

eSAX.ca

The Entrepreneur Social Advantage Experience



EXIBITOR DETAILS



#eSAX Makes Networking Work!

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

[eSAX](#) is Ottawa's signature entrepreneur networking community and tradeshow for small business to create connections, gain knowledge and promote regional economic collaboration across the ecosystem.

Please view a [short promo video](#), [event review](#), as well as our epic [#MannequinChallenge video](#) to see how eSAX really makes networking work.

eSAX is the only event of its kind that facilitates social connectivity with all Ottawa post-secondary academic institutions, not for profit organizations and other initiatives that provide support, programs, mentorship and funding to entrepreneurs.

Exhibiting provides direct exposure at the event to drive business and awareness.

Thank you for your consideration in aligning your organization with Ottawa's most prestigious, respected and trusted entrepreneur networking tradeshow experience!

Sincerely

[Jarrod Goldsmith](#) – Founder



#eSAX Makes Networking



Booth Details

 **Showcase Your Business at eSAX!** *Exhibit. Connect. Grow.*

Grow your brand, gain credibility, and position your business as a trusted player in the local market. Put your business in front of 100's of entrepreneurs, startups & decision-makers from across the Ottawa region.

 **Build Meaningful Connections**

Engage directly with potential clients, partners, and collaborators in a dynamic, relationship-driven environment.

 **Invest in Your Community**

Support the Ottawa small business ecosystem and show that your company believes in collaboration and growth.

 **Pro Tip: Maximize Your Booth Value**

- ▶ Offer exclusive eSAX deals or giveaways only for event attendees.
- ▶ Have a clear elevator pitch ready.
- ▶ Collect attendee details for follow-up. Have a draw to encourage people to connect and learn more.
- ▶ Display testimonials or success stories to build social proof.
- ▶ Wear a fedora and dress in as much yellow as you can!

Because exhibiting @eSAX makes networking work!

Various [sponsorship options](#) are also available



Booth

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

Having a booth at eSAX includes:

- A six (6) foot table and black table cloth (with black trim)
- Two (2) complimentary tickets. Names **must be provided** prior to the close of online registration (Friday, November 7, 2025 at 11:59pm)
- 400 Swag Bags items (optional) must be received by Wednesday, October 29, 2025 and delivered to: 2016 Wildflower Drive, Orléans. K1E 3T1
- Door Prize (optional) must be received by Wednesday, October 29, 2025

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

👉 [Sign up for a booth HERE \(\\$500 + tax\)](#)



eSAX Exhibitor Details



Swag Bag Insertion

Providing promotional items are included in the cost of a booth and is optional!

- 400 promotional items must be received by Wednesday, October 29, 2025 and delivered to: 2016 Wildflower Drive, Orléans. K1E 3T1
- It's up to you what to include i.e., business cards, postcards, brochures, pens, key chains, USB drives, etc. But remember: more creative and original items tend to be kept long after the event is over!

Swag items will not be accepted on the day of the event



Providing items in the swag bags provide exposure for your business only. It does not count as a form of sponsorship and is strictly a promotional add-on

👉 **[Sign up to include swag HERE \(\\$250 + tax; includes 1 admission\)](#)**



Booth Details

Door Prize (Optional)

- Door-prizes are an excellent opportunity for additional exposure. Each donor is thanked and announced on stage by the MC
- Door prizes do not need to be related to your organization and must have a value of at least \$250
- Door prizes must be received by Wednesday, October 29, 2025 and delivered to: 2016 Wildflower Drive, Orléans. K1E 3T1
- People need to be in the room to win so please encourage attendees to stay

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



[Sign up to provide a door prize HERE](#)



Booth Details

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 have any special requests, please advise ahead of time and it would be our pleasure to accommodate!

November 12, 2025 eSAX Event – Horticulture Building, Lansdowne Park



eSAX Booth Details

- Set-up is any time after 12:00 pm (noon) on the day of an event. Unload on the side of the building (i.e., south-west corner of the Horticulture Building), but you must move when done. Vehicles left unattended will likely get ticketed. eSAX will *not* be held responsible for any parking infractions.
- *Booths must be set-up at least one hour 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. We encourage interacting and [relationship building](#)!
- If you require electricity, please bring extension cords. *eSAX will not be responsible for providing them.*
- Lansdowne Park has plenty of on-street meter parking, as well as paid parking. Note that parking is also available throughout the Glebe neighborhood within about a five-minute walk (but make sure to pay attention to all City of Ottawa parking signs).
- Dress in as much yellow as you can, and remember that hats (particularly fedoras), are strongly encouraged!!

 [**Sign up for a booth HERE**](#)



eSAX Best Practices



- Offer a special eSAX promotional discount to judge ROI.
- The more you engage online PRIOR to the event, the more exposure everyone gets so get involved! Creating a dialogue on social media is one of the best forms of promotion.
- Live social media engagement prior to and DURING the event is encouraged. 'Tag' the appropriate @eSAXnetworking account and use #eSAX across all platforms. #eSAX 'trends' across Canada on event day, so the more you use it, the more exposure everyone will 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 [Facebook](#), [YouTube](#), [LinkedIn](#), [Instagram](#), [X](#) etc.
- Write blogs about eSAX on your own site and please let us know about it. We can engage on social media and link it to the eSAX website to bring you additional exposure. [Click here](#) for an example.
- Subscribe to the [eSAX YouTube Channel](#) and comment on some of the >700 videos we have about entrepreneurship and networking.
- Be creative and have fun!

 [**Sign up for a booth HERE**](#)



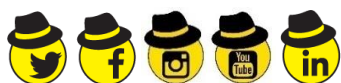
Thank you for your participation with having a booth @eSAX as we continue to re-shape the entrepreneurial landscape in Ottawa!

Please let us know if you have any questions or would like additional information.
Welcome to the eSAX community!!

#eSAX Makes Networking Work!



Sincerely
[Jarrod Goldsmith](#) – Founder



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eSAX Exhibitor Details



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