



CANNABIS SUMMIT / 2022

HOSTED BY THE SMOKERS CLUB



Why High Tide?

Last year, Virginia became the first southern state in the union to legalize the limited possession and recreational use of marijuana. Yet, there's still so much work left to do to dispel decades old misconceptions, raise awareness on the myriad of uses of cannabis and to ensure equitable opportunity in its potential to invigorate the Commonwealth's economy.

The High Tide Cannabis Summit in Hampton Roads, VA aims to be a flashpoint for accelerating these overdue discussions.





WHY HIGH TIDE?

Our playbook shows how cannabis culture has the ability to unite people interested in making a better place.

And how this culture can stimulate economic activity, whether you own a hotel, restaurant, coffee shop, yoga studio, or retail store. Whether you collect revenue for the city, or promote it, it attracts tourism and business.

An embrace of this opportunity uplifts all. Education uplifts all, and only great things can happen when we embrace and educate our citizens on cannabis culture.

The High Tide Cannabis Summit is all of us. Sure we are signing up to produce it, but it is all of ours. In a way, we are an open source summit, allowing the entire business community to harness the opportunity.

We are not just here to entertain and educate. We are in service of our city, its people and our future.



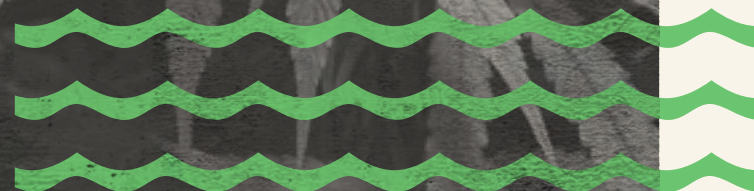


ABOUT THE SUMMIT

Entertain. Educate. Engage.

On April 20, 2022, some of the most recognizable cannabis advocates in policy, business and entertainment will converge on Virginia's untapped waterfront locations for a one-of-a-kind event that aims to bring people from all walks of life and lived experience together to elevate the conversation around cannabis. From informative sessions on medicinal breakthroughs, criminal justice, agriculture, and economic development, to some of the region's biggest stages being filled by some of the world's biggest artists, to learning the most up to date information in opportunities, High Tide Cannabis Summit aims to be the preeminent festival of its kind in the South and in the country.





AUDIENCE DEMOGRAPHICS

Commonality in Cannabis.

1 in 5 Americans admit to regularly using marijuana for medicinal or recreational use; a huge societal shift from just a few years ago. Our hope is to attract multiple archetypes and audiences to the High Tide Cannabis Summit through our programming and purpose. From millennial entrepreneurs interested in making their mark in an emerging industry, to boomer children of the 1960s, to urban artists and influencers in the culture, to those simply looking for a meaningful and memorable moment of togetherness after two years in quarantine, High Tide Cannabis Summit is welcoming, and expecting, everyone to find themselves here.



ECONOMIC IMPACT

Green Means Green.

Kindred events like DC's Broccoli City Music Festival, and Rolling Loud in Miami, FL, as well as festivals like Something In the Water right here at home have proven the potential for measurable, and lasting economic impact. They've also afforded maximum visibility for brands eager to connect with a growing and diverse audience of cannabis users.





High Tide Talks

Portsmouth, VA – The Renaissance Hotel

The High Tide Talks bring together a diverse group of local, state, and national activists, thought leaders, government officials, business professionals, healthcare, veterans, civil and human rights organizations, and environmentalists to discuss today's most pressing cannabis policy challenges and opportunities.





EVENT SCHEDULE

Wed, April 20, 2022

High-Tide Talks

11:00am - 12:00pm: Doors Open / ZÜM The DJ

12:00pm - 12:45pm: Criminal Justice Reform and Re-entry

1:00pm - 1:45pm: Cannabiz - Buds Making Billions

2:00pm - 2:45pm: Flower Power - Cannabis, Health, and Wellness

3:00pm - 3:45pm: Grow Your Legacy - Hosted by The Smokers Club

4:00pm - 5:00pm: Business Mixer - Sponsored by Packwoods

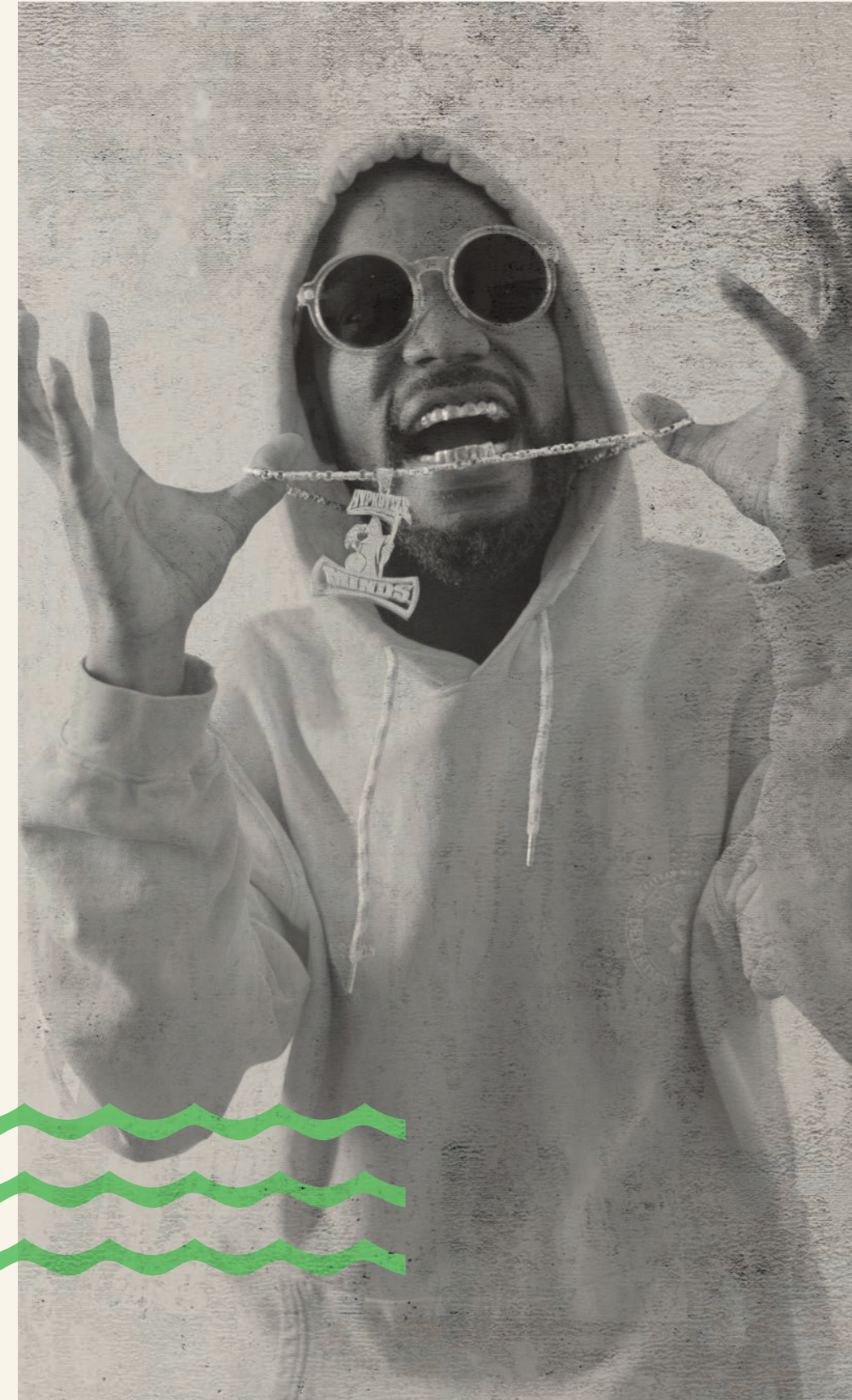
High-Tide Music

6:00pm - 7:00pm: Doors Open - DJ Canrock

7:20pm - 7:45pm: Smoke DZA

8:00pm - 8:45pm: Kevin Gates

9:15pm-CLOSE: Three 6 Mafia





Antonio Dowe

OUR TEAM

Antonio Dowe is the CEO of Global Music Touring. He is responsible for providing visionary leadership to all levels of the entertainment industry. His hands-on experience and his ability to build teams along with his passion for engaging communities has resulted in numerous successful projects throughout his career.

Prior to building his own brand and creating his own entertainment company, Mr. Dowe spent nine years in the music industry Working as an Account Executive in radio, a tour promoter, an entertainment Marketing Consultant for various brands, and a Political Marketing Consultant for elected officials.

Mr. Dowe has affiliations with several large agencies such as 7Venues, Spectra Venue Management, Global Spectrum, and Multiple national media Companies. Mr. Dowe is an

accomplished talent agent with experience in concert operations, marketing, event planning and event organizing.

Antonio Dowe has been the project creator or lead for; The City of Norfolk's Census 2020 Team where he built the marketing campaigns and filmed a short documentary, *Party on The Plaza* a hip hop festival raising money for charity, *Trap the Vote* a voter registration initiative concert to encourage young voters, and has produced multiple homecoming shows for colleges to name some.

As a forward thinker, he is building his brand in the cannabis industry. He is currently developing a strategic plan to educate communities by using the entertainment industry, at a national level, to introduce policies and law relative to cannabis agriculture.



OUR TEAM

Nathaniel “Fam-Lay” Johnson is a Norfolk, Virginia native music artist, now entertainment executive. Fam-Lay began his musical journey in an evolving industry over 25 years ago. Since becoming the first artist from Norfolk, Va to receive national recognition, Fam continues to build his legacy beyond the microphone and transcending into the future for his community and the culture.

Musical hits such as 2003 records “Rock n Roll” and “Hit My Beeper,” allowed Fam to tour the world with the Seeing The Invincible Sounds Of Summer Tour and Glow In The Dark Tour as a musical creative and influencer. But even through his travels, he has always strived to remain connected to his fans and hometown roots.

Fam’s exposure to the music industry has afforded him the ability to merge into executive positions that has ultimately created opportunities for others. As an artist manager for Live Nation, Fam managed Massachusetts native female rapper, and

Oxygen’s reality star, Bia. In which he discovered the viral TikTok, “Whole Lotta Money” songstress on Youtube.

Fam continues to be the liaison that connects music and business from the booth to the boardroom. Fam-Lay is one-third of OTHERtone Podcast with friends Pharrell Williams and Scott Vener. A platform created to share inspiration, during a time when inspiration is scant. The podcast expands on some of our culture’s creative geniuses in art, music, business, tech, and fashion.

Fam’s music is legendary, and continues to be honored throughout the music industry today. With a growing portfolio, Fam is now expanding into cannabis by way of culture, as a co-founder of the inaugural High Tide Cannabis Summit. This summit is a curated cultural experience to educate and advocate for others in the industry within the 757 region.



**Nathaniel
“Fam-Lay”
Johnson**





Thank You