

# CHAMPS

## SHOW MAGAZINE

ISSUE 82 - JUNE 2026

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SEE REVIEW PGS. 34-35

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## COVER STORY:

**CHAMPS Chicago:**  
**Igniting Counter-Culture Pg. 13**

## INSIDE:

**CHAMPS Trade Show Las Vegas:**  
**The Ultimate Counter-Culture Experience Pg. 46**

## NEXT SHOWS:

**Chicago, Rosemont Convention Center, June 23-25**  
**Las Vegas Convention Center, August 26-28**

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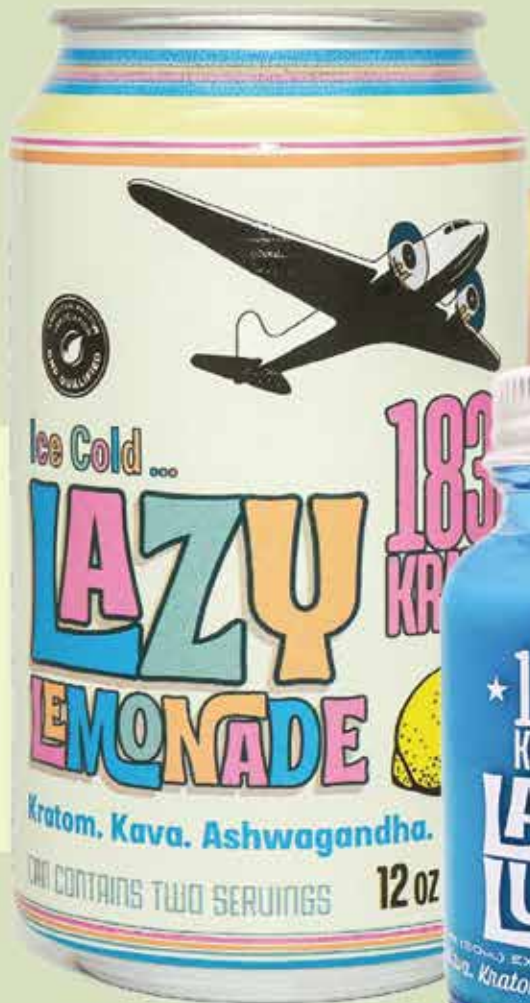
**CuRB REPORT:  
Recapping the CuRB Show**

By Mick Burnwell

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# CHAMPS SHOW MAGAZINE

ISSUE 82 - JUNE 2026

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2026

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**CHICAGO, IL**  
June 23-25

**LAS VEGAS, NV**  
August 26-29

**AUSTIN, TX**  
October 13-15

**FORT LAUDERDALE, FL**  
November 17-19



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CHICAGO  
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# CHAMPS CHICAGO:

By Kevin Dankman

Rosemont, Illinois, is set to become the epicenter of the smoke shop, glass art, and alternative products industry from **June 23-25, 2026**, when the **CHAMPS Trade Show** returns to the Donald E. Stephens Convention Center. As the primary mid-year hub for the Midwest's counter-culture economy, this B2B event brings together hundreds of retailers and manufacturers to showcase the innovations shaping the 2026 market.

## The "Mid-Year Reset": Why Attend?

If you've been on the fence, now is the time to commit. By June, early-year trends have solidified, making Chicago the perfect pivot point. It's the ultimate "launchpad" where brands debut their Q3 and Q4 lines, giving you first dibs on inventory before it hits the general market.

Beyond the products, the show is legendary for putting money back into the industry. Thousands of dollars in **cash giveaways** are awarded throughout the event – to win, you simply need to be a pre-registered buyer on the floor when your name is called.

Continues On Page 20

# IGNITING COUNTER-CULTURE COMMERCE IN ROSEMONT



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MAGIC TRIP

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TOMENTOSA



# CHAMPS CHICAGO:

## IGNITING COUNTER-CULTURE COMMERCE IN ROSEMONT

### The "Pre-CHAMPS" Store Readiness Checklist

Success in Rosemont starts at your shop. Before you head to O'Hare, run through this essential checklist:

**Inventory Audit:** Run a "Best Seller" report for the last 90 days. Know what's moving so you don't overbuy on slow movers.

**Identify "Dead Stock":** Clear out slow-moving items now to make shelf space for the new glass and tech you'll find in Chicago.

**Set a Hard Budget:** Decide on your spending limit for "Core Inventory" versus "Artisan Pieces" to avoid getting caught up in the show floor energy.

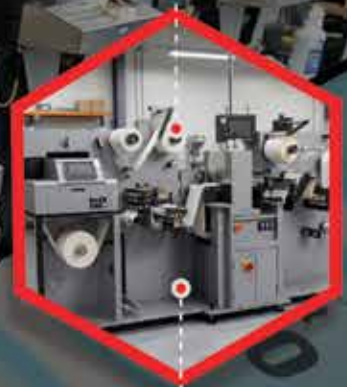
**Credential Check:** Ensure you have digital and physical copies of your **Tax ID/Resale Certificate** and plenty of business cards.

Continues On Page 26



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40,000 Count	→	\$0.18
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50ct \$105 • 101ct \$205

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7-HYDROXYMITRABYNINE

**51mg**  
per tablet



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50ct \$130 • 101ct \$255

ADVANCED ALKALOIDS  
**7OHMS**  
7-HYDROXYMITRABYNINE

**81mg**  
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50ct \$155 • 101ct \$300

ADVANCED ALKALOIDS  
**7OHMS**  
7-HYDROXYMITRABYNINE

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per tablet



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**Hybrid  
Tablet**

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per tablet



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10

TABLETS

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# CHAMPS CHICAGO: IGNITING COUNTER-CULTURE COMMERCE IN ROSEMONT

## Navigating the Floor: A Pro's Playbook

CHAMPS is famous for its open-format floor plan, encouraging organic discovery. To maximize your time, keep these strategies in mind:

**The "First Pass":** Spend your first morning walking the entire floor without writing an order to get a feel for pricing and new tech.

**All-American Glass:** Head to the dedicated American Glass section to source hand-blown masterpieces. These finished works are ready for the shelf, and you can often negotiate on the final day.

**Direct Access:** Use this time to talk to CEOs and engineers face-to-face. It's the best place to negotiate better margins for bulk buys.

Continues On Page 33



Niko with a bag of goodies

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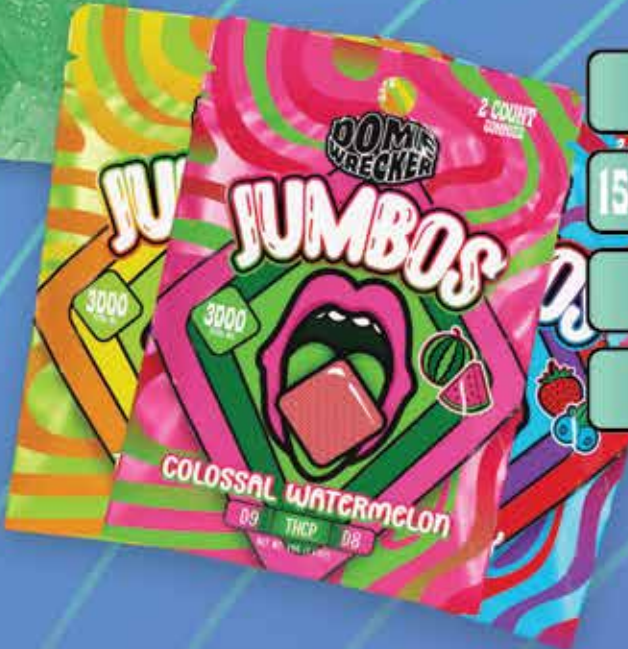
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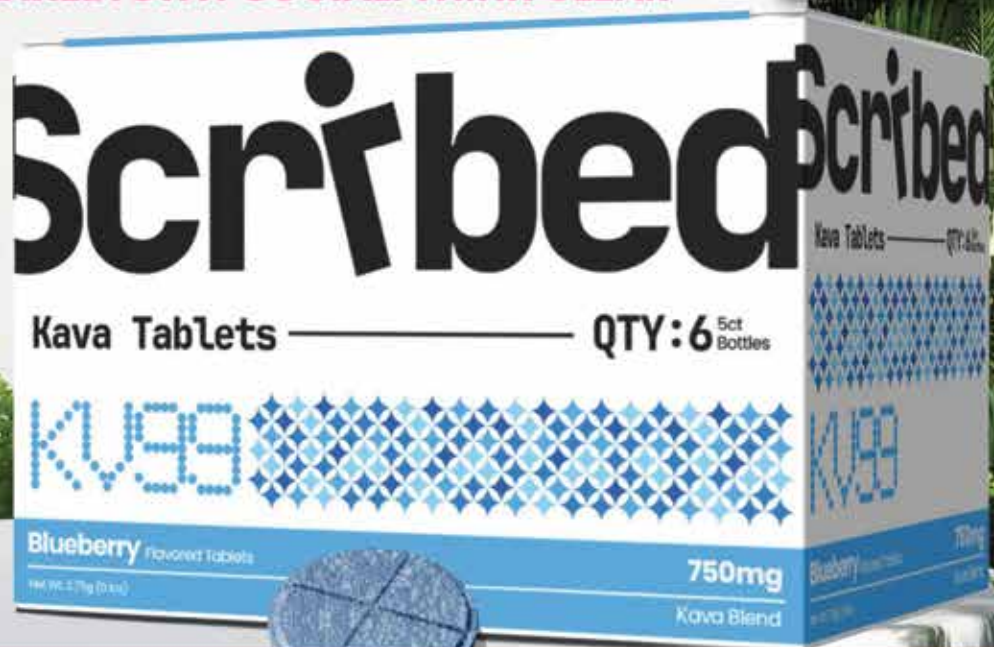
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# CHAMPS CHICAGO:

## Logistics & "Rockin' in the Park"

Getting to the Donald E. Stephens Convention Center is seamless, but the exclusive hotel deals were time-sensitive. You can always book there anyway!

**DoubleTree by Hilton Rosemont:** \$199/night

**Embassy Suites by Hilton Rosemont:** \$209/night

When the floor closes on **Thursday, June 25th**, the networking continues at **Parkway Bank Park** for the "Rockin' in the Park" concert series. This year features **Heartache Tonight**, a premier Eagles tribute band, from 7 PM to 10 PM. Admission is free, and the evening wraps up with a spectacular fireworks display—a perfect backdrop to celebrate a successful week of business.

**Final Note:** CHAMPS is a **B2B-only event**. Verification is strictly enforced at the door. Ensure your business credentials (Resale License and Business ID) are ready for a smooth check-in.

**Ready to lock in your spot?** Register today at **CHAMPS TradeShows.com**.

# IGNITING COUNTER-CULTURE COMMERCE IN ROSEMONT



Embassy Suites by Hilton Rosemont



DoubleTree by Hilton Rosemont

# SMOKE ODOR ELEVATES THE SCENT GAME WITH NEW SEAN DIETRICH ARTIST LINE



Candles and odor-eliminating sprays are massive revenue drivers in the home goods and smoke shop sectors—entire mall chains exist solely to cater to this demand. Smoke Odor's newest line proves exactly why this category continues to boom. Their candles don't just mask bad odors; they actively eliminate them while smelling fantastic. Now, they've seriously upgraded their shelf appeal. Acclaimed artist and traveling festival merchant Sean Dietrich has once again lent his vibrant artwork to wrap the candles, meaning your customers aren't just taking home a scent—they're grabbing a piece of collectible art.

The new line drops with three distinct scents: **CHESSSHIRE**, **HATTEROO**, and **CURIOSA**.

**CHESSSHIRE:** This scent captures the essence of crossing paths with a captivating stranger at a spring art festival—breezy, memorable, and alluring.

**HATTEROO:** Imagine the scent of fresh laundry drying outside a cabin window in a sunlit flower meadow. It's crisp and intensely floral, but perfectly balanced by a bright, fruity undertone.

**CURIOSA:** The name is fitting, as it's a masterclass in blending. It opens with a punchy, citrusy lime, followed by a faint, grounding earthy tone that smooths out into a warm hint of vanilla.

I've personally swapped out every candle in my space for Chesssshire. It has that effortless, custom-blended essential oil vibe—clean, mysterious, and entirely devoid of heavy patchouli.

Between the incredible scent profiles and the undeniable visual draw of Dietrich's art, this new line is incredibly attractive. I highly recommend making shelf space for these and the rest of the Smoke Odor catalog.

3rd  
Edition

PLATINUM LIMITED EDITION  
**SMOKE ODOR  
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## A Creative Collaboration

Smoke Odor Exterminator Products and the talented pop culture cannabis artist Sean Dietrich have collaborated to create a very special Third Platinum Limited Edition line of Smoke Odor Exterminator Candles and Sprays.



**CHESSSHIRE**



**HATTERROO**



**Curiosia**

**Chessshire** captures you like a grin in the dark. Cashmere cream and shimmering vanilla curl around bright clementine and white tea, settling into golden amber, caramel woods, and a mischievous hint of musk — a scent that

**Hatterroo** is a scent fit for a hatter's happiest mood. Lime peel, kiwi, and fizzy peach tumble into wild berries, mango, and hibiscus, settling into Caribbean woods, coconut wood, and sweet musk. Fruity, playful, and delightfully candy-bright.

**Curiosia** is a lively swirl of strawberry, citrus, and peach nectar brightening into grapefruit and bergamot, softening into violet blooms, vanilla, and sugar — sweet, airy, and delightfully curious.

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- 40 to 50% Gross Profit
- Repeat Customer Sales
- Quick Inventory Turns



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# SUMMER SALES: MAXIMIZING YOUR REVENUE IN JUNE

By CHAMPS Magazine Staff

As the calendar flips to June, the retail landscape shifts. The weather is warming up, festival season is kicking into high gear, and consumers are shaking off the spring sluggishness to spend more time outdoors. For smoke and vape shop owners, this transition month presents a massive opportunity to pivot merchandising strategies, clear out stagnant inventory, and drive significant foot traffic before the peak heat of summer hits.

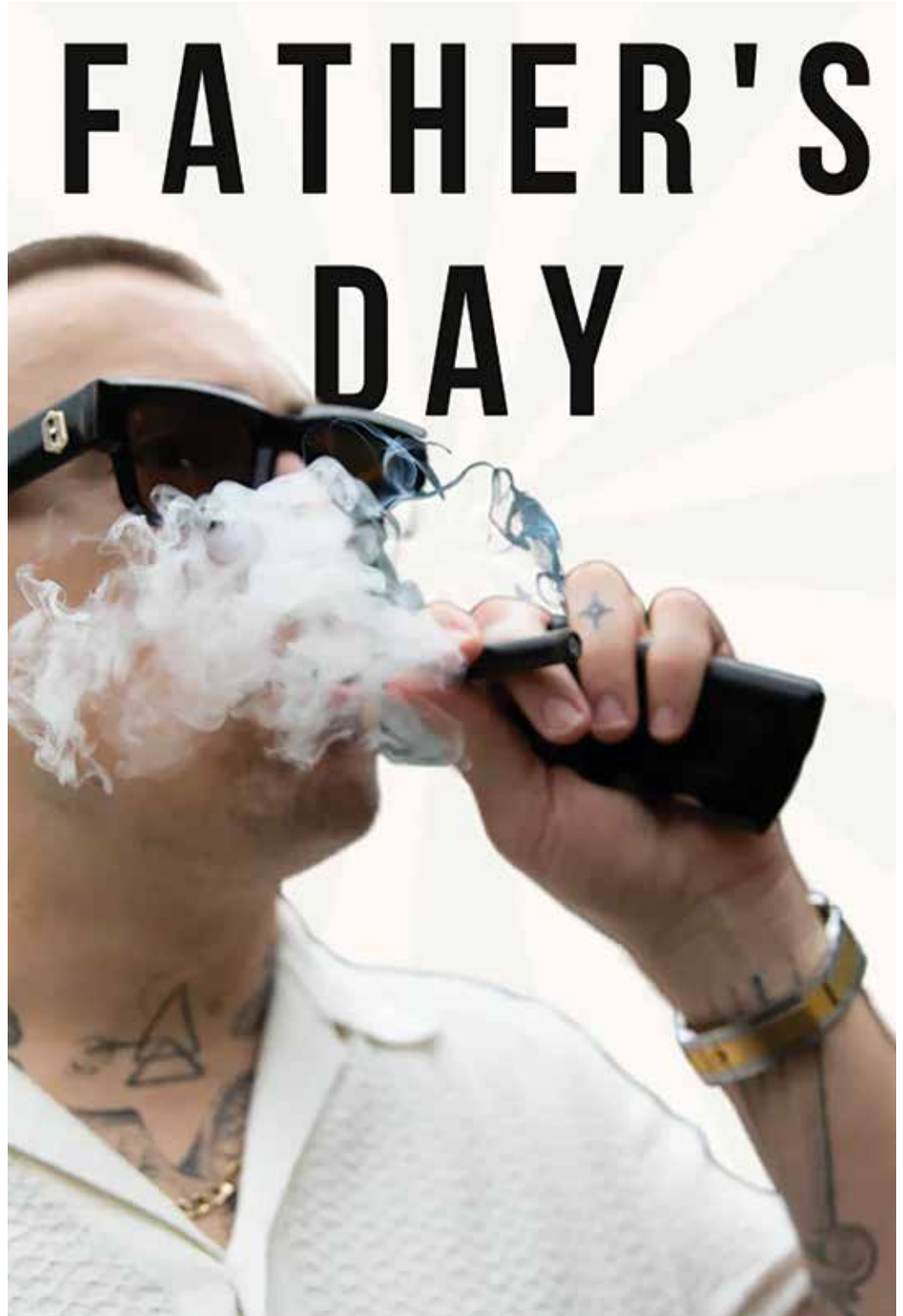
To capture this seasonal momentum, shop owners need a calculated mix of timely promotions, strategic inventory management, and community-driven experiential retail. Here is your comprehensive guide to dominating June.

## Capitalizing on June Milestones

June offers several natural promotional anchors. The key is moving beyond generic discounts and creating targeted, lifestyle-oriented campaigns.

Continues On Page 38

# FATHER'S DAY



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## Redefine Father's Day Gifting

Historically, smoke shops have missed the mark on Father's Day by relying on cheap novelty items. Instead, pivot to **high-ticket "Dad Bundles."** Group together premium items that offer a complete, elevated experience. Think high-end dry herb vaporizers paired with premium grinders, quality borosilicate glassware bundles, or sophisticated humidifier setups with specialized accessories. Package these as ready-to-go, premium gifts. Make it effortless for customers who are looking to buy an impressive, substantial present without having to piece it together themselves.

## Festival and Beach Prep

June is the official kickoff for summer music festivals, beach trips, and camping excursions. Your merchandising should heavily highlight **portability and durability.**

Dedicate prominent display space to "Festival Survival Kits." Stock these displays with:

- Shatter-proof silicone water pipes and hand pipes.
- High-capacity disposable vapes for weekend trips.
- Smell-proof bags, stash cans, and specialized odor-eliminating sprays.
- Wind-proof torches and premium rolling trays.

# SUMMER SALES: MAXIMIZING YOUR REVENUE IN JUNE



**Pro-Tip:** Frame these displays near the entrance. When customers see solutions for their upcoming weekend plans immediately upon walking in, impulse buy rates skyrocket.

## Expanding into High-Margin Crossovers

Relying solely on traditional vape hardware and glass can limit your revenue ceiling. June is an excellent time to test high-margin crossover categories that appeal to your existing demographic.

## The Cultivation Connection: Indoor Gardening

A natural, highly profitable expansion for a modern counterculture retailer is catering to the cultivation and DIY side of the community. You do not need a massive warehouse footprint to capture this revenue; simply dedicating a corner to the essentials can yield massive returns.

Stocking specialized items like **high-quality carbon filters, fabric grow bags, and premium plant nutrients or soil conditioners** attracts a dedicated, repeat-buyer customer base. These cultivators often spend significantly more per visit than the average vape customer, and establishing your shop as a reliable local supply hub guarantees consistent, year-round foot traffic.

Continues On Page 40

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## Championing Local Culture

Big box stores and online behemoths cannot compete with localized authenticity. Bring in locally blown glass, independent zines, and regional streetwear. Dedicating a display case to a local glassblower not only supports the community but gives your shop a unique, irreplicable identity that builds fierce customer loyalty.

## Inventory and Merchandising Tactics

June sits perfectly between the spring rush and the massive late-summer/fall industry trade show circuits. It is a critical month for inventory management.

### The Pre-Trade Show Purge

The upcoming industry trade shows will inevitably bring a flood of new product innovations, hardware upgrades, and hype-brand drops. Use June to aggressively clear out your older, slow-moving inventory.

Run a "Summer Cleaning" sale. Discounting stagnant products frees up essential capital and valuable shelf space, ensuring you are financially and physically ready to stock the newest trends when they debut later in the season.

### Optimizing the Point of Sale

Never underestimate the power of the register. **Strategic impulse buys** can consistently bump up your average

# SUMMER SALES: MAXIMIZING YOUR REVENUE IN JUNE



transaction value. Ensure your checkout area is stocked with high-margin, low-cost necessities:

- Premium and flavored rolling papers.
- Quality lighters and hemp wick.
- Customized, high-quality shop stickers.
- Glass screens and cleaning solutions.

### Driving Foot Traffic with Experiential Retail

To pull people away from online shopping, your physical storefront needs to offer an experience they cannot get through a screen.

### Curated Vendor Days

Bring in representatives from popular e-liquid, glass, or accessory brands to set up a table inside your shop. Having a brand rep offer exclusive swag, answer technical questions, and educate your customers turns a

regular Wednesday afternoon shopping trip into a localized event. It builds hype, provides free marketing for your store, and strengthens your relationship with distributors.

### Beat the Heat Promotions

As June temperatures rise, midday foot traffic often dies down. Combat this sluggish retail window by running a **"Heatwave Happy Hour."** Identify the deadest hours of your day (typically between 2 PM and 4 PM) and offer a time-sensitive discount, such as 15% off all e-liquids or BOGO on select accessories. This incentivizes customers to visit during the hottest part of the day, turning a typically unprofitable afternoon into a revenue-generating window.

**Pro-Tip:** Promote your Happy Hour heavily on your social media channels the morning of, creating a sense of urgency and immediate call-to-action for your local followers.

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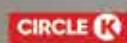
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# CHAMPS TRADE SHOW LAS VEGAS: THE ULTIMATE COUNTER-CULTURE EXPERIENCE

By The Editors

Las Vegas has long been the undisputed epicenter of the CHAMPS Trade Show, and this year was no exception. When CHAMPS hits Vegas, the entire industry goes all out. From the buyers and vendors to the dedicated event staff, everyone puts forth that extra effort to deliver an unforgettable experience that keeps the community talking long after the doors close.



Photos by Dabsel Adams





### A Star-Studded Convention Floor

The celebrity carousel was absolutely lit this year. A massive lineup of icons showed up to support the people, the culture, and the products at both the CHAMPS Trade Show and the newly launched Culture Retailers and Boardsports (CuRB) show.

Attendees rubbed shoulders with heavyweights across sports, music, and skate culture, including **Mike Tyson**, **Bam Margera**, and **Stevie Williams**. Musical acts like **Fortunate Youth**, **Luniz**, and **RBL Posse** brought the energy, while skate legends **Danny Way**, **Christian Fletcher**, **Andy Roy**, and **Gary Payton** cemented the dynamic cross-over between counterculture and action sports.

Continues On Page 54



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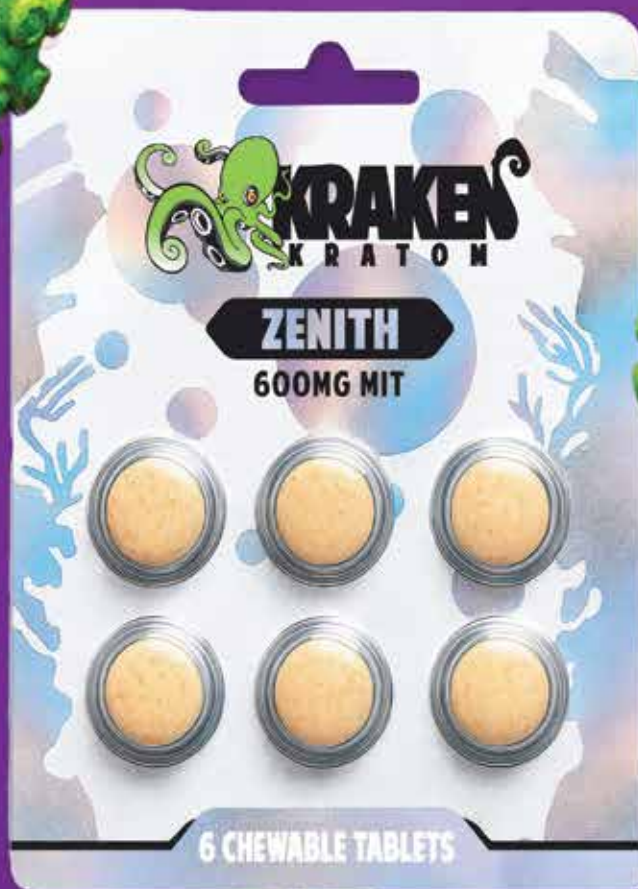
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## The Afterhours Solution: Sampling Done Right

While the exhibition floor was buzzing, the biggest talk of the weekend wasn't about the booths — it was about the exclusive after-hours sampling event.

Because the convention center maintains a strict stance against on-site sampling, many attendees naturally asked, **"Why come to a show if you can't try the goods?"** CHAMPS, always looking for creative ways to give shops exactly what they ask for, found a way to make it happen.

On Thursday and Friday night, the **Industrial Event Center** became the ultimate hotspot. Over 100 brands set up off-site to display their products and hand out samples directly to attendees. The energy was electric, and the vibe only got better with each passing day.

Continues On Page 58

# CHAMPS TRADE SHOW LAS VEGAS





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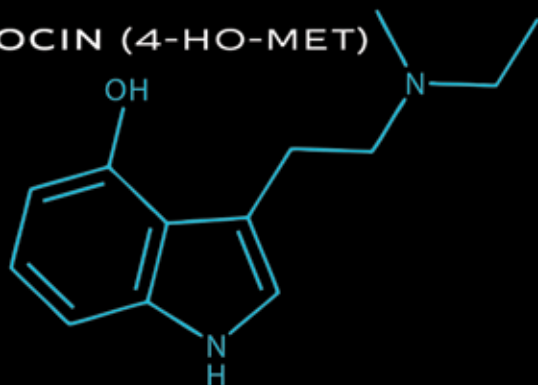
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# CHAMPS TRADE SHOW LAS VEGAS: THE ULTIMATE COUNTER-CULTURE EXPERIENCE

## Glass Games: From Innerspace to Outerspace

Operating under a cosmic theme, the Glass Games Masters competition brought serious heat to the floor. Twenty-four invited artists pushed the boundaries of the medium, creating absolutely sick, mind-bending pieces live.

Glassblowing at this level is a grueling, high-stakes art form. While incredibly talented artists like Joey, Ryan, and Dan unfortunately suffered structural setbacks along the way, the ultimate victors were the ones who pulled the most flawless final pieces from the kiln.

### Glass Games Masters Winners:

1. Niko Cray
2. Ryno
3. Burtoni
4. Phil Seigel
5. Warwick
6. J-Red

### People's Choice:

Solfire Glass

### Artist's Choice:

Charisma Glass

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1st Place  
Nico Cray



2nd Place  
Ryno



3rd Place  
Burtoni



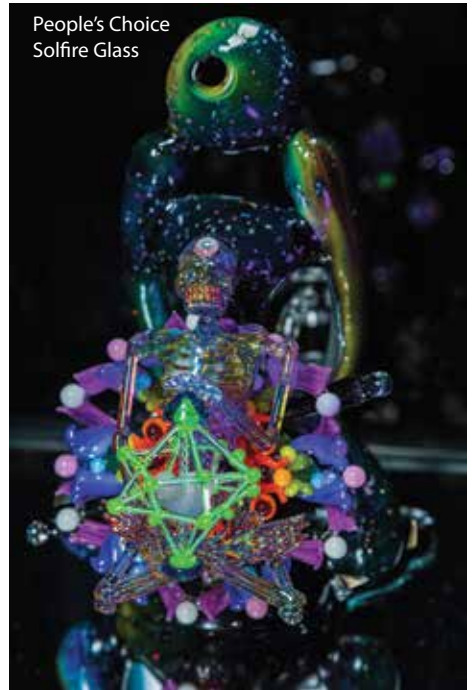
4th Place  
Phil Seigel



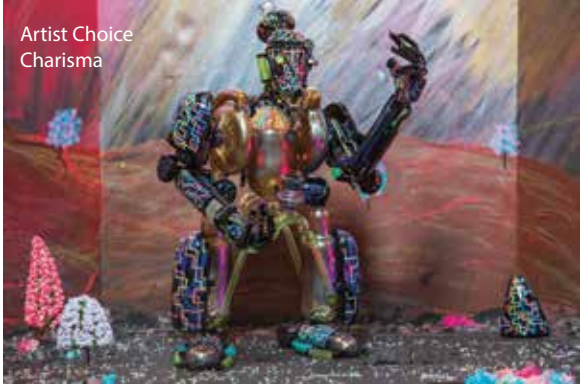
5th Place  
Warwick



6th Place  
J-Red



People's Choice  
Solfire Glass



Artist Choice  
Charisma



Artist Choice  
Charisma



People's Choice  
Solfire Glass



1st Place  
Nico Cray



2nd Place  
Ryno



3rd Place  
Burtoni



4th Place  
Phil Seigel



5th Place  
Warwick



6th Place  
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# CHAMPS TRADE SHOWS

THE PREMIER COUNTERCULTURE B2B EXPO SINCE 1999



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# CHAMPS TRADE SHOW LAS VEGAS: THE ULTIMATE COUNTER-CULTURE EXPERIENCE

The seamless integration of the traditional CHAMPS Trade Show with the new CuRB action sports experience proved to be a massive success, bridging the gap between glass art, counterculture, and board sports. With an unforgettable off-site sampling event, jaw-dropping live artistry, and top-tier skate competitions, Las Vegas once again proved why it is the undisputed home of this industry-defining week.

If this year's energy, innovation, and massive turnout are any indication, the future of both CHAMPS and CuRB is looking brighter – and more boundary-pushing – than ever. We can't wait to see what they bring to the table next year.





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# CURB REPORT:

## RECAPPING THE CURB SHOW

By Mick Burnwell

Trying to sum up the Curb Show in words is a monumental task—honestly, the video clips and photos do way more justice. But if you weren't there, here is how the madness unfolded.

### Day 1: Chaos & The Shop Showdown

As usual, day one kicked off with nearly uncontrollable chaos during **Cash-for-Tricks**. **Chaz Ortiz**, **Collin Graham**, and **Aaron Astorga** were handing out the cash while the legendary **“Double D” Dave Duncan** held it down on the mic. The hits were big, heavy, and plentiful.

Once the official competition got underway, everything settled into a groove. The **Shop Showdown** on the street course was an absolute masterclass in how to handle a rail.

Continues On Page 70

Place	Skater	Shop / Note
1st	Koston Eaton	Freedom Skate Shop (Wilkdcard to Jackalope)
2nd	Evon Martinez	Pharmacy LV
3rd	Anthony Guerrero	Pharmacy Rancho
4th	Lucas Aquino	Local Skate Shop
5th	Lucas Alvarez	Transport Skate Shop



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# CURB REPORT


## RECAPPING THE CURB SHOW


### Day 2: Star Power, Heavy Qualifiers & The Shop Deck Showdown

Day two kept the energy wild, featuring **Bam Margera** and **Chaz Ortiz** hosting Cash-for-Tricks. Immediately after, the final qualifying round for the Pro-Am took off, with 60 hungry skaters battling it out for just five coveted spots in the finals.

To cap off the day, the team announced the highly anticipated winners of the online **Shop Deck Showdown** competition:

 **Insta Hype Award (\$1,000):** Houston Skate Shop

 **People's Choice Award (\$1,500):** Solvang Skate Shop (Proved they have a massive community, pulling in over 2,000 web votes!)

 **Grand Prize (\$2,500 + Page 1 in the Book):** Compass Skate Shop

Continues On Page 72



Chaz and Bam doing Cash For Tricks!



Shop Showdown Winners



Deng



Anthony Guerrero



The Vert Crew



Pro-Am Winners



Skate Shop of the Year and Shop Deck Online Votes Winner



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# CURB REPORT:

## Day 3: Finals Day (Street & Vert Supremacy)

The heavy hitters came out to play for the Pro-Am and Vert finals, with a massive presence of pro skaters battling for ground and air supremacy.

**Street:** Down to the final 10 riders, "**Switch King**" **Koston Eaton** rode his momentum straight out of the Shop Showdown to squeak out a thrilling, close win. Koston is now officially off to Jackalope to represent Curb as our Wild-card winner!

**Vert:** When the vert ramp fired up, the crowd packed in to watch the pros throw down mind-boggling tricks. In the end, **Luke Kahler** edged out the fierce competition to take home the crown.

### Pro-Am Results

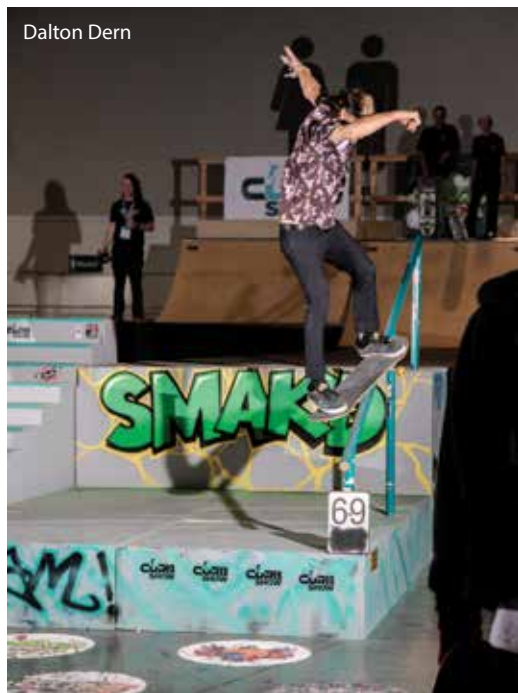
- 1st: Koston Eaton
- 2nd: Dustin Blauvelt
- 3rd: Orlando Garcia
- 4th: Kanann Dern
- 5th: Kenny Stanley

### Vert Results

- 1st: Luke Kahler
- 2nd: Reef Orlando
- 3rd: Jojo Jones
- 4th: Collin Graham
- 5th: Derek Scott

Continues On Page 76

# RECAPPING THE CURB SHOW





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August 26-28, 2026

# CURB REPORT:

## RECAPPING THE CURB SHOW

Day 4:

### Two Wheels & Big Air

Day four belonged entirely to the BMX crew. **Rick Thorne** got the energy flowing early by hosting Cash-for-Tricks, setting the stage for a Best Trick competition that finished with an absolute bang. The tricks were completely off the hook!

#### BMX Best Trick Podium:

- 🥇 1st Place: Matt Closson
- 🥈 2nd Place: Preston Cawthorn
- 🥉 3rd Place: Markel Jones

#### A Massive Thank You

We want to extend a huge thank you to everyone who came out and supported the event. From the Thurtle Family, the Jones Family, Tony, Josh, and everyone working tirelessly behind the scenes—we appreciate you. You truly came through for the community, and we can't wait to bring everyone back together for the next one!

Dave Duncan and Bam



InstaHype Award Winner  
Dan - Houston Skate Shop





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# CHAMPS TRADE SHOWS

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*MELLOW FELLOW*



**OUR GOLD SPONSORS**

OAK WHOLESALE



Coastal  
Clouds  
PREMIUM TOBACCO



Hillside  
CLASS



SWAG



# GET MORE WITH SCORE

7OH TABLETS



\$64.99

SCORE  
BLUE RAZZ  
7-OH

32 SERVINGS  
1200 MG JAR  
37.5MG/SERVING

7-HYDROXY  
7-OH  
MITRAGYNE



Alpha BRANDS

ALPHABRANDS.ONE

32 SERVINGS  
1200 MG JAR  
37.5MG/SERVING

21+

1200MG

8 Chewable Tablets

21+

