

## **Cannabis Guidelines for Events / Exhibitors**

This guide outlines rules for the exhibition, sale and use of Cannabis products at the Calgary TELUS Convention Centre (CTCC), and adheres to existing legislation through the Alberta Gaming and Liquor Commission, Health Canada and the Cannabis Act. Exhibitors who wish to market or promote cannabis products and accessories at the CTCC must comply at all times with all applicable laws, regulations, policies and rules. Exhibitors are solely responsible to be fully aware of, and ensure their own compliance with, all applicable laws, regulations, policies and rules relating to the marketing and promotion of cannabis products and accessories.

### **What is Cannabis?**

The Cannabis Act defines cannabis to include all parts of the cannabis plant and all products or substances that contain derivatives of the cannabis plant. This includes all products with Tetrahydrocannabinol (THC) and/or Cannabidiol (CBD).

### **Where can I buy and sell Cannabis products?**

Licensed Cannabis retailers – at their place of business – are the only locations to buy and sell Cannabis products. Retailers cannot sell outside of their licensed location. Alberta legislation does not allow for the sale of cannabis at the Calgary TELUS Convention Centre. Products containing THC, CBD or any part of the cannabis plant cannot be sampled or sold at the Calgary TELUS Convention Centre.

### **Can Exhibitors sell products that contain Cannabidiol (CBD) only?**

Products that contain Cannabidiol (CBD) oil fall under the Cannabis Act and may only be sold to adults at a licensed cannabis retailer. These products cannot be sampled or sold at the Calgary TELUS Convention Centre.

### **Where can I consume Cannabis products?**

Personal consumption of cannabis falls within the smoking by-laws of the City of Calgary and may be consumed in designated smoking areas on our grounds (5 meters away from all access doors). Cannabis consumption cannot occur within the Calgary TELUS Convention Centre itself, and there is no legislation that would license us to temporarily allow consumption within our facility.

### **Can a Cannabis company sponsor my Event?**

No. Companies or Individuals who produce, sell, or distribute cannabis or cannabis related products, cannabis related accessories, or provide a service related to cannabis cannot sponsor people, events, activities, or facilities.

### **Can a Cannabis company Exhibit at my event?**

Outside of Cannabis events, Exhibitors may only provide “Tombstone” information:

- Company name
- Logo
- Store location
- Store hours

Outside of a Cannabis event, Exhibitors may not promote strains, brands, prices, or other elements related to cannabis.

### **What is a Cannabis Event?**

A Cannabis Event is an event specific to cannabis and/or cannabis related accessories. An event that has a purpose other than cannabis or cannabis accessories is not deemed a cannabis event, even if some of the exhibitors involved are cannabis-related. All Cannabis Events must fall under the Calgary TELUS Convention Centre License Endorsement which prohibits minors, without exceptions.

### **What can Exhibitors promote at a Cannabis Event?**

Exhibitors at a Cannabis Event may provide additional information about their business and products to guests, however they may not:

- Sell or sample products
- Bring cannabis products to the Calgary TELUS Convention Centre for display or demonstration
- Provide information about price or distribution
- Advertise in a manner that is appealing to young persons
- Promote through testimonials or endorsements
- Promote through the depiction of a person, character, or animal, whether real or fictional
- Promote their brand using elements that evoke a positive or negative emotion, or image of away of life that includes glamour, recreation, excitement, vitality, risk or daring.

While the sale and consumption of Cannabis is legal in Canada, Cannabis is not a product that can be promoted and follows many of the same restrictions as Tobacco.

### **References:**

Cannabis Act (Federal Legislation): <http://www.parl.ca/DocumentViewer/en/42-1/bill/C-45/royalassent#enH5821>

Gaming, Liquor and Cannabis Act (GLCA): <http://www.qp.alberta.ca/documents/Acts/G01.pdf>

Gaming Liquor and Cannabis Regulation (GLCR): [http://www.qp.alberta.ca/documents/Regs/1996\\_143.pdf](http://www.qp.alberta.ca/documents/Regs/1996_143.pdf)

Retail Cannabis Store Handbook (RCSH): [https://aglc.ca/sites/aglc.ca/files/2018-10/RCS\\_Handbook\\_2018-10-02\\_0.pdf](https://aglc.ca/sites/aglc.ca/files/2018-10/RCS_Handbook_2018-10-02_0.pdf) (See Section 6 for Advertising and Promotions)

Cannabis Representative Handbook (CRH): [https://aglc.ca/sites/aglc.ca/files/2019-11/19-11-28\\_CRH\\_Handbook.pdf](https://aglc.ca/sites/aglc.ca/files/2019-11/19-11-28_CRH_Handbook.pdf)

City of Calgary Smoking and Vaping Bylaw 14614: <https://www.calgary.ca/CA/city-clerks/Documents/Legislative-services/Bylaws/23M2018-Smoking-and-Vaping.pdf>

City of Calgary - Cannabis Businesses: <https://www.calgary.ca/PDA/pd/Pages/myBusiness/Cannabis-Businesses.aspx>

City of Calgary – Cannabis Store Business Guide: <https://www.calgary.ca/PDA/pd/Pages/Business-licenses/Cannabis-Store.aspx>