



2020 Hemp/CBD Health & Beauty Care Session

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

What's Next for CBD? Market Trends & Opportunities

45 minutes

BDS Analytics' predicts US sales of cannabis and hemp-derived CBD products to pass the \$6 billion mark in 2020, reaching \$20 billion by 2024. The year ahead holds many opportunities and also many unknowns. Join BDS Analytics' President and Co-Founder Liz Stahura on a walk you through of the CBD market today, and predictions for where the market is headed, including:

- BDS Analytics' tracking and projected sizing of the cannabinoid market in 2020 and out to 2024 — how the market breaks down by category, and by channel
- A look into emerging trends within specialty and mass channels, and expected shifts in 2020
- Key Consumer Groups – demographics, need states and occasions and motivations for purchase
- How hemp/CBD is and will continue to impact EVERY consumer industry, especially as hemp-derived CBD and other cannabinoids take off
- Dive into key product categories: market size, channel review, winning product trends and more
- What's next? What product and consumer trends should you be watching today to succeed in a rapidly evolving marketplace?

About Liz Stahura

Liz is Co-Founder and President of BDS Analytics. She founded BDS Analytics with partner Roy Bingham after recognizing that the nascent industry lacked the kind of sophisticated, sales-based data that is both commonplace and essential in other, more established industries. BDS Analytics is now active across the U.S. and globally, working with the top brands, retailers and organizations interested in the cannabis, hemp and CBD industry. Prior to starting BDS Analytics, Liz spent her career working for some of the leading names in retail sales tracking, consumer insights and market research. She is a widely recognized authority in retail sales analysis, consumer insights and strategic consulting.

Elizabeth Stahura, President & Co-Founder
BDS Analytics

Legal & Regulatory Update for CBD Health & Beauty Care Products

45 minutes

The spate of recent FDA warning letters to companies for illegally marketing products containing Cannabidiol (CBD) and its revised consumer Update detailing its new safety concerns about CBD products has raised concerns among many in the industry.

During this presentation, Bridget Hill-Zayat, an attorney at Hoban Law Group and Cannabis Policy professor at Stockton University in New Jersey, will discuss the current regulatory environment as it pertains to CBD in the health and beauty care categories and how it differs from that of the food and beverage categories. In addition, she will explain why these FDA warnings were issued and how retailers and suppliers can avoid getting targeted for them. The presentation will include a Q & A with the audience.

About Bridget Hill-Zayat

Bridget Hill-Zayat is an attorney at Hoban Law Group, licensed in Pennsylvania, New Jersey and Maryland. She is also a Cannabis Policy professor at Stockton University in New Jersey. Her practice focuses on regulated commodities with a particular focus on the energy and cannabis industries. Specifically, she takes cannabis companies from cradle to grave, starting from incorporation and license applications to compliance practices through to sale. She advises successful applicants on how to improve their energy efficiency, apply for state efficiency programs, liaises with regulators and handles the ongoing compliance issues relevant to a cannabis business.

Ms. Hill-Zayat was selected to participate in Pennsylvania State Senator Daylin Leach's regulatory conference convened to develop standards and methods for cannabis in Pennsylvania. Bridget participated in the Maryland Medical Cannabis Commission's industry and government working group on edibles and regularly testifies for states like New Jersey and Pennsylvania on the development of legal cannabis markets. Her speaking engagements include: Marijuana Business Daily, the National Cannabis Bar Association, Accelerate Cannabis, Cann Gather and Women Grow.

Bridget Hill-Zayat, Attorney
Hoban Law Group

DSN Buyers Choice Awards

15 minutes

Join us for the Buyers Choice Awards hosted by ECRM and sponsored by Drug Store News. Suppliers will submit their product offering and attending buyers will cast their vote for their favorite product! First place and finalist winners will be recognized during cocktails on Wednesday, January 29th in the Grand Ballroom Foyer.

To learn more about how you can participate, please contact your ECRM Account Manager.