

# eSAX.ca

## The Entrepreneur Social Advantage Experience



# EXIBITOR DETAILS



**#eSAX Makes Networking Work!**

## Thank you for helping to change the entrepreneur landscape in Ottawa!

Exhibiting at eSAX provides direct exposure to hundreds of entrepreneurs and business / community leaders throughout the Ottawa Region.

This document provides an overview of what is involved with having a booth at eSAX, including [cost and benefits](#), [details](#), [floor plan](#) and [best practices](#) for maximum engagement.

[eSAX \(The Entrepreneur Social Advantage Experience\)](#), is an entrepreneur networking community and tradeshow for small business to create connections, gain knowledge and promote collaboration among regional Chambers of Commerce. Events are held every 3 months (January, April, July and October), originally to coincide with the Ontario Self-Employment Benefits Program.

Please feel free to view a [short promo video](#), [event review](#) or an [Ottawa Business Journal](#) article to get an idea on what eSAX is all about.

To fully understand the room layout and how booths are organized, our epic [#MannequinChallenge video](#) is a great watch.

- ▶ If you wish to have a **BOOTH**, please fill-out the [application form here](#)
- ▶ If you wish to consider **SPONSORSHIP**, please [contact us](#) for more details and include your [business information here](#).

The benefits of sponsoring eSAX are that we actively engage social media in the months leading-up to each event to bring you considerably more exposure to Ottawa's small business entrepreneur community.

Thank you for your consideration with showcasing your organization at one of Ottawa's largest and most respected tradeshows for small business!



### Booth (\$500 + Tax)

Note that we offer \$100 off for charities/not-for-profits

#### Having a booth at eSAX includes:

- An eight (8) foot table and black table cloth (with black trim)
- Two (2) complimentary tickets (\$130 value)\*  
Note that names must be provided prior to the close of online registration.  
\* If you and a colleague attend that would be the 2 free tickets. If you have 6 people in total working the booth and/or attending as guests, an additional 4 tickets would need to be bought.
- 200 Swag Bag items (optional) if received one week prior to the event
- Door Prize (optional) if received one week prior to the event

Note that electricity is an extra \$25.

Please bring extension cords as *eSAX will not be responsible for providing them*

Purchasing a booth provides exposure for your business only *during* the event and does not count as a form of sponsorship.

If you wish to have a booth, please fill-out the [application form here](#)



### Booth Details

#### **Swag Bag Insertion Only (\$150 + tax)**

Note that providing promotional items are included in the cost of a booth

- 200 promotional items must be received at least one week prior to the event and delivered to: 2016 Wildflower Drive, OrLéans. K1E 3T1
- Note that swag bag items will *not* be accepted on the day of the event
- It's up to you what to include i.e., business cards, postcards, brochures, misc swag stuff such as pens, key chains, USB drives, etc. Remember: more creative and original items tend to be kept long after the event is over!



Providing items in the swag bags provides exposure for your business only *during* the event and does not count as a form of sponsorship

If you wish to include swag bag items, please fill-out the [application form here](#)



### Door Prize (Optional)

Note that providing a door prize is included in the cost of a booth

- Door-prizes are an excellent opportunity for additional exposure as each donor is thanked and announced after speaker presentations are finished
- Door prizes do not necessarily need to be related to your business
- Door prizes must have a value of at least \$250
- People need to be in the room to win so please encourage people to stay.
- Door prizes must be received at least one week prior to the event and delivered to: 2016 Wildflower Drive, Orléans. K1E 3T1

*Door prizes will not be accepted the night of the event*



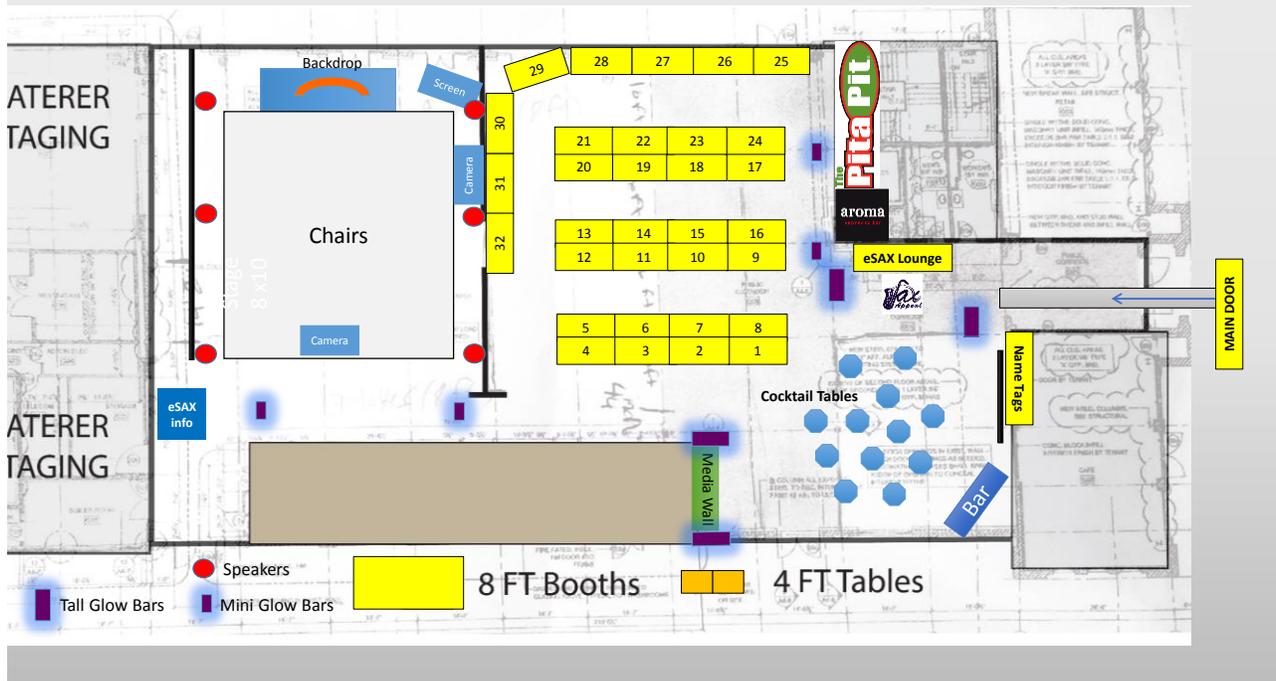
If you wish to provide a door prize, please fill out the [application form here](#)



### Floor Plan

- Booth locations will be determined first-come, first-serve
- Every effort will be made to place similar businesses apart from one another
- There is excellent traffic flow throughout the entire venue, but if you wish to have a certain booth location, or if you have any special requests, please advise ahead of time and it would be our pleasure to accommodate!

October 18, 2017 eSAX Event – Horticulture Building, Lansdowne Park



Please contact us if you wish to review a current floor plan

If you wish to have a booth, please fill-out the [application form here](#)



### Arriving @ The Event

- You are welcome to set-up your booth any time after 12:00 pm (noon) on the day of an event. You can bring your car to the side door for load-in (i.e., south-west corner of the Horticulture Building at Lansdowne Park), but you must move it when you are done. Any vehicles left unattended will likely get ticketed. Note that eSAX will not be held responsible for any such infraction.
- Lansdowne Park has plenty of on-street meter parking, as well as paid underground parking. Note that parking is also available throughout the Glebe neighborhood within about a five minute walk (but please make sure to pay attention to all City of Ottawa parking signs).
- Booths must be set-up at least 30 minutes before the event begins otherwise your table will be removed and you forfeit the privilege of showcasing at eSAX. *Refunds will not be provided if your booth has been removed.*
- All booths will be placed in double-rows with no wall or empty space behind. Stand-up banners should be placed on the table and not in front or behind your booth. To fully understand the room layout and how booths are organized, please check out the [#MannequinChallenge video](#).
- No chairs are provided as we encourage interacting and active [relationship building](#) with attendees.
- If you require electricity, please bring extension cords as *eSAX will not be responsible for providing them.*
- Dress in as much yellow as you can, and remember that hats (particularly fedoras), are strongly encouraged!!

If you wish to have a booth, please fill-out the [application form here](#)



### eSAX Best Practices



- The more you engage online, the more exposure everyone gets so please take the time to get involved. Creating a dialogue on social media is one of the best forms of promotion, especially if you use a few key hashtags (such as #eSAX, #entrepreneur, #smallbiz, #networking, #Ottawa etc).
- We encourage live tweeting during the event and actively re-tweet those that use #eSAX across all platforms. Make sure to take lots of pictures and 'tag' anyone you know on all social media outlets. We are pleased to note that #eSAX actually 'trends' across Canada, so the more you use it, the more exposure everyone can receive.
- Do not write in first person.
- Invite all social media contacts to attend & tell them why you care about it
- Like, follow, comment, post and share on various social media sites, including YouTube, LinkedIn, Google+ Communities, online forums etc.
- Write blogs about eSAX on your own site and please let us know about it. We will then link it to the eSAX page & promote via social media in order to bring you additional exposure. [Click here](#) to see an example.
- Subscribe to the [YouTube Channel for eSAX](#). It makes for some excellent engagement to post comments on the various YouTube videos.
- You can offer a special eSAX promotional discount to judge ROI
- Be creative and have fun!

If you wish to have a booth, please fill-out the [application form here](#)



**Thank you for your participation with having a booth @eSAX!**

We hope you found this document useful, but please let us know if you have any questions or would like any additional information.

Welcome to the eSAX community!!



Sincerely  
[Jarrod Goldsmith](#) – Founder



#eSAX Makes Networking Work!  
Learn Networking Tips via [Ask The Fedora](#)

