



CANNABIS SHOWCASE EVENT

OVERVIEW

On March 20, 2025, Governor Kathy Hochul signed legislation into law permitting **Cannabis Showcase Events (CSE)** which allow licensed adult-use dispensaries to partner with licensed cultivators and processors to showcase and sell adult-use cannabis products at locations away from the licensed dispensary premises at pop-up events, farmers' markets, and public markets.

Pursuant to Cannabis Law § 130-a the Cannabis Control Board voted to promulgate a new Part 117 to the adult-use regulations (9 NYCRR §§ 117.1 to 117.6, available [here](#)) to govern CSE and establish an application process and standards for event compliance.

MUNICIPALITY APPROVAL NEEDED

ROLE OF MUNICIPALITY IN CANNABIS SHOWCASE EVENT APPLICATION PROCESS

Local municipalities are required to approve and authorize CSE within their respective jurisdictions.

MUNICIPAL APPROVAL FORM

Before OCM can approve a proposed Cannabis Showcase Events, the event license holder must submit approval from the municipality to host the event. OCM has developed a Cannabis Showcase Event - Municipal Approval form for this purpose that can be found [here](#).

Any municipality may choose whether to approve a proposed Cannabis Showcase Event within its borders, regardless of whether that municipality has chosen to pass a law opting out of retail dispensaries.

The municipality should only sign the application form if it chooses to approve a proposed CSE. If the municipality does not sign the form, the CSE application cannot be considered by OCM for a permit. If the municipality signs the form, the CSE may only be held if OCM then issues a subsequent permit through the CSE application process.

Additionally, if a particular proposed CSE requires additional permits, registration, or approval from the municipality due to the proposed location (see "Allowable Locations for Cannabis Showcase Event," below) or components of the proposed event (e.g., musical entertainment, food trucks, etc.), the applicant is required to attest that it has, or will, obtain those permissions. The municipality is responsible for enforcing compliance with the requirements for any applicable additional local permit, registration, or approval.

ORDER OF APPROVAL FOR CANNABIS SHOWCASE EVENT

- Applicant identifies a location eligible for CSE.
- Applicant sends Municipal Approval Form seeking approval from the local municipality.
- Applicant submits Municipal Approval Form and the CSE application to OCM.
- OCM reviews the application and determines if the event is approved, if so, a CSE permit will be issued
- For residents of NYC seeking municipal approval, please contact Cannabis NYC at cannabis@sbs.nyc.gov.

ALLOWABLE LOCATIONS FOR CANNABIS SHOWCASE EVENTS

Under 9 NYCRR § 117.2(a)(2), CSE must be located at a pop-up location, farmers' market, or public market. Those terms are defined in the regulations as follows:

The definitions for “**farmers' market**” and “**public market**” are the same as the definitions for those terms in section 260 of the Agriculture and Markets Law. See 9 NYCRR §§117.1(b)(11) and (16). Please note that if an applicant proposes a CSE at a farmers' or public market, it must first receive a written approval from an appropriate official of that market for OCM to be able to consider the application for a Cannabis Showcase Event Permit.

“**Pop-up**” or “**pop-up location**” means a temporary location for the short-term operation of a Cannabis Showcase Event, which is away from the adult-use cannabis retailer's licensed premises. Pop-ups may take place at:

- An open-air location, including, but not limited to a park, beach, square, parking lot, farm, or field;
- A brick-and-mortar location;
- The outside of or immediately adjacent to a licensed adult-use retail dispensary, provided such licensee is the permittee in the event;
- The cultivation premises of a licensed cultivator, provided such licensee is participating as an authorized licensee in the event;
- The processing premises of a licensed processor, provided such licensee is participating as an authorized licensee in the event; or
- The cultivation and/or processing premises of a licensed microbusiness, provided such licensee is participating as an authorized licensee in the event.

Before the Office of Cannabis Management (OCM) can approve a proposed CSE at a Farmers' Market or a Public Market, the event license holder must submit approval from the Farmers' Market or a Public Market. OCM has developed a Cannabis Showcase Event – Farmers/Public Market Approval Form found [here](#).

EVENT RULES AND REQUIREMENTS

LENGTH OF TIME FOR EVENT AND EVENT LOCATION

Permits for approved CSE are temporary, are specific for the approved location, and only allow for the event to occur at the approved location for **a maximum of 14 consecutive days** from the start date of the permit. A location may be used for more than one event per calendar year but cannot be used for CSE's for more than 45 days per calendar year.

Each retailer participating in a CSE must receive approval from OCM through the application process. Multiple retailers could hold CSE permits at the same event.

APPLICATION TIMING

The regulations have detailed application requirements. Applicants seeking a CSE permit must submit a complete application, including the municipality approval form, to OCM for review **45 days prior to the start date of an event**, except for situations where good cause is shown (See 9 NYCRR 117.2).

KEY PROHIBITED ACTIVITIES:

The regulations contained detailed descriptions of prohibited activities. These prohibitions include, but are not limited to:

- Persons under the age of 21 must not be allowed access to the CSE sales area and no cannabis sales can occur to persons under 21.
- Consumption of cannabis within the CSE area is strictly prohibited and permit holders must conspicuous signage around the event area announcing this prohibition. Consumption of cannabis outside the event area is governed by local laws.
- No cannabis products may be given away for free. Free samples are not permitted.
- Sales of cannabis products may not be conducted by anyone other than the authorized employees of the permit holder and may not be conducted outside the cannabis sales area that is within the event area.

ALLOWABLE CANNABIS PRODUCTS FOR RETAIL SALE

The licensed retailer holding the CSE permit is the only entity that may offer cannabis products for retail sale at the event. The allowable cannabis products that may be offered for sale are enumerated in 9 NYCRR § 117.3(g) and must be from the retailer's own inventory.

The other authorized cultivators and processors on the permit may only showcase cannabis and cannabis products. They may not sell or provide samples of the showcased products to event attendees. Cultivators and processors also cannot sell the showcased cannabis products to the retailer at the event. Cannabis products for sale to attendees must come from the retailer's own inventory that is obtained through licensed distribution channels.

The permit holder and the other authorized cultivators and processors on the permit may also sell non-cannabis products, such as branded merchandise and paraphernalia.

PROHIBITED ITEMS:

The following items **may not be offered for sale or given away** at a CSE:

- Tobacco products or products containing tobacco or nicotine;
- Alcoholic beverages (this prohibition also applies to any vendor participating in a CSE);
- Any items that are commonly associated with or marketed in a way that will be appealing to persons under the age of 21, including candy, toys, and games.
- Apparel or merchandise, including jewelry or other accessories, that reference another brand or brands other than the licensees that appear on the CSE permit issued by OCM.

OTHER EVENT REQUIREMENTS & RESTRICTIONS

DISTANCE REQUIREMENTS

CSE's are subject to distance restrictions that are detailed in 9 NYCRR §§ 117.3(b)(1) and (2).

- No event is permitted **within 200 feet of a licensed cannabis retailers' establishment** unless the premises belongs to event licensee.
- Events cannot take place **within 500 feet of a school or within 200 feet of a place of worship**. These distance restrictions align with the restrictions that apply to adult-use retail dispensaries in Cannabis Law § 72(6)
- Events are prohibited **within 500 feet of any structure occupied by a public youth facility**, as that term is defined in 9 NYCRR § 118.1(a)(88), if the municipality has enacted a law pursuant to 9 NYCRR § 119.2. Please note that if a municipality has signed the municipal approval form described above, OCM will assume that the proposed event location is not restricted by a public youth facility.

SAFETY AND SECURITY PROVISIONS

The regulations include detailed provisions regarding safety and security, and CSE **applicants are required to submit compliant safety and storage plans** to OCM with its application. These requirements include, but are not limited to:

- Ensuring appropriate staffing during all event hours to maintain event security and safety. Permit holders are authorized to hire private security to assist with securing the event area.
- Using age and identity verification to prevent anyone under 21 from entering the designated CSE area. All licensee and vendor staff must also be 21 or older.
- Enact security measures and create a security plan for the CSE to prevent theft, loss, or on-site consumption of any cannabis product.
- Appropriate handling of money and cannabis products. Cash and cannabis products cannot be stored overnight at a CSE event area.

INCIDENT REPORTING

The regulations also impose incident reporting requirements. **The CSE permittee must notify OCM of an incident or security breach within 24 hours of discovery.** The incidents that must be reported are enumerated in 9 NYCRR § 117.4(l) and include matters such as discrepancies in cannabis inventory; diversion, theft, or loss of cannabis products; criminal activity within the CSE areas; incidents that may compromise public health or safety; and incidents requiring response by event security staff or public safety personnel, such as law enforcement, fire departments, and EMS. Permittees must also submit a formal incident report.

For more information, contact the Office of Cannabis Management at **1-888-OCM-5151** (1-888-626-5151) or email info@ocm.ny.gov