

APPENDIX 2 – SAMPLING

Sampling will only be permitted by approved participating brands that have purchased the sample add-on. This includes Brands and Buyers exhibitors, Mendo Pavilion participants and Speed Networking participants. All others will be removed from the premises.

At Grow Up Toronto, we value the opportunity for you to showcase your products to our retail and budtender attendees. To ensure a smooth and successful event, we kindly ask you to follow these guidelines when distributing samples:

1. SAMPLING ADD-ON:

Prior to distributing any samples, you must obtain written approval from Grow Up organizers. Please submit your request to samples@growupexpo.com, detailing all of the product(s) you plan to distribute, the quantity, and any additional pertinent information.

2. VERIFY ATTENDEE'S CANSSELL STATUS:

Distribute samples exclusively to attendees with a Sampling wristband AND CanSell ID# on their badges. Always check for a CanSell designation on their conference badge before handing out samples.

3. COMPLIANCE WITH REGULATIONS:

Guarantee that all samples comply with local, provincial, and federal regulations. This encompasses proper packaging, labeling, excise stickers and adherence to quantity restrictions. All samples must have a sticker that says something to the effect of "For education purposes only. Not for resale." Each cannabis product sample must not exceed 3.5 grams of dried cannabis or its equivalent. You are responsible for staying informed about current regulations.

4. STORAGE AND HANDLING:

Safely and securely store and handle samples, adhering to any specific storage requirements.

5. EDUCATE ATTENDEES:

Sampling is for educational purposes only. Offer information about the product, its ingredients, and proper usage. Encourage responsible consumption and make sure attendees understand any potential risks associated with the product.

6. TRACK DISTRIBUTION:

Grow Up provides a lead retrieval system that allows you to maintain a record of the samples you distribute. This will help you manage inventory and gather valuable insights about your target audience. We recommend using an additional method of tracking as a back up.

7. NO SALES:

Please note that sales of cannabis products are strictly prohibited at the conference. Your focus should be on showcasing your brand and educating attendees.

8. CLEANLINESS AND WASTE MANAGEMENT:

Keep your booth clean and organized at all times. Dispose of any waste generated from sample distribution in the designated waste disposal areas.

The information on this page is meant as a guide only. Grow Up is not responsible for providing legal cannabis advice. It is the responsibility of each individual attendee, brand, LP, exhibitor and delegate to know the federal, provincial and local rules and regulations as it pertains to them. Grow Up can not guarantee that sampling will be available onsite. Educational sampling is an additional benefit to the conference and expo.

REFERENCE: CANNABIS SAMPLING*

Items, Benefits and Services Related to Education or Training:

Standard 6.5 also allows licensed retailers to accept items, benefits or services that are related to education or training. Examples of items, benefits and services related to education and training may include:

- Education or training sessions or materials
Including education or training outside of the licensed retail store (e.g., participating in such a session as part of a tour of an LP's facility)
- Modest meals and refreshments during the education or training
- Cannabis product samples directly related to education or training
- The expectation is that sample sizes would be a small quantity of a particular strain of cannabis or product available in Ontario
- Samples of a particular strain of cannabis or product should be received infrequently

Class of Cannabis	Equivalent to 1g dried flower
dried cannabis	1 gram
fresh cannabis	5 grams
solids containing cannabis	15 grams
non-solids containing cannabis, other than cannabis beverages	70 grams
cannabis plant seeds	1 seed
cannabis concentrates	.25 grams
cannabis beverages	570 grams

TOLL-FREE: 1.866.GROW.UP.1

EXHIBITOR LEAD RETRIEVAL

GROWUP CONFERENCE & EXPO

is working with Eventdex to provide you with EASY TO USE Lead Retrieval App which will help you capture attendee information and converting them to leads.

Download the Eventdex app to your phone either by visiting www.eventdex.com or the Google Play Store/Apple App store.

Scan the QR-Codes on the left to download the App from Google Play or simply search Eventdex and for the Apple App store click [Here](#).

After you download the App, please sign-up from the app using the same email address that you have used to sign-up for the event.

If you need any assistance, contact us at support@eventdex.com

Each booth receives lead retrieval for up to 3 devices



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