

# SUBMISSION GUIDELINES

# BUSINESS OF CANNABIS AWARDS

# About

Business of Cannabis Awards honors individuals and organisations that have made significant contributions to the cannabis industry. From groundbreaking innovations to impactful research, we recognise excellence in various categories. Attended by over 200 of the most senior executives from across the cannabis value chain, it is an amazing opportunity for you to showcase your business. Ensure your business is represented in a room full of winners and network with the movers and shakers of the industry.

## CATEGORIES

### Companies

- Startup of the Year
- Law Firm of the Year
- Standout Use of Technology
- Cultivator of the Year
- European Cannabis Company of the Year
- Cannabis Clinic of the Year
- Best Patient-Focused Initiative of the Year

### Individuals

- Journalist of the Year
- Business Leader of the Year
- Industry Rising Star Award

## HOW TO ENTER

Please submit your entry via the online submission form on the [BusinessofCannabis.com](https://BusinessofCannabis.com) website. Please focus on the content rather than the presentation, as the jury will not be evaluating based on design.

Each entry should describe achievements relevant for categories applied. Please include a summary, key achievements, evidence in the form testimonials/attachments/relevant attachments and links (max 1200 words). Confidential information should not be included in the summary, as it will be automatically published for shortlisted entries.

Companies or individuals submitting nominations must meet the general eligibility criteria. Nominations must be authorised formally, and while multiple nominations for the same award from a single company are permissible, duplicate entries are discouraged. Although a company may submit multiple entries across different categories, each entry must be distinct and tailored to highlight the nominee's strengths in the specific category. Please refer to the Categories section below for specific details on what to include in your entry.

Include supplementary materials such as photographs, marketing materials, graphs, charts, and videos to enhance your entry and provide a comprehensive overview of your achievements.

**Image Requirements:** All logos and headshots should be provided in PNG, JPEG to ensure optimal representation. Low-resolution images or those sourced from the internet (e.g., .jpg, .gif, .tif) will not be accepted, as they do not print properly and fail to portray your brand effectively. Word, PowerPoint, and PDF documents are acceptable as supporting materials but should accompany the primary submission, which should contain all relevant information.

## HOW TO ENTER

Please review the criteria carefully, utilise the provided headings, and ensure specificity, conciseness, and clear examples in your submission. Avoid vague statements and support claims with credible data, quoting the source where possible.

Judges will evaluate entries solely based on the information provided and not on their prior knowledge of the company. Entries found to contain misleading information, irrespective of intent, may be subject to disqualification. During deliberations, judges will assess compliance with regulations, or any remedial actions taken in the event of a breach.

The entry deadline is May 31st, 2024. The awards ceremony will take place on June 25 in London. The evaluation period for the Business of Cannabis Awards spans from June 1, 2024, to June 10, 2024. At least one representative of each submission must be available on the night of June 25, 2024 to collect the award if successful.

Submissions can only be made via the <https://businessofcannabis.com/> website.

Each award category will undergo evaluation by at least four independent jurors. Jurors will abstain from voting in categories where they have a direct interest or any conflicts, such as entries from commercial partners.

**PLEASE NOTE:** All provided information must be factual, verifiable, and accurately represents the subject matter. We encourage nominees to focus on substantive evidence and avoid submitting generic promotional materials or sales pitches. Entries should be concise, with a maximum word limit of 1,200 words. Testimonials should not exceed the maximum 150-word limit. Judges reserve the right to contact the providers of the testimonials for verification.

# STARTUP OF THE YEAR

Startup of the Year award recognizes the most promising and innovative startups that have made significant contributions to the cannabis industry. This award is open to early-stage companies and ventures that have demonstrated exceptional growth, innovation, and potential to become industry leaders.

Nominees should be startups that have shown remarkable innovation in product development, business models, market penetration, or any other aspect of their operations that has set them apart in the competitive cannabis landscape. Successful nominees will have demonstrated a clear vision, executed effective strategies, and achieved notable milestones since their inception.

Judges will evaluate entries based on the following criteria:

1. **Innovative Approach:** The degree to which the startup has introduced innovative solutions
2. **Market Disruption:** How the startup has disrupted or challenged traditional norms
3. **Growth and Traction:** Evidence of significant growth, market traction, customer acquisition, since the startup's inception.
4. **Team and Leadership:** The quality of the startup's leadership team, their expertise, vision, and ability to execute on the company's objectives.

Evidence of Success:

- Growth metrics such as customer acquisition, market share, or user engagement.
- Examples of successful product launches, partnerships, or strategic initiatives that have contributed to the startup's success.
- Testimonials or endorsements from customers, partners, investors, or industry experts attesting to the startup's value proposition and impact.
- Any relevant industry accolades, awards, or recognitions received by the startup.

# LAW FIRM OF THE YEAR

Law Firm of the Year award honors excellence and leadership in providing legal services, counsel, and advocacy within the complex and rapidly evolving field of cannabis law. This award recognizes law firms that have demonstrated exceptional expertise, innovation, and dedication to advancing legal understanding, compliance, and advocacy on behalf of the cannabis industry.

Nominees for this award may include law firms, legal practices, or legal departments specializing in cannabis law, regulatory compliance, licensing, intellectual property, corporate governance, litigation, or other legal services tailored to the unique needs and challenges of the cannabis sector.

Judges will evaluate entries based on the following criteria:

1. **Legal Expertise and Knowledge:** The firm's depth of expertise, knowledge, and experience in cannabis law and regulation
2. **Client Representation and Advocacy:** The firm's track record of providing effective legal representation, counsel, and advocacy on behalf of cannabis businesses
3. **Innovation and Thought Leadership:** The firm's contributions to legal scholarship, thought leadership, policy analysis, or advocacy efforts that have shaped the legal landscape for the benefit of the industry and society.
4. **Client Satisfaction and Results:** Testimonials, client feedback, or case studies demonstrating the firm's commitment to client satisfaction.
5. **Community Engagement and Impact:** The firm's involvement in industry associations, educational initiatives, pro bono work, or community outreach efforts.

Evidence of Success:

- Case studies, client testimonials, or success stories highlighting the firm's legal achievements, client representation, and impact within the cannabis industry.
- Examples of thought leadership publications, presentations, or policy advocacy efforts led by the firm that have influenced cannabis laws, regulations, or judicial interpretations.
- Awards, recognitions, or industry accolades received by the firm for excellence in cannabis law practice, legal innovation, or client service.

# STANDOUT USE OF TECHNOLOGY

The Standout Use of Technology of the Year award celebrates innovation and excellence in technology solutions, platforms, and products that have made a significant impact on the cannabis industry. This award recognises technological advancements that have improved efficiency, transparency, compliance, consumer experience, and overall operations within the cannabis sector.

Nominees for this award may include software platforms, mobile applications, hardware devices, analytics tools, e-commerce solutions, or any other technology-driven products designed to address the unique needs and challenges of the cannabis industry.

Judges will evaluate entries based on the following criteria:

1. **Innovation and Impact:** The degree of innovation, originality, and novelty demonstrated by the tech product.
2. **Functionality and User Experience:** The usability, functionality, and user experience offered by the tech product, including ease of use, accessibility, intuitive design.
3. **Value Proposition:** The value proposition of the tech product, including its ability to address specific pain points, enhance operational efficiency, improve decision-making.
4. **Market Adoption and Growth:** Evidence of market adoption, user engagement, customer satisfaction, and growth metrics for the tech product, indicating its acceptance and success within the cannabis industry.
5. **Compliance and Security:** The tech product's adherence to regulatory requirements, data privacy standards, cybersecurity protocols, and other industry-specific compliance measures to ensure the security and integrity of cannabis-related data and transactions.

Evidence of Success:

- Case studies, success stories, or testimonials from users, customers, or industry stakeholders highlighting the impact and benefits of the tech product.
- Metrics indicating user adoption, engagement, retention, or other key performance indicators relevant to the tech product's success.
- Any awards, accolades, or industry recognition received by the tech product for its innovation, functionality, or impact within the cannabis industry.

# CULTIVATOR OF THE YEAR

The Cultivator of the Year award recognizes excellence and innovation in cannabis cultivation practices, techniques, and product quality. This award celebrates cultivators who have demonstrated exceptional skill, dedication, and expertise in producing high-quality cannabis crops while adhering to best practices in sustainability, compliance, and consumer safety.

Nominees should be cultivation companies or individual cultivators who have consistently achieved superior results in terms of product quality, yield, potency, and genetic diversity. Successful nominees will have implemented innovative cultivation methods, embraced sustainable practices, and contributed to the advancement of the cannabis cultivation industry.

Judges will evaluate entries based on the following criteria:

1. **Cultivation Excellence:** The quality, consistency, and diversity of the nominee's cannabis products, including flower, concentrates, edibles, and other derivatives.
2. **Innovative Techniques:** The use of innovative cultivation techniques, technology, genetics, or breeding programs to improve crop yields, cannabinoid profiles, terpene content, or other desirable characteristics.
3. **Industry Impact:** The nominee's overall contribution to the cannabis cultivation industry, including collaborations, knowledge sharing, industry leadership, and advocacy for responsible cultivation practices.

Evidence of Success:

- Product quality assessments, laboratory testing results, and consumer feedback on the nominee's cannabis products.
- Production metrics such as yield per square foot, crop cycle times, and cultivation efficiency measures.
- Examples of innovative cultivation techniques, genetic advancements, or breeding programs developed by the nominee.
- Certifications, awards, or recognition received for excellence in cannabis cultivation or sustainability practices.



# CANNABIS CLINIC OF THE YEAR

The Cannabis Clinic of the Year award recognizes excellence and innovation in the provision of cannabis-based healthcare services and patient care. This award celebrates clinics that have demonstrated outstanding commitment, expertise, and compassion in delivering high-quality care to patients.

Nominees for this category should be healthcare clinics or individual practitioners who have consistently achieved exceptional results in terms of patient outcomes, satisfaction, and access to medical cannabis treatment.

Judges will evaluate entries based on the following criteria:

1. **Patient Care Excellence:** The quality, effectiveness, and accessibility of the nominee's medical cannabis treatment services, including patient consultations, treatment plans.
2. **Innovative Practices:** The use of innovative approaches, technology, research, or partnerships to improve patient outcomes, enhance treatment efficacy, or advance medical cannabis education and awareness.
3. **Industry Impact:** The nominee's overall contribution to the medical cannabis healthcare sector, including collaborations with other healthcare professionals, advocacy for patient rights, and leadership in promoting evidence-based medical cannabis treatment.

Evidence of Success:

- Metrics related to patient satisfaction, treatment adherence, and improvements in patient health outcomes.
- Examples of innovative healthcare practices, research initiatives, or educational programs developed or supported by the nominee.
- Certifications, awards, patient testimonials, case studies, testimonials or recognition received for excellence in medical cannabis healthcare or patient care.

# EUROPEAN CANNABIS COMPANY OF THE YEAR

The European Cannabis Company of the Year award recognizes outstanding achievements and contributions made by cannabis companies operating within the European market. This prestigious award celebrates companies that have demonstrated exceptional innovation, leadership, and impact in shaping the European cannabis industry landscape.

Nominees for this category should be cannabis companies or organizations that have consistently delivered excellence across various aspects of the cannabis value chain, including cultivation, manufacturing, distribution, retail, research, and ancillary services.

Judges will evaluate entries based on the following criteria:

1. **Business Excellence:** The overall performance and success of the nominee's cannabis business, market share, and strategic vision.
2. **Innovation and Leadership:** The company's track record of innovation, leadership, and differentiation within the European cannabis market, including product development, technology adoption, market expansion strategies, and regulatory compliance initiatives.
3. **Industry Impact:** The nominee's significant contributions to the advancement of the European cannabis industry, including collaborations, partnerships, research initiatives, advocacy efforts, and corporate social responsibility initiatives.

Evidence of Success:

- Examples of innovative products, services, or business models developed by the nominee.
- Case studies, client testimonials, industry awards, certifications or regulatory approvals demonstrating compliance with European cannabis regulations and quality standards.

## BEST PATIENT-FOCUSED INITIATIVE OF THE YEAR

The Best Patient-Focused Initiative of the Year award recognizes exceptional efforts in developing initiatives aimed at enhancing patient care, education, and support within the cannabis industry. This award celebrates initiatives that prioritise patient well-being, empowerment, and access to quality cannabis treatment options.

Nominees for this category include organisations, companies, or individuals that have demonstrated a strong commitment to improving the lives of cannabis patients through innovative programs, services, or campaigns. Successful nominees will have made significant contributions to advancing patient-centric care, education, and advocacy efforts.

Judges will evaluate entries based on the following criteria:

1. **Initiative Impact:** The extent to which the initiative has positively impacted patient care, education, and support within the cannabis community. This includes measurable outcomes, testimonials, and feedback from patients and healthcare professionals.
2. **Innovative Approach:** This may include novel strategies, technologies, partnerships, or community engagement efforts aimed at addressing patient needs and challenges.
3. **Patient Empowerment:** The degree to which the initiative empowers patients to make informed decisions about their cannabis treatment, promotes patient autonomy, and fosters a supportive and inclusive patient community.

Evidence of Success:

- Quantitative data such as the number of patients served, improvements in patient outcomes, or increased access to cannabis treatment options.
- Qualitative feedback from patients, caregivers, healthcare professionals, or other stakeholders impacted by the initiative.
- Examples of innovative program components, educational materials, or patient support services developed as part of the initiative.
- Any awards, recognitions, or industry accolades received for the initiative's impact and effectiveness.

# JOURNALIST OF THE YEAR

The Best Cannabis Journalist award honors excellence in cannabis journalism and recognizes individuals who have demonstrated exceptional skill, integrity, and impact in covering cannabis-related topics. This award celebrates journalists who have contributed to public discourse, informed decision-making, and promoted understanding of the complex issues surrounding cannabis through their reporting, analysis, and storytelling.

Nominees should be journalists or writers who have consistently produced high-quality, insightful, and engaging cannabis-related content across various media platforms, including print, online, broadcast, and social media. Successful nominees will have demonstrated a commitment to journalistic ethics, accuracy, objectivity, and professionalism in their reporting.

Judges will evaluate entries based on the following criteria:

1. **Journalistic Excellence:** The quality, depth, and impact of the nominee's cannabis-related reporting, including investigative journalism, feature stories, interviews.
2. **Informative and Educational Content:** The nominee's ability to provide accurate, balanced, and informative coverage of cannabis-related topics.
3. **Engagement and Audience Reach:** Evidence of audience engagement, readership, viewership, or social media following for the nominee's cannabis-related content.
4. **Contribution to Public Discourse:** The nominee's overall contribution to public understanding, awareness, and dialogue surrounding cannabis-related issues.

Evidence of Success:

- Examples of the nominee's published articles, reports, videos, podcasts, or other media content related to cannabis.
- Metrics indicating audience engagement, readership/viewership, social media interactions, or other indicators of impact and influence.
- Testimonials or endorsements from colleagues, industry experts, or readers/viewers attesting to the nominee's journalistic excellence and impact.

# INDUSTRY RISING STAR

The Industry Rising Star of the Year award recognizes promising talent and emerging leaders who have demonstrated exceptional potential, innovation, and dedication to advancing the cannabis industry. This award celebrates individuals who are early in their careers but have already made noteworthy contributions, displayed leadership qualities, and shown a commitment to driving positive change within the industry.

Nominees for this award may include entrepreneurs, researchers, advocates, marketers, cultivators, or professionals from any sector of the cannabis industry who have shown outstanding promise and achievement.

Judges will evaluate entries based on the following criteria:

1. **Achievement and Impact:** The nominee's tangible achievements, accomplishments, or contributions to the cannabis industry, whether through business ventures, research initiatives, advocacy efforts, or other endeavors.
2. **Innovation and Creativity:** The nominee's ability to think outside the box, pioneer new ideas, approaches, or solutions, and drive innovation within their respective field or area of expertise.
3. **Leadership Potential:** The nominee's leadership qualities, including vision, initiative, communication skills, and ability to inspire and motivate others to achieve shared goals and objectives.
4. **Community Engagement:** The nominee's involvement in industry networks, community initiatives, mentorship programs, or other activities that contribute to the growth and development of the cannabis industry ecosystem.

Evidence of Success:

- Specific accomplishments, projects, or initiatives led by the nominee that demonstrate their impact and potential within the cannabis industry.
- Testimonials, endorsements, or recommendations from colleagues, mentors, industry peers, or stakeholders attesting to the nominee's contributions and character.
- Examples of innovative ideas, solutions, or approaches developed by the nominee that have had a positive effect on their organization or the industry at large.

# BUSINESS LEADER OF THE YEAR

The Business Leader of the Year award celebrates visionary leadership, strategic acumen, and exceptional performance by any individual in the cannabis industry. This award recognizes any individuals who have demonstrated outstanding leadership qualities, driving innovation, growth, and success within the cannabis industry.

Nominees should be any contributors or employees of cannabis companies or organizations who have displayed exemplary leadership qualities, strategic vision, and operational excellence in guiding their companies to achieve significant milestones, market leadership, and stakeholder value creation.

Judges will evaluate entries based on the following criteria:

1. **Leadership Excellence:** The nominee's leadership qualities, including vision, integrity, resilience, and ability to inspire and motivate teams to achieve organizational goals and objectives.
2. **Innovation and Adaptability:** The nominee's track record of driving innovation, creativity, and adaptability in response to changing market dynamics, consumer preferences, regulatory environments, and industry disruptions.
3. **Strategic Vision and Execution:** The nominee's ability to develop and execute strategic plans, initiatives, and partnerships that position the company for long-term success and sustainable growth in the cannabis industry.
4. **Industry Impact:** The nominee's overall impact on the cannabis industry, including contributions to industry standards, advocacy efforts, corporate social responsibility initiatives, and positive influence on industry stakeholders.

Evidence of Success:

- Examples of successful strategic initiatives, business expansions, acquisitions, or partnerships led by the nominee.
- Case studies, success stories, or testimonials from users, customers, or industry stakeholders highlighting the impact of nominee's contribution