



PAUL COHEN'S *Marijuana Hub*

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HOW TO MAKE MONEY IN THE MARIJUANA STOCK MARKET **THOUGHTS ON THE MARIJUANA BUSINESS CONFERENCE AND EXPO**

I spent 3 days in Chicago at the Marijuana Business Conference and Expo.

There were about 2,100 people from 41 states. The most important observation I noticed was how few public companies attended. Of the 155 Exhibitors, most were non publically owned vendors.

This was a significant difference in composition to the Las Vegas conference in November 2014. At that time the public companies had the cash to spend on the show. Why were the public companies not there or represented?

Clearly the public companies do not have enough cash to pay for a booth, travel, hotel rooms, meals, extra conference perks, multiple people. I would guess that the bill is probably about \$15,000 - \$20,000 or so for a few people from public companies to exhibit at the show. They can't get enough return on their hard dollar investment.

Those public companies I did see (and there were few), had products to sell to vendors. It is the vendors who have the cash to spend, not the public companies. Certain public companies have excellent products to sell to vendors.

This show was a result of hard times in this industry. It was mostly a vendor's buy and sell market. Supposed experts speak. It gives them good exposure for their businesses. I'm not sure the speaking panel 'experts' are worthwhile or expert. Some are. Banking, Taxes, Legal issues are excellent. Others are not. You really learn more by talking to the vendors and understanding the reality of their businesses, and then pouring over their literature.

I spoke with all of them. I was exhausted after 3 days. I read a lot and learned much. I always do.

That said, the show was a huge success; run very well by Marijuana Business Media: the information source of choice in this industry. We rely on it on a daily basis. We cannot be without it. It is outstanding.