

Largest Free Family Event in the Ottawa Valley
You definitely need to be a part of this

SPRING 2027 • PETAWAWA

SHOWCASE

Home, Leisure & Consumer Show

April 30 - May 2, 2027

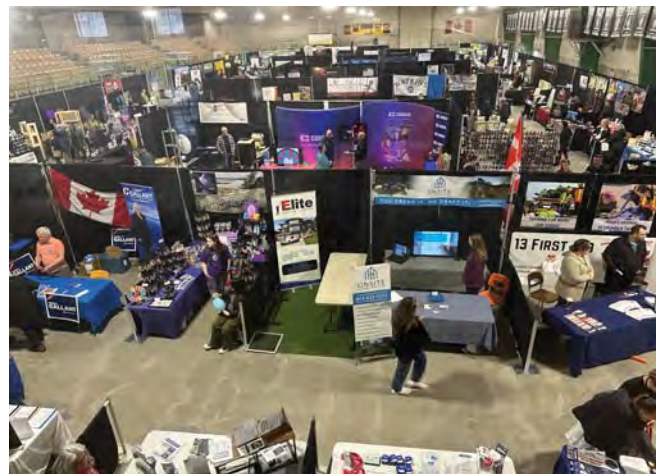
Exhibitor's
INFORMATION PACKAGE

PROUDLY PRESENTED BY

GALLANT MEDIA

180 Mackay Street • Pembroke, ON
www.gallantmedia.ca • 613.629.2179

www.showcaseinpetawawa.ca





Why Showcase?

10 GREAT REASONS!

1

the Ottawa Valley's
LARGEST
HOME, LEISURE
& CONSUMER SHOW





FREE FREE FREE

Free attendance, parking and entertainment bring the crowds!



PROFESSIONAL

All booths are outfitted with professional pipe and drape.



TRAFFIC

Showcase attracts upwards of 150 vendors and 10,000 visitors.



LOCATION

We're located just steps from the large, affluent military base of Garrison Petawawa.



ENTERTAINMENT

Free entertainment all weekend long attracts visitors from all corners of the Ottawa Valley!



BOOST SALES

Hundreds of thousands of dollars worth of products and services are sold at every show!



NETWORKING

Rub elbows with some of the top business owners in the area!



MARKETING

Showcase your business to thousands of local customers!



ADVERTISING

Creative sponsorship and advertising options for max exposure!

Now in its 25th year, Showcase in Petawawa is the area's largest home, leisure and consumer show! If showcasing your products and services to thousands of people is important to your business, then

YOU DO NOT WANT TO MISS THIS SHOW!



Just wanted to let you know that I had a wonderful time at my first SHOWCASE. I haven't been to any show in the last 6 years that was busy from opening until close. You run a great show! The people that came to the show were extremely friendly and down to earth; it reminded me of the east coast where I lived for 6 years. I look forward to coming back next SHOWCASE. ~ Tim, Vendor

Exhibitor Pricing

Rental rates include basic electrical power, wifi internet, tables and chairs. Any additional costs, such as special electrical hook-ups or table linens, are the responsibility of the Exhibitor. Pricing +HST.

MAIN FLOOR

Curtained booth space.
Greatest value, highest
visibility & most traffic.

Size	Price	Size	Price
8d x 6w.....	\$360.00	10d x 10w.....	\$750.00
8d x 8w.....	\$480.00	10d x 12w.....	\$900.00
8d x 10w.....	\$600.00	10d x 20w.....	\$1,500.00
8d x 12w.....	\$720.00	20d x 20w.....	\$3,000.00

Larger booth sizes available at \$7.50/sq ft. Pricing for all 3 days.

MAIN FLOOR LOBBY

Curtains not provided.

6' Table..... \$175.00 / each

Limited number of spaces available. Pricing for all 3 days.

COMMUNITY HALL

Curtains not provided.

6' Table..... \$150.00 / each **(Registered Non-Profits save 50%!)**

Limited number of spaces available. Pricing for all 3 days.

PARKING LOT

High visibility!

Outside Space \$3.75 / sq ft } Curtains not provided.
Food Vendor \$5.50 / sq ft } Wifi may not be available.

THE GRAND BAZAAR

Daily booth rental.
Curtains not provided.

Can't make it to all three days of Showcase due to staffing issues or previous commitments, but don't want to miss out? The Grand Bazaar caters to vendors who can only attend one or two days. 6' Table..... \$85.00 / each / day

Exhibitor Timelines

Vendor Set-Up Times

Wednesday, April 28: by appt
Thursday, April 29: 2pm - 8pm
Friday, April 30: 8am - 11am



Showcase Event Hours

Friday, April 30: Noon - 8pm
Saturday, May 1: 10am - 6pm
Sunday, May 2: 10am - 3pm

Deadline for Set-up: Friday, Apr 30: 11am

Sponsorship Packages

Sponsoring Petawawa Showcase is more than placing your logo on event marketing, it's an opportunity to connect your business with thousands of engaged local consumers while demonstrating your commitment to the Ottawa Valley community. As a sponsor, your brand receives extensive exposure before, during, and after the event through digital advertising, social media campaigns, print materials, on-site signage, and the event app. You'll position your business alongside one of the region's premier community events, building trust, increasing brand recognition, and creating meaningful connections with potential customers. Whether your goal is to generate leads, launch a new product, strengthen community relationships, or simply stay top-of-mind, Petawawa Showcase sponsorship delivers lasting visibility and measurable value long after the weekend is over.

INCLUDED SERVICES	GOLD SPONSOR	DIAMOND SPONSOR	TITLE SPONSOR
Arena main floor vendor booth included*	8 x 8	10 x 10	10 x 20
MiniBoards print advertising x 3 months	1/8 page	1/4 page	1/2 page
Discount on printing & marketing services	10%	15%	20%
Featured logo on Showcase website	✓	✓	✓
Featured logo on Showcase posters	✓	✓	✓
Featured logo & listing on Showcase app	✓	✓	✓
Weekly Facebook shout-outs	✓	✓	✓
Featured logo on print ad campaigns	X	✓	✓
Large banner ad on TheOttawaValley.com	X	✓	✓
Large 48 x 90 sign overlooking arena floor**	X	✓	✓
Featured logo on event Facebook page	X	X	✓
Custom event marketing campaign	X	X	✓
Accommodations for Showcase weekend	X	X	✓
SHOWCASE, presented by 'Your Business'	X	X	✓
Number of packages available	5	4	1
	\$1,250	\$2,250	\$5,000

*Need a larger booth? Just pay the difference.



GALLANT MEDIA

is pleased to offer
a full range of products and services to
make your company's Showcase experience
memorable to your visitors!

Business Cards, Notepads, ID Badges, Pull Up Banners, Booth Wraps, Coffee Mugs, Pens, Tents, Apparel, Brochures & Pamphlets, Websites... we can customize just about anything to make sure you stand out!



Contract Terms

1. The exhibitor will hold GallantMEDIA / Showcase Events (The Organizers) harmless from any damage, expense or liability arising from any injury or damage to any person, including the general public, the Exhibitor, its agents, servants or employees, or to the property of the Exhibitor or others, occurring either in the space occupied or elsewhere, arising out of its occupancy hereunder, or anything connected with said occupancy. The Exhibitor further agrees to place insurance with respect to liability, personal injury and property damage in place covering any acts, or omissions, committed by the Exhibitor in the amount of \$1,000,000.00 and agrees to provide proof of said insurance to The Organizers at the time of execution of this agreement or, in any event, before occupation of said booth. If no insurance is secured or provided, The Organizers accept no responsibilities for damages whatsoever.

2. PAYMENT: If Exhibitor fails to make finance payments, at the time appointed, then all rights of the Exhibitor, hereunder, shall cease and terminate and any payments made by them on account hereof prior to the said time may be retained by The Organizers as liquidated damages for the breach of this agreement as aforesaid and The Organizers may thereupon re-license said space. Cheques returned as insufficient funds are subject to a \$50 NSF fee. All fees must be paid in full before Exhibitor will be permitted to set up and take occupancy of booth. Payment by cheque WILL NOT be accepted up to two weeks before the start of the show.

3. CANCELLATION POLICY: 90+ Days Before the Show: Full refund minus a \$50 non-refundable administrative fee. 61-90 Days Before the Show: 50% refund of the total booth fee. 60 Days or Less Before the Show: Strictly zero refund.

4. TERMINATION: This license may be terminated by The Organizers at any time on the breach of any condition hereof, by the Exhibitor, and thereupon all his rights, hereunder, shall cease and terminate and any payments made by Exhibitor on account hereof to said termination shall be retained by The Organizers as liquidated damages for such breach and The Organizers may thereupon re-license said space.

Should events beyond the reasonable control of The Organizer, including but not limited to (1) acts of God, (2) war, including armed conflict, (3) strikes or labor disputes, (4) disease (examples of disease: SARS, Legionnaires, COVID-19), (5) government regulation or advisory (including travel advisory warnings), (6) civil disturbance, (7) terrorism or threats of terrorism as substantiated by governmental warnings or advisory notices, (8) curtailment of transportation services or facilities which would materially affect attendees from attending, (9) disaster, fire, earthquakes, hurricanes, (10) unseasonable extreme inclement weather within the Ottawa Valley, (11) shortages or disruption of the electrical power supply causing blackouts or rolling blackouts or other essential utilities in the Petawawa area, or (12) any other cause reasonably beyond the parties' control (collectively referred to as "occurrences"), making the event commercially impracticable, impracticable to perform, illegal, or impossible to fully perform under this Agreement as the Parties originally contracted, The Organizers will be held free from liability and reserves the right to terminate or postpone this contract and Event, retaining all or a portion of paid registration and advertising fees.

5. Exhibitor agrees to their business name, contact details and images being shared publicly for advertising, marketing and promotional reasons.

6. The Exhibitor's booth will be restricted to one business entity. The Exhibitor agrees that the herein specified booth(s) will be used for the purpose of exhibiting products and services as outlined and that no other exhibition, demonstration or promotion shall be permitted in said booth(s) without the express permission of The Organizers. Exhibitor's booth materials and signage may not extend beyond the dimensions that have been purchased, must not extend in to the aisles and must not extend higher than the 10' curtained backdrop provided. Exhibitors must remain within the confines of their booth space when generating leads and sales. Exhibitors are not permitted to wander and engage visitors throughout the venue. Please respect your neighbouring exhibitors. NO SOLICITING.

7. This agreement shall be binding upon the parties hereto and their respective executors, administrators, successors and assigns.

App Details



Our New App is here!

FEATURES

- ✓ VENDOR DIRECTORY
- ✓ FLOOR PLANS
- ✓ ENTERTAINMENT SCHEDULE
- ✓ CONTESTS & PRIZES

AND MUCH MORE!



Registration to Petawawa Showcase includes a FREE business directory listing on our native iOS / Android app, which shows attendees your booth location, booth number, contact information and more! Your app listing appears for the full calendar year of Showcase, ensuring that our visitors can find you long after Showcase is over. Our app also provides floor plans, entertainment schedule, contests and more! Go ahead and download it for yourself to check out all of the features.

Main Listing Category

Business Address (leave blank if you don't want listed)

Business Phone (leave blank if you don't want listed)

Facebook URL (leave blank if you don't want listed)

Business Email

Instagram Handle

Twitter / X Handle

Business Description

Exhibitor Contract

PLEASE FILL OUT ALL FIELDS IN FULL.
 EMAIL COMPLETED FORM TO INFO@GALLANTMEDIA.CA

1 Agreement dated _____ between GallantMEDIA, 180 MacKay St. in Pembroke ON and (business name) _____, Selling/Presenting: _____

Contact Name: _____ Business Phone: _____ Cell: _____

Address: _____ City: _____ Postal: _____

Email: _____ Website: _____

Hereinafter called the "Exhibitor", for the event known as PETAWAWA SHOWCASE 2027. By submitting this contract you agree to all terms and conditions outlined in the Vendor Package. **A proper invoice/receipt will be sent to the email address posted above once your contract has been received and processed.**

GallantMEDIA	Date	Exhibitor Signature	Date
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2 Booth Location

Full Weekend

Select if renting all 3 days.

- Main Floor Arena
- Main Floor Lobby
- Community Hall
- Parking Lot

The Bazaar

Select if renting daily.

- Friday
- Saturday
- Sunday

3 Booth Size

_____ ft w x _____ ft d = \$ _____

Or, same size & location as last year.

Notes

4 Marketing Upgrades

SPONSORSHIP PACKAGES

Maximize your investment with a wide range of attention grabbing promotional and advertising upgrades:

- Gold Sponsor: \$1,250
- Diamond Sponsor: \$2,250
- Title Sponsor: \$5,000

MINIBOARDS ADVERTISING

Print advertising boards located in high traffic locations throughout the community. 10 boards x 3 months:

- 1/8 page ad: \$450
- 1/4 page ad: \$750
- 1/2 page ad: \$1,350
- Full page ad: \$2,550

APP UPGRADES

App upgrades last for the full calendar year of Showcase! Contests receive entry stats and contact details.

- Run a contest: \$150 (+ prize)
- Default faves listing: \$250
- Full page ad in floor plans: \$750

BANNERS & SIGNAGE

Need something else? Email or call us.

- 50 Lawn Signs, 18x24: \$665
- Vinyl Banner, 3x6: \$125
- Pull Up Banner: \$259

5 EARLY BIRD DISCOUNTS

Register before these dates to save on booth fees and sponsorship, printing, website development, marketing, advertising, promotional products, business cards, banners etc. GallantMEDIA is your one-stop-shop for tradeshow marketing materials & business development. www.gallantmedia.ca

- Sept 1, 2026: 20%*
 - Dec 1, 2026: 10%
- *Last year's return vendors only. Sponsorships 10%.
 Mar 1, 2027: 5%

Subtotal: \$ _____

- Discount: \$ _____

+ 13% HST: \$ _____

TOTAL \$ _____

FINANCING \$2,500 +: Break my fees in to equal, monthly, **non-refundable** payments, between the date of this contract & event date. Add 5% finance fee.

6 PAYMENT DETAILS

- Credit Card
Post at right or call
- Company Cheque (no personal)
To GallantMEDIA, 180 Mackay St, Pembroke ON K8A 1C1
- Email Transfer
To info@gallantmedia.ca

Comments

CREDIT CARD NUMBER

NAME ON CARD

EXPIRATION

CVV #

POSTAL CODE