

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

SPRING 2026 • PETAWAWA

■ **SHOWCASE** ■

Home, Leisure & Consumer Show

*Exhibitor's*  
INFORMATION PACKAGE

PROUDLY PRESENTED BY

**GALLANT MEDIA**

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

**[www.showcaseinpetawawa.ca](http://www.showcaseinpetawawa.ca)**





# Why Showcase?

## 10 GREAT REASONS!

1

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



2



### FREE FREE FREE

Free attendance, parking and entertainment bring the crowds!

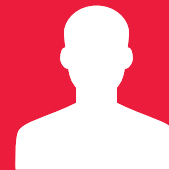
3



### PROFESSIONAL

All booths are outfitted with professional pipe and drape.

4



### TRAFFIC

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

5



### LOCATION

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

6



### ENTERTAINMENT

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

7



### BOOST SALES

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

8



### NETWORKING

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

9



### MARKETING

Showcase your business to thousands of local customers!

10



### 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



# Sponsorship Packages



**"Presented by" YourBusiness - \$5,000**



## INCLUDES

SHOWCASE, presented by 'YourBusiness'
Logo on Showcase website
Showcase Facebook page advertising
MiniBoards Advertising, 3mos, half page
Weekly Facebook mentions
Large banner ad on TheOttawaValley.com
Large sign in Civic Centre window *
Mention on radio ad campaigns
Mention in print ad campaigns

Showcase booth 10d x 20w main floor
Logo on Showcase posters
Showcase app advertising
15% discount on GallantMEDIA services
Accommodations for Showcase weekend
Swag bag participation
Sponsor mention at Showcase

\* Overlooking main arena floor: 91.5" x 58".  
Visibility = 10,000 people. Keep your banner afterwards.

NUMBER OF PACKAGES AVAILABLE: 1



VALUE, VALUE, VALUE

**\$ 2,250**

### INCLUDES

Logo on Showcase posters
Logo on print advertising campaigns
MiniBoards Advertising, 3mos, 1/4 pg
Large ad on TheOttawaValley.com
Logo on Showcase website
Showcase booth 10 x 10 main floor
Showcase app advertising
Large sign in Civic Centre window *
Weekly Facebook mentions
Swag bag participation
Sponsor mention at Showcase

\* Overlooking main arena floor: 91.5" x 58".  
Visibility = 10,000 people. Keep your banner.

NUMBER OF PACKAGES AVAILABLE: 4



**\$ 1,250**

### INCLUDES

Logo on print advertising campaigns
Small ad on TheOttawaValley.com
Logo on Showcase website
Showcase booth 6w x 8d main floor
Weekly Facebook mentions
Sponsor mention at Showcase

NUMBER OF PACKAGES AVAILABLE: 5



**\$ 500**

### INCLUDES

Logo on Showcase website
Weekly Facebook mentions
Sponsor mention at Showcase

NUMBER OF PACKAGES AVAILABLE: 10

# Exhibitor Pricing

All 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.

## MAIN FLOOR

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

Size	Price	Size	Price
8d x 6w.....	\$369.43	10d x 10w.....	\$769.65
8d x 8w.....	\$492.58	10d x 12w.....	\$923.58
8d x 10w.....	\$615.72	10d x 20w.....	\$1,539.30
8d x 12w.....	\$738.86	20d x 20w.....	\$3,078.60

Larger booth sizes available at \$7.70/sq ft.

## COMMUNITY HALL

Curtained booth space.

6d x 8w.....	\$150.00	10d x 12w.....	\$375.00
6d x 16w.....	\$300.00		

Larger booth sizes available at \$3.125/sq ft.

## MAIN FLOOR LOBBY

Curtains not provided.

4d x 8w.....	\$173.25	4d x 16w.....	\$346.50
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Limited number of spaces available.

## PARKING LOT

High visibility!

Outside Space	\$3.95 / sq ft	Curtains not provided.
Food Vendor	\$5.73 / sq ft	Wifi may not be available.

## THE BAZAAR

Daily booth rental.

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 Bazaar caters to vendors who can only attend one or two days. 6d x 8w - \$165.00/day

## Exhibitor Timelines

### Set-Up Times

Thursday, April 30: 2pm - 10pm  
Friday, May 1: 8am - 11am

**OUT OF  
TOWNER?**

Ask about our  
SHOWCASE hotel  
vendor discount!

### Showcase Hours

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

**Deadline for Set-up: Friday, May 1: 11am**

All pricing +HST



# 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!



# Terms & Conditions

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. If the Exhibitor fails to make any of said payments, at the time appointed, then all rights of the Exhibitor, hereunder, shall cease and terminate and any payments made by him 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. The Organizers may at any time that the Exhibitor fails to pay indebtedness owned by Exhibitor or The Organizers, after demand, seize and sell any property of the Exhibitor within the show premises, or their environs, either at public auction or by private sale and may apply the proceeds thereof against such indebtedness, without prejudice, to any rights of The Organizers, and the Exhibitor shall be liable for any deficiency of loss suffered by The Organizers.

3. No refund will be given if Exhibitor cancels less than thirty (30) days prior to the start of the show. 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.

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.

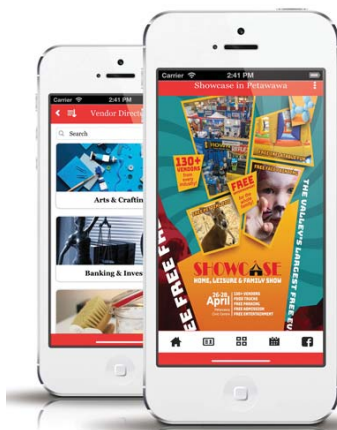
Should events beyond the reasonable control of The Organizer, including but not limited to (1) acts of God, (2) war, including armed conflict, (3) strikes or labor disputes, (4) disease (examples of disease: SARS, Legionnaires, COVID-19), (5) government regulation or advisory (including travel advisory 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  
**NewApp**  
is here!

FEATURES

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

AND MUCH MORE!



Available on the  
**App Store**



ANDROID APP ON  
**Google play**

Your registration to Petawawa Showcase comes with a FREE business directory listing in 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 Phone

Business Email

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

Short Business Summary / \_ Sk` af Ua` fS[` Ua` fSUR[` Xad\_ Sf[a` fi

Business Descriptio` / \_ Sk` af Ua` fS[` Ua` fSUR[` Xad\_ Sf[a` fi



## Exhibitor Contract

**PLEASE FILL OUT ALL FIELDS IN FULL.**  
EMAIL COMPLETED FORM TO [INFO@GALLANTMEDIA.CA](mailto:INFO@GALLANTMEDIA.CA)

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 promotion known as SPRING SHOWCASE 2026. By submitting this contract you agree to all terms and conditions outlined in the Vendor Package. A proper invoice will be sent to the email address posted above once your contract has been processed.

GallantMEDIA

Date

Exhibitor Signature

Date

## Booth Location:

☐ Main Floor Arena

☐ Main Floor Lobby

☐ Community Hall

☐ Outside Vendor

The Bazaar  
Select if renting daily.

☐ Friday

☐ Saturday

☐ Sunday

## Booth Cost \$ \_\_\_\_\_

## MINIBOARDS

Eighth page ad: \$225.00 \$ \_\_\_\_\_

Quarter page ad: \$420.00 \$ \_\_\_\_\_

Half page ad: \$750.00 \$ \_\_\_\_\_

Full page ad: \$999.00 \$ \_\_\_\_\_

## SPONSORSHIP

Title Sponsor: \$5,000 \$ \_\_\_\_\_

Diamond Sponsor: \$2,250 \$ \_\_\_\_\_

Gold Sponsor: \$1,250 \$ \_\_\_\_\_

Bronze Sponsor: \$500 \$ \_\_\_\_\_

## ROOM SPONSOR

Entertainment: \$450.00 \$ \_\_\_\_\_

Showcase Cafe: \$450.00 \$ \_\_\_\_\_

## APP UPGRADES

Add'l category: \$60.00 \$ \_\_\_\_\_

Website link: \$60.00 \$ \_\_\_\_\_

Social media link: \$60.00 \$ \_\_\_\_\_

Loyalty card: \$150.00 \$ \_\_\_\_\_

Digital coupon: \$150.00 \$ \_\_\_\_\_

Listing banner: \$250.00 \$ \_\_\_\_\_

Category banner: \$400.00 \$ \_\_\_\_\_

Push notifications: \$600.00 \$ \_\_\_\_\_

## Booth Size:

\_\_\_\_\_ ft wide x \_\_\_\_\_ ft deep



Same size and  
location as last year

**PAYMENT IS DUE WITH  
CONTRACT SUBMISSION**

Subtotal: \$ \_\_\_\_\_

- Discount: \$ \_\_\_\_\_

13% HST: \$ \_\_\_\_\_

**TOTAL** \$ \_\_\_\_\_

## 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](mailto:info@gallantmedia.ca)

NOTES: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

CREDIT CARD NUMBER

NAME ON CARD

EXPIRATION

CVV #

POSTAL CODE