



Sponsorship & Marketing Opportunity

Grass on the Hill October 17-18, 2022

C3 is offering numerous “NEW” opportunities to Sponsor and Animate Product offerings during the upcoming GOTH.

C3 is so excited to be able to offer up to 10 Stations to licence holders who may in turn meet a broad cross section of the industry numbering at least 500. The Stations will be accommodated in a large tent structure, heated against the elements, that is an extension of the main floor of the Lowertown venue.

Peer to Peer Sampling Station

Approx 8x5’ sampling Station and Marketing Area. 5 Staff Access tickets. 20 Industry Discount Codes to market the event to industry licence holder contacts. Spotlight Recognition. First opportunity at subsequent C3 sampling events for Sales and Marketing participation.

**\$3,750 -
\$7,500**

depending
on
placement

To discuss these opportunities please reach out to George Smitherman directly at 416 816 7118 or George@cannabis-council.ca.



Legal Considerations

Cannabis beverage sampling

To confirm whether cannabis beverage samples can be provided by licensed producers to other cannabis producers and/or retailers at an event hosted by the Cannabis Council of Canada, in Ontario, where alcohol is also being served by the venue.

Subsection 24(1) of the Cannabis Act contains a prohibition on providing cannabis without monetary consideration:

24 (1) Unless authorized under this Act, it is prohibited for a person that sells cannabis... to provide or offer to provide cannabis...if it is provided or offered to be provided without monetary consideration or in consideration of the purchase of any thing or service or the provision of any service.

However, subsection 24(2) goes on to state:

Subject to the regulations, subsection (1) does not apply in respect of a person that is authorized to sell cannabis that provides or offers to provide any thing, including cannabis...to a person that is authorized to produce, sell or distribute cannabis.

Recently, Health Canada updated its guidance on the promotion of cannabis and added an express acknowledgement of the permissibility of B2B cannabis samples:

A person that sells cannabis or cannabis accessories cannot provide or offer to provide cannabis or a cannabis accessory without consideration or in consideration of a purchase...

...Licence holders that provide samples to a person authorized to sell cannabis, such as a provincially or territorially authorized retailer, are exempt from this prohibition. However, the retailer may not provide samples to consumers. Cannabis samples must comply with the other applicable rules in the Cannabis Act and Cannabis Regulations, including those on packaging and labelling, and good production practices.

Each province or territory may have additional legislation that could apply to this type of activity so regulated parties should be familiar with all relevant legislation and consult with provinces and territories as applicable.



The Alcohol and Gaming Commission of Ontario (AGCO) has also recently confirmed that intra-industry cannabis samples may be provided to Ontario cannabis retailers:

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:...

- *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*

The *Smoke-Free Ontario Act, 2017* (SFOA) prohibits the smoking or vaporizing of cannabis in an enclosed workplace or on a restaurant or bar patio. However, the SFOA does not impose any restrictions on the consumption of edible cannabis (which includes cannabis beverages).

As such, the provision of B2B edible cannabis samples is permitted between licensed cannabis producers and/or retailers and the consumption of these samples within an enclosed workplace or on a restaurant or bar patio is also permitted.

While the proprietor of the event venue cannot itself sell or serve any cannabis products, it is also not required to prohibit the distribution or consumption of intra-industry edible cannabis samples during an event within its premises. There is also no prohibition on the venue proprietor serving alcohol pursuant to its liquor licence at such an event (i.e. where intra-industry edible cannabis samples are being distributed and consumed). We posed this question to the AGCO which confirmed that the service of alcohol is permitted at such an event, so long as the liquor licence holder upholds its responsibilities under the *Liquor Licence and Control Act, 2019*, including but not limited to the obligation not to permit intoxication and/or other unlawful activity. While it may be prudent for the venue to give thought as to how it will prevent intoxication in guests who may be consuming both alcohol and cannabis, the service of alcohol generally is permitted.

