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NEW YORK OPENS APPLICATIONS FOR CANNABIS SHOWCASE EVENTS STATEWIDE

New Regulations Allow Licensed Dispensaries to Sell Cannabis at Certain Events Outside of a Licensed Dispensary with Municipal Approval

Framework Balances Retail Opportunity with Local Approval, Age Restrictions, and Public Health and Safety Standards

Licensed adult-use cannabis dispensaries in New York can now apply to host temporary Cannabis Showcase Events under newly adopted regulations from the New York State Cannabis Control Board. Building on a law signed by Governor Kathy Hochul in March 2025, the program now moves into implementation with the Office of Cannabis Management (OCM) opening applications statewide. Licensed cannabis retailers can now engage consumers at approved pop-ups, farmers' markets, and public market events, creating new business opportunities, while maintaining strong safety standards and local oversight.

The Cannabis Showcase Event (CSE) regulations establish an application process requiring municipal approval before OCM can issue an event permit. The framework is built on partnership between licensed businesses and local communities, ensuring showcase events are intentionally developed with local input.

"Cannabis Showcase Events expand opportunity within New York's regulated market in a thoughtful and deliberate way while keeping the guardrails firmly in place," **said John Kagia, Acting Executive Director of the New York State Office of Cannabis Management.** "These events allow licensed retailers, cultivators, and processors to meet consumers where they are, at community markets and pop-ups—while maintaining strict safety standards, age restrictions, and local oversight. This is about creating flexibility for businesses while preserving public health safeguards and local authority."

"The Cannabis Control Board's responsibility is to ensure that new business opportunities are implemented with clarity and consistency," **said Jessica Garcia, Chairperson of the New York State Cannabis Control Board.** "Cannabis Showcase Events allow licensees to take

advantage of the summer season while maintaining strong public health standards, and the Board is grateful for stakeholder input throughout the regulatory process."

Under Part 117 of the Cannabis Control Board regulations, Cannabis Showcase Events must meet strict requirements, including:

- Written approval from the host municipality
- Advance application submission to OCM
- Age verification to prevent entry or sales to anyone under 21
- Prohibition of on-site cannabis consumption
- No free samples or giveaways of cannabis products
- Compliance with distance requirements from schools, places of worship, and designated public youth facilities
- Submission of safety, security, and incident reporting plans

Sales at events can only be conducted by the licensed retailer holding the event permit. Participating cultivators and processors may showcase products but are prohibited from selling cannabis directly to attendees or providing samples. All cannabis products sold at an event must come from the licensed retailer's inventory. Local governments retain full authority to approve or decline proposed events within their jurisdictions. Without municipal approval, OCM cannot issue a permit. Licensed retailers may operate approved showcase events for up to 14 consecutive days at eligible locations, with each venue limited to hosting events no more than 45 days per calendar year.

The full Part 117 Cannabis Showcase Event regulations, Application Guidance, Municipal Approval Form, and Farmers & Public Market Approval Form are available at https://cannabis.ny.gov/cse-permits

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The New York State Office of Cannabis Management (OCM) oversees the State's medical, adult-use, and cannabinoid hemp programs. Guided by its core pillars — public health and safety, social and economic equity, community reinvestment, environmental sustainability, and consumer education — OCM works to advance a regulated cannabis marketplace rooted in transparency and accountability.

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