Shields

PSYCHEDELICS

1:00p – 1:55p | Rear of Hall D
Travel and CannabisRobert Divincenzo, Trinity Madison,
Nathan Russell, Jimbo Williamson

WEIRD BRAINS GLG STAGE

1:00p – 2:30p | Room 210
Blunt Brunch's Speed Networking

WOMEN'S LOUNGE

2:00p – 2:50p | Room 201
State of Cannabis Industry

Omar Sacirbey

BUSINESS & FINANCE

2:00p – 2:50p | Room 202
Building a Brand and Ensuring Long-term Success

Alyza Brevard-Rodriguez

RETAIL & BRANDS

2:00p – 2:50p | Room 203
Validity or Invalidity of Using THC or TAC Percent to Determine Quality and Pricing of Cannabis

Gene McCain

CULTIVATION & PROCESSING

2:00p – 2:50p | Room 204
Sustainability & Success with Compliance, Risk Management & Insurance Services

Nichelle Santos

MASS. MARKET & REGULATIONS

2:00p – 2:50p | Room 207
Decolonizing Psychedelics: Intersectional Considerations for a Renaissance ReclaimedMary Carreon, Ifetayo Harvey, Susie Plascencia,
Miyabe Shields, Imani Turnbull-Brown

PSYCHEDELICS

2:00p – 2:55p | Rear of Hall D
The C-Suite: Teach us Your WaysJonathan McFarlane, Angela Pih,
Rachel Wright

WEIRD BRAINS GLG STAGE

2:30p – 3:30p | Room 210
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FRIDAY, MARCH 21 continued...

3:00p - 3:50p | Room 201
**Beyond the Grand Opening:
Building a Profitable and Secure
Cannabis Operation**

Jeff Bartley, Tony Gallo

BUSINESS & FINANCE

3:00p - 3:50p | Room 202
**Think Global, Act Local: Adapting
National Campaigns for Local Impact**

Angela Cheng

RETAIL & BRANDS

3:00p - 3:50p | Room 203
**Helping Cultivators Stay Smart:
How Changing Market Dynamics
Impact Grower Success**

Corinne Wilder

CULTIVATION & PROCESSING

3:00p - 3:50p | Room 204
**Surviving the MA market in 2025:
Legislative and Regulatory Changes**

Ryan Dominguez, Payton Shubrick

MASS. MARKET & REGULATIONS

3:00p - 3:50p | Room 207
**DOI/DOC on Trial: SSDP/Ramos Vs.
The DEA**Tanner Anderson, Gina Giorgio, Kat Murti,
Robert Rush

PSYCHEDELICS

3:00p - 3:55p | Rear of Hall D
**Community Counts: Strategic
Partnerships, Marketing and
Media Matters**Brian Holler, Susie Plascencia, Gary Payton,
Sara Gluck, Jeff Levers, Dina Nagib

WEIRD BRAINS GLG STAGE

3:30p - 4:30p | Room 210
Mindful Moments Experience

WOMEN'S LOUNGE

4:00p - 4:50p | Room 202
**Sip and Sell Smart: Legal Strategies
for the Hemp Beverage Boom**

Michelle Bodian

RETAIL & BRANDS

4:00p - 4:30p | Room 204
**Building the Future Workforce:
Who Should Be Teaching
Cannabis Education**Katelyn Avruch, Tauhid Chappell, Imran
Rashid, Shaleen Title

MASS. MARKET & REGULATIONS

4:30p - 5:00p | Room 210
Connection & Giveaways

WOMEN'S LOUNGE

SATURDAY, MARCH 22 on page 30...

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Athena Handbook



Homegrower Handbook



Saturday, March 22, 2025

9:00a - 9:30a | Room 210

Breakfast Activity (Coffee, Tea, Pastries)

WOMEN'S LOUNGE

9:30a - 10:30a | Room 210

Blunt Conversations Panel

WOMEN'S LOUNGE

10:30a - 11:20a | Room 201

ESOP Roll-ups: The New Private Equity for Cannabis Companies

Darren Gleeman, Hannah King

BUSINESS & FINANCE

10:30a - 11:20a | Room 202

How to Market Your Dispensary like a Fortune 100 Enterprise

Dan Mondello

RETAIL & BRANDS

10:30a - 11:20a | Room 203

Creating Business Longevity Through Sustainable Facility Design and Operations

Benjamin Acadia

CULTIVATION & PROCESSING

10:30a - 11:20a | Room 204

Misinformation on Labels of Intoxicating Hemp Products

Jeff Rawson

MASS. MARKET & REGULATIONS

10:30a - 11:20a | Room 207

Psychedelic Advocacy In Conservative States

Graham Moore, Mia Cosco, Rick Barnett,
Tanner Anderson

PSYCHEDELICS

10:30a - 11:30a | Room 210

Ask and Act Activation

WOMEN'S LOUNGE

11:30a - 12:20p | Room 201

How to Build a Cannabis Brand in a Competitive Market

Angela Brown, Liam O'Brien, Kristin Rogers

BUSINESS & FINANCE

11:30a - 12:20p | Room 202

Three Pathways to Launching a Branded Cannabis Product Without a License

Laury Lucien

RETAIL & BRANDS

11:30a - 12:20p | Room 203

Know your Grow

Spencer Sovik

CULTIVATION & PROCESSING

11:30a - 12:20p | Room 204

Innovative Solutions for Floor-Level Contamination in Cannabis Cleanrooms

Sarah Finnerty

MASS. MARKET & REGULATIONS

11:30a - 12:20p | Room 207

Question 4 and Beyond

Tori Bedford, Sarko Gergerian, CJ LoConte,
Jamie Morey

PSYCHEDELICS

11:30a - 12:30p | Room 210

Reflection Circle & Final Networking

WOMEN'S LOUNGE

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WHAT OUR CLIENTS SAY

"Custom 420 has been a huge help in taking our packaging to the next level! From the innovative designs of their creative team to the responsiveness of their account representatives, Custom420 has met and exceeded all of our expectations!"

- Mother Earth Wellness

SATURDAY, MARCH 22 continued...

12:20p – 1:00p | Room 207
Networking Event: Drug Journalists
 PSYCHEDELICS

12:30p – 1:00p | Room 210
Group Photo & Farewell
 WOMEN'S LOUNGE

1:00p – 1:50p | Room 202
Navigating Retail Success in a Price Declining Market
 Hennessy Leilani Shaw
 RETAIL & BRANDS

1:00p – 1:45p | Room 207
KEYNOTE: Media Coverage of Psychedelic Drugs and Policy Reform
 Mary Carreon, Gina Giorgio, Jack Gorsline, Cesar Marin
 PSYCHEDELICS

2:00p – 2:50p | Room 201
Merger & Acquisitions, Turnaround and Facility Design
 Jacques Santucci, Brian Anderson
 BUSINESS & FINANCE

2:00p – 2:50p | Room 202
Unveiling the Secrets of Effective Loyalty Programs in Cannabis Retail
 Jack Blaeser
 RETAIL & BRANDS

2:00p – 2:50p | Room 203
Cannabis Education and Wellness
 Magnus Thorsson
 CULTIVATION & PROCESSING

2:00p – 2:50p | Room 204
The Chaotic World Of Dispensary Payments
 John Tucker
 MASS. MARKET & REGULATIONS

2:00p – 2:50p | Room 207
Next-Generation Psychedelic Pharmaceuticals and Treatment Innovations
 Mia Cosco, Chris Faraone
 PSYCHEDELICS

3:00p – 3:50p | Room 201
The Key to Cannabis Operational Profitability
 Tracy LeMaire
 BUSINESS & FINANCE

3:00p – 3:50p | Room 202
Social Media Authenticity
 Casey Sanginario
 RETAIL & BRANDS

3:00p – 3:50p | Room 203
How to Integrate Seed-Based Production to Grow Revenue and Cut Costs
 Whitney Conroy, Sherri Kuo
 CULTIVATION & PROCESSING

3:00p – 3:50p | Room 204
Threat Landscape: Preparing for Emerging Risk in 2025
 Mario Rodriguez
 MASS. MARKET & REGULATIONS

3:00p – 3:50p | Room 207
Emerging Trends in Psychedelic Research and Therapies
 Michael Abboud, Mary Carreon, Phoebe McPherson, Michou Olivera, Susie Plascensia, Rome Shadanloo
 PSYCHEDELICS



2025 CONVENTIONS

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May 2-3, 2025

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