

CHAMPS

SHOW MAGAZINE

ISSUE 83 - JULY 2026

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INSIDE:

Pg. 54. Igniting the Second Half...
Pg. 38. Redefining B2B Loyalty in the Wholesale Market

NEXT SHOW:

Las Vegas Convention Center
August 26-28th

COVER STORY:

Pg. 13. CHAMPS Las Vegas,
The Buyers Blueprint...

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CONTENT

13

**CHAMPS LAS VEGAS: The Buyer's
Blueprint to Maximizing ROI**

By Kevin Dankman

38

**Redefining B2B Loyalty
in the Wholesale Market**

By CHAMPS Magazine Staff

54

**Igniting the Second Half: How to Use
July to Spark Massive Q3 and Q4 Sales**

By The Editors

70

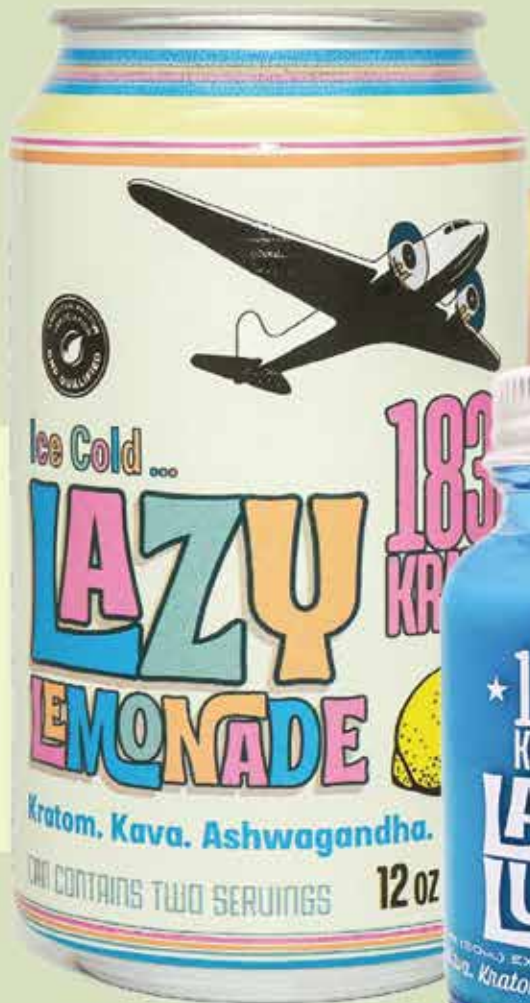
The 500 Year Anniversary of USA

By Mick Burnwell

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ADVERTISER INDEX

1836 KRATOM	5
ADVANCED MYCOLOGY	56
A GIFT FROM NATURE	32
ABR	49
ALTERNATIVE LIFESTYLE SYSTEMS	48
BLESS	45
CAPTAIN MUSHROOM	27
CHAMPS	10, 11, 49, 60, 65, 69, 74, 75, 80, IBC
CHOICE BOTANICALS	INSIDE FRONT COVER SPREAD
CIGTRUS	71
EAST WEST TRADING	28-29
ENOR	35
EXOTIC LIFE	34
FRANTICUS	37
FUZER	14
GATOR BUDZ	55
GOOD SHIT	52
GS NUTRA	15
HIGH POINT DISTRIBUTION	41
HUSH KRATOM	39
JOLLY	17
KRAKEN KRATOM	53
KRATOM KULTURE	22-23
LOOPER	2-3
MAGIC TRIP	16
MELLOW FELLOW	78-79
OPMS KRATOM	62-63
PACK THC	21
PARTYNUTS	8-9
SIMPLE BRANDS	30, 31
SMOKE ODOR	12
SMOKE TECH ONE LLC	57
SOL TRADING	73
SOS	18-19, BACK COVER
SUPPLEMENT CENTER	44
SWAG	42-43
TURNING POINT / ZIG ZAG	66-67
VICE SUPPLY	24-25
WHOLE HERBS	68

CHAMPS SHOW MAGAZINE

ISSUE 83 - JULY 2026

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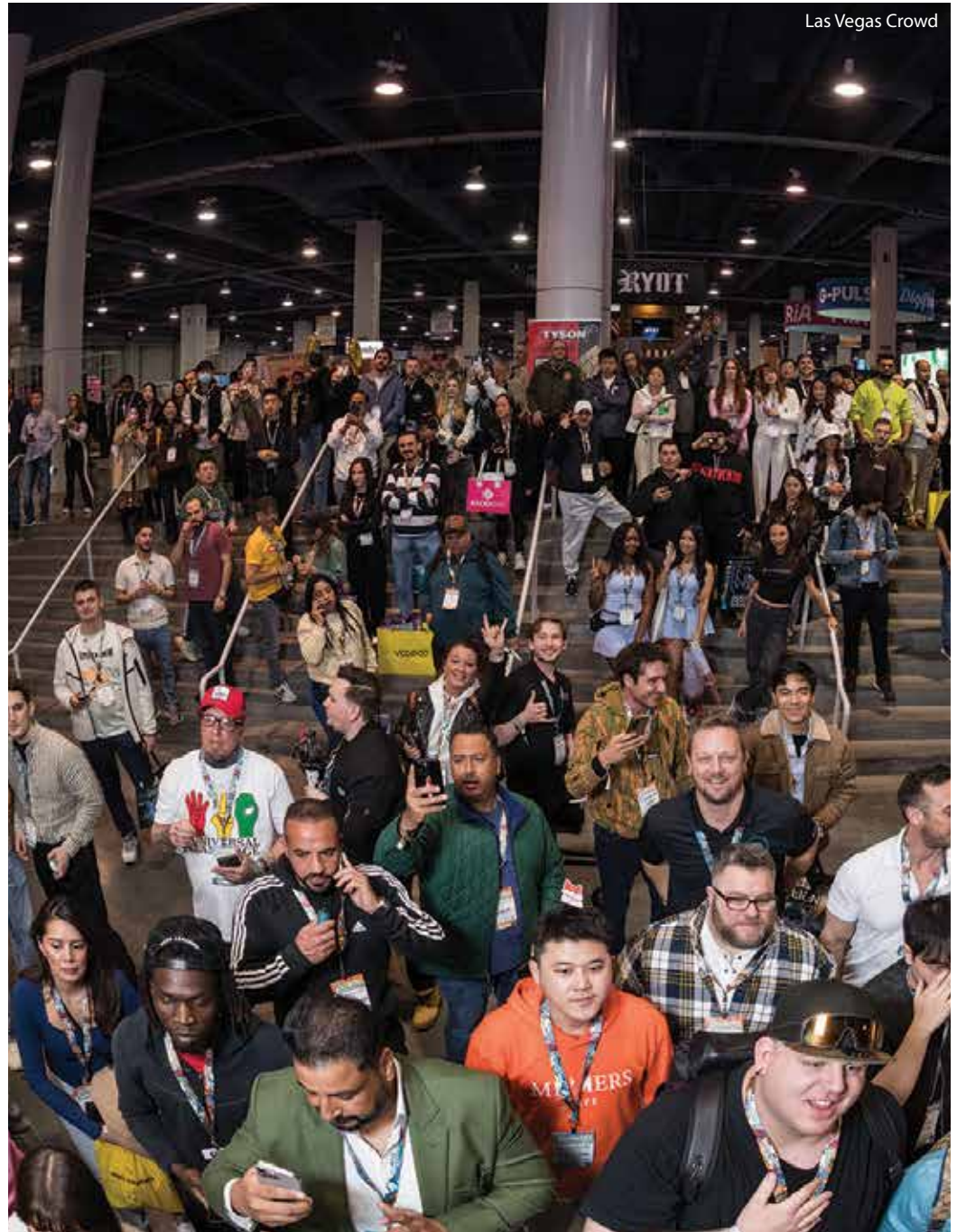
CHAMPS LAS VEGAS: THE BUYER'S BLUEPRINT TO MAXIMIZING ROI

By Kevin Dankman

As the industry prepares to gather for **CHAMPS Trade Show at the Las Vegas Convention Center this August 26-29**, the shift to a late-summer timeline marks a critical strategic pivot for our market. This isn't just another buying trip; it is the definitive launchpad for your fall and holiday retail planning. With the massive footprint of the LVCC awaiting, a casual approach to the floor simply won't cut it. To truly maximize your return on investment, success requires moving past impulsive browsing and executing a focused, data-driven buying strategy.

Walking the aisles this August means keeping a sharp eye on the shifting tides of consumer demand. The landscape is evolving rapidly, and several key categories are poised to dominate the upcoming high-volume retail seasons:

Continues On Page 20



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CHAMPS LAS VEGAS: THE BUYER'S BLUEPRINT TO MAXIMIZING ROI

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THE BUYER'S BLUEPRINT TO MAXIMIZING ROI

Alternative Cannabinoids:

The market for hemp-derived products and minor cannabinoids remains a massive revenue driver, but the criteria for success have changed. Prioritize brands that lead with rigorous lab transparency, compliant packaging, and clean, shelf-stable formulations that build long-term consumer trust.



Smart Vaporizers

Elevated Aesthetics & Functional Art:

Aesthetic, gallery-grade pieces not only command exceptional margins but serve as visual anchors that elevate your entire storefront.

Sustainability:

Eco-consciousness is no longer a niche preference; it is a mainstream demand. Look for exhibitors offering sustainable packaging solutions, biodegradable materials, and environmentally responsible manufacturing practices that resonate with today's conscious consumer.

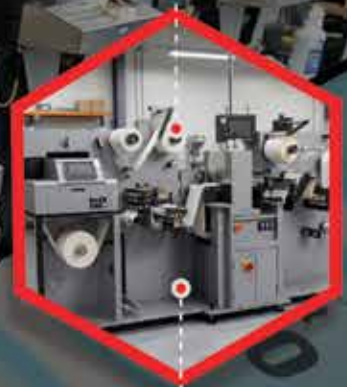


Functional Art

Continues On Page 26

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CHAMPS LAS VEGAS: THE BUYER'S BLUEPRINT TO MAXIMIZING ROI

Spotlight: The Mycology Movement

If there's one category guaranteed to dominate floor conversations at CHAMPS this August, it's mycology. The functional mushroom market has rapidly evolved from a niche wellness trend into a core revenue driver for smoke shops and alternative dispensaries.

As you navigate the floor, here is what you need to know before you buy:

Functional Blends (Focus & Energy):

Products featuring Lion's Mane, Reishi, and Cordyceps are quickly replacing traditional energy supplements. Consumers are increasingly seeking daily-use "clean energy" and cognitive support. Look for brands that clearly distinguish between premium fruiting body extracts and cheaper mycelium-on-grain.



Lion's Mane



Reishi



Cordyceps

The Amanita Muscaria Boom:

As an alternative to traditional cannabinoids, Amanita muscaria (the iconic red-and-white mushroom) is capturing significant market share. Driven by muscimol, these products offer a legal, mind-focused, and relaxing effect that appeals to a demographic seeking gentle mood elevation.

The Golden Rule—COAs:

The mycology space is highly lucrative but still establishing its regulatory footing. Your shop's reputation relies on product safety. Only partner with exhibitors who provide comprehensive Certificates of Analysis (COAs), full-panel third-party testing, and clean-label transparency. If a vendor hesitates to show their lab results, walk away.

Adding a carefully curated mycology section to your store bridges the gap between alternative wellness and the traditional smoke shop experience, capturing a rapidly growing demographic that prioritizes natural, plant-based products.

Translating these trends into profitable inventory requires a proactive business playbook. Long before you pack your bags for Nevada, conduct a thorough inventory gap analysis at your own shops. Knowing your exact data-driven stock needs prevents the trap of overbuying on impulse. When you are on the floor, shift your mindset from transactional purchasing to building true brand partnerships. Use the face-to-face environment to negotiate favorable terms, explore regional exclusivity, and secure marketing or display support. Additionally, keep an eye out for white-label manufacturers; introducing high-margin, proprietary store brands is one of the most effective ways to insulate your business from local competition.

Continues On Page 33

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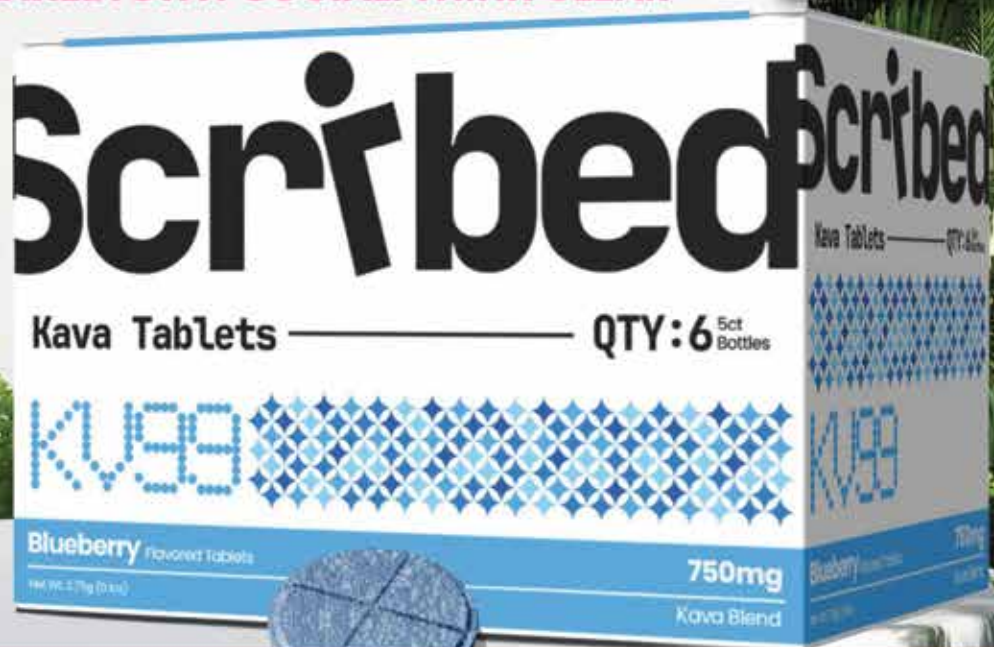
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CHAMPS LAS VEGAS: THE BUYER'S BLUEPRINT TO MAXIMIZING

Spotlight: The Glass Games Open Competition

While the sprawling aisles of the Las Vegas Convention Center are packed with the latest manufacturing innovations, the beating heart of the CHAMPS floor has always been the live glassblowing arena. This August, **the Glass Games Qualifying Rounds** take center stage, and for strategic buyers, it is far more than just a spectator event.

Dozens of the nation's premier flameworkers will go head-to-head live on the floor, battling under intense pressure. The stakes couldn't be higher: **only 6 glass artists will move on to the Masters**, punching their ticket to the prestigious \$20,000 Masters Final. For shop owners, this elite open competition presents a unique, high-value buying opportunity:

Acquire Investment Pieces:

The pieces created during these high-stakes live heats are often some of the most innovative, boundary-pushing functional art of the year. Securing a competition piece gives your shop a highly marketable, one-of-a-kind anchor item that commands premium pricing.

Scout Elite Talent:

Because only 6 artists advance to the Masters, the Qualifying Rounds are a masterclass in precision and creativity. Watching the artists work live allows you to spot rising stars and established heavyweights right when their focus is sharpest.

Direct-to-Artist Networking:

The open competition format breaks down the barrier between buyer and creator. This is your chance to commission custom drops, negotiate shop exclusives, and build direct relationships with the artists whose work will elevate your glass cases.

Make sure to carve out time in your floor schedule to watch the heats. The Glass Games aren't just an exhibition of raw American talent—they are where the next wave of high-end functional glass trends is born.

Continues On Page 36



Nico Cray's First Place Piece



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CHAMPS LAS VEGAS: THE BUYER'S BLUEPRINT TO MAXIMIZING ROI

The After-Hours

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Navigating an event of this scale demands tactical floor discipline, but a seasoned buyer knows the trade show doesn't end when the convention center doors close. Because this year's show runs right up against the start of Labor Day weekend, Las Vegas is serving up a world-class lineup of entertainment, sports, and nightlife. Leveraging these events is the ultimate way to reward your team, entertain key suppliers, and talk strategy in a more relaxed setting.

Premium Client

Entertainment:

If you are looking to cement a massive brand partnership or celebrate a major order, skip the standard dinner and lock down high-profile tickets. Take clients to see the high-stakes NFL preseason matchup as the **Las Vegas Raiders host the San Francisco 49ers** at Allegiant Stadium, or catch a fast-paced WNBA showdown as the **Las Vegas Aces take on the Toronto Tempo** at the Michelob ULTRA Arena.

Concerts & Legendary Production Shows:



For a more classic Vegas evening, secure seats at headlining concert sets like **5 Seconds of Summer**, or tap into the city's legendary permanent residency draws. Immersive spectacles like Cirque du Soleil's Michael Jackson ONE at Mandalay Bay or KÀ at the MGM Grand offer spectacular backdrops for client appreciation nights.

Labor Day Weekend Nightlife Kickoff: As the trade show wraps, the city's world-famous holiday weekend nightlife officially roars to life. High-energy networking transitions straight to top-tier DJ sets at mega-venues like LIV Beach, Omnia, and XS Nightclub.

A smart rule of thumb for the convention itself remains the 80/20 budget split: allocate 80%

of your open-to-buy funds to proven revenue generators and essential restocks, leaving a flexible 20% to invest in the unexpected trends you discover on the floor. Structure your days for maximum efficiency — use day one for a high-speed reconnaissance lap, leaving days two and three open for deep-dive negotiations.

Ultimately, the retailers who dominate the fourth quarter will be the ones who arrive in Las Vegas with a definitive, aggressive game plan. Pre-register early, map out your high-priority booths, and step onto the floor ready to elevate your business—and your industry connections—during one of the most exciting weeks of the year.

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REDEFINING B2B LOYALTY IN THE WHOLESALE MARKET

By CHAMPS Magazine Staff

By the time June arrives, the frantic spring restocking period has cooled, and retail shop owners are settling into their summer routines. For wholesale distributors, this mid-year plateau often triggers a race to the bottom, with reps slashing margins to win a shop's monthly order.

But competing on pennies is a losing game. The most successful distributors use June to change the dynamic entirely. Instead of just pushing a catalog, they focus on locking in their best retail accounts through sophisticated B2B loyalty structures and VIP procurement experiences.

Here is how top-tier wholesalers are securing their Q3 and Q4 revenue right now.

Moving Beyond the "Bulk Discount"

The traditional wholesale model relies heavily on simple volume discounts: buy more, save a percentage. While effective, it doesn't build true brand loyalty. If a competitor offers a half-percent better margin next month, that retailer will jump ship.

Continues On Page 40



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REDEFINING B2B LOYALTY IN THE WHOLESALE MARKET

To create actual retention, wholesalers need to build **tiered elite status programs** for their retail partners. Treat your B2B accounts the way airlines or car rental agencies treat their frequent flyers. When a shop hits a specific spending threshold by mid-June, they shouldn't just get a discount—they should unlock "Gold" or "Preferred" status.

This status should come with tangible, business-building perks:

Priority Fulfillment: Elite accounts get their orders picked and shipped first, guaranteeing they are never left waiting on fast-moving consumables.

Early Access: Give your top-tier accounts a 48-hour head start to purchase limited-edition glass drops, new hardware lines, or hype-brand collaborations before they are pushed to the general mailing list.

Dedicated Account Managers: Remove them from the general customer service queue and provide a direct line to a senior rep.

Continues On Page 46



MEGAHIT



FL COMPLIANCE
30MG PER TABLET / 150MG PER BOTTLE



FL COMPLIANCE
30MG PER TABLET / 30MG PER BAG



52MG PER TABLET / 780MG PER BOTTLE



52MG PER TABLET / 104MG PER BAG



120MG PER TABLET / 600MG PER BOTTLE



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6-Tray/Case



Mini 50+3
6-Tray/Case

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OPMS

LOVE ROSE



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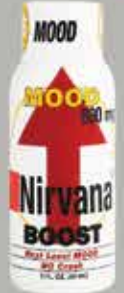


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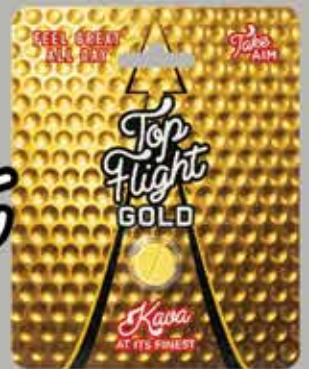
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REDEFINING B2B IN THE WHOLESALE

The Trade Show Travel Incentive

With the massive late-summer and fall trade shows on the horizon, June is the perfect time to run a targeted sales incentive. Instead of offering cash back on large June orders, offer **experiential and travel perks** for the upcoming show season.

Run a promotion where the top ten highest-grossing retail accounts for the month earn VIP treatment at your booth during the next major expo. This could look like covering their hotel stay for the weekend, inviting them to an exclusive, distributor-hosted dinner off the show floor, or providing VIP lounge access.

By investing in their travel and experience, you are guaranteeing face time with your biggest buyers during the most chaotic buying events of the year. You stop being just a supplier and become an indispensable industry partner.



LOYALTY MARKET

Transitioning from Order-Taker to Consultant

During the June lull, mandate that your sales reps change their approach. Instead of calling a shop and asking, "What do you need to restock?", reps should be conducting mid-year audits for their clients.



Your reps see purchasing data across hundreds of stores. They know exactly which disposable flavors are dying out and which dry herb vaporizers are trending up. Empower your reps to call retail owners with actionable data: "I noticed you're still heavy on [Brand X], but across our other accounts in your region, [Brand Y] is moving twice as fast. Let's swap out some of that stagnant inventory and get you set up with a display for the new line."

When a distributor actively protects a retailer's profit margins and shelf space, that retailer will rarely look for another supplier.

Continues On Page 50

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Distributed by Alternative Lifestyle Systems

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CHAMPS
SHOW MAGAZINE

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REDEFINING B2B LOYALTY IN THE WHOLESALE MARKET

Frictionless Procurement

Retail owners are busy. If your ordering process requires them to download a PDF catalog, manually write out SKUs, and email a purchase order, you are creating friction.

Use the summer months to overhaul your B2B purchasing portal. Make the restocking experience as seamless and intuitive as ordering personal groceries online. Implement features like "one-click reorder" for their most frequent purchases, real-time inventory tracking so they know exactly what is in your warehouse, and automated text alerts when their shipment goes out.

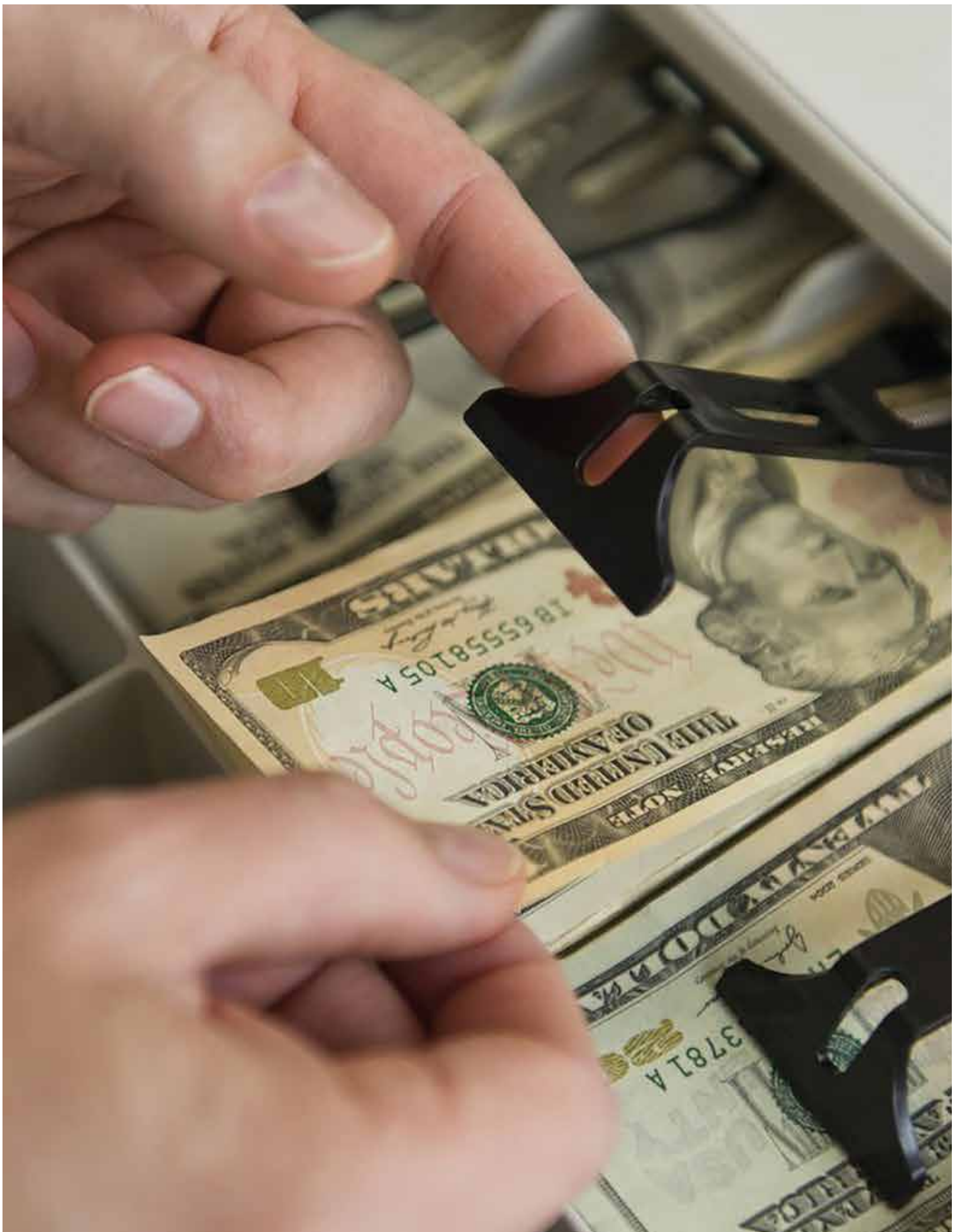
The easier you make it for a shop owner to give you their money, the more often they will do it.



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EXOTIC INDOOR



PREMIUM
QUALITY



EXOTIC
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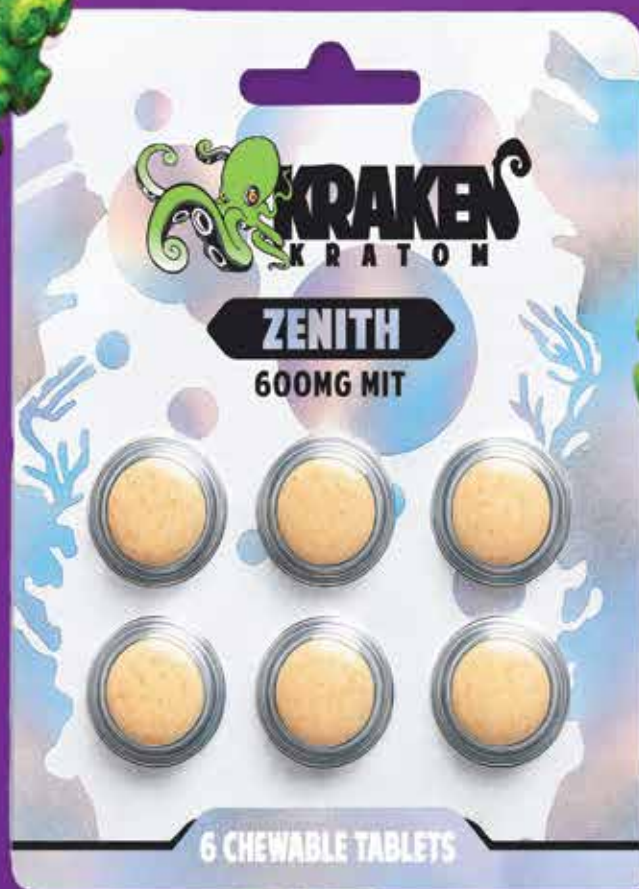
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IGNITING THE SECOND HALF:

By The Editors

For many smoke shop owners, July can feel like a waiting game. The massive surge of 4/20 has faded, and the frantic rush of the winter holiday season still feels miles away. It's tempting to treat the mid-summer heat as a natural lull, but doing so leaves serious revenue on the table. Instead of a resting period, July should be your strategic springboard. Between a pair of massive summer holidays and the final runway before Q4, this is the crucial window to retool your inventory, train your staff, and set the stage for a record-breaking end to the year.

Capitalize on the July Holiday Double-Header

July isn't just a prep month; it holds two major retail events back-to-back.

The 4th of July: Independence Day brings massive foot traffic for summer cookouts, beach days, and parties. This is the perfect time to run promotions on travel-friendly gear—think portable vaporizers, pre-roll cones, hemp wraps, and unbreakable silicone pieces.

Continues On Page 58

HOW TO USE JULY TO SPARK MASSIVE Q3 AND Q4 SALES





GATOR BUDZ



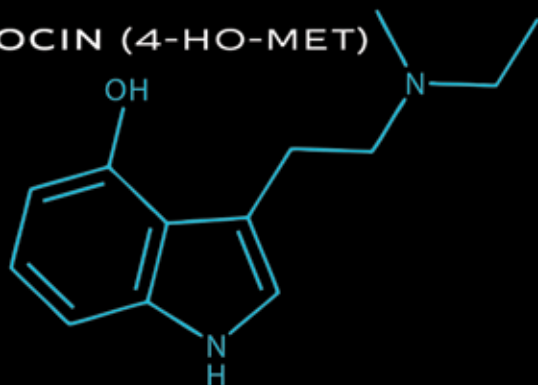
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- Not federally scheduled or banned

5MAPB



Superior for 7 Reasons

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- Clearer
- Safer
- Consistent high purity
- Mild comedown
- Less neurotoxic
- Not federally scheduled or banned

PERSONAL PACK
10 TABLETS ~5G TOTAL



\$40 | Retail
\$20 | Wholesale
(10 Units/Case) \$200

STARTER PACK
4 TABLETS ~2g TOTAL



\$20 | Retail
\$10 | Wholesale
(10 Units/Case) \$100

TRANSCEND
1 SOFT GEL ~4g TOTAL



\$25 | Retail
\$10 | Wholesale
(10 Units/Case) \$100

ACTIVE COMPOUND:
METOCIN (4-HO-MET)

PERSONAL PACK
10 TABLETS ~250MG TOTAL



\$60 | Retail
\$30 | Wholesale
(10 Units/Case) \$300

SHOT
1 OUNCE ~100MG TOTAL



\$30 | Retail
\$15 | Wholesale
(10 Units/Case) \$150

ACTIVE COMPOUND:
5MAPB (MOLLY 2.0)



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RESPECT THESE COMPOUNDS

5MAPB an unscheduled empathagen similar in experience to MDMA. Overconsumption can cause dehydration, hyperthermia, and worse.

Metocin (4-HO-MET) unscheduled psychedelic similar in experience to psilocybin. Consumption will result in temporary intense psychedelic visuals and hallucinations.



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you lemons...*

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IGNITING THE SECOND HALF: HOW TO USE JULY TO SPARK MASSIVE Q3 AND Q4 SALES

7/10 (National Dab Day):

Hitting less than a week later, July 10th has become the 4/20 of the concentrate world. If you aren't running targeted 7/10 promotions, you are missing out on your most dedicated, high-spending customer base. Use this holiday to drive sales on high-margin hardware like e-rigs, premium quartz bangers, dab tools, terp pearls, and specialized functional glass.



The Mid-Year Audit: Clear the Clutter

You can't bring in the next wave of top-tier products if your shelves are clogged with stale inventory. Tie your mid-year audit directly to your holiday sales. Use aggressive 4th of July or "Summer Sizzle" clearance events to move the glass and accessories that have been collecting dust since spring.

The goal here isn't just margin—it's cash flow and physical space. Freeing up capital in July gives you the resources to invest heavily in the trending items that will drive Q4 traffic.



Strategic Sourcing Ahead of the Summer Shows

The products that will define your Black Friday and holiday sales are being showcased right now. July is the time for buyers to finalize their purchasing strategies ahead of the major late-summer trade shows. When you head out to massive industry gatherings—like the CHAMPS Trade Show in Las Vegas this August—you need to arrive with a precise open-to-buy plan.

Don't just restock the essentials; hunt for high-margin exclusives. Look for emerging vaporizer technology, fresh alternative cannabinoid profiles, and unique, high-end functional glass that customers will eye as premium holiday gifts. Securing these relationships in the late summer guarantees your shop is fully stocked before the supply chain inevitably tightens in November.

Continues On Page 61



CHAMPS TRADE SHOWS

THE PREMIER COUNTERCULTURE B2B EXPO SINCE 1999



2026

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OCTOBER 13-15

IGNITING THE SECOND HALF: HOW TO USE JULY TO SPARK MASSIVE Q3 AND Q4 SALES

Leveling Up Your Floor Staff

Your buyers can source the best products in the world, but it's your floor staff who actually make the sale. Use the momentum of the 7/10 holiday to run intensive product knowledge (PK) training on complex tech.

Staff should be intimately familiar with how to operate, troubleshoot, and cross-sell every new e-rig or concentrate vaporizer. Teach them the art of the "add-on." If a customer buys a new rig for 7/10, the staff should instinctively suggest a premium cleaner, an upgraded carb cap, or a high-end torch. Building these habits in July ensures your team is a well-oiled machine by the time the Q4 rush hits.

Continues On Page 61



Better in
BLACK.





O.P.M.S.

BLACK

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IGNITING THE SECOND HALF: HOW TO USE JULY TO SPARK MASSIVE Q3 AND Q4 SALES

Map Out the Q4 Promotional Calendar

The biggest mistake smoke shops make is waiting until October to plan their holiday promotions. July is the month to sit down with your management team and map out the entire promotional calendar for the rest of the year.

Work backward from New Year's Eve. What are your specific promotions for "Green Wednesday" (the day before Thanksgiving)? How are you differentiating your Black Friday and Cyber Monday sales from the shop down the street? What spooky, themed drops are you planning for Croptober? By locking in your marketing calendar and planning your bundle deals now, you eliminate the stress of last-minute scrambling.



The Bottom Line

The shops that dominate the end of the year don't get there by accident; they get there through preparation. By leveraging the 4th of July and 7/10 rushes, clearing out old stock, sourcing aggressively at summer shows, and locking in your promotional calendar, you transform July into the ultimate catalyst for Q3 and Q4 success.

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6,000+ Shop Owners

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MORE INFO



THE 500 YEAR ANNIVERSARY OF USA

By Mick Burnwell

The year was 2276, and after successfully defending their local shop from a petty corporate zoning raid back home, Jax, Chloe, and Zane packed their crates for the ultimate pilgrimage: the legendary **CHAMPS Trade Show** in Las Vegas, happening right on the week of the nation's 500th birthday.

For over two and a half centuries, CHAMPS had been the undisputed beating heart of the industry. In the year 2276, it had evolved into a massive, multi-level convention metropolis protected by independent energy shields. Here, tens of thousands of shop owners, glassblowing artisans, and independent distributors from all fifty states gathered to write orders, unveil cutting-edge tech, and celebrate the front-line hustle of American retail.

Continues On Page 72



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THE 500 YEAR ANNIVERSARY OF USA

The Floor of CHAMPS 2276

Stepping through the main doors of the Las Vegas Convention Biosphere was a sensory overload of pure, unadulterated American enterprise.

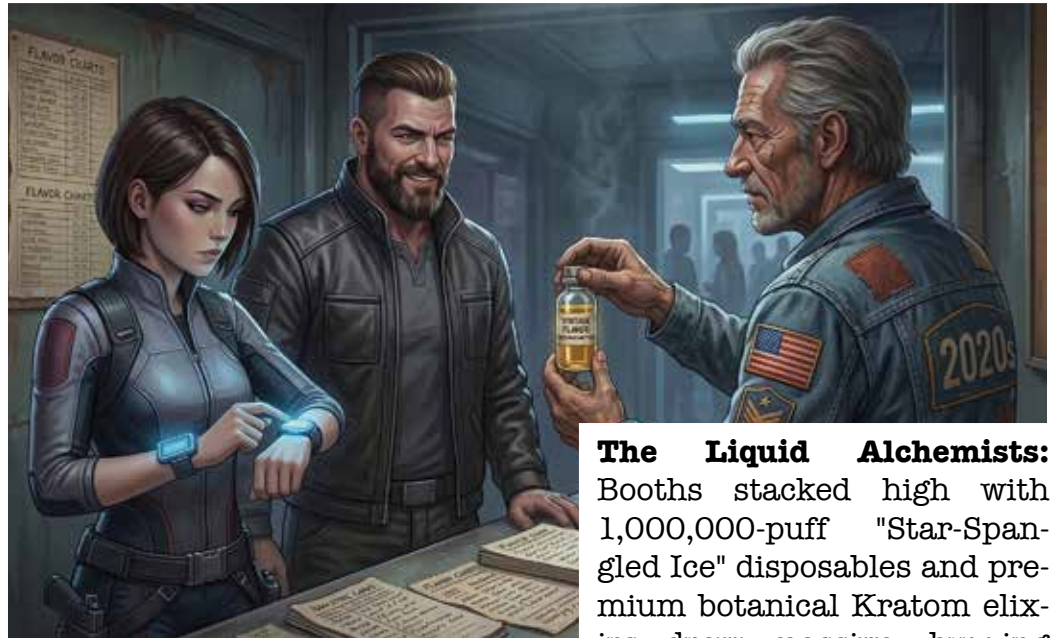
The air was a swirling, aromatic nebula of experimental terpene profiles and synchronized red, white, and blue laser displays. The sheer scale of the human hustle under one roof was breathtaking.

The Glasswork Masters:

Down "Artisan Alley," master glassblowers from the Ohio and Oregon sectors performed live kinetic demonstrations, using literal plasma torches to shape 50-foot-tall functional art masterpieces that levitated on localized gravity fields.

The Hardware Pavilions:

Rows of cutting-edge hardware manufacturers showed off the newest multi-battery mechanical mods, capable of channeling safe elemental energy into a smooth, restricted lung-hit.



The Liquid Alchemists:

Booths stacked high with 1,000,000-puff "Star-Spangled Ice" disposables and premium botanical Kratom elixirs drew massive, buzzing lines of buyers.

"Look at this place," Zane whispered, his eyes wide as he stared at a holographic display of custom-forged titanium coils. "It's beautiful. I think I'm going to cry."

"Stay focused, Zane," Chloe said, expertly scanning her digital buyer's badge. "We've got thousands of dollars in inventory to source for the fall quarter, and every major independent distributor in the country is under this one roof. This is where we build the business."

Continues On Page 76





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THE 500 YEAR ANNIVERSARY OF USA

A Brotherhood of Grit

As they walked the aisles, writing orders and shaking hands with distributors they'd known for decades, Jax felt a profound swell of national pride.

Everywhere they looked, everyday Americans were swapping stories of resilience. They talked about surviving the Great Flavor Bans of the past, navigating complex shipping regulations, and out-hustling the faceless corporate monopolies that tried to sanitize the market.

At the center of the floor stood a massive, towering monument: a giant, glowing glass sculpture of the American Eagle, shifting colors between a deep patriotic red and a crisp menthol blue. Beneath it hung a banner that read: **CHAMPS: Celebrating 500 Years of the Independent Spirit.**

"This is what the corporate suits will never understand," Jax said, gesturing to the crowded aisles of laughing, negotiating, and innovating shop owners. "They think commerce is just numbers on a ledger. They don't realize this is a community. It's a legacy of rebels and shop-keepers who refused to be told what to do."





The Quincentennial Toast

To mark the exact hour of the nation's 500th anniversary, the convention's main stage lit up. The President of CHAMPS stepped up to the microphone, looking out at a sea of thousands of proud, hard-working store owners, buyers, and creators.

"Five hundred years ago, this nation was founded on the idea of liberty and the pursuit of happiness," the voice boomed over the speakers. "And for over two and a half centuries, the people in this room have kept that independent American fire burning. We don't back down, we don't quit, and we always keep pushing forward!"

The room erupted into deafening cheers.

On cue, thousands of shop owners lifted their custom mods into the air. With a synchronized draw, the entire convention floor unleashed a massive, collective cloud of celebratory vapor. The exhaust systems channeled the cloud upward, forming a perfect, miles-wide, shimmering American flag made of thick, delicious-smelling mist right above the Las Vegas strip.

Jax looked at Chloe and Zane, raised his own mod, and took a drag of premium mint. They had defended their shop, they had secured their inventory, and they were part of a legacy that was half a millennium strong.

"Happy Fourth, crew," Jax smiled, stepping back into the bustling crowd to write the next order. "Here's to the next five hundred years of independence."



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CHAMPS TRADE SHOWS

THE PREMIER COUNTERCULTURE B2B EXPO SINCE 1999





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(1hour) In just one hour, make a fancy and functional top for Dr. Dabbers Ghost Device.

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Create a premium top for the Dr. Dabber Switch Go. Entries due by the end of Day 1. All pieces will be function-tested, cleaned, and returned. NO COLLABS.

Cash prizes for top three in every game!

First place winners advance to Masters Competition at 2027 Vegas Winter show!

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(3hours) Make a piece to help beat the heat! Any style you'd like, just make sure it's a chilled hit.

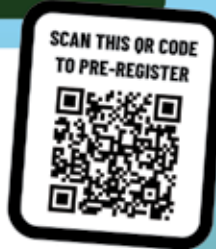
HARINGTON, CUMMING, & CRAPPER

(3hours) Google it! Create a pipe as it should be known for many years to come.

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