FLORIDA OPERATOR PARTNERSHIPS

# HELP BUILD THE FLORIDA YOUR BUSINESS NEEDS TO THRIVE IN.

A business case for standing with your industry.

EDUCATION

RELATIONSHIPS

PARTICIPATION

Partnership information: October 26, 2026.

THE BUSINESS CASE

# Why a Florida operator should back CLAB

Cannabis LAB is a Florida-rooted business community connecting operators and business professionals through education, events and publishing.

01

## Public understanding

Explain what a regulated operator does and how it fits into the local economy.

02

## Business relationships

Meet the employers, service providers and community leaders around your operation.

03

## Workforce

Make career paths and practical industry knowledge more visible.

04

## An informed industry voice

Bring real operating experience into professional conversations about Florida cannabis.

THE MARKET

# Florida’s next phase calls for more participation

**49**

**licensed MMTCs**

25 dispensing-authorized
24 at initial licensure

## A broader licensed market needs a broader business conversation.

New license holders and established operators share an interest in a better-understood industry and professional relationships beyond the store.

OMMU license-table snapshot: October 26, 2026. Initial licensure does not mean authorization to dispense. The April 2023 batching cycle resulted in 22 final approvals on September 11, 2026.

LOCAL PARTICIPATION

# Cannabis belongs in Florida’s business conversation

01

## North Tampa Bay Chamber

AUGUST 12, 2026

Rise & Connect: The Business of Cannabis

CLAB collaborated on this business-education program.

02

## Brandon Riverview Chamber

OCTOBER 20, 2026

The Business of Cannabis: Connecting Industry & Community

CLAB sponsored; Robert Friedman joined the panel.

Completed local programs connecting cannabis operators with the wider business community.

AN ADDITIONAL BENEFIT

# The conference is a statewide meeting point

A concentrated setting to show the business behind cannabis, exchange operating experience and meet people beyond the customer base.

Your team can explain its work, contribute experience and develop relationships that continue after the event.

Conference date to be announced. Program, participation and availability are confirmed in the agreement.

OPERATING EXPERIENCE

# The business behind Florida cannabis

Operator experience makes the conversation concrete.

01

## Jobs and skills

Make career paths and skills visible. CLAB has published hiring opportunities that link applicants directly to the employer.

02

## Economic opportunity

Show how operators work with suppliers, service firms and local businesses. Make the business relationships visible.

03

## The medical market

Contribute accurate information about the regulated medical-cannabis program and the communities it serves.

CLAB reviews educational content for accuracy and relevance.

THE ACTIVATION PLAN

# A visible role throughout the year

Build agreed activities around your markets, team and priorities.

01

## Set the priorities

Start with a company profile, the people on your team and the markets you want to engage.

02

## Take part locally

Join relevant meetups and agreed local business programs. Develop supplier and talent relationships.

03

## At the conference

Plan the agreed presence and the conversations your team wants to have.

04

## Between events

Plan agreed interviews, webinars or contributed expertise. Use the content and follow-up between events.

Your partnership plan confirms the activities, placements, quantities and timing.

OPERATOR RESOURCES

# As you grow, CLAB helps people hear about it

Practical resources for your team, alongside a visible role in the industry.

01

## Open

List all eligible dispensary-opening events on CLAB's calendar. No numerical quota.

02

## Hire

List all eligible open roles on CLAB's job board. No numerical quota; applications go directly to you.

03

## Share

Share major company news for newsletter editorial consideration.

04

## Connect

Connect your team with CLAB programs and relevant local business relationships.

Listings use operator-supplied, publication-ready information and an agreed accuracy/eligibility review process. Public business listings - not product promotion. Newsletter coverage is not automatic.

ANNUAL LEVELS

# Operator partnership options

Choose a role. Agree the activation and deliverables.

| | Supporting | Featured | Authority |
|---|---|---|---|
| **Annual / monthly** | $5,000 / $500 | $10,000 / $1,000 | $25,000 / $2,500 |
| **Your role** | Base participation and visibility | Base + executive education | Base + a custom leadership plan |
| **Education** | Existing program participation | 1 written executive Q&A per year | 2 written executive Q&As TOTAL/year + annual planning session |
| **Conference booth** | 10 × 10 ft | 10 × 10 ft<br>Preferred placement | 20 × 20 ft<br>Preferred placement |

Every level includes page 8 resources; membership; logo, event, newsletter and social visibility; networking, participation, member-discount participation and event access.

Each Q&A: Knowledge Center article + 1 LAB Report placement + 1 company LinkedIn post, WITHIN agreed annual totals. 12 monthly payments total $6,000 / $12,000 / $30,000. Payment and cancellation terms follow your agreement.

Conference date TBA. Booth availability/placement, exact deliverables, delivery capacity and dates are confirmed in writing before purchase.

A LARGER PRESENCE AND A COORDINATED EDUCATION SERIES

# Authority: a leadership plan for your business

Your $25,000 partnership combines the base, a preferred 20 × 20 ft conference booth, two executive features TOTAL and an annual planning session.

01

## Your custom leadership plan

Build around executive visibility, major-event branding, VIP participation and strategic introductions. The written plan defines these benefits and any category rights before purchase; no council seat is automatic.

02

## Each executive Q&A

One interview OR written responses; one consolidated factual review. Sponsored labeling and CLAB editorial review apply. Article publication, newsletter placement and LinkedIn distribution are included within agreed totals.

**Current Title sponsor: Curaleaf. No additional Title slot is offered. Curaleaf's existing agreement is protected.**

Review delivery evidence separately from reported business outcomes. Patients, product sales and ROI are not guaranteed.

START A CONVERSATION

# Choose a role in Florida's next chapter

Reply with your preferred level, priority Florida markets and company contact.

CLAB will return a written activation plan, deliverables and payment terms for approval.

Partnership information: October 26, 2026. Final scope and terms are confirmed in writing.

YOUR CONTACT

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