

**FOR IMMEDIATE RELEASE**

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**White Label CBD & Hemp Expo Set to be Among First PRYSM Group Business Shows for 2021****Registration For Attendance Is Now Open**

LAS VEGAS, Nevada - The White Label CBD & Hemp Expo is set to be one of PRYSM Group USA's first business trade shows for 2021 when it returns for its second Las Vegas event September 1st & 2nd at the Las Vegas Convention Center (LVCC). With the LVCC announcing its reopening of large-scale trade shows in June 2021, PRYSM has set its lineup for future business shows, including the White Label CBD & Hemp Expo taking place in Las Vegas and at the Javits Center in New York for 2021.

Doors to the event will be open 10 a.m. until 5 p.m for both days at both locations, and tickets to attend this event are **100%** free and available for product supply, online selling, and CBD & Hemp professionals at [www.cbdbluelabelexpo.com](http://www.cbdbluelabelexpo.com).

Designed to help revitalize CBD & Hemp affiliated business after the impact of COVID-19, the White Label CBD & Hemp is set to have Keynote speakers from WherezHemp, Hempacco, Co. Inc., Marijuana Business Daily, and other industry leading organizations and companies to provide insights on the ecommerce, wholesale, and retail opportunities of CBD & Hemp along with hundreds of industry expert speakers.

With co-located shows including the White Label World Expo, focused in ecommerce and online selling and sourcing, and the Retail Supply-Chain Logistics Expo, focused in shipping and fulfillment, more than 15,000 professionals are planned in attendance to meet with more than 600 suppliers to discover the tools and solutions needed to bounce their businesses back.

**"We're incredibly excited to work with the LVCC and all the businesses taking part in this event," said Communications Director Laura Lawrance.** "Small business owners and entrepreneurs are looking for opportunities to build back their customer base and retail abilities after 2020, and we want to provide them a safe and reliable destination to do just that. Ecommerce and online selling have really taken off since the pandemic started, so these topics will be integral to the Keynote and exhibitor lineup."

PRYSM Group is taking steps to follow any and all COVID-19 health & safety requirements for its events, especially with the announcement from Governor Steve Sisolak that his aim is to reopen business capacity to 100% by June 1st, 2021.

With optimism on the rise for business opportunities in Las Vegas, PRYSM Group announces it is taking a stand on fostering a healthy local economy, even as travel restrictions have limited business done through tourism. "It's not just about showcasing industry and global leaders," said Marketing Director Trevor Mlot. "There's a gold mine of new ways to do business that we want to be made known to the local Vegas community."

**LVCC LAS VEGAS**  
**1 & 2 SEPTEMBER 2021****PRYSM GROUP: AWARD-WINNING TRADE EXHIBITION ORGANISERS**

Prism is one of the fastest-growing and most progressive exhibition organisers in the world. We have been organising leading B2B trade exhibitions for over twenty years, and are responsible for a portfolio of over 50 shows across the world, from niche industry events like European Neuro Convention to major global events like The B2B Marketing Expo and White Label World Expo.

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