



California Cannabis Industry Association to Hold First-Ever Conference and Exposition

CCIA Conference and Exposition to Feature over 70 Exhibitors and Panel Discussions Highlighting Policies, Trends, Expansion and More.

SACRAMENTO, CA – April 20, 2023 – The California Cannabis Industry Association (CCIA) today announced the coalition will hold its first-ever Cannabis Industry Conference and Exposition, featuring over 70 exhibitors including Care By Design, KIVA, Cannasure Insurance Services, Goodwin, Jetty Extracts and Q&A panels with the CCIA’s Board of Directors. The conference and exposition will take place at Sacramento’s SAFE Credit Union Convention Center on July 29, 2023, to spotlight new policies, current trends and research while highlighting industry leaders and policymakers.

The CCIA’s first-ever event comes on the heels of its tenth anniversary and the release of its 2023 legislative policies with the goal to emphasize California’s cannabis industry’s legislative needs for the coming years. With the signing of 10 cannabis assembly bills into law in September 2022 and the passing of Gov. Gavin Newsom’s \$308 billion budget in July 2022, which eliminated cannabis cultivation taxes, the association will continue to engage with political influence to address expansion efforts and combat prohibition through the conference and exposition.

“It’s been a long-time coming for the California Cannabis Industry Association to finally host its first-ever conference,” said CCIA Board President Pamela Epstein of Eden Enterprises. “We are thrilled to meet with the community, cultivators, and distributors under one roof to connect on the current policies set in place and how we can better influence more of those policies to come to fruition.”

Exhibitors featured at the exposition are comprised of the CCIA’s executive, business and associate members which entails cannabis insurance companies, cannabis registries, legal groups, cultivators and distributors, and auxiliary services including Golden Bear Insurance Companies, North American Cannabis Registry, Dr. Robb Farms, Eden Enterprises, K&H Consulting, Eaze and more. The full list of attendees is located on the Cannabis Industry

Conference and Exposition homepage. In addition, the CCIA's panels will feature its Board of Director members such as Conrad Gregory of Harborside Inc. who will discuss licensing and government relations, Yvette McDowell of McDowell & Associates who will speak on cannabis law consulting and Michaela Sweatt of ALG Strategies who will discuss state licensing and compliance issues.

“At Eaze, we are proud to consider ourselves as one of the first exhibitors of the very first Cannabis Industry Conference and Exposition,” said CEO of Eaze Technologies, Rogelio Choy and exhibitor of the exposition. “Through this conference, we will leverage our platform along with CCIA and its network, to bring awareness to the implications the cannabis industry currently faces and how we can work together to achieve favorable outcomes.”

The CCIA is on a mission to work toward favorable economic, legal and social environments that would benefit not only the cannabis industry but the state of California.

About California Cannabis Industry Association

The California Cannabis Industry Association (CCIA) was formed to unite the legal cannabis industry to help educate and act as a resource to lawmakers and our members. We are the most influential trade association in the state representing the diverse interests of the cannabis industry: retail, cultivation, manufacturing, delivery, distribution, testing, insurance, packaging, and various ancillary services. Our unified voice includes 500 businesses and represents nearly 15,000 employees across the state. Over the past seven years, CCIA has consistently advocated on behalf of cannabis businesses to advance a comprehensive regulatory framework that achieves important policy objectives encouraging investment and innovation, protecting small businesses, and enhancing public and consumer safety.

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