

*eddi's*  
**XPO26**  
THE QUALITY COLLECTIVE MARKETPLACE



## 2026 Vendor Package



[eddiswholesale.com](http://eddiswholesale.com)





**SEPTEMBER 28 - OCTOBER 2, 2026**

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**Please register at**  
**EddisExpo.com**  
**Vendor registration now open!**

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# Welcome to Eddi's Expo26

## The Quality Collective Marketplace



We're proud to continue the legacy of Eddi's Expo, an event built on strong relationships, trusted products, and shared success across the industry. While this year marks an exciting new chapter, our focus for 2026 is to keep the experience familiar, seamless, and successful for both our customers and vendor partners. Building on strong feedback and proven results, Eddi's Expo will once again be hosted online in partnership with Perenso—continuing

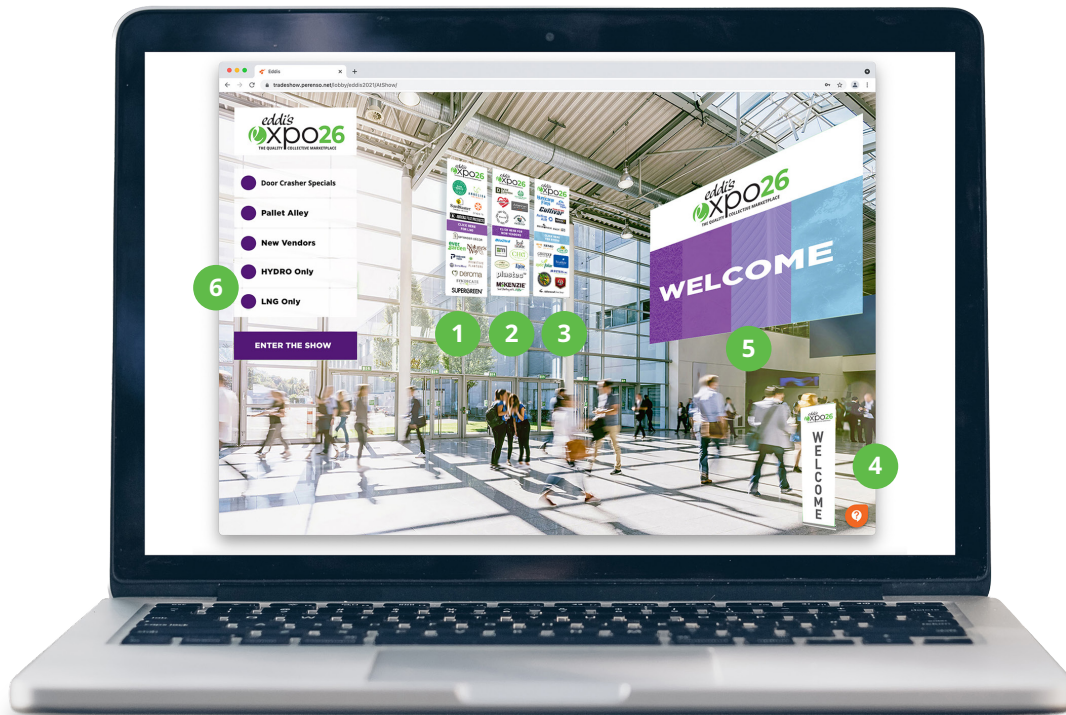
to better serve customers across Canada while maximizing accessibility and sales performance. Together, we've enhanced the platform to provide a streamlined, reliable environment to showcase your products and drive sales. At the same time, we're energized by the opportunity to evolve the platform in the years ahead, introducing new and innovative ways to connect you with your customers and drive meaningful growth for your business.



### How it works:

Customers will receive login credentials granting access to a full list of vendor booths. Within each digital booth, they can browse product listings, view images, and explore detailed product information—mirroring the experience of a well-organized catalogue. Orders are placed directly within the same interface where products are viewed, creating a seamless and intuitive purchasing experience. As with previous Expos, both vendors and customers will receive a complete order summary following submission.

# 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 have access to your online booth where you can view and manage your product listings. Eddi's Wholesale will populate your program and pricing information within the Perenso system, so it is important that all details are submitted as early as possible. This allows our team sufficient time to review, adjust, and upload your listings accurately. We will also upload all product images available within our database.

Once registered, returning vendors from the 2025 show will have their booths pre-populated. From there, you can update your booth banner, company logo, company description, and add supporting

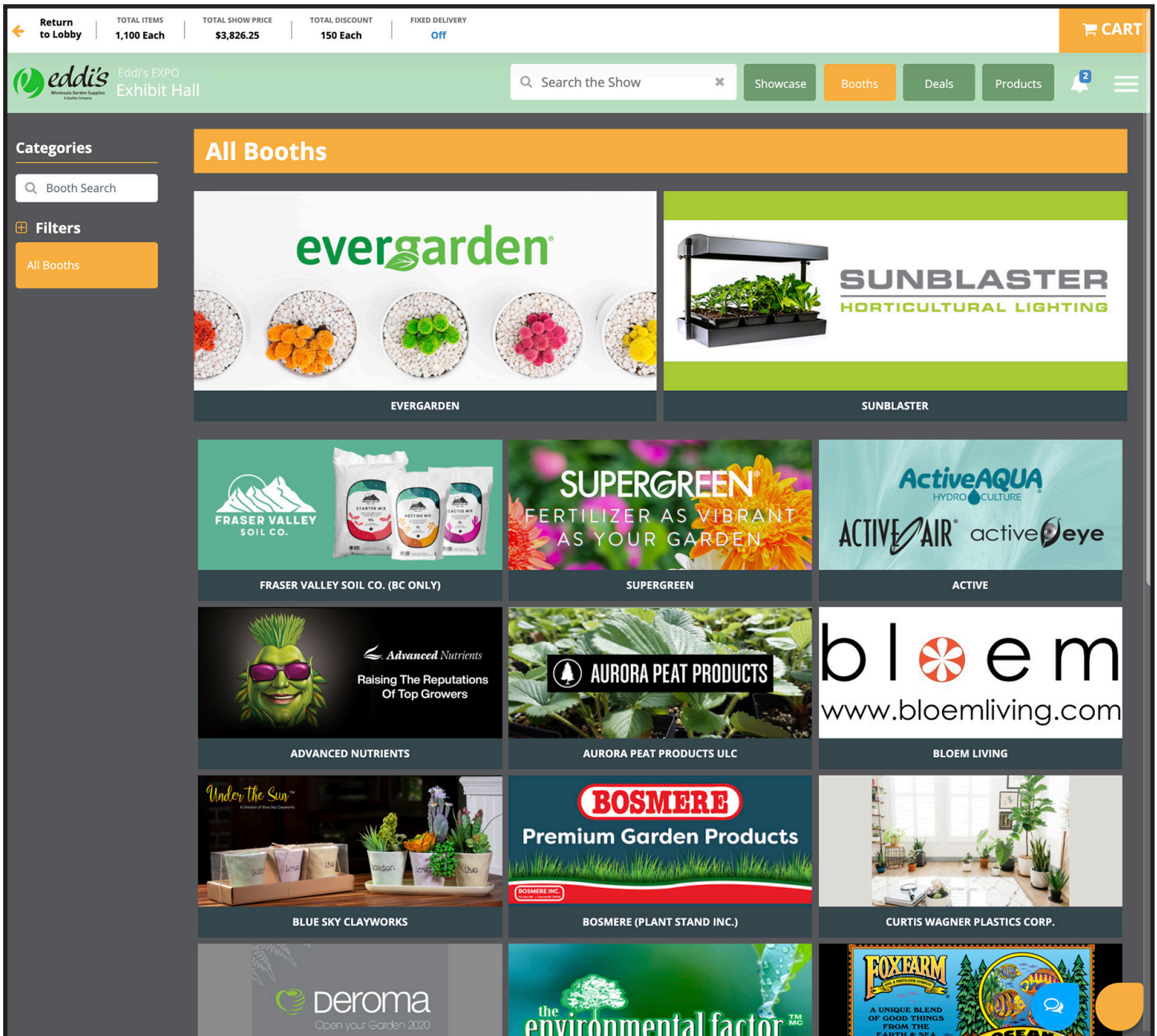
content such as videos and PDFs. You will also have the opportunity to upload any additional product images not currently in our system (**see pages 14-18 for more details**).

We strongly encourage vendors to include a company bio and contact information within their booth so customers can easily reach out with questions during the Expo.

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

# Booth Tiers

## Customer View



## Booth Hierarchy

- We offer three tiers of booth displays. As of this version of the booklet, **Tier 1** is reserved for House Brands.
- Vendors who opt for a Premium Booth will be placed in **Tier 2**.
- Standard Booth vendors will be positioned in **Tier 3**, consistent with last year's placement.

# Vendor Booth

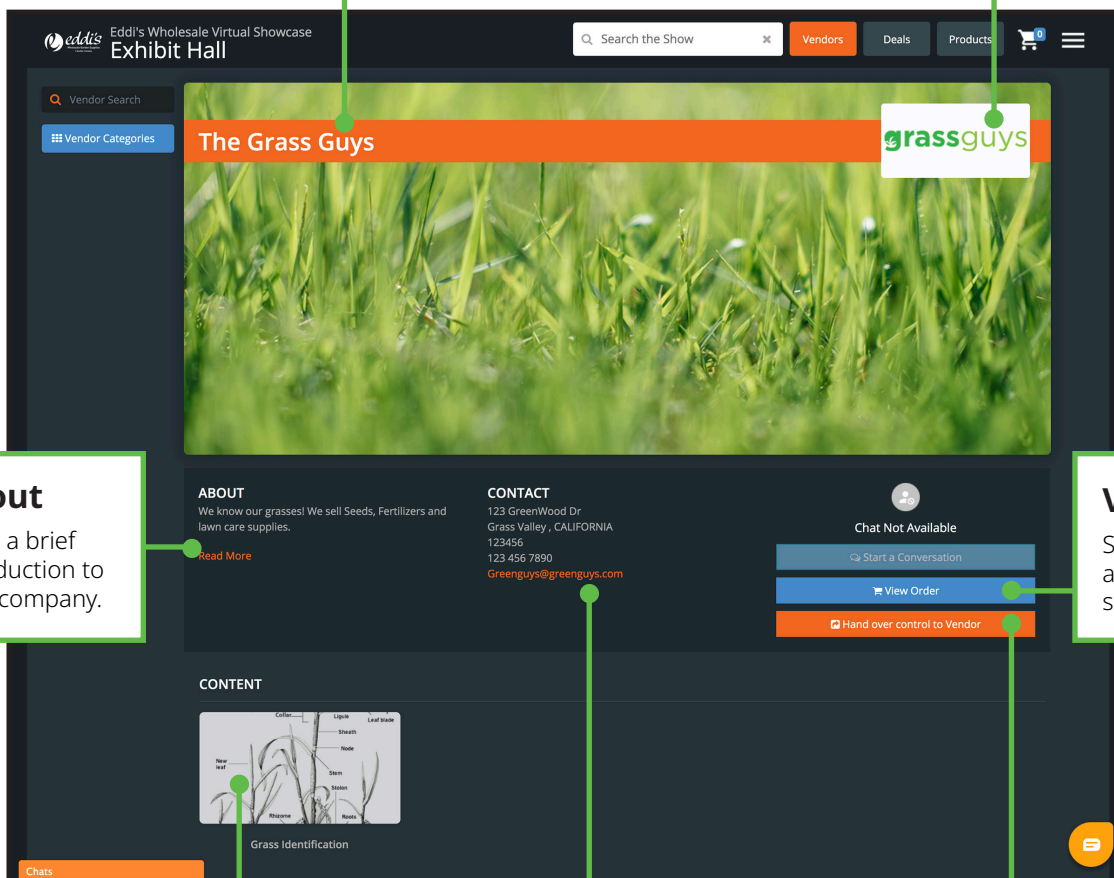
## Customer Booth View

### 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.

#### ABOUT

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

[Read More](#)

#### CONTACT

123 GreenWood Dr  
Grass Valley, CALIFORNIA  
123456  
123-456-7890  
[Greenguys@greenguys.com](mailto:Greenguys@greenguys.com)

Chat Not Available

[Start a Conversation](#)

[View Order](#)

[Hand over control to Vendor](#)

### View order

See what is in a customer's shopping cart.

### Content

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

#### CONTENT



Grass Identification

### Contact

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

### Vendor Control

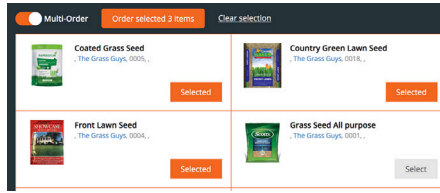
Customers can request that vendors take control over their order forms. You can add or subtract items from an order.

# 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.

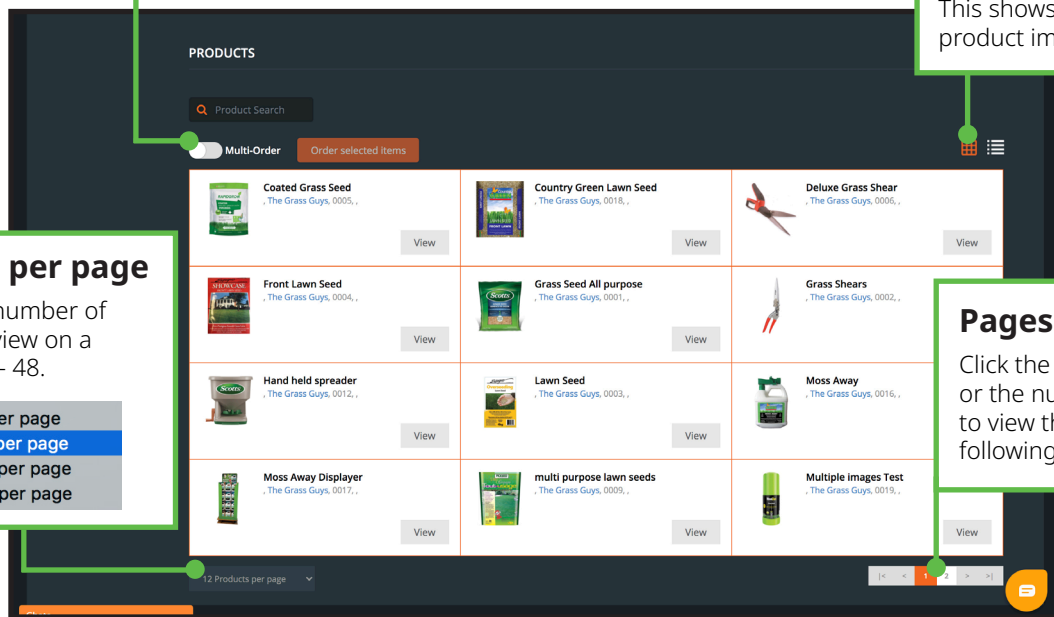
### Products per page

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

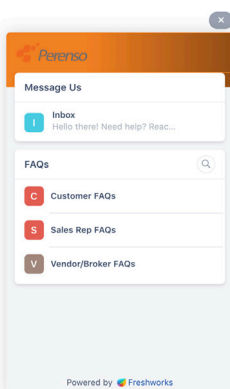
### Pages

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



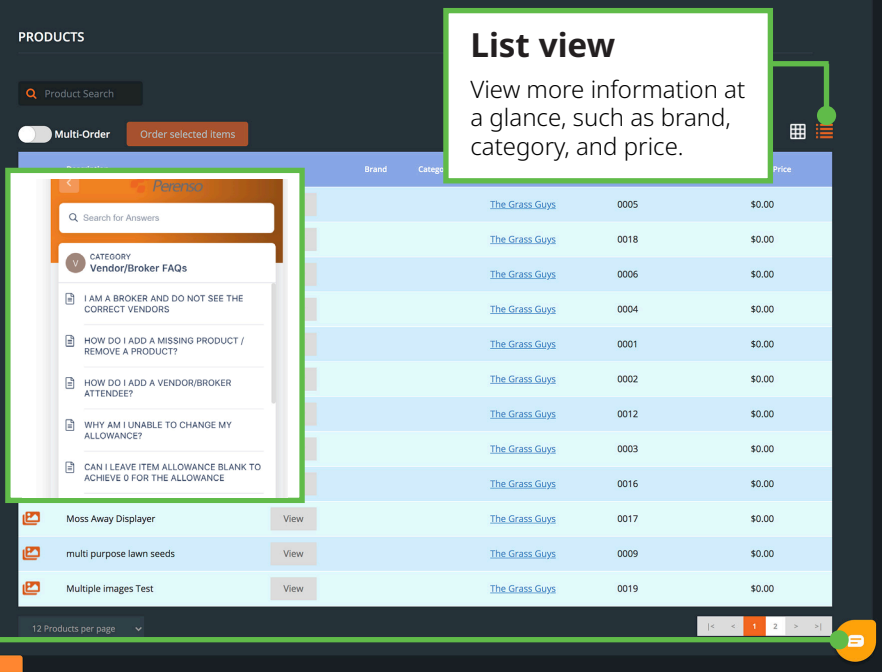
### Support

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



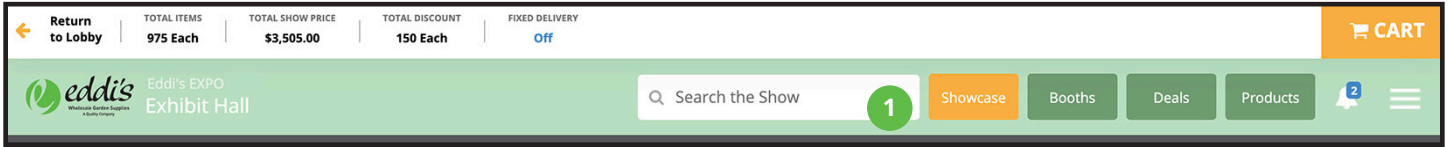
### List view

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

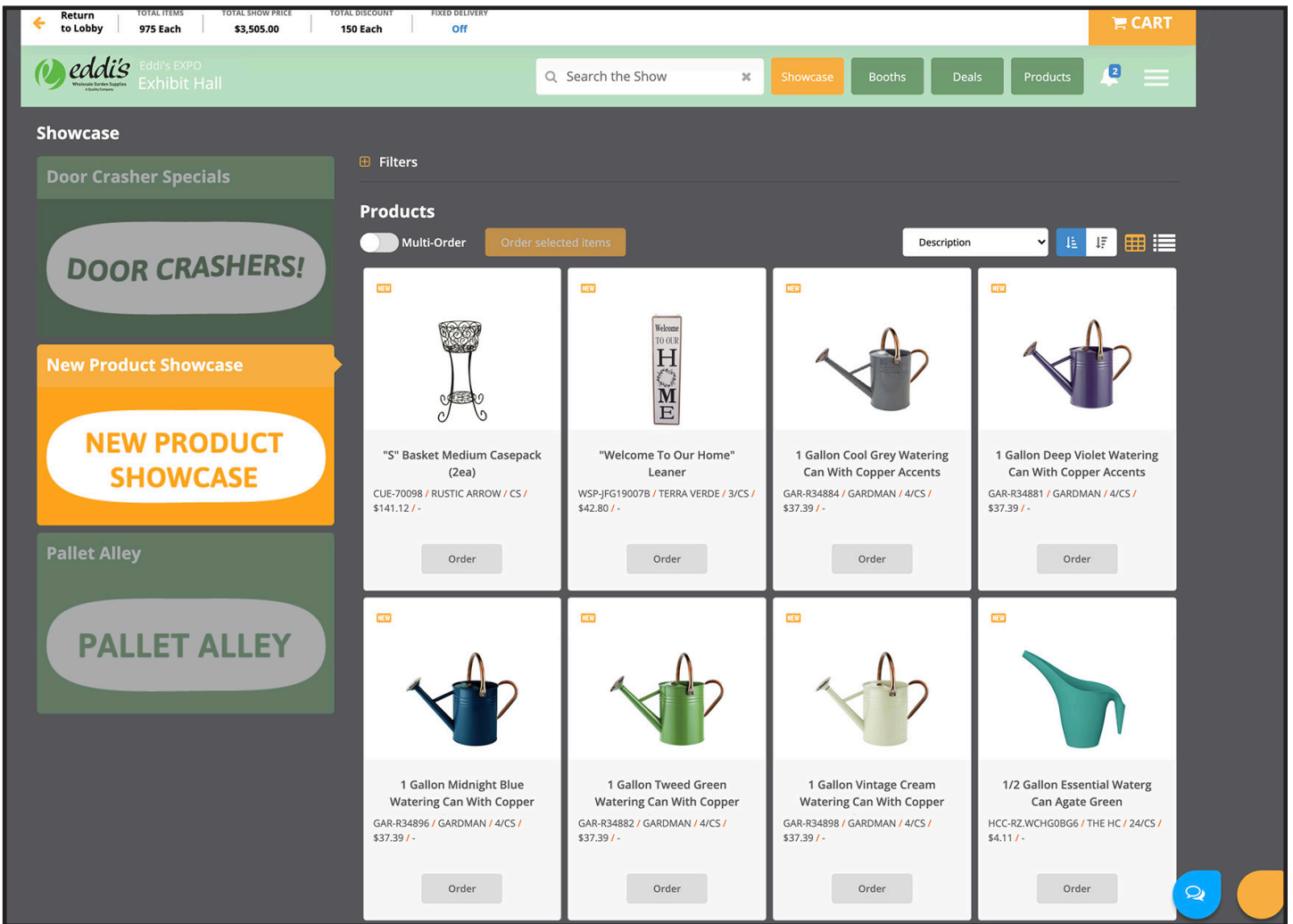


# Product Showcase

## For NEW Products



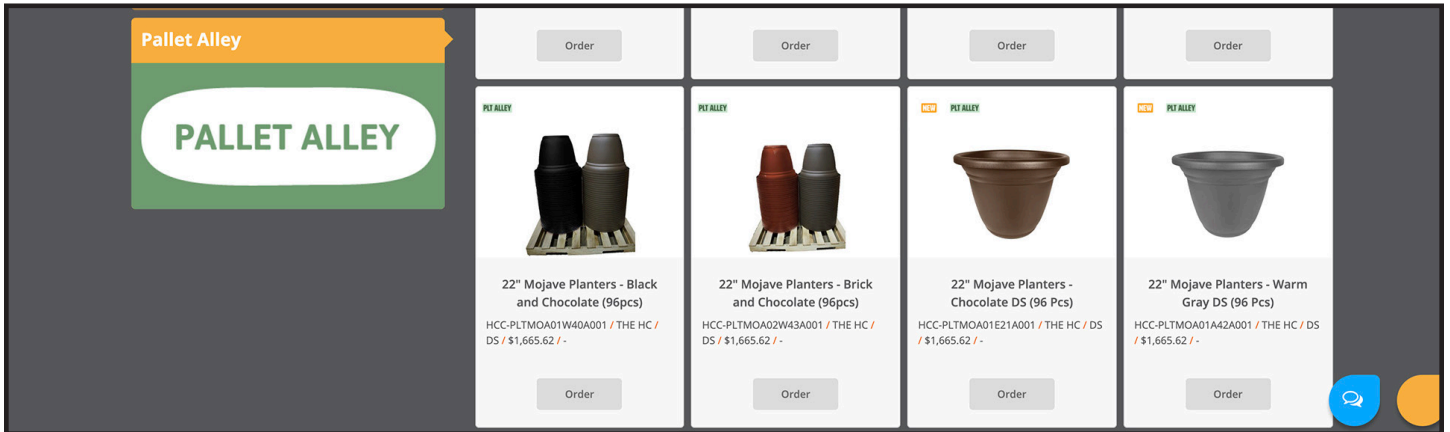
The showcase can be accessed from the top of the screen by clicking the "showcase" button (1).



**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 Eddi's Wholesale 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 Eddi's Wholesale staff unless otherwise specified.

# Pallet Alley

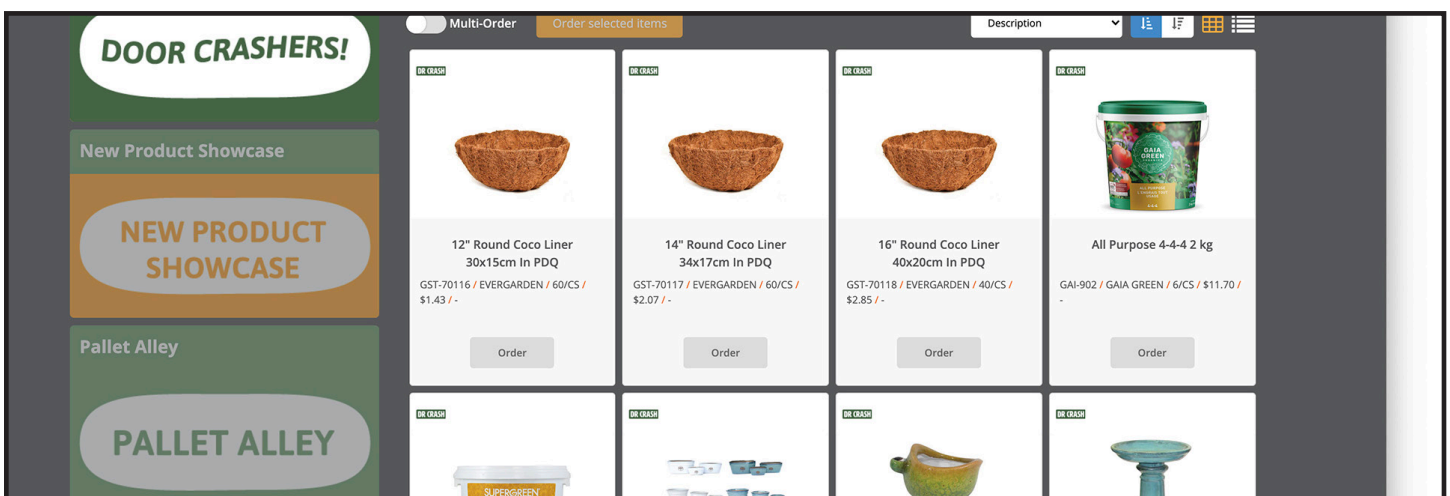


Pallet Alley is back and easily accessible as soon as customers enter the Expo. Products will be tagged as "Pallet Alley" and live in both the vendor's booth and Pallet Alley areas of the site so customers can't miss them.

**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 Eddi's Wholesale 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 Eddi's Wholesale staff unless otherwise specified.

# Door Crashers



Over the past three years, our Door Crasher program has consistently delivered exceptional results. In partnership with select vendors, we've curated high-impact, limited-availability offers that drive both value

and volume. This year, we're pleased to bring the program back and are encouraging all of our vendor partners to consider this opportunity.

# Marketing Support

## Expo Product & Pricing Guide

All Booths



All participating vendors will be included in the Expo Product & Pricing Guide, shared with customers ahead of the Virtual Expo to support product discovery and advance purchasing planning. Additionally Pre-Expo promotions will include featured vendor announcements and new product highlights to drive awareness and engagement before launch.

## Email Marketing Support

Premium Booths



Premium booth vendors will receive featured placement in pre-event email marketing, showcasing their brand and any special promotions.

## 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



Available exclusively to premium booth partners, Eddi's Wholesale will offer an additional 5% discount on top of vendor promotions during a month-long campaign in 2027, supporting sales during the Expo and beyond.

# Program/Pricing Info



**Vendor Program/Pricing information to be submitted by July 31st, 2026**  
Submit pricing information to [steve.h@eddiswholesale.com](mailto:steve.h@eddiswholesale.com)

## 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 [eddisvirtualshow.com](http://eddisvirtualshow.com) using your VENDOR NUMBER. It can be found on any P.O. that you've received from Eddi's Wholesale Garden Supplies 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](mailto: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 made in full by Cheque, EFT or Credit Card (3% fee applies) by July 18th, 2026 for

**JULY 18<sup>th</sup> Early Bird Discount**

Standard Booth - \$2,500 CAD

**EARLY BIRD - \$2,000 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 2027 Spring Booking program

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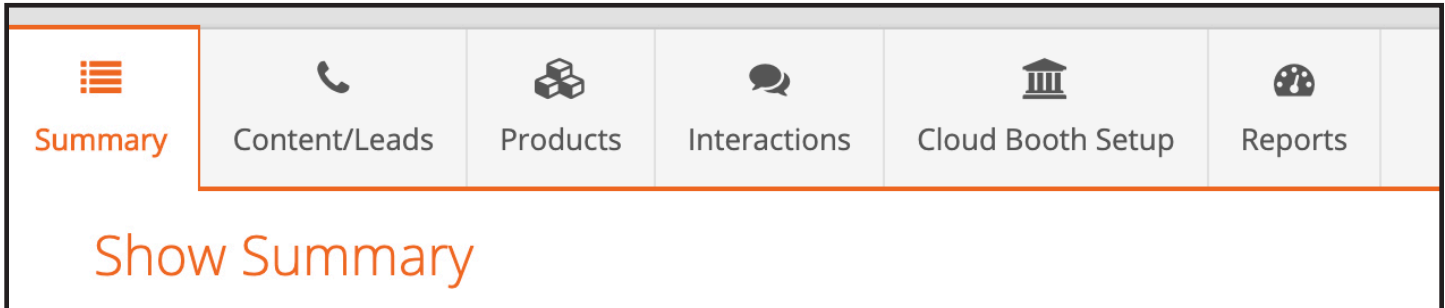
Premium Booth - \$3,500 CAD

**EARLY BIRD - \$3,000 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 2027 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 2027 (5% discount added)**

# 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

The screenshot shows two main sections: "Vendor Profile" and "Upload your logo".

**Vendor Profile:** A form with a blue header bar containing the text "This information will be publicly visible on your page under the Contact Info section." Below this are several input fields: "Street Line 1" (123 GreenWood Dr), "Street Line 2", "City" (Grass Valley, marked with a green circle 1), "State" (CALIFORNIA), "Zip Code" (123456), "Phone" (123 456 7890), and "Email Address" (Greenguys@greenguys.com). Below these fields is a section titled "About your Company" with a "Summary" field (containing "We know our grasses! We sell Seeds, Fertilizers and lawn care supplies.", marked with a green circle 2) and a "Description" field (containing "Anything you need to grow grass, we have it! Fertilizer, Soil, Seed, Weed Killer, Sprinklers, Hoses, etc.", marked with a green circle 3).

**Upload your logo:** A section with a blue header bar. It features a logo for "grassguys" and two buttons: "Choose a File" and "Clear Chosen File" (marked with a green circle 4). Below the buttons is a blue note: "Please note: Logo must be a .jpg or a .png and will be shown in a 205px wide by 100px high container."

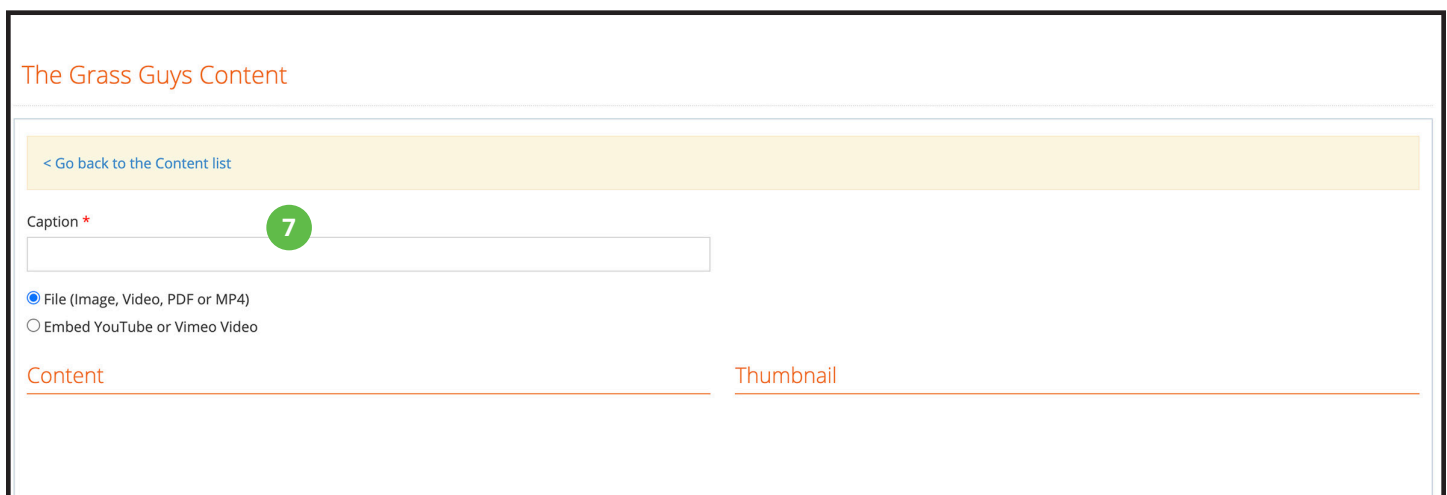
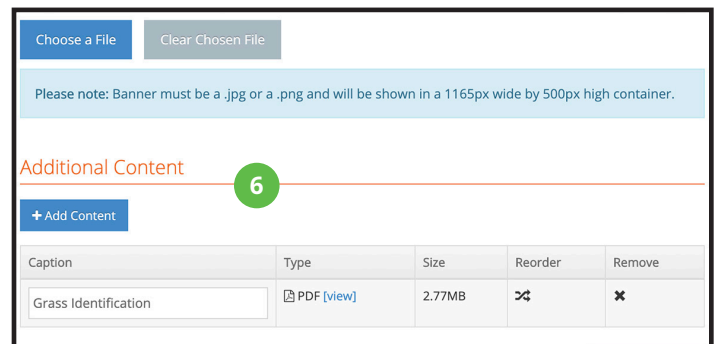
**Upload a Cover photo:** A section with a blue header bar. It features a large image of green grass (marked with a green circle 5) and two buttons: "Choose a File" and "Clear Chosen File". Below the buttons is a blue note: "Please note: Banner must be a .jpg or a .png and will be shown in a 1165px wide 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.



## Product Image Specifications

With the 2026 Expo taking place online, product images will play a critical role in the selling process. Eddi's Wholesale continues to maintain and refine its image database to ensure customers have access to clear, up-to-date visuals.

For the 2026 Expo, all available product images will be uploaded alongside the Programs/Pricing. Once your program/pricing information and images have been processed and uploaded to the Perenso platform, you will receive an email confirming that your booth images are ready for review and editing.

### **Please note:**

- Vendors are responsible for reviewing and confirming that all product images are accurate.
- Vendors must upload images for any new or updated items.

# Online Booth Overview

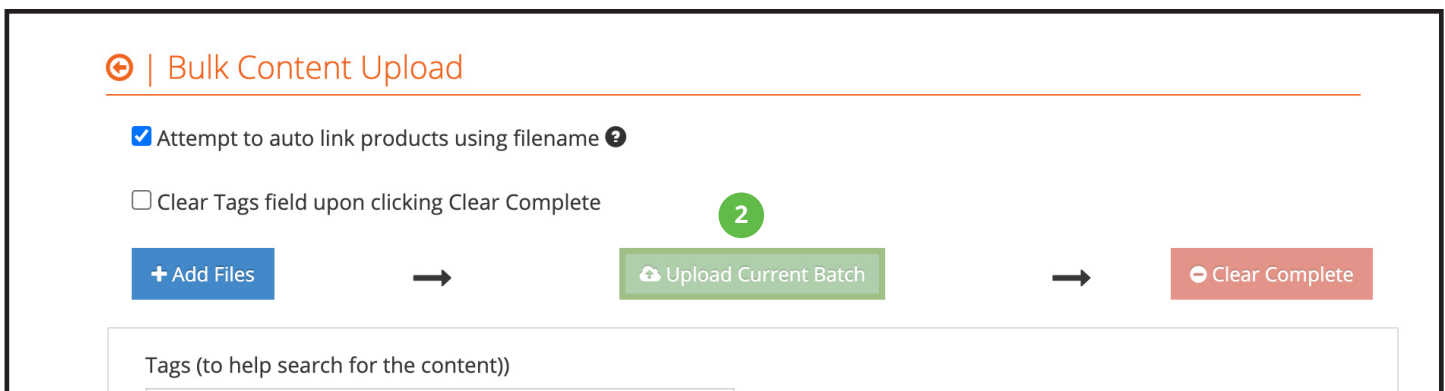
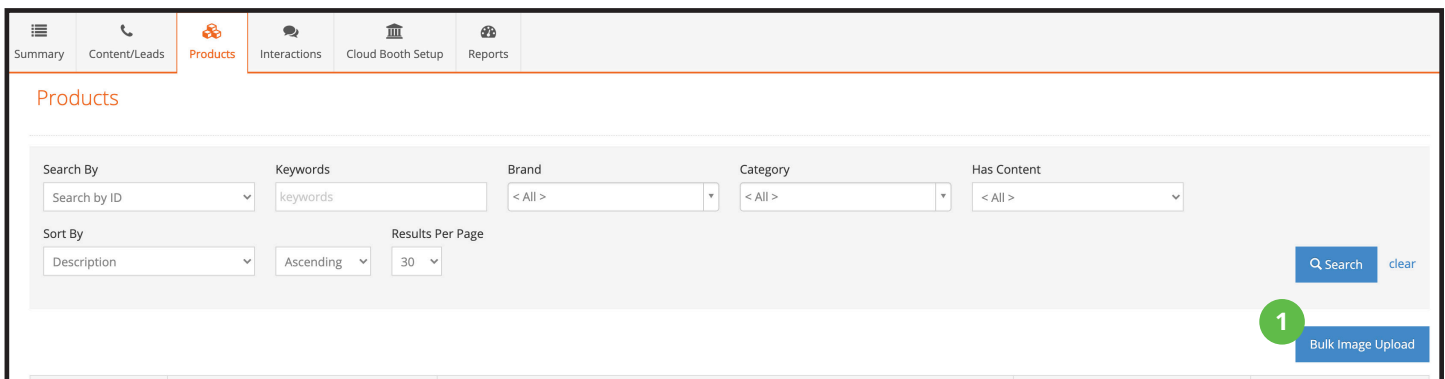
## Uploading images

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.

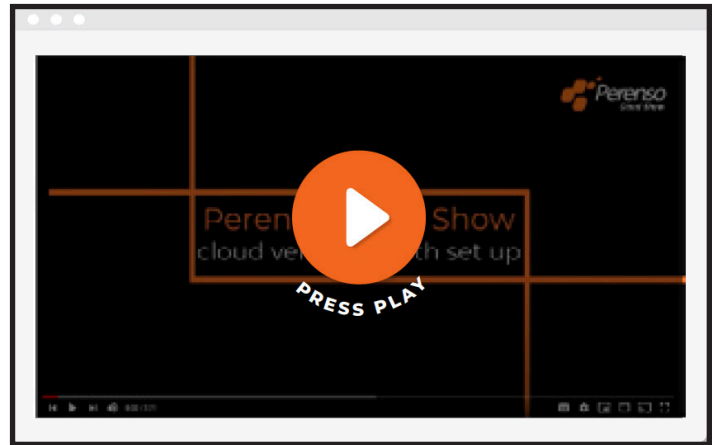


# Visual Walk Through

## General booth set up guide

Click on the icon to the right 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 **SUBSCRIBE**

- 1 **Cloud Vendor How To Add Single And Bulk Images**  
Perenso Knowledge Hub  
3:30
- 2 **Cloud Vendor how to add one picture to multiple items**  
Perenso Knowledge Hub  
3:17
- 3 **Cloud Vendor How To Add and Edit Users**  
Perenso Knowledge Hub  
3:48
- 4 **Cloud Vendor How To Preview Your Booth**  
Perenso Knowledge Hub  
1:40
- 5 **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=PLoey5h7z7TEJAA9PzcG8\\_Jn5vqkirehX](https://youTube.com/playlist?list=PLoey5h7z7TEJAA9PzcG8_Jn5vqkirehX)

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