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## **LIFT & CO. ANNOUNCES PROGRAMMING AND SPEAKER LINEUP FOR VANCOUVER EXPO, CANADA'S PREMIER CANNABIS BUSINESS CONFERENCE AND TRADESHOW**

- Over 400 speakers and exhibitors slated for Canada's first major cannabis event in 2019 –*
- Talks will address Canada on an international stage, cannabis regulations and law, equality and gender bias, innovation and big data, new science, and cannabis retail –*
- Tickets on sale now for the Lift & Co. Cannabis Business Conference (LCBC) and Expo, running from January 10 to 13 at the Vancouver Convention Centre –*
- Media accreditation is now open –*

**TORONTO, Dec 19, 2018** — Lift & Co. Corp. (TSXV: LIFT) (“Lift & Co.” or the “Company”) today announces the programming and speaker lineup for the 2019 Vancouver Lift & Co. Expo—Canada’s premiere cannabis event—taking place from January 10 to 13, 2019 at the Vancouver Convention Centre. The Vancouver Lift & Co. Expo is the first major North American cannabis event in 2019, and features over 400 speakers and exhibitors from around the world to discuss the role of the Canadian federally legal cannabis industry at home and abroad.

“The Vancouver Lift & Co. Expo is the starting line for the upcoming year of cannabis,” said Matei Olaru, CEO, Lift & Co. “This is a must-attend event for those in the industry or interested in this industry anywhere in the world. As the first industrialized nation to legalize cannabis, we’re excited to once again connect our burgeoning industry this January.”

The event kicks off on Thursday, January 10 with the [Lift & Co. Cannabis Business Conference \(LCBC\)](#), Canada’s leading cannabis business conference featuring preeminent leaders and subject matter experts tackling emerging issues and opportunities impacting the industry. The all-day conference opens with a look ahead at Canada’s cannabis industry, with a leadership panel moderated by **Rosy Mondin**, CEO & Director of Quadron Cannatech Corporation—recently named this year’s *Woman in Weed – Trailblazer* at the 2018 Canadian Cannabis Awards—and comprised of **Peter Aceto** CEO of CannTrust, **Diane Scott**, CEO of Jamaican Medical Cannabis Corporation, **Adam Greenblatt**, Business Development Lead in BC for Canopy Growth Corp., and **Brad Goble**, Director, Regulated Industries, Shopify.

Also featured on Thursday is a key regulatory panel, moderated by **David Hurford**, former National Policy Secretary, Liberal Party of Canada, with **Joanne Garrah**, Director of Licensing and Security, Cannabis Legalization and Regulation Branch, Health Canada, alongside cannabis industry leaders who will share their insights and lessons learned since recreational legalization, including its impacts on public health and safety, compliance, economic development and more. Throughout the day, talks and panels will include: **International Deep Dive – Going Global: Opportunities & Challenges**; **Issues Panel: Is the Expanding Cannabis Industry Leaving Trailblazers Behind?**; **Branding & Marketing Spotlight – Setting Industry Standards**; and a series of TED-style 10-minute **Lift & Co. Talks** with thought-provoking topics like genetic breakthroughs, cannabis lounges, cannabis retail, and cannabis equality and gender bias.



From Friday to Sunday, the Lift & Co. Expo presents a full roster of speakers and over 200 exhibitors, including Canada's licensed producers, Canadian and international cannabis and ancillary companies displaying emerging products and technology, artisans, scientists and growers. The Expo main-stage has full daily programming with panels and talks from prominent brands and thought-leaders including: **New Data – The Latest Cannabis Analysis and Research; Responsible Consumption: Policing, Enforcement and Personal Accountability; Leading Edge Genetics & Plant Science Innovations; Medical Cannabis: Breakthroughs and Prospective Applications; Wellness and Cannabis: No Prescription Required; and a start-up pitch competition** in partnership between Lift & Co. and Leaf Forward, Canada's first cannabis accelerator program.

At its booth, Lift & Co. will be featuring its **newly launched Cannabis Concierge**, a data-backed tool for attendees to explore cannabis and find their strain. Launched publicly on [lift.co](http://lift.co) on October 17, 2018 the Concierge takes basic demographic inputs and desired outcomes—such as “energized,” “focused,” and “uplifted”—and populates with both cannabis flower and oil products based on Lift & Co.'s database of consumer reviews. A customized version of the Concierge is available as a business solution for government and private retailers, which can be tethered to inventory software to help guide customers to an informed cannabis decision based products that are available in-stock.

Lift Members attending the show will receive an Expo passport, which can be stamped when visiting exhibitors over the weekend. Full passports submitted to Lift & Co. are eligible for a special cash prize, announced following the Expo weekend.

The full LCBC lineup can be found [here](#), and the Lift & Co. Expo schedule [here](#). Tickets for the Vancouver Lift & Co. Expo are [available now](#) and range from \$20 to \$55 (CAD). All-Access passes for the LCBC, which include entry to the full Lift & Co. Expo weekend, are available [here](#) for \$499 (CAD). **For media accreditation for the Lift & Co. Expo, please click [here](#). Limited media passes are available upon request for the LCBC on Thursday, January 10.**

For more information about the Vancouver LCBC and Expo 2019, interviews with the Lift & Co. team including CEO Matei Olaru, sponsors or exhibitors, please contact:

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#### **About Lift & Co.**

Lift & Co. (TSXV:LIFT) is a cannabis-focused technology and media company that monetizes a platform of advertising solutions, events, and data insights to enable cannabis businesses to better understand, target and ultimately monetize cannabis consumers. Lift & Co. operates a leading product-comparison resource of federally regulated cannabis products; provides customized marketing solutions and data-backed insights into consumer and product trends; and connects businesses and consumers through its digital platform, and at its leading events, the Retail Tradeshow, the Lift & Co. Expos and the Canadian Cannabis Awards. The Lift & Co. Cannabis Retail Training Certification, developed in an exclusive partnership with MADD Canada, is available to both government and private clients. Learn more at [lift.co](http://lift.co).

#### **Forward-looking statements**

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