

420 Dispensary Promotion Calendar

February 2026 Flowhub

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12		
15	16 Data dive: Top performing products	17	18 Data dive: High margin products	19		
22	23	24 Book high-commitment vendors	25	26 Data dive: Staffing requirements		

March 2026 Flowhub

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3	4 Begin sourcing products	5	6 Communicate	7
8	9	10 Assign marketing creative design	11	12 Review store layout & v		
15	16 Staff training session	17 Featured product of the week	18 Start budtender sales competition	19		
22	23 Early 420 deals marketing promo	24	25	26		
29	30 Order 420 inventory	31 Build 420 deals				

April 2026 Flowhub

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
			1 420 promotions begin	2	3	4
5	6 Inventory audit	7 420 event invitations	8	9	10	11
12	13	14	15 Send final 420 reminders	16 Pre-420 checklist	17	18
19	20 420	21	22 Post-420 data analysis	23	24 Staff celebration	25
26	27	28	29	30		

■ Internal Operations ■ External Promotions

February 2026



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13 Team brainstorm	14
15	16 Data dive: Top performing products	17	18 Data dive: High margin products	19	20 420 goal setting	21
22	23	24 Book high-commitment vendors	25	26 Data dive: Staffing requirements	27	28

 Internal Operations

 External Promotions

March 2026



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3	4 Begin sourcing products	5	6 Communicate with managers	7
8	9	10 Assign marketing creative design	11	12 Review store layout & workflow	13	14
15	16 Staff training session	17 Featured product of the week	18 Start budtender sales competition	19	20 Outage plan documentation	21
22	23 Early 420 deals marketing promo	24	25	26	27 Last day to Switch your POS	28
29	30 Order 420 inventory	31 Build 420 deals				

Internal Operations
 External Promotions

April 2026

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
			1 420 promotions begin	2	3	4
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About Flowhub



Flowhub is the technology platform behind the best dispensaries in America.

Founded in 2015 by CEO Kyle Sherman, Flowhub powers compliance, point of sale, payments, ecommerce, inventory management, marketing, and analytics for thousands of cannabis retailers nationwide. Flowhub processes over \$3 billion in cannabis sales annually, empowering high-volume dispensaries to automate operations, increase revenue, and create the best possible customer experience.

Flowhub is on the frontlines of ending cannabis prohibition and is proud to be a founding director of the Roundtable (USCR), the central lobbying and advocacy group working to normalize and professionalize the U.S. cannabis market at the federal level.

Flowhub is a privately held, remote-first company. Investors include PayPal, Headline, Poseidon, Shawn "Jay-Z" Carter, and Evolv Ventures (The Kraft Heinz Company venture arm), the founders of Venmo, and more.

For additional information visit flowhub.com.