

WHAT IS MJBIZCON?

HOURS OF CONTENT
70+



SF OF EXPO FLOOR
300,000+



CANNABIS INDUSTRY EXECUTIVES
30,000+



For three exciting and intensive days, our community comes together to share the best-in-class from veterans and emerging players across the cannabis ecosystem.



6MIL+
MEDIA IMPRESSIONS



1,400+
EXHIBITORS



100+
SPEAKERS

AUDIENCE PROFILE



JOB LEVEL

52% C-Level / Founder / Partner
18% VP / Director
18% Manager
12% Staff / Specialist



INDUSTRIES

23% Other
21% Cultivation
12% Ancillary Services
11% Extraction
10% Ancillary Products
8% Dispensary
8% N/A
4% Investor
3% Legal



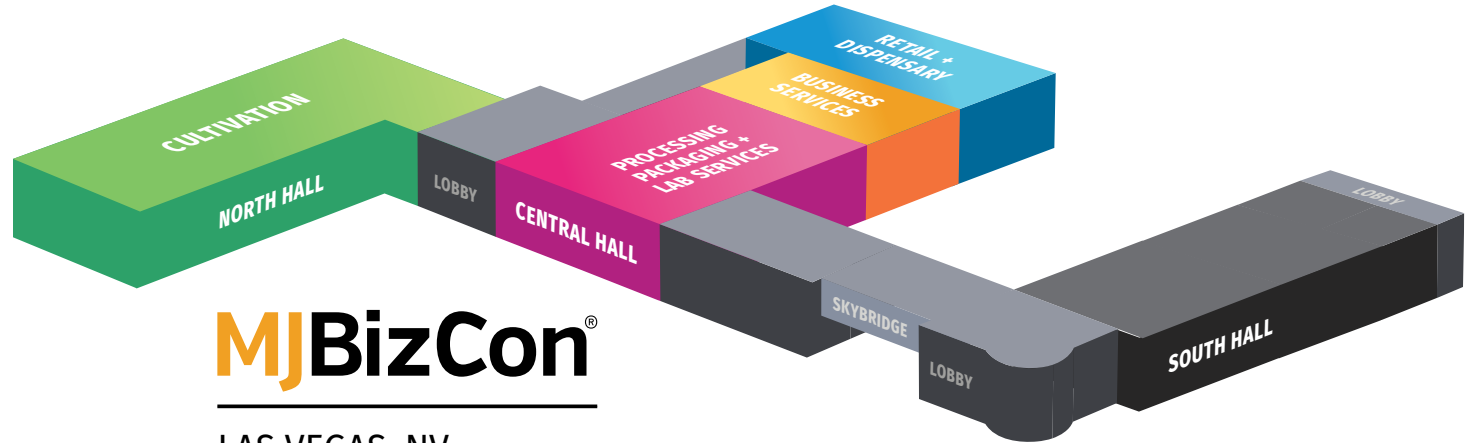
TOP REPRESENTED COUNTRIES

91% United States
5% Canada
1% China
.48% Netherlands
.3% Israel
.28% Germany
.26% Australia
.25% United Kingdom
.17% Korea (the Republic)
.14% Mexico

WHAT IS MJBIZCON?

EXHIBITOR PROFILE

- Business Services
- Cultivation
- Processing, Packaging & Lab Services
- Retail/Dispensary



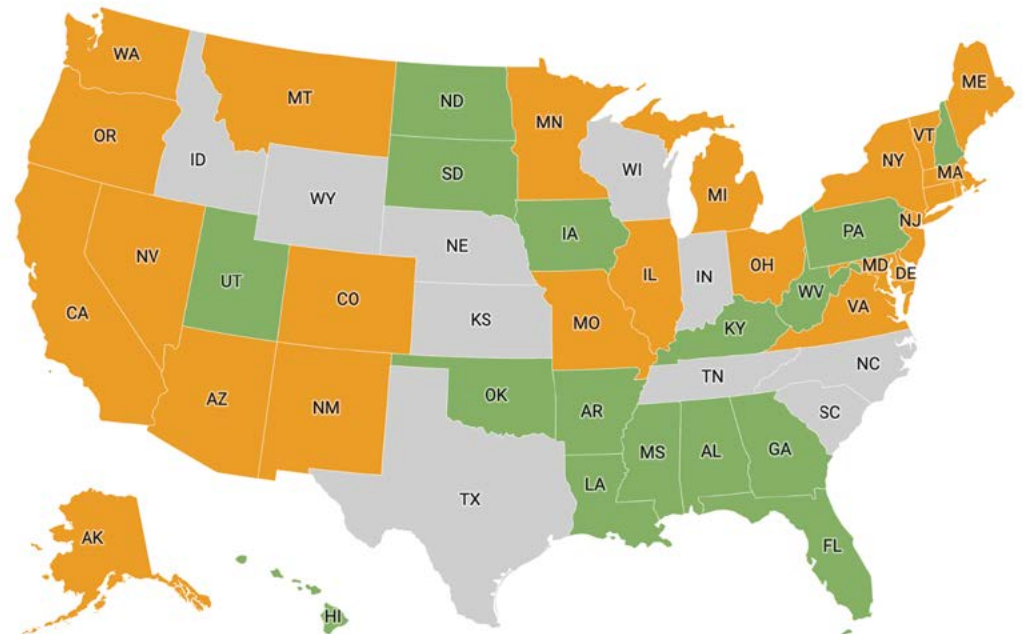
MJBizCon[®]

LAS VEGAS, NV



WHERE MARIJUANA IS LEGAL IN THE U.S.

- Recreational/Medical
- Medical
- None



MJBIZCON 2023 CAMPAIGN

12TH ANNUAL

MJBizCon®

DARE TO GROW

CANNABIS ♦ CULTURE ♦ COMMUNITY ♦ CONNECTIONS

THE STORY BEHIND THE CAMPAIGN

CANNABIS • CULTURE • COMMUNITY • CONNECTIONS

To make it in the cannabis industry...
FIRST, YOU MUST DARE TO.

MJBizCon® | NOV 28 - DEC 1
LAS VEGAS



In order to make it in the cannabis industry, **first you must dare to.**

Attendees at MJBizCon operate legal cannabis companies from marijuana and hemp growers to extraction and manufacturing companies that create gummies, vapes and extracts.

This industry has newly emerged over the past decade and has grown rapidly. Many consider it a “green rush” to earn quick cash, but in reality, operating and turning a profit in cannabis is extremely challenging. It takes passion and perseverance to navigate the complex regulations, banking limits and

legalization woes and supply chain issues. And in 2023 the industry had fallen on even more challenging times with wholesale prices plummeting in 2022.

Despite more than 40 states legalizing medical and/or recreational cannabis, there is still a significant stigma surrounding the plant born out of the Reefer Madness campaigns and the D.A.R.E. campaigns of the 1980s and 1990s. Additionally 40,000 prisoners remain incarcerated in the U.S. for non-violent marijuana crimes, while others are legally selling and profiting from the same commodity.

To unite our industry and inspire the passion, hard work and love of the plant that drives business owners to succeed, MJBizCon boldly introduced the Dare to Grow campaign for the 2023 show.

In addition to a tagline that rallied the cannabis community, we launched with tickets starting at \$99, the lowest pricing in MJBizCon history to help businesses amid challenges.

This launch strategy was an incredible success. **Registrations outpaced prior year by 185% over the first four registration periods** and the campaign positioned MJBizCon as an ally to our unique audience.

THE DARE TO GROW TAGLINE

Why DARE?

Cannabis entrepreneurs are bold, maverick in fact. They didn't get here by taking the easy route, and there was no clearcut path to follow. To make it in the industry, first you must dare to!

This theme serves as a positive juxtaposition to the D.A.R.E. campaigns of the '80s and '90s, which stigmatized cannabis.

Why GROW?

Whether it be personal career, company performance, cultural evolution or the literal cultivation of the cannabis plant itself, **MJBizCon attendees all share a primary goal: GROWTH.**

This theme provides opportunity to expand on what drives growth by authentically sharing our audience's own "Dare to" stories with other action words that showcase what it takes to make it in this industry.



THE DARE TO VIDEO SERIES

Dare To Grow Series ▶ Play all



Trailer - Dare to Grow Series | What it takes to make it in t...



Failure in Cali turns Hollywood Undead Guitarist...



Dare to Disrupt: Hemp Hopes in North Carolina Lead to...



Dare to Party: Dope Cup Co-founder David Tran Finds...



Dare to Tackle: Pro Football Player Scores Social Equity...

Tremendous Organic Growth

In an effort to share touching, challenging and inspiring stories highlighting business leaders' journeys in cannabis as well as their own experiences overcoming the stigma of the War on Drugs – we created the Dare to Grow mini docuseries on YouTube.

These efforts resulted in tremendous growth of our YouTube channel, with an increase of +245% in views, +184% in watch time and +475% in subscribers!

Produced entirely in-house with less than \$2K budget, these videos were utilized as the foundation of the campaign and proved to be a highly engaging way to connect with our audience.



MJBizDaily  YouTube

@mjbizdaily · 1.33K subscribers · 105 videos

Your channel got 36,329 views in the last 365 days



SHARING "DARE TO" STORIES

Dare to _____ .

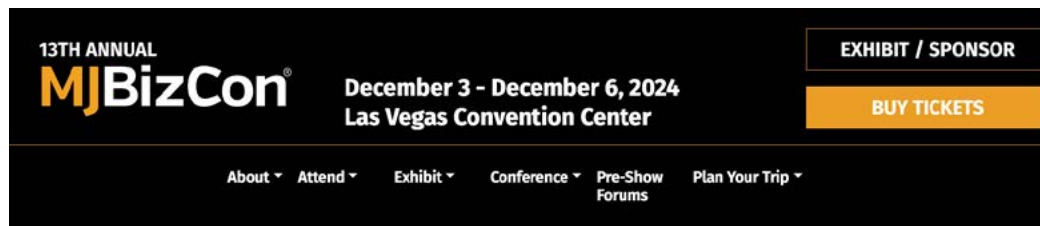
In creating this campaign, we wanted to bring the cannabis community together by allowing our audience to share their own "Dare to" stories to demonstrate the diversity and resilience of entrepreneurs and professionals in our industry.

Users submitted a five-question form and a photo of themselves at work or onsite at MJBizCon. They also submitted three words that sum up their journey in cannabis and we used these to craft a unique Dare to title for each story, such as Dare to Battle or Dare to Connect.

We used the form answers to write mini profiles that were shared on our website, in our *MJBizCon Buzz* newsletter with more than 120,000 subscribers and on social channels. Users also widely shared via their own channels.

As a result of these campaigns, social media referral sessions to our MJBizConference.com website were up +240% year over year and new users increased by +250%. Additionally, bounce rate decreased by 6.4%.

Similarly, newsletter clickthrough increased by +185% year over year and new users increased by +243%. Email traffic bounce rate decreased by 14.2%, demonstrating users were highly engaged with the campaign material.



Tell Us Your "Dare To" Story?

In order to make it in the cannabis industry, first you must dare to.

Despite the challenges of complex regulations, banking limits and legalization woes, many have carved out success in the industry, through hard work, passion and a shared love of the plant.

Tell us about your cannabis journey [here](#).

Watch the "Dare To" Trailer



Dare to PURSUE

Sherry Smies-Evins – Founder/President – MC3 Botanicals

Sherry Smies-Evins never aspired to work with cannabis. She barely noticed the anti-cannabis propaganda of the 1980s and 90s.

So it was serendipitous when Sherry was asked to join the leadership team of a cultivation start-up in her home state of Michigan after years spent working in male-dominated industries including auto products and advertising.



Dare to BATTLE

Christy Carmody – Co-founder – Battle Born Cannabis Co.

Christy began homegrowing 23 years ago to help treat the symptoms associated with her husband's multiple sclerosis diagnosis as well as her own degenerative scoliosis.

In 2017, the husband-wife team started exploring edibles and found the category lacked all-natural, sugar-free formulas. So they began making their own recipes and landed on raw distillate elixirs.



Dare to SERVE

Todd Scattini – Founder/CEO – Harvest 360 Technologies

Todd graduated from West Point and served 27 years in the U.S. Army – during which he was subjected to regular drug tests.

While stationed for duty in Afghanistan, however, Todd discovered and became fascinated with the cannabis plant, and made the recommendation to his commanding officers that the country could transition to a hemp-focused economy.

DARE TO DREAM WITH MLK III



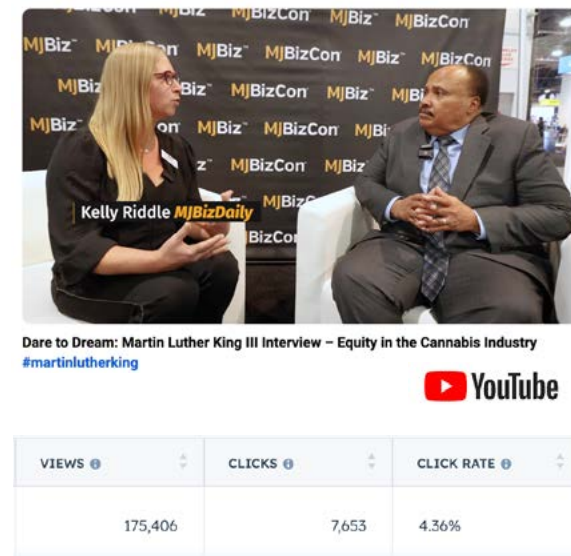
Dare to Dream
Martin Luther King III

Watch Video

It was an honor to have the oldest son of Martin Luther King Jr. share his insights at MJBizCon on how social equity in cannabis is playing a part in restorative justice.

Martin Luther King III showcases the work he's doing to continue his father's legacy in this exclusive *MJBizDaily* interview.

Watch MLK III interview on YouTube



Dare to Dream: Martin Luther King III Interview - Equity in the Cannabis Industry
#martinlutherking

YouTube

| VIEWS | CLICKS | CLICK RATE |
|---------|--------|------------|
| 175,406 | 7,653 | 4.36% |

“I Have A Dream...” - Martin Luther King, Jr.

Martin Luther King III, the eldest son of human rights activist Martin Luther King, Jr., spoke on a special panel at MJBizCon 2023 titled: Town Hall – Creating and Sustaining a Just and Equitable Cannabis Industry.

The MJBiz team collaborated with the King Family, Drum Major Institute and Black CannaBusiness to create a mini campaign focused on “Dare to Dream” theme, securing a copyright release to incorporate an iconic image of Dr. Martin Luther King’s “I Have a

Dream” speech into a powerful marketing campaign to drive attendance to the event and bring attention to MLK III’s mission of uniting workers and providing opportunity for disadvantaged groups to thrive in a new industry with the power to heal communities.

Additionally, MJBiz secured an exclusive interview with MLK III to share his viewpoints and lessons in equity from his father’s human rights work across video channels and in an editorial article on MJBizDaily.com.

The YouTube video has reached more than 5,000 views, more than 46 hours watch time and +23 new subscribers. The video gained more than 10,000 views across other social channels.

A popup on the MJBizDaily.com website garnered 175,406 views, 7,653 clicks, with a 4.36% click rate, demonstrating how this campaign and speaker resonated with our audience as well as widespread acceptance of cannabis, which is critical for industry growth.

DARE TO KNOW MOVEMENT



40Tons Prison Letter Writing Campaign & Activation

MJBizCon activation in the Joint Lounge

More than 40,000 prisoners remain incarcerated for non-violent marijuana crimes, even though 40 U.S. states have legalized cannabis use, manufacturing and distribution for medical and/or recreational use.

To address the disparity of minorities impacted by the failed War on Drugs, MJBizCon partnered with Social Impact Brand 40Tons to create the largest prison letter writing campaign in conference history within The Joint Lounge on the show floor at MJBizCon.

As 40Tons CEO Loriel Alegrate shared, "Mail is like gold to a cannabis prisoner" providing a message of hope, knowing there are people

on the outside who care and are fighting for them to be released. 40Tons cofounder Corvain Cooper served 8 years of a life sentence before receiving a federal pardon.

The activation featured a prison cell with the theme "Dare to Know," which was built of the Dare to Grow. The prison cell activation included a detailed timeline of prohibition history and key moments in the legalization of cannabis up to the present day letter writing campaign.

More than 3,000 letters were distributed, and 1,200 signed letters were mailed from the show floor.



DARE TO KNOW MEDIA REACH



Corvain Cooper, Xzibit, and Anthony Alegrate of 40 Tons. 40 TONS

40 Tons X Custom Cones USA Shined

One of the most impactful set-ups on the MJBizCon showroom floor came from 40 Tons in collaboration with Custom Cones USA. The socially conscious brands offered up a letter-writing activation so that attendees could send messages of hope to real people incarcerated for cannabis across the country.

The Forbes headline read: “The Heartbeat of MJBizCon is Community, Not Corporatization” which shows the impact this activation had on bringing together our diverse industry for a common goal.

There were seven earned media articles covering the activation and prison letter writing campaign with +1.25K views and +112 engagements from a potential reach of 73.3M impressions.

Additionally, 40Tons conducted “Dare to Know” interviews onsite and have aired on YouTube and across social channels as well as features in 40Tons newsletters for a total reach of more than 500K combined.



The outdoor entrance to the Las Vegas Convention Center during MJBizCon 2023. LINDSEY BARTLETT

Celebrity sightings during the weed week included Tyson 2.0 owner Mike Tyson; NFL legends Jim McMahon and Kyle Turley of Revenant; Juicy J headlined a party from the beloved Las Vegas-based retail storefront Jardin; Mix Master Mike, formerly of the Beastie Boys, was the surprise DJ at the Lion Order/Marley One Party, to name a few.



From left: Loriel Alegrate, Corvain Cooper, Luke Scarmazzo and Anthony Alegrate. The 40 Tons crew ... [-] 40

The 40Tons activation was central to the 2023 show and was covered extensively by mainstream and cannabis-specific media including [Forbes](#), Cannabis & Tech Today, Fat Nugs Magazine, MG Magazine and many more.



LASAGNA GANJA LIVE FROM THE JOINT LOUNGE

Live celebrity podcast with Xzibit

In addition to the activation and prison letter writing campaign, Xzibit, a rapper and former host of MTV's Pimp My Ride and co-host Cannabis Cutie conducted two days of live recordings of the [Lasagna Ganja](#) podcast which is centered around diving into all the many layers of the cannabis industry.

Featured Guests include:

- **Calvin Johnson**, former NFL athlete and owner of Primitiv Cannabis in Michigan
- **Thunder Walker**, a cannabis dispensary owner and advocate who is touring the U.S. to bring information on the benefits of medical cannabis to the masses.
- **Sean Suh**, a form gang member turned entrepreneur who founded Bono-Ape Cannabis Co. And is working to open the first dispensary in Costa Rica.
- **Hope Wiseman**, founder of Wiseco and the youngest black female dispensary owner.

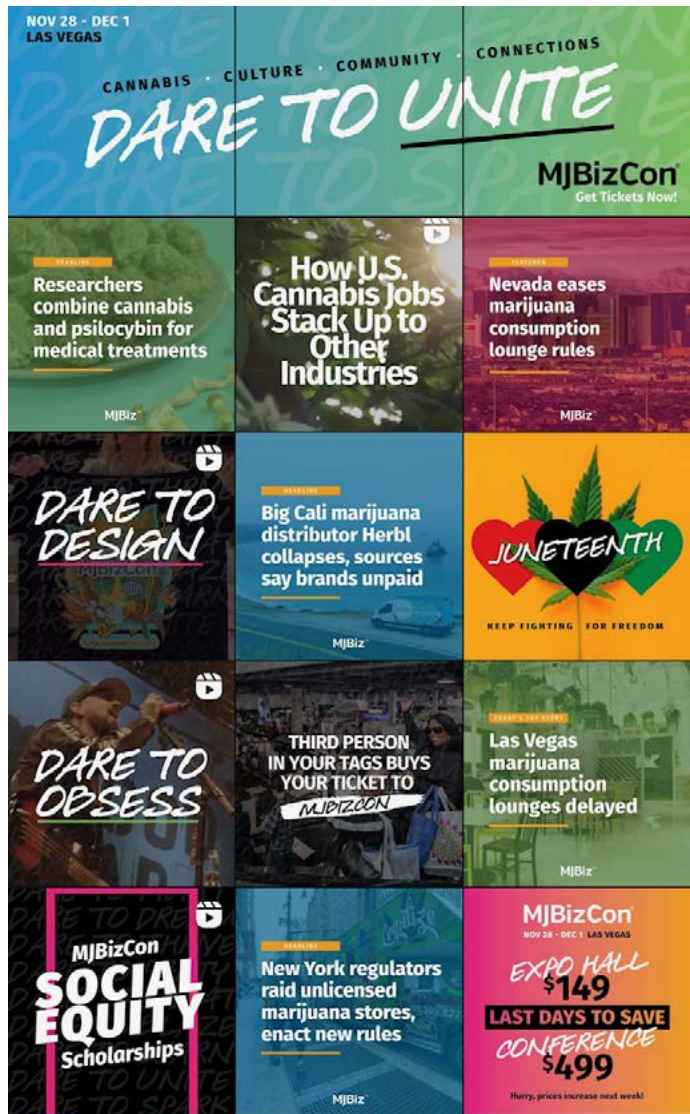
- **Tahir Johnson**, social equity owner of Simply Pure Trenton in New Jersey.
- **Kenji Fujushima**, Director of Cultivation for Dr. Greenthumb Inc., the cannabis company owned by B. Real of Cypress Hill.
- **Chris Ball**, former pro football player who was incarcerated for marijuana and awarded a California social equity license to found Ball Family Farms.
- **Luke Scarmazzo**, recently released after 14 years of federal incarceration after own a California-legal cannabis dispensary and now owner of Prophet Brands cannabis company.
- **Jim McMahon and Kyle Turney**, former NFL stars who launched a cannabis line under the Revenant Brand and campaign for cannabis advocacy under the Cannabis Freedom Party.
- And many more.



Xzibit and Cannabis Cuties interviewing Luke Scarmazzo in a live recording of the Lasagna Ganja in The Joint Lounge at MJBizCon 2023.

Collaborative reels with Lasagna Ganja netted more than 115,000 views for MJBiz social.

SOCIAL MEDIA DARE TO CAMPAIGNS



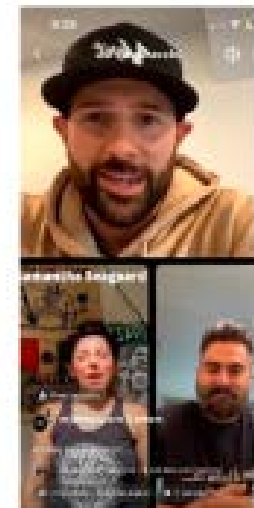
MJBizCon social media campaigns in 2023 centered around the “Dare to” stories with themes alternating fill-in-the-blank-style with different relevant action words in place of “grow.”

Dare to Unite highlighted networking opportunities, Dare to Design was featured for our official T-Shirt design contest, and each “Dare to” story had a different title such as Dare to Obsess, Dare to Party, Dare to Tackle, Dare to Disrupt... all highlighting a unique aspect of the person featured in the stories.

The T-shirt contest received more than a dozen original design submissions and more than 1,200 unique votes, limited to one vote per person.

Other marketing tactics deployed included Instagram Live takeover series and LinkedIn Live events.

Campaigns were highly successful across all channels, notably generating +16,747 new followers in 2023 (including 2,862 new followers gained onsite during MJBizCon). Also notable, MJBiz Instagram Reach grew by +68% increase year over year.



Dare to Grow Instagram Live takeover pictured above. The winning T-shirt from the Dare to Design contest (below) and several honorable mentions were printed and available for purchase onsite at MJBizCon.



USER-GENERATED CONTENT



Liked by ernesttoney, mekhavelli and 96 others
 carlondowest Had an incredible first day at MJBIZCON as a panelist alongside inspiring leaders. I had the privilege of meeting Martin Luther King III and we had a meaningful conversation. Knowing that he supports the work we're doing in Washington is truly encouraging. Being a resident of King



Who's going to MJBizCon in Vegas? ...more



Had a great time connecting with amazing minds in the cannabis industry at MJBiz Con! ...more



Because - why not ?
 Cannabis & Tech Today
 MJBizCon - Dare to Unite! Feel the power of the #MJBizCon community at the Las Vegas Convention Center, November 28 - December 1, 2023. Share your passion for the plant with 30,000 cannabis executives, ...more



Man if you didn't check out the 40 Tons Brand activation at MJBizCon, you missed the highlight of the week!



I'm excited to be speaking at #MJBizCon! Let's catch up in Vegas this Nov 30 - Dec 1. Plus, I've got a special 10% off promo code SPKMBJ2310 for you to use. Get your ticket today!



Had a wonderful time in Vegas at MJBiz!
 Grateful for all of the engaging discussions that unfolded with so ...more



Happy Monday! Excited to be headed to my second MJ Biz Con. I remember when I used to hope to be able to afford to attend and now I'm a Speaker at the Women in Leadership Forum. Don't give up!



Witnessing the strength and resilience of these incredible women fills me with inspiration and hope. ...more



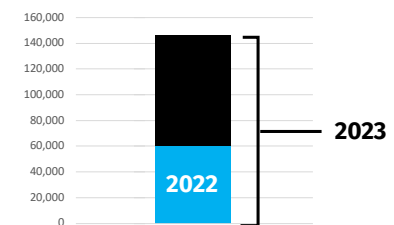
Engagement Boost

The Dare to Grow campaign encouraged social sharing among speakers, exhibitors and attendees. MJBiz offered easy sharing with custom graphic creation via community marketing software, GleanIn.

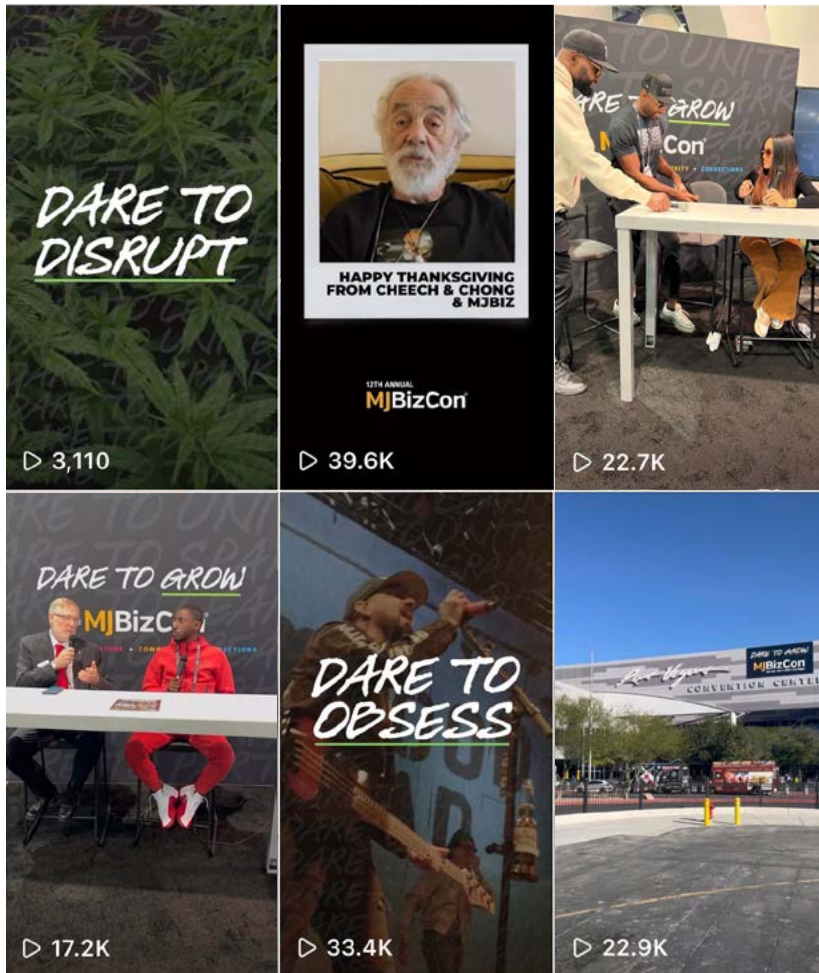
There were more than 743 shares from the GleanIn platform alone. Across all media in 2023 MJBizCon had +19.5K mentions, a daily average of 53.

Paired with other social tactics, our LinkedIn engagement results show the power of this engaging and relevant campaign. **MJBiz social channels had a +74,062 rise in engagements from 2022 to 2023. LinkedIn engagements grew by +189% year over year and Instagram increased +49%.**

LinkedIn Engagement Growth YOY



“DARE TO” INFLUENCER COLLAB REELS



500,000+ Views 15,000+ Engagements

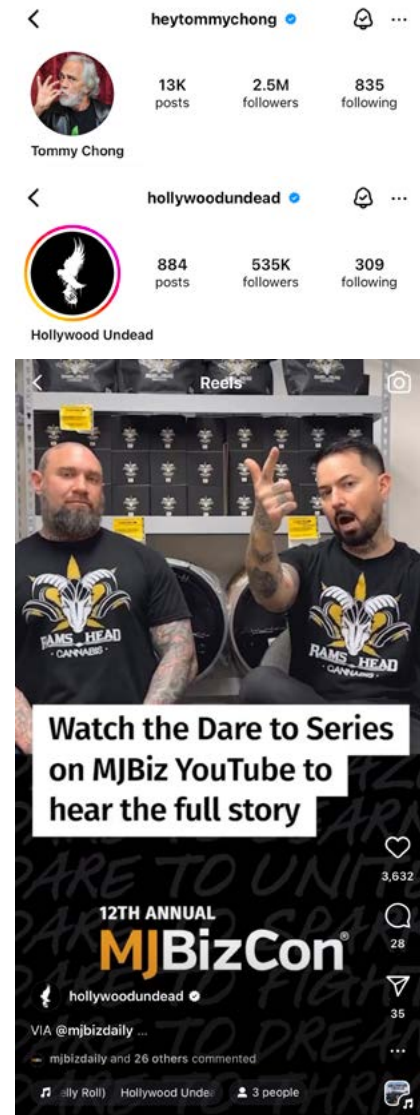
Partnership powerhouse

By creating strategic partnerships leveraging celebrity and influencer reach with the “Dare to” theme we were able to organically tap into new audience.

Specific partnerships include a reel collaboration with Tommy Chong, who shared MJBizCon branded content with more the 2.5M cannabis enthusiasts.

Another notable example is a collaborative reel featuring Hollywood Undead band member Jorel Decker, who shared to his own following of more than 150K followers and also posted on the band’s site with more than 535K superfans.

We saw significant growth from these efforts, which drove 500,000+ views and 15,000+ engagements. This was all achieved by leveraging relationships along with MJBizCon’s reputation and media reach – and with no marketing spend!



MJBIZCON BUZZ NEWSLETTER

MJBizCon® THE BUZZ

November 25, 2023 | Sign Me Up

Hey fam! It's high time we take over Vegas in true cannabis style.

But, where to check in, what events not to miss and where it's koshier to blaze your stash...?

When you are looking for that smoke spot at MJ Biz...



Video courtesy of Belushi Farms / Watch full video

MJBizCon® THE BUZZ

November 7, 2023 | Sign Me Up



Save up to 25% off MJBizCon tickets with code 11FLASH20 - Ends Friday!

Ohio had a dream. And it came true! Voters just approved adult-use marijuana. [View the full story from MJBizDaily](#) and come celebrate the 24th state to legalize recreational marijuana at MJBizCon.

We also have a dream, fam.

From the [sessions](#) to the [after parties](#) to the connections that make lifelong cannabis dreams come true, we hope you'll unite with us at MJBizCon - just three weeks way.

It's time for us all to break down barriers and dream on.



Source: Aerosmith / giphy.com

We think it's rad Aerosmith performed with Run DMC in the 80's - and again at the Grammy's in 2020. The band also hailed out pot smokers busted at one of their concerts 45 years ago. We'll gladly walk that way!

MJBizCon® THE BUZZ

November 10, 2023 | Sign Me Up



Save up to 25% off MJBizCon tickets with code 11FLASH20 - Ends Friday!

One of the best perks of being in the cannabis industry...

Our officemates know how to throw a dope party.

Grab the squad and come prepared to put this Dander-Mifflin storage closet disco party to shame at the [MJBizCon After Parties](#).



Source: The Office / giphy.com

What to wear, which to choose, how to get tickets?

Don't worry, fam. We got you.

MJBizCon® THE BUZZ

November 29, 2023 | Sign Me Up



MJBizCon is live - [Save on tickets](#) with code TPR10X24

It's GO time at the Las Vegas Convention Center.

Who's ready to rumble...?



Source: UFC / giphy.com

Tyson's set.

Come see Iron Mike, plus Calvin Johnson, Chris Ball and Hope Wiseman on the show floor in The Joint Lounge, today between 1-2pm and 3-4pm. The all-new Lasagna Ganja podcast with hosts Xzibit and Cannabis Cutie will be recording live on the show floor this week.

The MJBizCon Buzz in our fanzine for attendees and MJBizCon enthusiasts. The newsletter takes a playful, cannabis culture approach to informing our attendees and creating Fear of Missing Out (FOMO) for subscribers who haven't purchased event tickets.

MJBiz newsletters are major drivers of both site traffic and conversions to MJBizCon registrations. It's a fun way to nurture our audience and showcase the show from behind-the-scenes.

Additionally, this newsletter served as the primary vehicle for sharing "Dare to" stories and driving traffic to the video series.

During a 6-month period in 2023 leading up to the show, MJBiz newsletters generated more than 20K clicks to our website, from 11.8K unique users. +22.3M emails were delivered and +3.55M emails opened.

Through organic popups and forms on our site and word of mouth, we generated +23.8K new subscribers to the Buzz in 2023, a 26% gain year over year..

NEWSLETTER NEW IN 2023 % NEW IN 2023

MJBizCon Buzz +23,884 26.0%

20,565 | TOTAL CLICKS

11,815 | UNIQUE CLICKS

2023 MJBIZCON RECAP VIDEO

2023 RECAP VIDEO



[Ignite Growth at MJBizCon 2024 #cannabisindustry #business \(youtube.com\)](https://www.youtube.com/watch?v=...)