

# Cannabis Showcase Event Bill Becomes Law

## New York Officially Legalizes Cannabis Showcase Events with Chapter Amendment

ALBANY — Agriculture Chairs Assemblymember Donna Lupardo and Senator Michelle Hinchey have officially announced that their chapter amendment to legislation signed in 2024 (A418/S818) has now been signed into law. This new law grants the New York State Office of Cannabis Management (OCM) the authority to issue permits for Cannabis Showcase Events as soon as the regulatory process is finalized.

### Expanding Cannabis Market Opportunities with Showcase Event Permits

The newly enacted law enables OCM to issue Cannabis Showcase Event permits, modeled after the successful [Cannabis Growers Showcase \(CSG\) program](#), which concluded on January 1, 2024. The CSG program provided cultivators, processors, and retail licensees a platform to connect with consumers directly, fostering industry growth and consumer education.

Cannabis Showcase Event permits will allow for sales at temporary “pop-up” locations such as farmers’ markets and other approved venues. Each permit will be valid for up to 14 days. Amendments to the original 2024 bill ensure that retailers must collaborate with at least one grower and one processor to obtain a permit, distributing economic benefits throughout the supply chain.

### Regulatory Hurdles Remain Before Permits Can Be Issued

While the bill has been signed into law, the OCM must complete a regulatory process before issuing permits for Cannabis Showcase Events. This process includes drafting regulations, securing Cannabis Control Board approval, and undergoing public comment periods to finalize implementation guidelines.

### Legislative Leaders Highlight the Importance of Cannabis Showcase Events

Assemblymember Donna Lupardo, Chair of the Assembly Agriculture Committee, expressed optimism about the new law’s impact on smaller cannabis farmers and processors. Senator Michelle Hinchey, Chair of the Senate Agriculture Committee, emphasized the importance of these events in strengthening New York’s legal cannabis market.

### What’s Next for Cannabis Showcase Events in New York?

As the regulatory process unfolds, industry stakeholders will closely monitor OCM’s progress in drafting and finalizing event guidelines. With growing interest in legal cannabis sales and consumer engagement. The Cannabis Showcase Event permits have the potential to significantly expand market access for farmers, processors, and retailers across the state.

