



IAB Q4 CRO Council Meeting | Hot Topics in CBD and Cannabis Advertising

Gary Kibel, Davis+Gilbert Advertising + Marketing partner, will speak during a session titled "Hot Topics in CBD and Cannabis Advertising" at the IAB Q4 CRO Council Meeting in New York on October 18.

Session Overview

As more and more states legalize recreational and medical cannabis, and the federal government has eased certain restrictions on hemp-based products such as CBD, publishers, ad tech companies, creative agencies and all involved in the marketing industry are anxious to jump into this potentially lucrative new industry. This webinar will discuss the current status of the law when it comes to this new industry and marketing activities.

For more information or to register, please visit the event website.

Possessing, using, distributing, and/or selling marijuana or marijuana-based products is illegal under federal law, regardless of any state law that may legalize or decriminalize such activity under certain circumstances. Although federal enforcement policy may at times defer to states' laws and not enforce conflicting federal laws, interested businesses and individuals should be aware that compliance with state law in no way assures compliance with federal law, and there is a risk that conflicting federal laws may be enforced in the future. No legal advice we give is intended to provide any guidance or assistance in violating federal law.

Related People

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