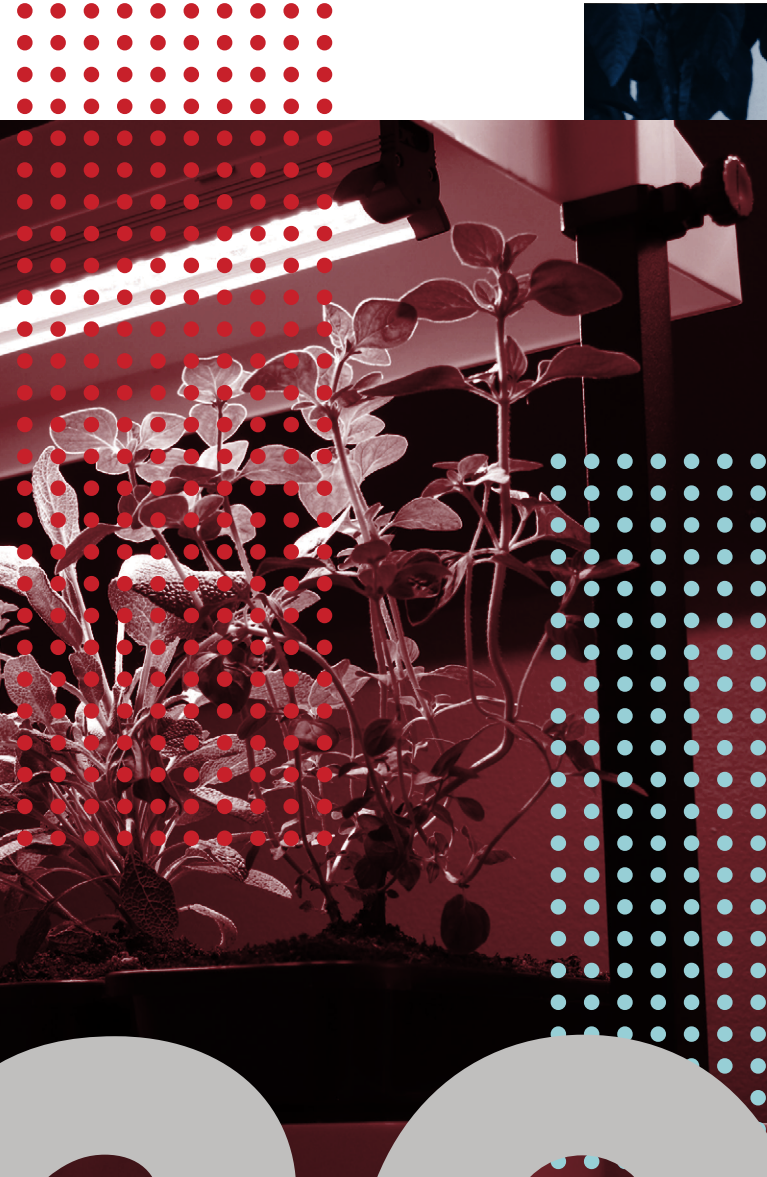


Expo25

HYDROFARM CANADA



Vendor Package

2025

Expo25

HYDROFARM CANADA

SEPTEMBER 29 - OCTOBER 3, 2025

Please register at
hyfmvirtualshows.ca
Registration now open!

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Welcome Vendors!



For 2025 we've once again decided to host our annual Expo online. Listening to the feedback we received, we've found that an online platform better accommodated our customers across Canada and as a result positively impacted vendor sales. We have been working very closely with Perenso to provide both our customers and vendors an improved platform where we can continue to do business, and continue to provide customers with the exciting products and great discounts they've come to expect from our Expos.

What our Online Expo will look like:

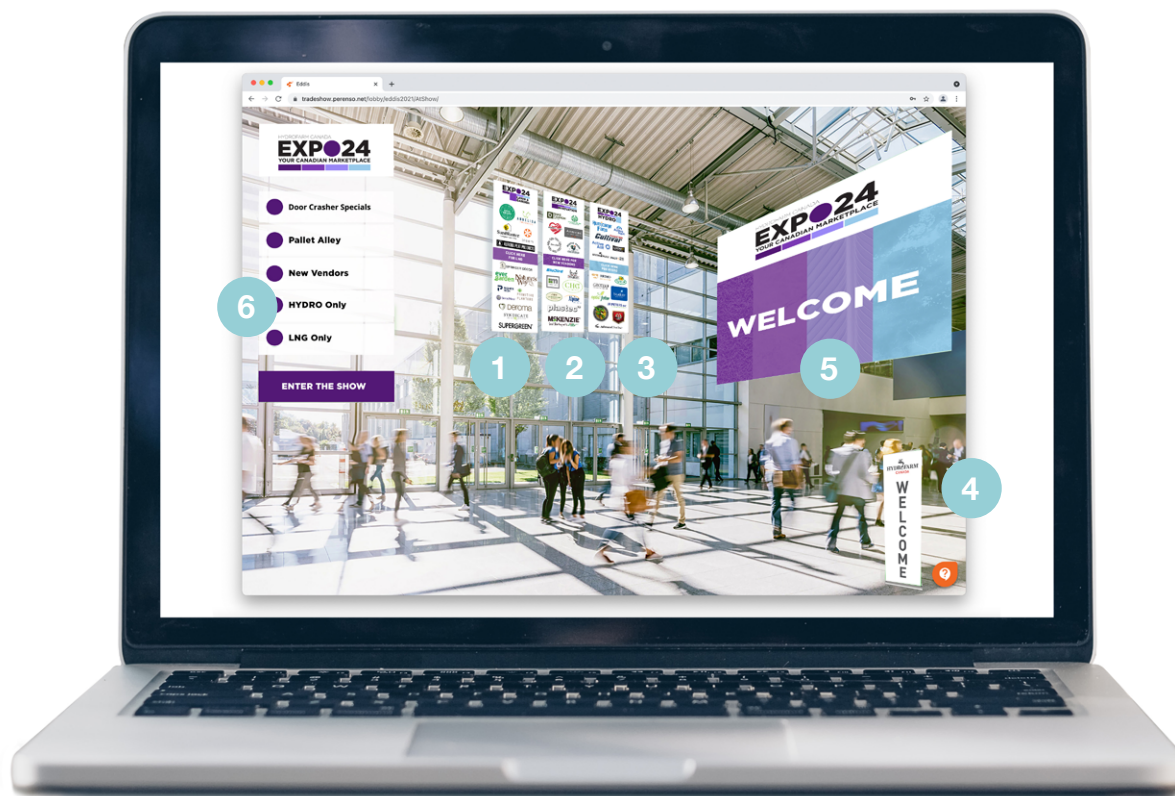


Our online show will be hosted by Perenso, the same company we have been working with for several years at our physical shows and our online shows the last few years. Perenso has successfully managed the technology at our Expo year after year, and with key team members coming back to support us this year as well, the quality of service professionalism will be no different than previous years.

As before, customers will be provided login details and will have access to a list of booths (vendors). They will be able to view product lists, images, and additional product information within the digital booth space similar to browsing a catalogue.

Orders will be placed online within the same interface where products are viewed to avoid confusion and ensure commitment. And as usual, vendors and customers will receive an order summary just like at our traditional Expo.

Show Lobby



Lobby Page

When customers go to log in they will be welcomed into a virtual lobby. The banners (1 - 4) are clickable and the big screen at the top right corner (5) will have a slideshow of ads for the Premium Booth Vendors rotating in a carousel format as part of Marketing Support. On the left (6) customers will be able to navigate the new product showcase, Pallet ally, and any other special deals.

Online Booth

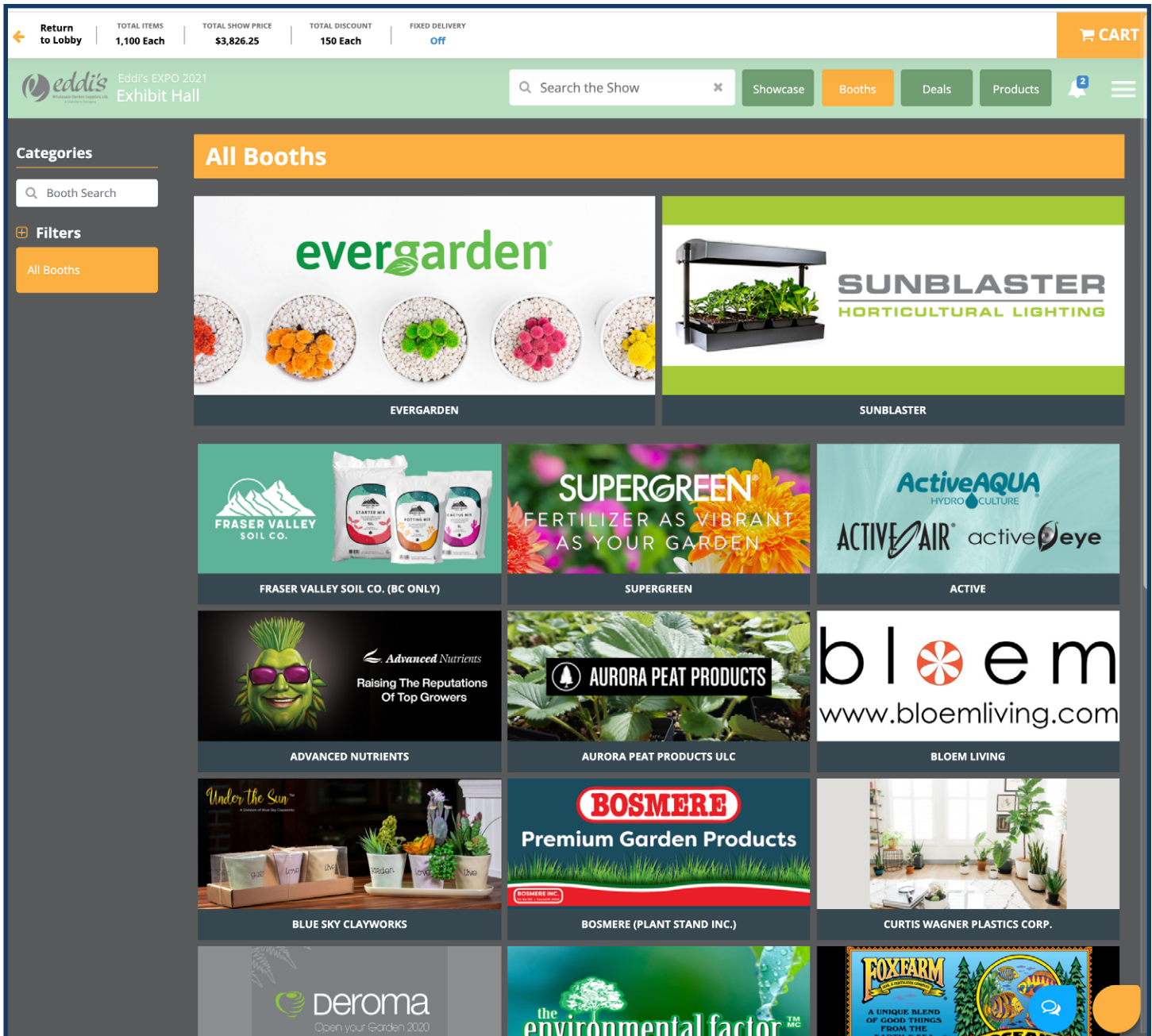
As a vendor you will be able to access and view your products in your online booth. Hydrofarm Canada will populate your program/price listing into the Perenso system as we have done in the past for traditional shows. It is Imperative that Program/Pricing Information be given to us as soon as possible in order for our team to make the necessary adjustments and upload the listing onto the platform. Along with that list, HYFMCA will also upload the images we have available in our database.

there, you will be able to update a booth banner image, your company logo, company information, additional supporting content (Video, PDF's etc.) as well as update any images we don't have (more information from page 14 - 18). We are also encouraging vendors to write and display a bio on their online booth and add their phone number for our customers to contact should they have questions regarding products during our Expo.

Please note: All booths for the EXPO must be completed 2 weeks BEFORE the Expo starts.

Booth Tiers

Customer View



Booth Hierarchy

- We have 3 tiers of booth displays. As of this booklet version, the First Tier (1) will be House Brands.
- If you opt in for the Premium Booth, your company will be presented on the Second Tier (2).
- For all of our Standard Booth vendors your placement will be the same as last year on the Third Tier.

Vendor Booth

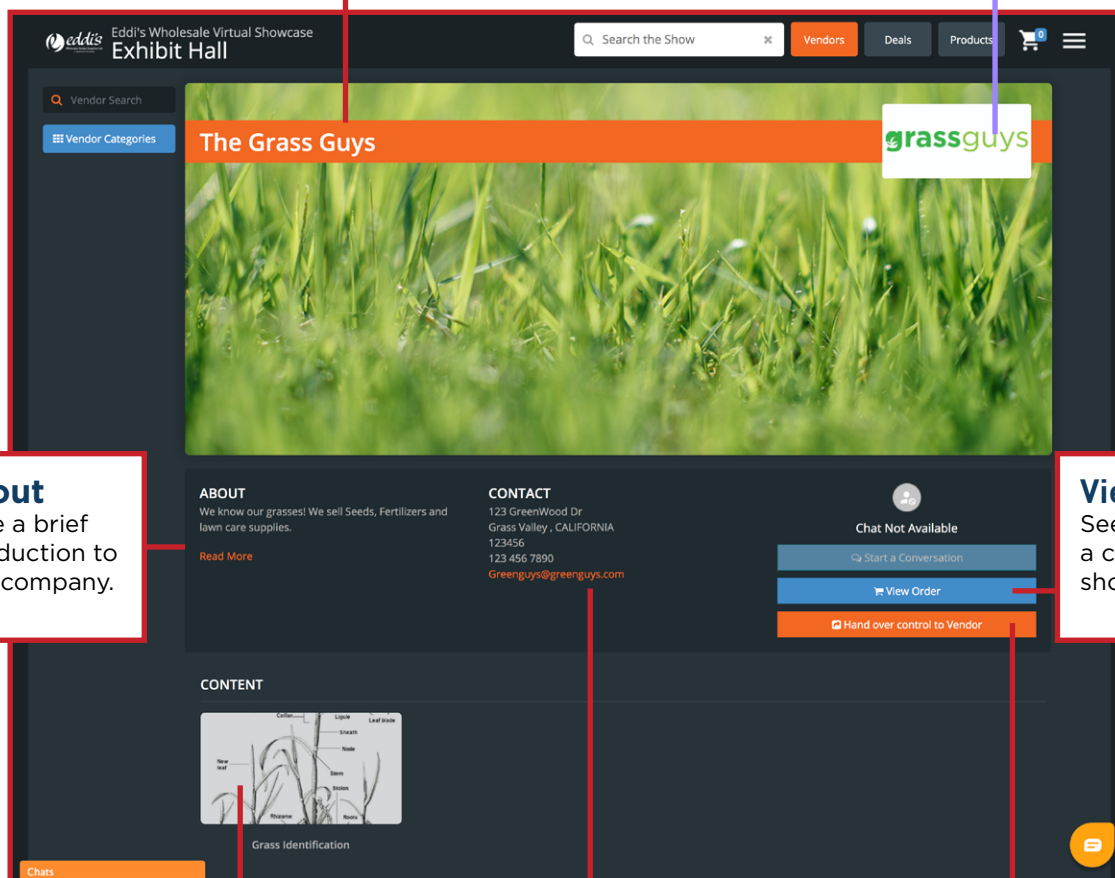
CUSTOMER Booth View

Cover Photo

Must be 1165px X 500px to see your contact info without scrolling down.

Logo

Your logo on a white background 205px X 100px.



About

Write a brief introduction to your company.

View order

See what is in a customer's shopping cart.

Content

Upload resources such as PDF flyers/brochures and videos. 20 MB limit

Contact

Be sure to add phone number(s) and email address(es) so customers can contact you if they have questions.

Vendor Control

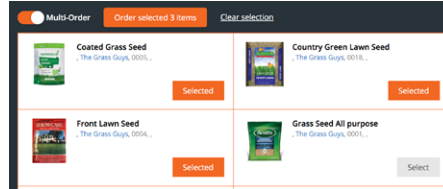
Customers can request that vendors take control over their order forms. You can add or subtract items from an order.

Vendor Booth

CUSTOMER Product View

Multi-Order

Click on the slider to enable ordering multiple items at a time. Once activated the slider will become orange.



Grid view

Default mode. This shows the product images.

Products per page

Change the number of products to view on a page from 3 - 48.

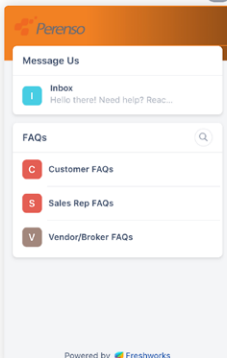
- 3 Products per page
- ✓ 12 Products per page
- 24 Products per page
- 48 Products per page

Pages

Click the arrows or the numbers to view the following pages.

Support

Click on this icon to view FAQ's as well as connect with perenso support.



List view

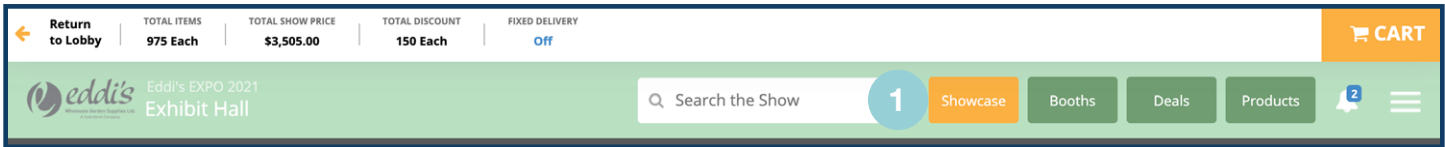
View more information at a glance, such as brand, category, and price.

A screenshot of the List view showing a table of products. The table has columns for Brand, Category, and Price. The products listed are from 'The Grass Guys' and include various lawn seeds and displays.

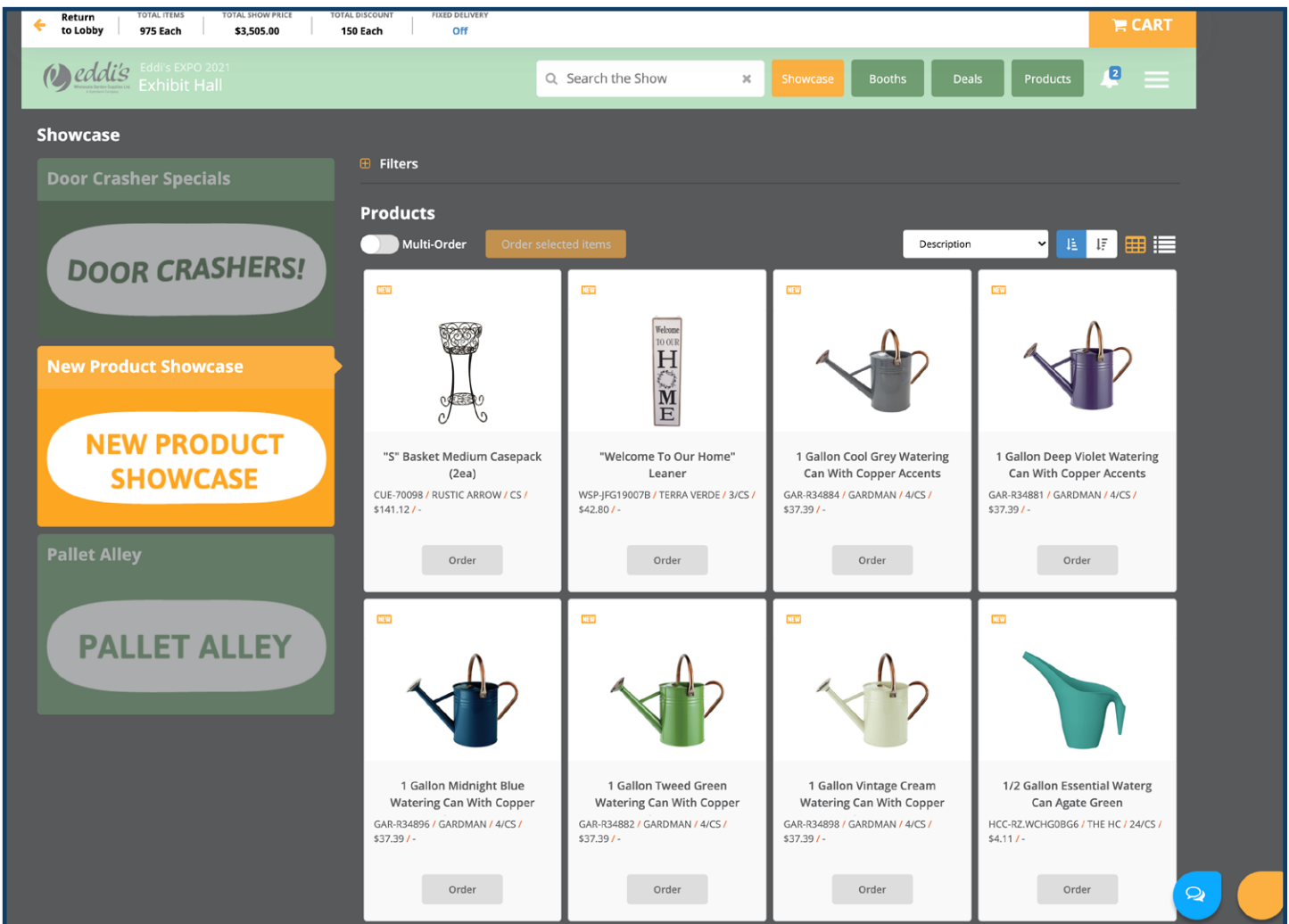
Brand	Category	Price
The Grass Guys	0005	\$0.00
The Grass Guys	0018	\$0.00
The Grass Guys	0006	\$0.00
The Grass Guys	0004	\$0.00
The Grass Guys	0001	\$0.00
The Grass Guys	0002	\$0.00
The Grass Guys	0012	\$0.00
The Grass Guys	0003	\$0.00
The Grass Guys	0016	\$0.00
The Grass Guys	0017	\$0.00
The Grass Guys	0009	\$0.00
The Grass Guys	0019	\$0.00

Product Showcase

For NEW Products



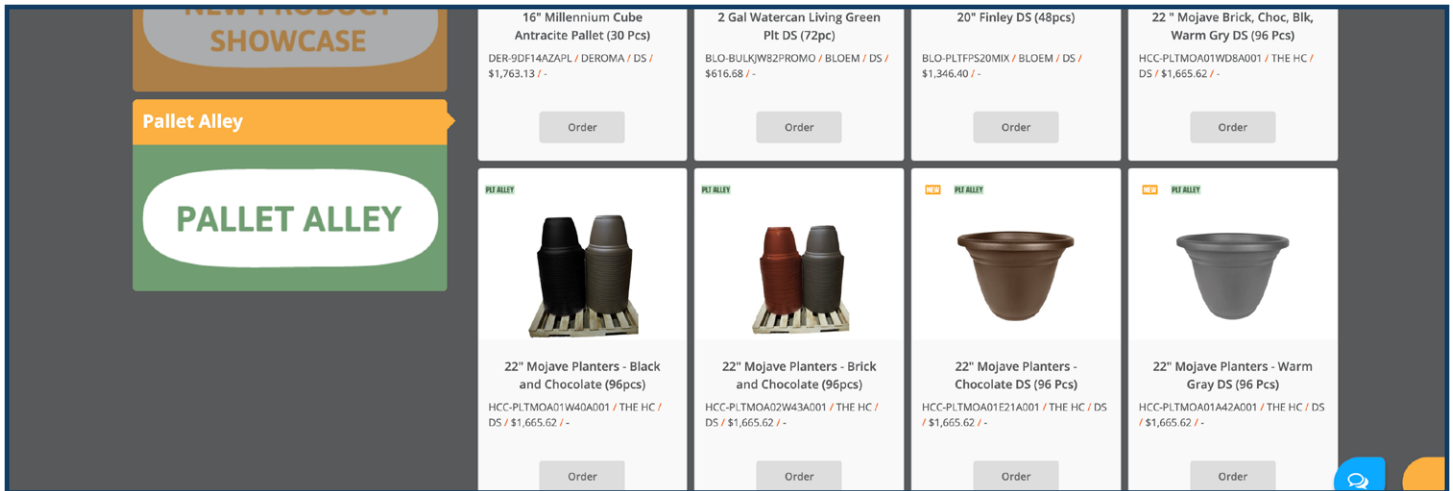
The showcase can be accessed from the top of the screen by clicking the "showcase" button (1).



Standard Booths are entitled to showcasing **5** new products (including variations of colour, size, etc.) in the New product showcase. Additional new products will live in the vendor's booth with the "new" tag. Products will be selected by HYFMCA's staff unless otherwise specified.

Premium Booths are entitled to showcasing **15** new products (including variations of colour, size, etc.) in the New product showcase. Additional new products will live in the vendor's booth with the "new" tag. Products will be selected by HYFMCA's staff unless otherwise specified.

Pallet Alley

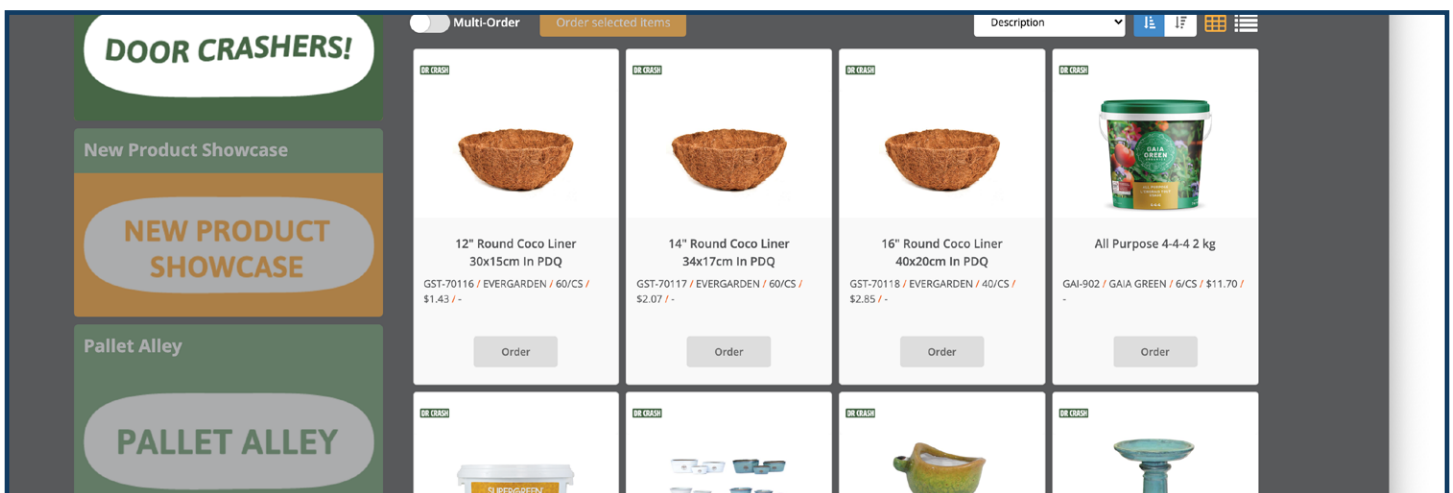


Pallet Alley is back and easily accessible as soon as customers enter the Expo. Products will be tagged as "Pallet Alley" and live in both the vendor's booth and Pallet Alley areas of the site so customers can't miss them.

Standard Booths will get **6** Pallet Alley placements in the Pallet Alley booth, with the remainder of their pallets living in their booth. Products will be selected by HYFMCA's staff unless otherwise specified.

Premium Booths will get **ALL** of their Pallet Alley deals in the Pallet Alley booth as well as in their booth. Products will be selected by HYFMCA's staff unless otherwise specified.

Door Crashers



For three years in a row, Door Crashers to great success! Working with select vendors, we were able to provide customers high discount, high volume offerings while supplies lasted. This year we're bringing it back and are encouraging all vendors, regardless of size, to consider participating in this program.

Marketing Support

Product Listing

All Booths

All vendors will have their products included in the product listing, which will be distributed to customers before the Expo begins.



MailChimp Support

Premium Booths

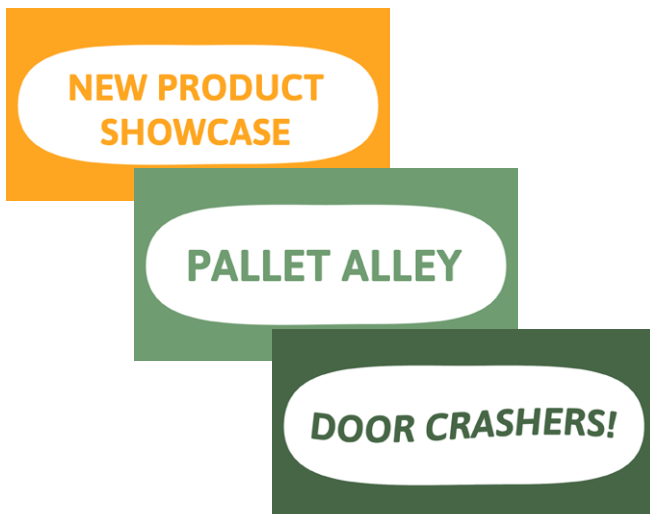
Marketing will create MailChimps for Premium Booth vendors to send to customers in the days leading up to the Expo.



Showcase

All Booths

All vendors will be part of the Expo only showcase, with Premium Booths receiving better placement and more products displayed.



In Season Support

Premium Booths

We would like to partner with our vendors and support their product sales in season as well as the Expo. HYFMCA will commit to a 5% discount on top of any vendor savings during a month long promotion in 2026



Program/Pricing Info



Vendor Program/Pricing information to be submitted by July 18th, 2025

Submit pricing information to your usual purchasing contact. If you do not have a contact, please submit pricing to SteveH@hydrofarm.ca.

Program and Terms Information

Please provide us with the freight terms, pricing terms and early order terms if applicable.

The following information must be submitted in Excel format

Product Code

Description

Item description with product size/color/weight/dimensions

Additional Product Information

If applicable please submit additional technical details by sku

Case Quantity

Pallet/inner/master case quantity when applicable

Highlight Changes to Products

Changes to case quantities, bar codes, sizes, etc must be noted

UPCs and Case Codes

Distributor Regular Cost and Expo Special Cost

Power Pallet Items

We will continue promoting volume buys on our online show when the vendor offers deep discounts

Display Breakdowns

Detailed breakdown with prices, and cost for empty display rack if applicable

Indicate New Items and Discontinued Items

Country of Origin (US Vendors)

Online Booth Overview



Please note: All booths for the EXPO must be complete 2 weeks BEFORE the Expo starts.

Vendors to Manage via Online Portal

In order to get access to the Online Portal, you must first register for the show at hyfmvirtualshows.ca using your VENDOR NUMBER. It can be found on any P.O. that you've received from Hydrofarm Canada as illustrated in the image below.

Purchaser	Vendor #	Account No.	PO Currency	Freight Terms	Payment Terms	PO Expires	Ship Via	
Eddi's Wholesale	V00000			FREIGHTINC				
Vendor Item No.	Eddi's Item Number	Item Description		UOM	QTY	Required Date	Unit Cost	Extended Amount

Once you've registered, you will receive an automatic E-mail from the Perenso platform providing you with prompts to set up your log in credentials. If you do not see the E-mail in your inbox within 2 hours, please check your junk-mail folder. If you still do not receive the email, please reach out to Perenso at showsupport@perenso.com and they will resend it to you.

Once you've accessed the show portal, we encourage you to go to the cloud booth setup ([IMAGE 1 - Page 14](#)) and update your Vendor Profile ([IMAGE 2 - Page 14](#)) with the correct address (1) and provide e-mails and/or phone numbers of your reps (2) for customers to use in case they want to get in touch off-line.

Digital Booth Options

All Payments must be made in full by Cheque or Credit Card by July 18th, 2025 for

JULY 18th Early Bird Discount

Standard Booth - \$3,000 CAD

EARLY BIRD - \$2,500 CAD

- Standard Booth in main show area
- Cover image, company info, and digital attachments on booth page
- Product showcase with optional “Special” and “New” product tags
- Standard presence in the Product Showcase (5 highlighted products)
- Standard presence in Pallet Alley (6 highlighted deals)
- Participation in our 2026 Spring Booking program

Premium Booth - \$4,000 CAD

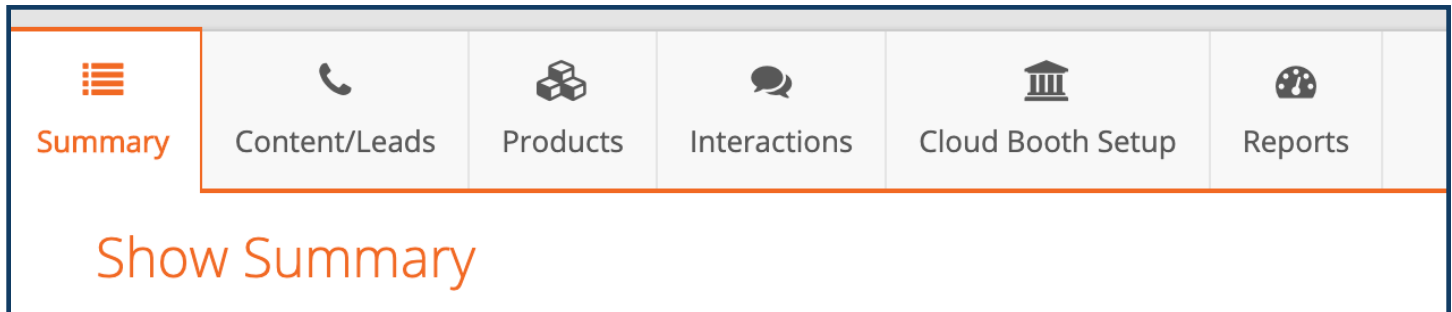
EARLY BIRD - \$3,500 CAD

- **Highlighted Logo on rotation in Expo main Lobby**
- Cover image, company info, and digital attachments on booth page
- Product showcase with optional “Special” and “New” product tags
- **Premium presence in the Product Showcase (15 highlighted products)**
- **Priority Pallet Alley positioning (unlimited highlighted deals)**
- Participation in our 2026 Spring Booking program
- **A Highly targeted Mail Campaign showcasing Premium Booth partners**
- **Pre-presented to 4 national buying groups before the show**
- **Collaborative Month Long Promotion in 2025 (5% discount added)**

Discount available for GRO-GROUP Members. Please inquire.

Online Booth Overview

IMAGE 1



Vendor cover photo and logo

- Cover photo dimensions: 1165px by 500px in .jpeg or .png format (this is to ensure customers don't have to scroll too far down to see the products)
- Logo dimension 205px by 100px in .jpeg format or .png format
- File size limit is 20MB

On this page you can update information about your company (3), upload a logo (4) as well as a cover photo (5).

IMAGE 2

Vendor Profile

This information will be publicly visible on your page under the Contact Info section.

Street Line 1
123 GreenWood Dr

Street Line 2

City
Grass Valley

State
CALIFORNIA

Zip Code
123456

Phone
123 456 7890

Email Address
Greenguys@greenguys.com
(separate multiple addresses by a comma)

About your Company

Summary
We know our grasses! We sell Seeds, Fertilizer, and lawn care supplies.

Description
Anything you need to grow grass, we have it! Fertilizer, Soil, Seed, Weed Killer, Sprinklers, Hoses, etc.

Upload your logo

grassguys

Choose a File Clear Chosen File

Please note: Logo must be a .jpg or a .png and will be shown in a 205px wide by 100px high container.

Upload a Cover photo

Choose a File Clear Chosen File

Please note: Banner must be a .jpg or a .png and will be shown in a 1165px wide by 500px high container.

Online Booth Overview

Attaching Supporting Documents and Videos

Additional downloadable PDF's or images may be added in the additional content area (6), you can also embed YouTube or Vimeo Video (7). Please note: Files must be under 20MB.

Caption	Type	Size	Reorder	Remove
Grass Identification	PDF [view]	2.77MB	⌄	✕

< Go back to the Content list

Caption *

☒ File (Image, Video, PDF or MP4) 7

☐ Embed YouTube or Vimeo Video

Content Thumbnail

Product Image Specifications

With the 2025 expo being online, product images will now play an even greater role in the selling process. HYFM Canada has been consistently updating and refining our image database to provide crisp and up to date images to our customers. For the 2025 Expo, we will make sure to upload all of the images we have in our database at the same time as we upload the Program/Pricing listing.

Once you've provided HYFMCA with your program/pricing listing and we have processed and uploaded that (as well as the images) to the Perenso Platform, you will receive an e-mail letting you know the booth images can be edited.

Please note:

It is the vendor's responsibility to look through, and confirm that all images provided are the correct ones. It is the vendor's responsibility to upload product images for ANY NEW OR UPDATED ITEMS.

Online Booth Overview

Uploading images

There is a bulk image upload function available on the platform (1). Once the Digital booth is set up, HYFMCA will provide a “cheat sheet” that shows what images were uploaded, what the manufacturer’s number is on those images, and what the HYFM Number is as well.

Missing or Updated Images provided by the Vendor MUST:

- Be 1200 x 1200 pixels in Jpeg Format
- Be on a White background (not cropped out)
- Named as HYFMCA product numbers (the Cheat sheet will have Both Manufacturer’s number and HYFM Number for referencing purposes)

The Bulk image algorithm (2) is tied to the HYFM Number, so if done correctly, the Image upload will be very easy to implement. Multiple images can be loaded per item using a (Space)~# (ex. HYFM# ~2, HYFM# ~3, etc.) at the end of the image name. Video walkthroughs will be available at a later date on the hyfmvirtualshows.ca website.

Products

Search By: Search by ID, Keywords: keywords, Brand: < All >, Category: < All >, Has Content: < All >

Sort By: Description, Results Per Page: 30

1 Q Search clear

Bulk Image Upload

+ Bulk Content Upload

☒ Attempt to auto link products using filename ?

☐ Clear Tags field upon clicking Clear Complete

2

+ Add Files → Upload Current Batch → Clear Complete

Tags (to help search for the content))


Visual Walk Through



General booth set up guide

Click on the icon to the left to view a video tutorial on how to set up your booth. You can also copy and paste this link into your browser:

<https://youtu.be/d9aa3GW9ws8>




Cloud Show - Vendor


14 videos • 2,397 views • Last updated on Jun 3, 2022


Unlisted

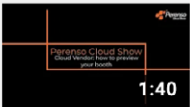
by Perenso Knowledge Hub


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Perenso Knowledge Hub
3:48
- 

Cloud Vendor How To Preview Your Booth
Perenso Knowledge Hub
1:40
- 

Cloud Vendor: how to locate and download reports
Perenso Knowledge Hub
1:31

Vendor Tutorials

Click on the image above to look through 14 helpful videos in the Cloud Show - Vendor playlist by Perenso. You can also copy and paste this link into your browser:

https://youTube.com/playlist?list=PLoeoy5h7z7TEJAA9PzcG8_Jn5vqkirehX

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Hydrofarm.ca

  [@hydrofarmcanada](https://www.instagram.com/hydrofarmcanada)