 Limited spots available! Bring your ideas, your questions, and your passion—this is your chance to ignite your cannabis business journey.

READY. SET. LAUNCH

CONCEPTS TO PROFITS IN THE MINNESOTA CANNABIS MARKET

AUGUST 8TH, 2025

ST. PAUL RIVERCENTRE | ST. PAUL, MN



Ready. Set. Launch CannaCon Workshop

Ready to take your cannabis business to the next level? Join us for an immersive, action-packed workshop designed specifically for new cannabis entrepreneurs! What Awaits You?

- Hands-On Workshops: Bring your business plans and get direct, practical feedback from seasoned pros. Walk away with actionable strategies tailored to your goals.
- Expert Q&A Panel: Get your burning questions answered by a panel of industry leaders, regulatory experts, and successful cannabis business owners.
- Dynamic Networking: Connect with fellow entrepreneurs, potential partners, and mentors throughout the day.
- Secret After-Hours Meetup: The day culminates with an exclusive, off-site networking event at a secret location—details revealed only to attendees!

Why You Can't Miss This!

- Real Connections: Build relationships that last beyond the event.
- Insider Knowledge: Gain insights you won't find online.
- Immediate Value: Leave with concrete next steps and new allies before heading into the main event, CannaCon on August 8/9th. If you haven't purchased tickets, you can @ <https://cannacon.org/midwest/midwest-st-paul-2025/> or there will be a link provided.
- Exclusive discounts from top vendors in cannabis to help your budgets through these rather interesting times. Lighting rebates, product and service discounts, and more.

Who Should Attend?

- Aspiring cannabis business owners
- Early-stage entrepreneurs in the cannabis industry
- Anyone seeking expert guidance and a supportive community
- Register now and unlock the door to your future in cannabis!



CreativeNetwork

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info@carpfishcreative.com

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CannaCon



Ready. Set. Launch CannaCon Workshop

WORKSHOP COST? \$199.00

- >> ADD A GUEST for only \$1.00 (Split between the two focus workshop tracks, attend more Q/A breakouts).
- Tickets can be purchased at www.carpfishcreative.com/launch
- Split between the two focus workshop tracks, attend more Q/A breakouts
- Tickets are sent by email - check-in can be done onsite too
- Includes morning coffee/snacks and buffet lunch (RiverCentre staffed).
- Price includes tax, there is still a small event processing charge

A FEW BONUS PERKS!

- Split between the two focus workshop tracks, attend more Q/A breakouts.
- Access to the Creative Network's event chat (with vendors and attendees) and exclusive vendor savings...
- Access to Carpfish Creative's MN Cannabis GTP (Version 2.0)
- Meet other license hopefuls and network at various
- More being announced soon!

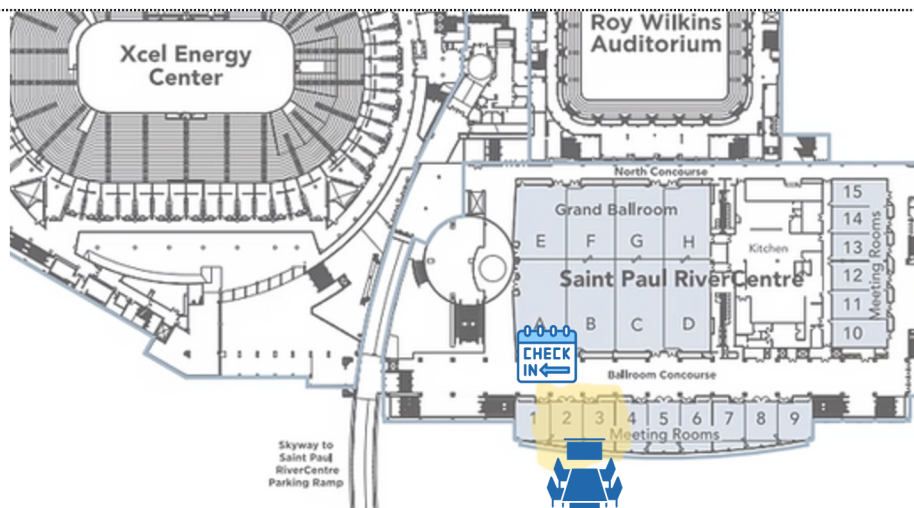


WHERE? Saint Paul RiverCentre

>> Meeting Rooms 2 & 3

>> 175 Kellogg Blvd, St Paul, MN 55102, USA

- This is the same area that check-ins begin for CannaCon (at 12:00 PM CST, AUG 8)
- There is ample parking in and around the RiverCentre complex 🚗



NEED A PLACE TO STAY?

CannaCon® > s
August 9&10 | St. Paul RiverCentre

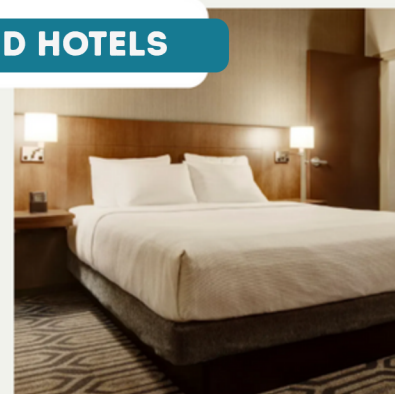
SPONSORED HOTELS



DRURY PLAZA HOTEL ST. PAUL DOWNTOWN



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CannaCon®



August 8 Agenda



9:00 AM - 10:00 AM: Check-in & Coffee

- Check-in and grab coffee and/or snacks
- Meet the instructors & advisors
- Meet other cannabis business owners

10:00 AM - 12:00 PM: Breakout Tracks

You can select one of two specialized tracks: Retail or Manufacturing (Cultivation & Processing). Each track includes live instruction from industry advisors and experts in an open office hour setting to review your business plans, answer questions, and more.

Front-End Retail Track (60 Spots)

(Panel will be announced shortly)



This track should focus on the requirements for establishing and operating a compliant and successful dispensary:

- **Licensing and Compliance:** Navigating the application process, securing licenses, and understanding ongoing regulatory requirements. This includes state-mandated seed-to-sale reporting and inventory tracking systems (METRC).
- **Location and Build-Out:** Selecting a compliant location considering zoning laws (distance from schools, parks, etc.) and municipal regulations. Understanding the costs associated with leasing or buying property and the build-out process, which can range significantly (\$350,000 to \$3,500,000+).
- **Dispensary Layout and Operations:** Choosing an appropriate store layout model (e.g., Bank, Pharmacy, Mobile, Kiosk) based on workflow, customer experience goals, and state regulations. Developing Standard Operating Procedures (SOPs) for daily operations.
- **Human Resources:** The backbone of your organization, expertly managing hiring, onboarding, training, and payroll. This vital function enhances the experience for both employees and the business, ensuring both thrive together.
- **Product Sourcing and Inventory Management:** Establishing relationships with licensed suppliers, determining product mix (flower, concentrates, edibles, etc.), considering profit margins, and managing inventory to avoid expiration or compliance issues. Utilizing Point of Sale (POS) systems integrated with state tracking systems for accurate, real-time inventory management and record-keeping.
- **IT Technology and Security:** Implementing robust POS systems for sales, customer data management, and compliance reporting. Setting up required security measures like cameras and alarms.

Cultivation/Processing/Manufacturing Track (60spots)

(Panel will be announced shortly)



This track should cover the operational and regulatory aspects of producing cannabis products:

- **Licensing and Regulations:** Understanding the specific licenses required for cultivation, processing, manufacturing, and testing, and adhering to stringent state regulations.
- **Seed-to-Sale Tracking:** Implementing and managing systems (often integrating with state platforms like METRC via API) to track products meticulously through every stage of the supply chain, from cultivation to final sale.
- **Standard Operating Procedures (SOPs):** Developing detailed written SOPs for all processes, including cultivation techniques, extraction methods, manufacturing protocols, quality control, and waste disposal.
- **Compliance Documentation and Reporting:** Maintaining rigorous records for inventory reconciliation, transport manifests, product testing results, waste disposal, and tax reporting. Documentation is crucial for compliance audits.
- **Quality Control and Testing:** Establishing protocols for regular product testing, label verification, inventory audits, and potential recall procedures to ensure product safety and accuracy.
- **Technology and Innovation:** Exploring advancements in cultivation tools, extraction techniques, and manufacturing processes. Understanding software solutions for managing operations and compliance.

Please bring your documents, drafts, or strategic outlines for direct feedback.



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CannaCon



August 8 Agenda



12:00 PM - 1:00 PM: LUNCH

- Buffet lunch will be supplied as part of your admission.
- Get an overview of Minnesota-specific updates heading into the market opening.

1:00 PM - 2:30 PM: Three (3) x 25-Minute Q/A Breakout Sessions

Three 25-minute, instructor/expert-led breakouts will allow future cannabis business owners to ask questions in a group setting. Attendees can set up an agenda once registration is open.

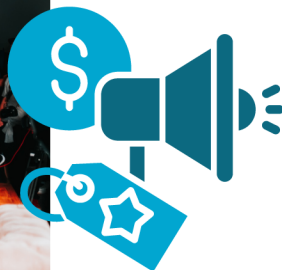
- Banking/Funding, Payments, Onsite ATMs
- HR Focused: Onboarding, Payroll, Documentation
- IT, Security & Risk, Procurement
- Buildouts, Real Estate, Rebates (Project Management)
- Transportation & Delivery
- Insurance, Legal & Compliance
- Cultivation & Manufacturing
- Packaging for Cannabis and low-dose hemp Oct 1 changes
- Real Estate / Zoning, Licenses
- The Green Path: Native Tribes & the Future of Cannabis



2:30 PM: Business Networking Chill Down

Join us to connect with members of the Minnesota Cannabis Business Community. Since there will be a welcoming event hosted by another group later in the evening, we will hold this networking session at an off-site location from 3 PM until nighttime events for attendees to mingle and network with friends from across the nation, as well as some familiar faces from the instate community. **And yes, we've heard the question—will there be samples?** We are collaborating with some event partners and THC/low-dose friendly vendors to arrange something special. Don't worry; the venue is conveniently located near both the expo center and your hotels. For additional information, please reach out to the event planner at info@carpfishcreative.com.

📌 **Reminder:** Vendors will begin setup at 12:00 PM CST on August 8th



INTERESTING IN INCREASING YOUR BRAND?

Reach out as we are not charging vendors for this portion. We have friends already, but want to showcase brands at the events outside the RiverCentre to showcase a bit of what's going down in St. Paul Cannabis/low-dose scene.

Reach out to info@carpfishcreative.com!



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