

New York Cannabis 2026

The Era of Showcase & Strategy

A Strategic Roadmap for Permanent Event Permits,
Industry Networking, and Operational Compliance.

PREPARED FOR INDUSTRY OPERATORS & STAKEHOLDERS

The 2026 Market Shift

From Temporary Relief to Permanent Infrastructure

\$1.5B+ 

Projected 2026 Market Sales

The Regulatory Shift

2023-2025: Chaos of Establishment. Defined by the temporary "Cannabis Growers Showcase" (CGS) as a cultivator lifeline.

2026: Stability of Operations. Defined by the permanent "Cannabis Showcase Event" (CSE) permit under Section 130-A. A retailer-led statutory framework.

\$1.5B+ 

Projected 2026 Market Sales

\$300+ 

Operational Adult-Use Dispensaries

Dec 31, 2026

Provisional License Extension Deadline

Feb 2026 

Full Metrc & Part 117 Implementation



The Pivot: Retailers Take the Lead

Understanding the Section 130-A Statutory Shift

OLD MODEL (CGS)

Focus: Emergency relief for Cultivators
Inter

Lead: Cultivator-Organized
Inter

Status: Temporary Initiative (Expired)
Roboto Mono

NEW MODEL (2026 CSE)

Focus: Market Expansion & Brand Building
Inter

Lead: LICENSED RETAILERS ONLY

Inter

Status: Permanent Law (Cannabis Law § 130-A)
Roboto Mono

Strategic Implication: Cultivators and Processors can no longer apply **independently**.
You must partner with a Retailer.

Anatomy of a Showcase Permit

The Mandatory Partnership Structure



Event Parameters:

- Location: Pop-up, Farmers' Market, Public Market
- Duration: Max 14 Days per permit
- Scope: Retailers Sell / Partners Showcase

Operational 'Must-Haves' for 2026

Strict Compliance Requirements

The 45-Day Rule

Applications must be submitted 45 calendar days prior to event. No exceptions.

Zero Consumption

Strict prohibition on smoking, vaping, or edibles on-site.

Mandatory Signage: ON-SITE CONSUMPTION PROHIBITED.

Inventory Logistics

No Overnight Storage. Product must return to licensed premises daily.

Chain of Custody via Metrc.

The Age Gate

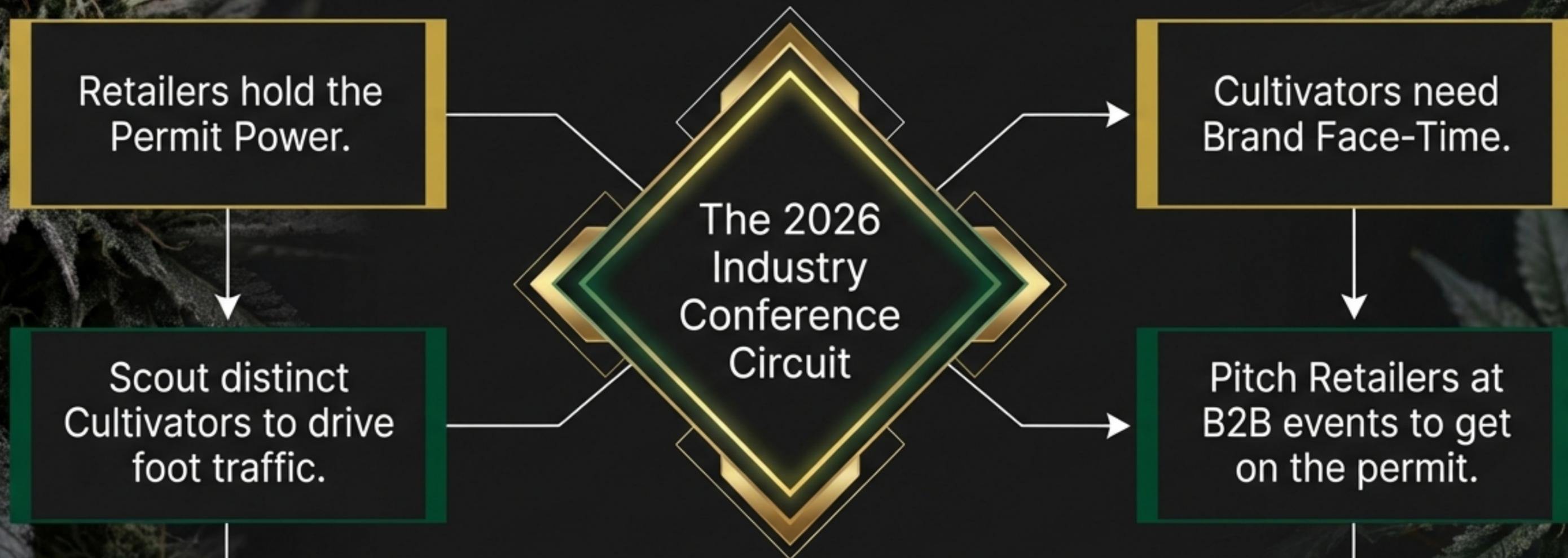
Strict 21+ Entry.

No toys, candy, or cartoons.



The Strategy: Building the Triangle

Networking as Procurement



Q1/Q2 Events are the procurement grounds for Q3 Summer Showcases.

2026 Industry Calendar: Q1 & Q2

Connecting with Partners

Jan 13-14 | SUNY Cannabis Conference

Focus:

Science, R&D, Academic Insights.

May 3 | NYC Cannabis Parade & Rally

Focus: Advocacy, Community, Activism.

May 14 | Revelry Buyers' Club @ Hudson

Focus: High-Impact B2B. Premier venue for Cultivator/Retailer matchmaking.

June 4-5 | Cannabis Means Business (CWCBE expo) @ Javits

Focus: Corporate Strategy, Investment, Tech.

2026 Industry Calendar: Q3 & Q4

Regional Expansion & Policy

June 12-13 | CannaCon Rochester

Focus: Upstate/Western NY Market Networking.

June 22 | NYS Cannabis Festival (Whitney Point)

Focus: Consumer Culture, Music, Camping.

Sept 19-20 | NECANN (Rochester)

Nov 6 | Business of Cannabis: New York (NYC)

Focus: Collaborative Local Business Convention.

TBD | NYC Cannabis Film Festival & Awards Music Festival

Focus: Policy, Investment, Executive Strategy.

Strategic Selection

Where to Invest Your Time & Budget

FOR DEAL FLOW

 Revelry Buyers' Club

Direct access to decision-makers. Essential for forming the Retailer-Cultivator-Processor triad.

FOR SCALE & CAPITAL

 CWCBE expo (Javits)

Access to investment, international experts, and Wall Street integration.

FOR REGIONAL GROWTH

 NECANN & CannaCon

Critical for capturing the Upstate and Western NY demographics.



The Compliance Backbone

Metrc Integration & Critical Deadlines

Dec 17, 2025

**Metrc Credentialing
Deadline** for all licensees.

Jan 12, 2026

**Inventory Association
Deadline** (Package UIDs).

Feb 28, 2026

**MANDATORY RETAIL
ITEM IDs. All transfers
must use Metrc-
compliant UIDs.**

Maintaining Authority

The 2026 Renewal Cycle

Submission Window

60 to 120 days prior to expiration.



Requirements

Updated Community Impact Plans, Labor Peace Agreements, Wage Data.

Review

OCM scrutiny of plan robustness.

Provisional Safety Net

CAURD and Adult-Use provisional licenses extended through **Dec 31, 2026**.



Cannabis Control Board

Financing the Roadmap

Cannabis NYC Loan Fund

**Up to
\$100,000**

Available Capital

**9.5%
Fixed**

Interest Rate

0%

Application Fee

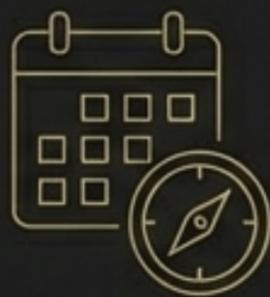
Eligible Uses

- Startup Expenses
- Equipment Procurement
- Showcase Event Setup (Working Capital)

Provider: Tuatara Capital, L.P. via NYC Dept of Small Business Services. Phase 1 for CAURD; Future phases for all.

Strategic Takeaways for 2026

The Operator's Checklist



1. PLAN

- Apply for CSE permits **45 days** in advance.
- Secure municipal approval letters early.



2. PARTNER

- Retailers: Lock in Cultivators.
- Cultivators: Pitch Retailers.
- Execute written liability contracts.



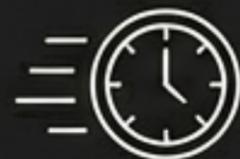
3. CONNECT

- Attend Q2 Events (Revelry/CWCBExpo).
- Finalize Summer/Fall showcase rosters.



4. COMPLY

- Complete Metrc credentialing by **Feb 2026**.
- Prepare renewal data **120 days out**.



The 2026 Operational Timeline

Q1 (Jan-Mar)
Inter

Metric Implementation

Feb 28:
Mandatory
Retail Item IDs

Q2 (Apr-Jun)
Inter

Networking & Prep

May 14:
Revelry
Buyers' Club

June 4:
CWCBE expo

Q3 (Jul-Sep)
Inter

Showcase Season

Roboto
Execution of
Outdoor CSEs

Sept:
NECANN

Q4 (Oct-Dec)
Inter

Strategy & Expiry

Nov:
Business of
Cannabis NY

Dec 31:
Provisional
License
Extension
Expiry

The Future is Permanent.

Essential Resources

- **OCM Local Map:** Verify proximity & opt-outs.
- **Part 117 Regulations:** The official CSE rulebook.
- **Cannabis NYC Loan Fund:** Capital application portal.

New York Cannabis 2026.