





PGA OF ALBERTA 2024 BUYING SHOW EXHIBITOR PACKAGE

**October 22-24, 2024
Calgary BMO Centre (Hall B)**

 517 - 23 Ave NW Calgary, AB T2M 1S7

 403-256-8894

 www.pgaofalberta.com  @pgaofalberta

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ABOUT THE SHOW

The PGA of Alberta would like to invite you to attend the 2024 PGA of Alberta Buying Show taking place from October 22-24, 2024 (3-day Show) at the Calgary BMO Centre.

The purpose of the PGA of Alberta Buying Show is to bring golf professionals, industry suppliers, and sales representatives together, as everyone prepares their inventories for the following season.

Over the three days of the PGA of Alberta Buying Show, nearly 1,200 people gather from across the province, and country, to look at what is new and exciting in the golf industry.

The PGA of Alberta Buying Show continues to be the only show of its kind in Canada and it is with great pride that we host this show every fall for our members, industry suppliers, and guests of the industry.

The PGA of Alberta Buying Show is an event that is restricted to PGA of Canada members, NGCOA members, green grass golf facilities, and industry suppliers.

The registration process for exhibitors can be completed online by visiting the PGA of Alberta website. Details outlining the registration process are included in this package.

This package also offers details related to the show schedule, booth rates, the dress code for the PGA of Alberta Buying Show, exhibitor contract terms & conditions, and more.

A MESSAGE FROM THE BUYING SHOW CHAIRS

Dear Exhibitor,

We are thrilled to announce the return of the **PGA of Alberta Buying Show at the Calgary BMO Centre from October 22-24, 2024**, with exhibitor setup scheduled for October 21.

After the resounding success of our in-person show in 2023, supported by our industry partners, members, and guests, we couldn't be more excited to bring this event back to life.

At the PGA of Alberta, we're committed to enhancing the experience for our exhibitors, and we are continuously exploring ways to help you manage your costs while maximizing your exposure to buyers from Alberta and beyond. **As part of our efforts, we are pleased to provide access to preferred hotel rates, complimentary parking at the BMO Centre, and free Wi-Fi during the show.**

We anticipate another successful event filled with opportunities for viewing, buying, networking, industry recognition, education, and social activities. Please review the booth sizes and schedule outlined in this package to ensure you don't miss out on what promises to be the premier buying show and golf industry event in the country.

Your support is invaluable to us, and we eagerly anticipate reconnecting with you and seeing everyone again this fall at the Calgary BMO Centre.

Sincerely,



Jason Stanier

Buying Show Co-Chair
General Manager
Inglewood G&CC

Chris Paskin

Buying Show Co-Chair
Head Professional
Valley Ridge GC



EXHIBITOR BENEFITS

COMPLIMENTARY FOOD & BEVERAGE

Gordon Food Service (GFS) will be offering complimentary food and beverage options for all exhibitors and attendees at the 19th Hole, located in the centre of the show floor, for the entire three days of the PGA of Alberta Buying Show! This will help your company save costs, offer you the chance to try the great food from GFS, and re-energize yourself while at the PGA of Alberta Buying Show.

FEATURED PRODUCTS AREA

There will be a Featured Products Area on the show floor highlighting a signature product from your company. Once your registration is submitted, you'll be sent the link to a form where can share the details of which product you'd like to feature at the PGA of Alberta Buying Show.

ACCESS TO GOLF & INDUSTRY PROFESSIONALS

Over the course of the three days of the PGA of Alberta Buying Show, hundreds of PGA of Canada golf professionals, their facility employees, NGCOA members, and green grass golf facilities gather from across Alberta, as well as British Columbia, and Saskatchewan, to conduct business while seeing what is new and exciting in the golf industry.

INDUSTRY DIRECTORY

All exhibitors will be listed in our annual Industry Directory distributed at the PGA of Alberta Buying Show. The Industry Directory is a valuable resource for our almost 700 Alberta zone golf professionals. Our members regularly use this document to find contact info for suppliers that support the Association. This is an exclusive document that only exhibitors, PGA of Canada members, and industry professionals who attend the PGA of Alberta Buying Show have access to.

PRIVATE NETWORKING EVENTS

There are **several private networking events** that take place along with the PGA of Alberta Buying Show. **As an exhibitor, you'll have access to all of these complimentary events that are designed for both exhibitors & attendees to take part.** Below are details for each event so you can add them to your calendar.

EVENT	DATE & TIME	DETAILS
Welcome Breakfast	Day 1: Tuesday, October 22, 2024, from 8:00 am - 9:00 am	The PGA of Alberta will be hosting a Welcome Breakfast located at the BMO Centre in the Perscheron Ballroom.
Cocktail Reception	Day 1: Tuesday, October 22, 2024, from 5:00 pm - 7:30 pm	The PGA of Alberta will be hosting a Cocktail Reception at the close of Day 1 of the PGA of Alberta Buying Show at Hotel Arts (only a 10 minute walk from the BMO Centre) .
Cocktail Reception & Awards Ceremony	Day 2: Wednesday, October 23, 2024, with the Cocktail Reception beginning at 5:00 pm and the Awards Ceremony to follow at 5:30 pm	The PGA of Alberta Awards Ceremony will take place after the show floor closes on Day 2. The evening will kick off with a Cocktail Reception before leading into the Awards Ceremony.

SHOW SCHEDULE OVERVIEW

Here is a quick overview of the schedule for the 2024 PGA of Alberta Buying Show, including exhibitor Set-Up Day on October 21.

DATE	DETAILS	TIME
Monday, October 21, 2024	Exhibitor Set-Up Day	10:00 am - 11:59 pm
Tuesday, October 22, 2024	PGA of Canada Members Only Booking with Exhibitors	9:00 am - 5:00 pm
Wednesday, October 23, 2024	Open Booking with Exhibitors	9:00 am - 5:00 pm
Thursday, October 24, 2024	Open Booking with Exhibitors	9:00 am - 3:00 pm

Please contact Michelle Moody (michelle.moody@pgaofalberta.com) if you have any questions regarding the schedule.

2024 EXHIBITOR BOOTH RATES

BOOTH SIZE (sq ft)	EARLY BIRD RATE +GST (Before July 2, 2024)	REGULAR RATE +GST (After July 2, 2024)
100	\$2,790	\$2,930
200	\$3,630	\$3,810
300	\$5,170	\$5,430
400	\$6,560	\$6,890
500	\$7,790	\$8,180
600	\$8,870	\$9,320
700	\$9,840	\$10,330
800	\$10,670	\$11,200
900	\$11,420	\$11,990
1000	\$12,390	\$13,010

- 6' Table
- 2 Contour Chairs
- Booth Carpet
- 8' Back Drap
- 8' Side Drap
- Complimentary Parking
- Complimentary Wi-Fi
- Complimentary Food & Beverage for all three days

**EACH
10' x 10'
BOOTH
INCLUDES**

FIRST-TIME EXHIBITOR SPECIAL

Exhibitors that are entirely new to the PGA of Alberta Buying Show have the opportunity to register for a booth at a reduced rate.

BOOTH SIZE (sq ft)	EARLY BIRD RATE +GST (Before June 30, 2023)	REGULAR RATE +GST (After June 30, 2023)
50	\$1,420	\$1,500

The booth space will be 5' x 10' and this option is limited to one 50 sq ft booth per company.

BOOTH INCLUSIONS

- 6' Table
- 2 Contour Chairs
- Booth Carpet
- 8' Back Drape
- 8' Side Drape
- Complimentary Parking
- Complimentary Wi-Fi
- Complimentary Food & Beverage for all three days

If you are interested in the above opportunity for first-time exhibitors, have questions related to the registration process, or would like to request a booth location, please contact Michelle Moody (michelle.moody@pgaofalberta.com).

GENERAL RULES & REGULATIONS

1.

The exhibitor agrees to abide by all rules & regulations and respect any contract, agreement, or collective agreement binding them to the PGA of Alberta and the suppliers for the PGA of Alberta Buying Show.

Exhibitors agree to obey the laws of all levels of government and abide by all applicable requirements enforced by the fire department.

2.

A dress code is in effect AT ALL TIMES during the PGA of Alberta Buying Show. THE DRESS CODE IS BUSINESS PROFESSIONAL. Denim of any color (i.e. jeans) is not permitted. Please review the included infographic on the following page for additional details.

3.

Absolutely NO guests of exhibitors will be allowed entry.

Only registered exhibitors and attendees are allowed on the show floor.

While PGA of Canada members are allowed to bring corporate clients on the show floor during set times as determined by the PGA of Alberta, and identified in the show schedule, this does not apply to exhibitors.

4.

Badge identification must be worn at all times.

No one under the age of 18 will be permitted on the show floor. Photo ID may be requested in situations where age verification is required.

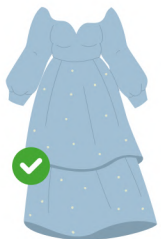
5.

The PGA of Alberta has the right to refuse or prohibit entry to the 2024 PGA of Alberta Buying Show should an exhibitor violate the regulations. Any such violation gives the PGA of Alberta the right to terminate the contract and expel the exhibitor from the premises.

PGA OF ALBERTA BUYING SHOW Dress Code



permitted: BUSINESS PROFESSIONAL



dress



skirt



blouse



dress shirt



2-piece suit



blazer



blazer



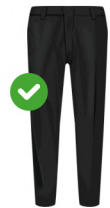
dress pants



dress pants



tie



dress pants



heels



flats or loafers



dress shoes



not permitted: CASUAL



denim
(i.e. jeans)



jersey



denim jacket



shorts



hats



golf polo



t-shirt



joggers



sleeveless top



quarter-zip



coloured denim



sneakers



golf pants



open-toed shoes

BOOTH RULES & REGULATIONS

Booth space is considered sold once it has been paid for and is sold to an exhibitor at the discretion of the PGA of Alberta alone.

If desired, the PGA of Alberta may change the layout or location of an exhibitor's space up to 10 days before the start of the PGA of Alberta Buying Show. The exhibitor will be informed of any changes.

The exhibitor agrees to use the rented space for their own purposes. **The exhibitor may share the assigned space with another company, but can only be identified as one company name.** The company name the exhibitor registers under is the only name that will appear in the Industry Directory and on the floor plan.

If an exhibitor represents multiple companies and would like each to appear separately in the Industry Directory, and on the floor plan, they must register each company individually.

The PGA of Alberta will consider this when assigning booth locations on the floor plan.

Under no circumstances may an exhibitor begin dismantling their booth before the PGA of Alberta Buying Show has closed on Day 3. Should an exhibitor violate this regulation, they will be fined \$750 and receive a written warning. If an exhibitor violates this regulation a second year, the fine will increase to \$1,500 along with a written warning. Should an exhibitor violate this regulation a third year they will be banned from the PGA of Alberta Buying Show for a period of 1 year.

BOOTH RULES & REGULATIONS

In preparation for setup at the PGA of Alberta Buying Show, exhibitors must ship their merchandise postage-paid. No one is authorized to accept merchandise requiring payment on delivery.

Global Convention Services is responsible for assisting exhibitors with all shipping logistics, including advance warehouse storage if needed.

Please see below the contact information for help with shipping.

REMY PERROT

M: 604-505-5717

E: remyp@crossconnectcl.com

Exhibitors agree to comply with regulations respecting the height and signage used in their booth. Booth walls may not exceed 15 feet and signage with company logos and advertising cannot back onto or overhang another exhibitor's booth. Failure to follow these regulations will result in booth modifications by the PGA of Alberta.

Move-in must be done through the loading bay doors by booking a time using the Calgary Stampede Voyage Control system. Hand-carrying product through the front doors will not be permitted.

Exhibitors must ensure their booth appears in good condition at all times.

Exhibitors are also responsible for ensuring at least one representative is in the booth at all times while the show floor is open.

After the PGA of Alberta Buying Show closes on Day 3, move-out must be done through the loading bay doors. Exhibitors do not have to book a move-out time using the Voyage Control System in advance. Once an exhibitor is packed and ready for move-out, the Calgary Stampede Concierge will give them a paper with a Voyage Control code to gain access to the loading bay area.

More information related to move-out will be shared with exhibitors on Day 3 at the PGA of Alberta Buying Show.

EXHIBITOR CONTRACT TERMS & CONDITIONS

TERMINATION

The contract may be terminated through written notice sent to the PGA of Alberta at least 30 days before the Buying Show is held. **A sum of \$200.00 will be retained to cover administrative fees.** The balance will be reimbursed to the exhibitor.

Should cancellation come less than 30 days before the show, the exhibitor must assume all costs related to their involvement in the show, including registration.

FIRST-TIME EXHIBITOR SPECIAL: REDUCED FEE & SPACE

This special is only available to companies who have never attended the PGA of Alberta Buying Show in the past.

**The exhibitor
agrees to abide by
the contract terms
& conditions as
outlined by the
PGA of Alberta.**

EXHIBITOR LIABILITIES

The PGA of Alberta Buying Show will not be responsible for any products and/or services sold or offered by the exhibitor. **The PGA of Alberta Buying Show will not assume any responsibility for losses or injuries to property or persons, which might be incurred from pilfering, water damage, fire, accident, or any other cause.** The exhibitor is liable for the damage and deterioration caused to the building, the booth, and the merchandise and goods of other exhibitors.

All exhibitors must have commercial general liability insurance of TWO MILLION DOLLARS and are required to submit an insurance certificate or certified copy of the policy.

This certificate must identify “PGA of Alberta” as an additional named insured, but only with respect to your business operations during the PGA of Alberta Buying Show. **The dates coverage is needed for are October 21-24, 2024, as Set-Up Day must be included in addition to all three days of the PGA of Alberta Buying Show.**

Please ensure the location of the PGA of Alberta Buying Show is included in the description of the COI along with the address of the Calgary BMO Centre (20 Roundup Way SE, T2G 2W1).

The exhibitor shall indemnify The PGA of Alberta and its directors, officers and employees, and volunteers from all losses, claims, costs, and liabilities which may arise directly or indirectly, as a result of the granting of this exhibitor license. The exhibitor shall be solely responsible for all acts or omissions due to or caused by any person at any time while occupying the Licensed Area.

READY TO REGISTER?

1.

Create a PGA of Alberta exhibitor profile by **CLICKING HERE**.

If you have already created an account to register for the PGA of Alberta Buying Show in 2023, the 2024 Calgary Golf Show, or another past event, please use the same account for your registration this time.

If you are not sure if you have an account, or if you have any questions, please contact Michelle Moody (michelle.moody@pgaofalberta.com).

Follow these step-by-step instructions to register as an exhibitor for the 2024 PGA of Alberta Buying Show.

2.

Log into the PGA of Alberta website. Go to: Events tab > Buying Show tab > 2024 Exhibitor Registration tab.

3.

Click “Register Now” at the top of the event page and follow the prompts to complete the registration process.

4.

Early bird pricing will be in effect until July 2, 2024, at 4:00 pm. Companies must sign up for the PGA of Alberta Buying Show by this date to receive early bird rates. **Payment must be received by this date to secure your booth space with early bird pricing.**

Booth pricing will increase as of 4:00 pm on July 2, 2024, at 4:00 pm.

HOW TO REGISTER

5. **The registration deadline for exhibitors is Friday, September 6, 2024, at 4:00 pm.** Payment must be made by this date to secure your booth space at the 2024 PGA of Alberta Buying Show. Inquiries regarding registration after this date can be directed to Michelle Moody (michelle.moody@pgaofalberta.com).

6. **Exhibitors have the option to pay for their booth by cheque, credit card, e-transfer, or EFT.** Please note a 2.4% service fee will be added to payments made by credit card. Cheques are to be made payable to the PGA of Alberta. Additional information regarding payment options will be shared once your registration has been received.

7. Upon receipt of your registration form, the PGA of Alberta will contact you to confirm your booth space.

You will also receive information related to the following:

- Calgary Stampede Exhibitor Services
- Global Convention Services Exhibitor Kit
- Hotel Information
- Links to Required Forms

8. To request a booth location please contact Michelle Moody (michelle.moody@pgaofalberta.com). **We will do our best to accommodate all booth requests, however, requests are not guaranteed to be fulfilled.**

EXHIBITOR CHECKLIST

The following checklist includes tasks to be completed as you prepare for the 2024 PGA of Alberta Buying Show.

PGA OF ALBERTA

- Submit registration for the PGA of Alberta Buying Show
- Booth payment
- Complete and submit the exhibitor name badge form
- Complete and submit the featured product form
- Complete the Industry Directory form
- Email Michelle Moody (michelle.moody@pgaofalberta.com)
Certificate of Insurance as detailed in Exhibitor Liabilities

GLOBAL CONVENTION SERVICES

- Order show services from Global Convention Services (e.g. hard walls for your booth, signage, furniture, custom booth display, etc.)
- Email Remy Perrot (remyp@crossconnectcl.com) regarding shipping logistics

CALGARY STAMPEDE

- Order power from the Calgary Stampede via the online portal
- Book load-in time for Set-Up Day using the Voyage Control System once code has been received