

VANCOUVER SAMPLING EVENT *WRAP REPORT*



JANUARY 2024

About

Tether's Vancouver Sampling Event

JANUARY 24, 2024, 6-8 PM
Vancouver, BC



Tether's Goal: Generate increased brand awareness for partnering brands by driving attendance to Tether's inaugural Vancouver Sampling Event and getting product into the hands of Budtenders and retailers.



Overview

RSVPs:

- Budtenders & Retailers: 125
- Industry Professionals: 119
- +1s: 23
- **Total: 267**

Secured Media Coverage:

- Cannabis Prospect Magazine
- Cannabis Retailer Magazine
- Growth Opp
- StratCann
- Benzinga
- The Globe and Mail
- Vancouver Sun
- and more!

Social Media

- User-Generated Social Posts: 120+
- Total Impressions: 42,166
- 16.3% Average Engagement Rate

Content Marketing

- Emails Distributed: 34,093
- Open Rate: 37.2%
- 3.5% Click-Through Rate

Total Reach: 5,300,500+

NOTEWORTHY SOCIAL LOVE

highcanadamagazinecommunity Massive thank you to @tetherbuds and to all the great brands who turned up for a night of sampling including 40 Acre Blends, Antidote, Astrolabs & Frooty Hooty, Back Forty, BC Weed Co., Cake & Caviar, Glacial Gold, Green Monke, High Plains, HOWBOUTTHIS, Kinloch Wellness, Kush Mountain, Manna, NightNight CBN, Rosebud, Sweet Justice, Tasty's, Victoria Cannabis Co, WeedMe & Wink, West Blvd & Choklit Park, Wildcard, Wyld, & Zip Master Supply Co.

And yes... Wink had hot chocolate and marshmallows and blunts and that was only a taste of the fun we had covering this sampling event. The pizza was a nice touch.



noband.710 Such a great turn out!

5d 1 like Reply



blackbombomm it was a great great night

4d 1 like Reply



nafisaasub Such a epic event held by @tetherbuds Sooooo nice to have a January event to connect with my favorite community 🍀💙💚



kayladefazioo Amazing night!!! Looking forward to the next

4d 1 like Reply



westcoastchariti 🙌❤️ We had a riot!! Looking forward to the next event ❤️❤️

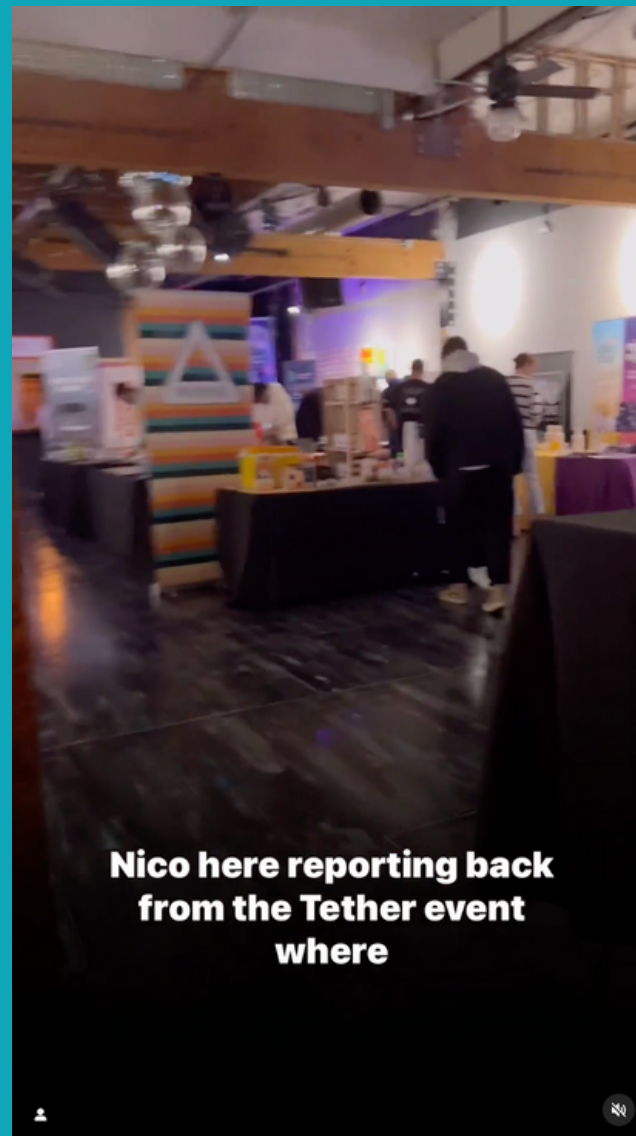


nortonnatalia Awesome turnout ladies! What a crowd. ❤️🔥🔥🔥



emma.exhales Had a blast connecting with the community 🙌

3d 1 like Reply



Nico here reporting back from the Tether event where



elevatedsignals 11m

It was a blast attending the Vancouver @tetherbuds event. Always a great time seeing the cannacrew and discovering new products and innovations. Good vibes everywhere. 😎

Kudos to @Marigoldagency for putting on a great event!



westcoastchariti and mercari.bc

· Following ...

Steve Levi · Yes!



westcoastchariti 3d

Who had fun @tetherbuds event in #vancouver? ❤️ So much fun! @kinlochwellness Gummie sampling and then @tantaluslabs pop up with @mapleleafgreenery.ca ❤️ I can't wait to be back in the city in February 🙌🔥 Thank you @wearecity.co 🤩🤩 Repping the hoodie proudly! #bestjobever #replife #workworkwork #igetpaidforthis #dayjob #beaumontstudios #workevent #salesreplife #workfun #kinloch #tantalus #morecowbell #cakecrasher #dailywellness #cbz



munchiesmerch519 Looks like such an amazing time and event. ❤️🔥🍌

4d 1 like Reply



zyrelife great event! we support you!. we hope good things for yoU!

4d 2 likes Reply



natashascatsandplants 3d

I'm looking forward to trying out the nose training kit 😊 it was a great night

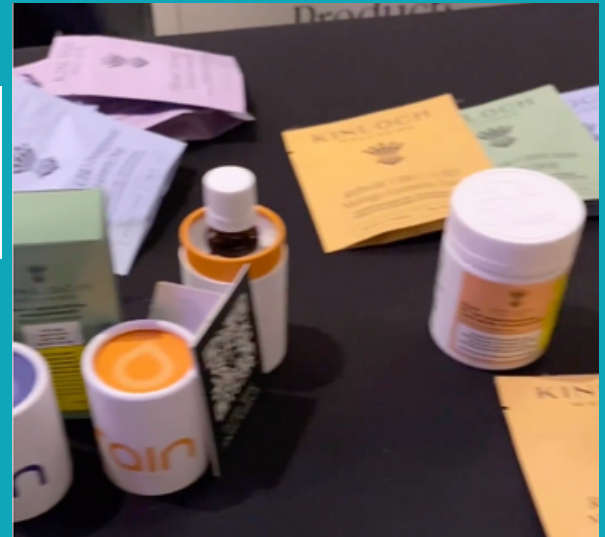


howbouthisevents What a rockin' event @tetherbuds sampling extravaganza last night! POV post dabbing @howbouthisevents dab bars...

@nicky_kauf and @itskevinsidhu - this year is just getting started and myself and the canna community are lucky to have your support!

@apacheflameworks and @dabx thank you for supplying us with some special pieces to share with the crew!

We showcased some fantastic products by SunCoast Canna Inc, @rosebudfarmsltd and @astrolab710 . I highly recommend retail buyers request the @astrolab710 products into BC. We want to party more with those amazing folks! 😎





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Let's Connect!



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THANK YOU