

BARCANNNA

Elevating Brand Activations & Premium Events



The Cannabis Hospitality Opportunity

Rising demand for compliant, premium cannabis experiences at events, product launches, and in-store activations has created a new market opportunity. Brands and dispensaries need education-first experiences to drive product trial, build trust, and differentiate themselves.

Most retailers lack turnkey hospitality partners who understand both cannabis and professional service delivery. BarCanna fills this gap with design-forward bars, curated menus, expert budtenders, and consumer education that creates memorable brand moments.



Our Multi-Model Approach

At BarCanna, we offer more than just cannabis bars — we provide comprehensive training and consultation services that empower businesses in the cannabis space. Contact us for pricing.



Experiential Marketing for Brands & Dispensaries

Events, product launches, tastings, workshops, and live demos that showcase your brand's unique offerings and educate consumers.



Elevating Private Events

Transform celebrations with custom cannabis bar setups, curated menus featuring mocktails, edibles, and more in an inclusive, refined atmosphere.



Training & Consultation

Expert services to empower cannabis businesses:

- Inventory & purchase management consulting
- Budtending education
- "Cannabis 101" sessions






Event & Venue Services

Complete event support:

- Event staffing for brand activations
- Brand ambassador program with cannabis + hospitality expertise
- Cannabis-friendly venue sourcing
- Full planning support (logistics, design, flow)
- Vendor partnerships coordination

Partnership Benefits & Market Reach

-  **Accelerate Brand Visibility**
Elevate your brand with high-touch educational experiences. Our tastings, live rolling demonstrations, and expert budtenders create memorable interactions that distinguish your products from competitors and build lasting brand associations with consumers.
-  **Capture Qualified Leads**
Convert experiential moments into actionable data with our QR sign-up system, sampling opt-ins, and post-event remarketing support. BarCanna events deliver higher conversion rates than traditional advertising by creating authentic connections with engaged consumers.
-  **Access Proven Market Presence**
Leverage our established presence across major NJ & NY events and venues. With dozens of brand partnerships and a growing roster of cannabis-friendly venues, we provide immediate access to coveted consumer segments without the overhead of building your own activation team.



ROI & Customer Acquisition Metrics



Customer Acquisition

BarCanna events deliver significantly lower customer acquisition costs than traditional advertising channels, with higher conversion rates and stronger purchase intent compared to other campaigns.



Event Engagement

Our events consistently achieve 95% guest interaction with featured products. Each activation generates an average of 120+ product trials, 120+ email list signups, and 2000+ social media impressions through authentic consumer experiences.



Brand Impact

Experiential marketing through BarCanna drives significantly higher brand recall than traditional advertising, with guests showing increased purchase interest, brand trust, and product knowledge after events.

Brand Footprint & Industry Collaborations



Trusted by Top Brands

BarCanna has been honored to be selected by top cannabis-industry brands and dispensaries to bring their event visions to life. These companies trust us to execute with precision, creativity, and professionalism.

CURALEAF

MPX

HAMILTON
FARMS

VERANO

SOULFLORA

TASTE OF
EARTH



Major Cannabis Events

BarCanna has been part of the most significant cannabis industry events across NJ & NY, providing premium hospitality experiences that elevate brands and delight attendees.

- 🍁 NECANN Conference - Atlantic City
- 🍁 MJ Unpacked - New Jersey
- 🍁 Mary Fest - New York



Premium Venues Across NJ - NY & MD

We help you find the perfect venue matching your vibe, budget, and guest needs so you can focus on the fun, not the logistics. Here are some venues we've worked with:

New Jersey: Eastlyn Golf Course, Grand Marquis, Rea's Farm, Cardinal Restaurant, Steel Pier, Asbury Hotel, Antique Loft, Tennessee Avenue Beer Hall, Bell Works, Sweetwater Marina

New York: The Ripple Room, Arrow Park

Service Packages & Customization

Package 1

Perfect for intimate gatherings and focused brand activations. Our professional setup brings cannabis hospitality expertise to your boutique event or dispensary promotion.

Guest Range: 50–150 guests

Event Staff: 3 Expert Budtenders

Service Duration: 4 hours

Bar Categories: All 4 Categories Included

Flower, Vape, Concentrate, Edibles (with or without infused drinks)

\$1,500 + tax

Package 2

Our most popular option for medium-sized events and product launches. Expanded service with additional bar options to maximize guest engagement and brand visibility

Guest Range: 151–300 guests

Event Staff: 3 Expert Budtenders

Service Duration: 4 hours

Bar Categories: All 4 Categories Included

Flower, Vape, Concentrate, Edibles (with or without infused drinks)

\$2,000 + tax

Package 3

The complete BarCanna experience for large events and major activations. Full service with all bar options to create a comprehensive cannabis hospitality experience.

Guest Range: 301–450 guests

Event Staff: 4 Expert Budtenders

Service Duration: 4 hours

Bar Categories: All 4 Categories Included

Flower, Vape, Concentrate, Edibles (with or without infused drinks)

\$2,400 + tax

ADD ONS

Add on Additional Budtender: \$200

Branded cups/branded popcorn bags: \$1.50 per person

Snowcone Machine with staff:\$350

Personalized Foam Banner: Ask our team

Live rolling/packing: \$200

Popcorn stand with staff:\$350

Additional Bar + 1 budtender (4ft Bar):\$500

All packages include complete setup, breakdown, compliance, insurance, sanitation, design, and high-quality accessories.

Holiday surcharge of 25% applies for events on 4/20 & 7/10.



Flower & Concentrate Bars Premium cannabis strains elegantly presented for a classic experience with live rolling demonstrations. High-grade concentrates (Stundenglass Gravity bong, Puffco, G-Pen connect). Our expert budtenders provide guided experiences tailored to your guests preferences. Complete with custom party favors and personalized joints for a truly unforgettable experience.



Vape & Mocktail/Edibles Bars Sophisticated vaping stations with luxury devices like Zenco. Delicious non-smoking options including infused drinks, chocolates, gummies, Jell-O shots, shaved ice and infused popcorn.

What the Experience Includes

These bars give you a fully customizable cannabis hospitality experience — tailored to your vibe, your guests, and your vision.

- 🍃 Two sleek options: 6-ft station for full-featured activations or compact 4-ft bar when space requires flexibility
- 🍃 Expert budtenders, premium presentation, and unforgettable brand moments



" Working with BarCanna was a breeze! We hired them for an event for our MPX NJ Dispensary during the NECANN conference in Atlantic City. They handled everything with the consumption bar so I didn't have to worry about it and could focus on the event.

— *Wesley Donahoe*



" These guys are the absolute best! Helped us find a location, made custom signs for the event, and their set up is organized and clean. Everything was carefully maintained and sanitary. They even started things off with a surprise gift bag for all our attendees.

— *Dionte Brooks-Adams*

Proven Outcomes & Client Voices

Our partners consistently rate their BarCanna experience 10/10 for professionalism, presentation, and guest satisfaction.

A hand holding a cannabis plant against a light green background. The hand is positioned in the upper left, with fingers gently gripping the stem of a small cannabis plant. The background is a soft, light green with a subtle pattern of cannabis leaves. The overall tone is clean and professional.

Compliance, Safety & Brand Protection

At BarCanna, brand protection is paramount. Our team implements **comprehensive compliance protocols** that navigate complex cannabis regulations while maintaining the premium experience your customers expect. All setups include insurance, sanitation standards, and professional staffing.

We're proudly **LGBTQ+ friendly**, ensuring that every event we contribute to is welcoming and inclusive for all guests.





From venue sourcing and coordination to professional event staffing, BarCanna handles the details so you can focus on connecting with your customers and building brand loyalty in a compliant, sophisticated environment.

Call to Action / Next Steps

Partnership Process

- ① Consultation: Schedule a 30-minute planning call to discuss your brand goals and event needs
- ② Custom Quote: Receive a detailed proposal tailored to your requirements
- ③ Confirmation: Secure your date with a 50% deposit
- ④ Event Day: Our team handles everything from setup to breakdown

Connect With Us

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Start Your Partnership Today

Scan the QR code to access our portfolio of case studies and event highlights

