



THE ULTIMATE GUIDE TO COMPLIANT
CANNABIS EVENTS

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OVERVIEW OF COMPLIANT CANNABIS EVENTS

Cannabis events are back!

And with Meadow's software and these SOPs, created from on the ground experience at The Emerald Cup to Hippie Hill, Carnaval, Northern Nights, Hall of Flowers, Secret Sesh and more, it's never been easier to sell cannabis at licensed events.

"Once again nothing but an A+ performance from everybody on the Meadow team. I can go on and on about how much I love the intelligence, hustle, drive, patience, and willingness to see your partners succeed. Your team continues to go above and beyond to ensure nothing but our success, for that, I am forever grateful."

- Ajaye, Owner, Bay Care Delivery



THE FIRST LICENSED CANNABIS SALES AT HIPPIE HILL
SAN FRANCISCO, CA APRIL 20, 2022

OVERVIEW OF COMPLIANT CANNABIS EVENTS

Meadow makes it simple to create customized menus, geofence locations, and integrate marketing for events, helping you drive sales and reach new customers throughout the state.

Licensed Events

Work with the organizers of licensed cannabis events to provide compliant, onsite retail sales.

Utilize Dynamic Delivery

Partner with brands, consumption-friendly venues, or local brick-and-mortar businesses to bring an ice-cream truck style mobile cannabis pop-up to your next private event.



WORKING WITH BRAND SPONSORS AND EXHIBITORS

Since many cannabis brands can't sell directly to their customers, they rely heavily on working with dispensaries for visibility, promotions, and customer engagement. Work with brands to create direct-to-consumer opportunities for your next community events.

For an opportunity to get their products listed in a custom menu, cannabis brands are often willing to be the presenting sponsor of events, especially if it comes with an opportunity to set up a display table and talk to guests about their story, craft, and best uses for their products.

Retail operators who are working with local venues should consider reaching out to the marketing teams of cannabis brands whose products they like; these sponsorships could include allowing them to add a certain number of SKUs to a custom event menu or other onsite promotional and educational marketing opportunities.



Questions to Consider

- Is this a licensed cannabis event with onsite sales, or a private pop-up event or brand activation with delivery sales?
- Who are the Brand partners? How many products will be sold at the event? How many guests are expected?
- Is there a designated Distributor for the event? When and where will the Distributor receive and deliver product?
- What are the space requirements for the event?
- What is the onsite sales flow and where will product be picked up or delivered?

*See more items to review with your events team, starting on page 17.

COMPLIANCE REQUIREMENTS:

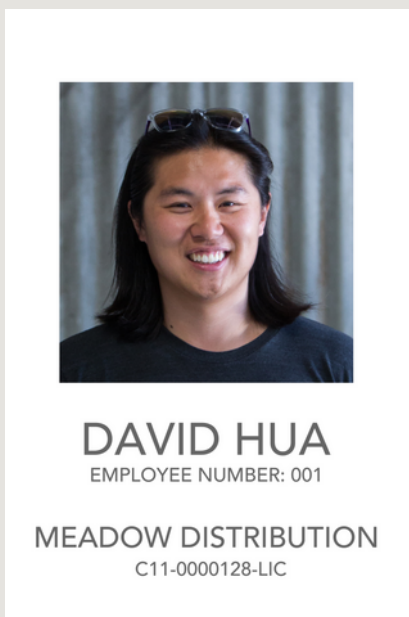
BADGING & LABOR

It is not uncommon for brands and retailers to work closely in event booths at licensed cannabis events. However, it's important to remember that the only people who are allowed to operate the point of sale stations are retail employees wearing badges that list their retail license number.

Licensed retailers often temporarily hire employees from sponsor brands for the duration of the event. This allows the brand rep to talk directly to customers, explain and guide them to products, and complete the transaction at the event booth, while maintaining compliance.

It's important to ensure that each temporary employee is a verified retail employee BEFORE the event begins. Ensure each temporary hire has already submitted their i9, w4, photo ID, mailing address (to receive their employment check), and any other employment verification paperwork before clocking in for work at the event.

Retail Employee Badging Template



Create a badge featuring these elements:

- CLEAR HEADSHOT PHOTO
- FIRST & LAST NAME
- EMPLOYEE #
- COMPANY NAME
- COMPANY LICENSE

To remain compliant, ensure that ONLY your badged retail employees make transactions at the point of sale station.

YOUR MENU

FOR FASTER SALES

Create a custom menu for the event, and make it easy for event guests to understand what's available. Offer just a couple SKUs in each category, with easy-to-consume, on-the-go products. At most events, an average of 20% of guests will make a purchase from the onsite dispensary; plan your inventory accordingly. Consider bundle deals and post-event discounts on leftover product. Ensure budtenders are trained on what's available.

CURATED ITEMS.
MULTIPLE PRICE POINTS.

FLOWER

BUDGET	\$
MID-RANGE	\$\$
PREMIUM	\$\$\$



PRE-ROLLS

SINGLE JOINT	\$
PACK OF JOINTS	\$\$



EDIBLES

GUMMY	\$
CHOCOCOLATE BAR	\$\$
BEVERAGES	\$\$



PARTY PACK

SMOKE, SIP, SNACK	\$\$\$
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BEST PRACTICES:

EVENT INVENTORY

Finalize the product list and prices with the event organizers.

- Will prices include tax?

Create event-specific products and product categories in advance of the event.

- Example: for Hippiie Hill, create new product categories such as "HH Flower" "HH Concentrates" and add "HH" at the beginning of all product names.
- If you want to tax event products differently than other products, you'll need change the tax settings for the event's product categories before and after the event when your shop is closed.
- Include a product photo to make it easier for onsite event budtenders.

Change product status to "Active" the night before the event and remember to check the "Menu Status" settings. Depending on the type of event (onsite or delivery), you can configure your Meadow inventory settings to create an event-specific inventory location.

After you've created a custom menu for the event with brand sponsors, it's time to compliantly bring in participating products into your Meadow inventory.

Coordinate with the event distributor or brand distributors to schedule the delivery of all participating products at least 24 hours before the event begins to give your team time to receive and sort the product.

On the day of the event, receive product into your Meadow Inventory through a Purchase Order.

- a. Create POs attached with product name.
- b. Count the product and ensure the quantities match physically and on your METRC transfer.

Ensure the following documents are available upon intake of product, and remember to keep copies of each onsite at the event:

- a. METRC Manifest
- b. Certificate of Analysis
- c. Invoice

Receive the product and select an inventory location for event, such as "Event Inventory Location" if you use Dynamic Delivery.

Store the products you receive in a locked storage container throughout the event.



BEST PRACTICES: EVENT DISTRIBUTORS

Consider working with a single, last mile distributor to be your central inventory gathering point for all participating products at licensed events.

- Coordinate with the event distributor or brand distributors to schedule the delivery of all participating products at least 24 hours before the event begins to a single location pre-event to give the event distributor team time to receive and sort the product and ensure it has appeared properly in Metrc.
- Ensure the event distributor is available and prepared to make the initial transfer (METRC and physical) of the product to the retailer before the event begins; we suggest starting this process a minimum of 2 hours before sales begin.
- For events with onsite distribution containers, we suggest the distributor transfers 40-50% of the product to the retailer before the event begins and is prepared to make a second transfer mid-day depending on how quickly products are moving. There is typically not enough storage space in the onsite event back of house to compliantly store all of the products expected to sell during the event; work closely with your distributor to plan this transfer of products.



PRODUCT STORAGE

It's important that all inventory is held in secure, locked storage containers behind the point of sale stations.

Ensure that there are sufficient storage containers behind the register to store the active inventory that you're selling from. Sometimes, event producers will supply these containers, but typically, retailers participating in licensed cannabis events will need to bring their own containers to store their inventory onsite in their retail premises.

You may be penalized if your product is loose and visible to the consumer.

Examples of locked containers we've seen used for back of house product storage onsite at licensed events:



FLEXIBLE ONSITE SALES FLOWS

Make it easy for customers to place and pick up orders!
Use Meadow's software to customize the onsite sales experience for each event.

STANDARD & EXPRESS POS STATIONS

Create a service bar within your booth for customers to line up and order from a staff member. These orders can be quickly packed upon creation. Designate a separate express cash register for guests who have already placed an order online.

DRAWERLESS MODE

Have a staff member act as a host and create orders from an iPad within the venue. Select Drawerless mode in the Meadow App to create orders in one location to be fulfilled in another location. Generate more orders by selling where customers are gathering - and keep the lines short. These orders can be placed for pick-up at your onsite POS station.

KIOSK MODE

Self Service Option: Set up a standing kiosk station at the venue so guests can place orders themselves. Use a standing iPad floor stand display and enable Kiosk mode. Customers can add what items they want, check-out, and pick up from your booth or delivery location.



SELL MORE WITH ONSITE SIGNAGE

Be sure customers can browse your menu before they get to the retail counter. Consider the pros and cons of different event menu models below.

PRINTED MENUS

Easy to distribute but can't be updated as products sell out.

DIGITAL MENUS

More professional appearance, but requires additional hardware and power.

Product availability adjusts in realtime on a SmartTV or monitor.

Simply ask Meadow to provide a URL for you that displays your digital menu.

QR CODES

Generate and print codes that customers can scan to view a digital menu on their own mobile devices. Enabling Dynamic Delivery in Meadow is required for an exclusive and interactive embedded menu that guests can open via the QR code. Otherwise, create a simple landing page on websites (like Canva or Google suite), and customers can utilize this menu for browsing only. Customers can scan, shop, and place their order for pick-up at your booth or delivery location.



WORKFLOWS FOR FULFILLING ORDERS

Choose a workflow based on event type and expected sales volume.

FULFILL IN-STORE ORDERS AT YOUR BOOTH OR VEHICLE.

POS Station: Create a service bar within your booth for customers to line up and order from a staff member. These orders can be quickly packed upon creation.

SMALL VOLUME SALES (LESS THAN 50 EXPECTED PICK-UP ORDERS)

Enable Order Notifications: Once notified of an order, quickly pack the order and label it accordingly with the customer's name.

HIGHER VOLUME SALES (50+ ORDERS)

Packing Mode: Set up an iPad with Packing Mode and receipt printer to expedite order flow. As a new order is received, a packing slip is printed, the order can be put together, and the packing slip can be attached to the order for easy check-out.

*Remember to bring extra receipt printer paper!

ORGANIZE YOUR LINES

Dedicate a POS station within your booth just for online order check-outs and encourage customers picking up these pre-orders to head to the Express Pick-Up line.



BEST PRACTICES:

FULFILLING ORDERS

POS STATION

A POS Station includes an iPad, a receipt printer, a cash drawer, and cords to connect one another. Create sales at your booth one-on-one with a customer, or fulfill pick-up orders that customers placed ahead of time, just like you would at your retail store.

Create profiles for each customer during the check-in process. Adjust settings to require customer information based on what data you and event/brand partners would like to collect from the event. Decide to require email, phone number, and referred from field. After the event, send targeted marketing text message campaigns that are specifically tailored to the information collected at point-of-sale.

EXPRESS PICK-UP

Offer an Express Pick-up Station, a priority line for pick-up order customers. If the line is not busy, they can take regular customer's orders.

DYNAMIC DELIVERY

Create a zone limited to a single private event address to display an event specific menu. Customers can enter the address to browse or to create a pick-up order at your booth. Inventory can be pulled from an event specific location.

PACKING TOOL

The Meadow iPad app's Packing Tool will automatically print a packing slip when a new order is placed. Use these packing slips to manage pick-up orders for quick order fulfillment.

How it works: Set up an iPad and receipt printer in your back-of-house product fulfillment area. Connect to the receipt printer and select Packing Mode from the Tool Select menu.

PRO TIP

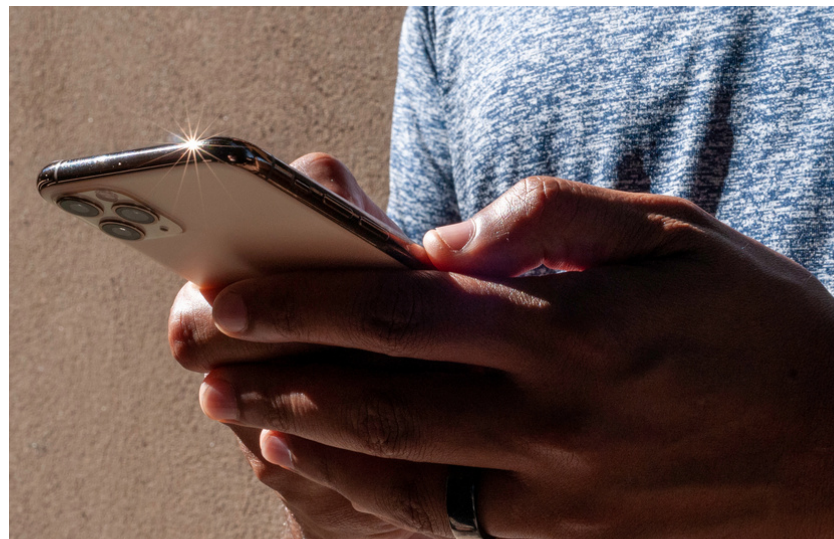
Consider providing a promo code at check-out for a discount on a future order after the event.

BEST PRACTICES: EVENT COMMUNICATION

Make sure guests understand how to place orders onsite to drive more sales. The most successful private events include onsite communication as well as pre-event instructions and post-event messaging.

- Pre-event communications via email or ticket page: Before guests arrive, ensure they know how they can buy products (either by scanning QR codes at the display tables on their mobile phones which takes them to a custom menu, or by placing orders at onsite kiosks). To increase the amount of inventory you can compliantly bring to the event, encourage pre-event sales for pick-up at the event by sending a link to your custom menu ahead of time to guests. (For example, California law allows up to \$5k in inventory in your vehicle if you have received at least one order before leaving the central inventory location.)
- Onsite communications: Put up signage explaining where and how to order.
- Post-event communications: You can send follow up emails or text messages with additional sales and links to ongoing specials if you have additional products leftover from your curated menu. With Meadow, it's easy to collect customer's phone numbers and compliantly enroll them in text marketing campaigns for post-event follow-ups and deals.

Thanks for partying with us.
To keep the good vibes
flowing, Kiva chocolate bars
are still 20% off through the
weekend. Order now!



AVOID MISTAKES: REPORTING & TAXES

You can set up separate taxes for an event that are different from your retail store. Please reach out in the support chat for full instructions, though it's important that you also work closely with your accountant to ensure you are correctly setting up tax structures and reporting accurately.

Tips:


- For on-site sales, work with the event organizer to confirm any local tax permits, certificates, and remittance instructions.
- Note any differences: tax-inclusive, rates, etc. that are different from your usual tax setup.
- For delivery sales, make make sure you are charging the proper tax rates in each municipality. You can configure the local tax rates by zone.
- Create unique product categories and product names for the event; this can help you streamline sales, reporting, and taxes.
- Only update tax settings before or after your store opens or closes.
- Retailers can create specific event SKUs to give people discounts; these products would have their own excise tax and margins.

**Before making ANY changes to taxes,
we strongly advise working with your accountant and/or a tax attorney.**





CHECKLISTS: FOR EVENT PARTNERS


As you prepare for the event, print the next two pages and utilize Meadow's suggested Events Checklist. Depending on the type of event, only some of the items on the list may be worth asking your event partners.

 Event Organizer	
	Wifi Network: Request a separate, secure, and password-protected network for POS stations. You may need multiple access points throughout the venue.
	Insurance: Ask if you need a COI for the event.
	Access Requirements: Request early access/secure drop-off location for your distribution partner during set up and after the event to tear down.
	Shade Requirements: Ensure shade will be provided to cover any outdoor POS stations to prevent overheating. <u>iPads cannot process sales when they get hot in direct sun.</u>

Communicate clearly and frequently with the Event Organizer, participating Brands, and the Event Distributor. Collect best contact information and delegate responsibilities early in the planning process.

Reach out with any questions to the Meadow Team in the Help Chat or email: Events@getmeadow.com

 Brand Sponsors	
	Finalize Inventory & Receive Product Information
	Receive Distributor Information: License, Permit, Contact Info
	Schedule Product Drop-off
	Educate Staff on Products
	Review Game Plan: How can we better drive sales?
 Distributor	
	Confirm Product List: Connect with brands and retailers before the event to ensure correct product.
	Inventory Transfer: Ensure accurate inventory counts and all required documents for a compliant transfer.

	Before the Event
	<p>Ensure you have all necessary equipment: 1 Register Station includes an iPad, Register, Receipt Printer, Cables, and Receipt Paper</p>
	<p>Gather back-up equipment & office supplies for redundancy: Extra receipt paper, pens, extension cords, back-up iPad & Hardware, mobile hotspots, and power strips</p>
	<p>Populate the Meadow App with Event Inventory at least 24 hours before sales begin</p>
	<p>Bring Change for the Registers. (minimum \$200 in small bills to start the sales day; more depending on event size)</p>
	<p>Bring Check-out bags or gift bags. Ask your Event Organizer if they will supply. Tip: Include Marketing Tools like flyers &/or promo codes to drive post-event loyalty.</p>
	<p>Bring Locked Storage for Product. Ask the Event Organizer if they will supply this.</p>
	<p>Gather Important Documents: COAs, Transfer Manifests, Distributor Invoices, Employee Badges, Seller's Permit, Local Tax Certificates, and a copy of your License must be in your event booth.</p>
	<p>Display your license number at each point-of-sale station. Create signage for your booth with your license number, brand name, and logo.</p>
	<p>Adjust Meadow Settings based on your desired workflow for sales.</p>
	<p>Aim to sell through all event products or onsite inventory by end of sales, or have a plan to return unsold product to the Distributor. For some events, you will be required sell-through/destroy leftover product as per event regulations.</p>
	<p>Ensure you and your team have an updated layout of the event map and understand the locations of your booth, onsite distribution, restrooms, and more.</p>
	<p>Don't overlook hospitality: Ensure your team has a place to sit down and take breaks throughout a long event day. Pack folding chairs, tables, water, meals, snacks, coffee.</p>



After the Event

Inventory:
Get a final count of your event inventory.

Archive/Delete Products.
You can transfer any remaining event product to your usual inventory location for post-event sales.

Sign out of POS stations and collect cash from registers.

Adjust Settings to Non-Event Status:
Disable Dynamic Delivery, adjust intake settings if applicable.

Run Post-Event Marketing and Promotions.

After the event, run post-event sales reports to ensure you understand how much tax you have to pay for local city tax as well as sales and use tax, etc. Ensure you make your tax payment on time. Provide any requested reports to the organizers and brands.

Return event products to the distributor via Metrc and physical inventory transfer if applicable.

After reporting is done, you can delete the event product categories.

Thanks for reading Meadow's Guide to Compliant Cannabis Events

Reach out to inquire about renting POS
stations or getting more support
for your next event:
events@getmeadow.com

"Thank you everyone at Meadow
for the awesome support and
smooth transactions!"

-DJ M., Purple Star MD
Carnaval 2022

