

# PGA OF ALBERTA BUYING SHOW

OCTOBER 18 - 20, 2022



EXHIBITOR PACKAGE

PGA of Alberta  
517 23 Ave NW  
Calgary, AB, T2M 1S7



@PGAofAlberta

# ABOUT THE SHOW

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Dear Vendor,

The PGA of Alberta would like to invite you to attend the 2022 PGA of Alberta Buying Show on October 18 – 20 at the Calgary BMO Centre (Hall D)!

The purpose of the Buying Show is to bring Golf Professionals, Equipment Manufacturers and Sales Representatives all together in the same building, in order for them to prepare their inventories for the following season. Over the course of the three days, nearly **1,200 people** gather from across the province and country to conduct business and look at what's new and exciting in the golf industry in a professional setting.

Our Buying Show continues to be the only “full scale” 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 Buying Show is an event that is restricted to PGA of Canada Members, Non-PGA of Canada Facilities and Golf Industry Equipment Manufacturers and Suppliers.

The registration process for Exhibitors is simple and can be completed online by visiting on the PGA of Alberta website. This package details the Exhibitor Benefits, Show Schedule, Booth Rates, Registration Process, and the Show Terms & Conditions for the 2022 Buying Show.



# A MESSAGE FROM THE BUYING SHOW CHAIRMAN

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Dear Vendor,

We are extremely excited to bring back the Buying Show this year which is scheduled for October 18 – 20 at the Calgary BMO Centre. Please note October 17th will be a set-up day for Exhibitors.

The Buying Show is a very important event for our Association, Members and Industry Partners. We continue to explore ways to adapt to the ever-changing industry and continue to help our Exhibitors manage their costs while keeping a clear objective of providing the same level of quality and delivery for our Buying Show.

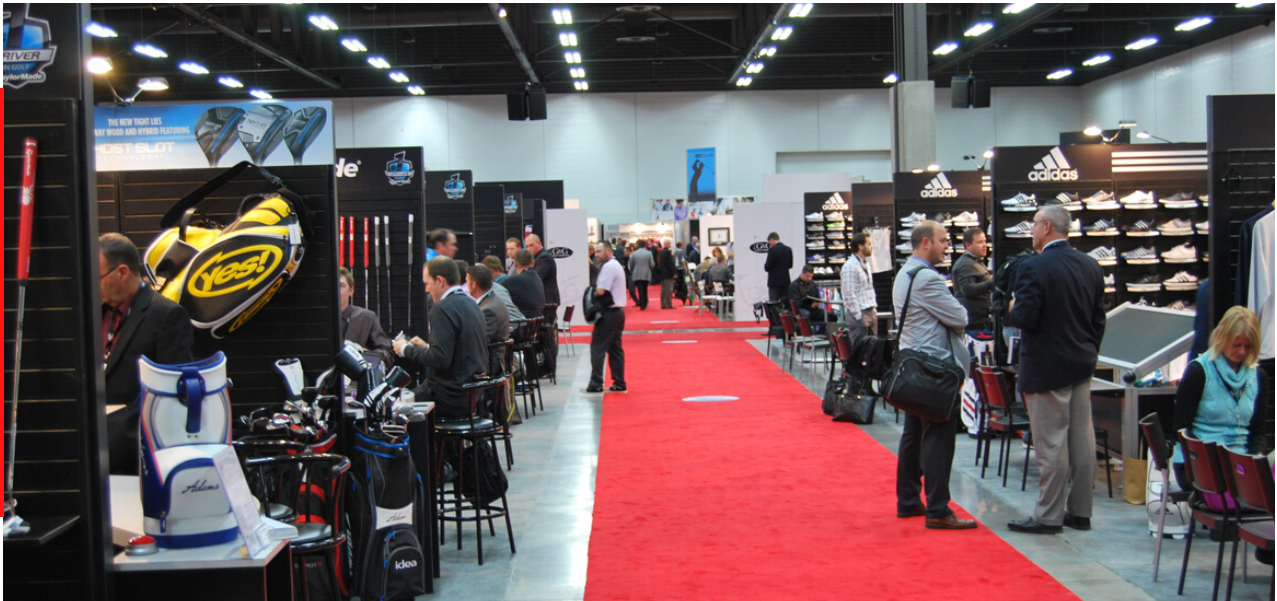
The PGA of Alberta will continue to cover the cost of Parking and Wi-Fi and we will continue to find preferred rates in the hotel and vehicle rental categories.

We thank you for your support, and we look forward to seeing you in attendance at the Buying Show in October.

Sincerely,

**Shawn Lavoie** - PGA of Alberta Buying Show Chair  
Executive Professional at Canyon Meadows G&CC

# EXHIBITOR BENEFITS



**Access to Golf & Industry Professionals:** Over the course of the 3 day Show, hundreds of PGA of Canada Golf Professionals, their facility employees, and Green Grass Golf Facilities gather from across Alberta, as well as British Columbia and Saskatchewan, to conduct business and look at what's new and exciting in the golf industry. As an Exhibitor, you will have access to these individuals throughout the 3-days.

**Sell Product:** Your company has the opportunity to sell products or give away samples to the Golf and Industry Professionals at the Show. Based on survey results from our last Show, the primary objective of attendees is to do Inventory Purchasing for the following season.

**Industry Directory:** All Exhibitors will be listed in our annual Industry Directory distributed at the Show. The Directory is a valuable resource for our 550+ Golf Professionals. Our members regularly use this document to find contact info on suppliers that support the Association. This is an exclusive document which only Exhibitors, PGA Members, and Industry Professionals have access to.

**Complimentary Food & Beverage at Show:** Gordon Food Service will be offering complimentary food & beverage options for all Exhibitors and Attendees located in the 19th Hole (centre of the floor plan) for the entire 3-days of the Buying Show! This will help your company save costs as well as gives you a chance to try their delicious food and re-energize yourself while on the Show floor.





# EXHIBITOR BENEFITS (CONTINUED)

**New Product Section:** There will be a New Product Section on the Show floor highlighting the innovative products coming out in 2023. The office will contact you after registration and allow you to feature a product in this section.

## Access to Private Networking Events

**Welcome Breakfast:** We will be hosting a Welcome Breakfast event on Tuesday, October 18th located at the BMO Centre just outside of the Show floor. This is a complimentary event and all Exhibitors and Attendees are encouraged to attend. The event begins at 8:00am, 1-hour before the Show officially opens at 9:00am.

**Cocktail Reception:** We will be hosting a Cocktail Reception after Day 1 of the Show (October 18th) hosted at Hotel Arts (10-minute walk from the BMO Centre). This is a complimentary event featuring beverages and appetizers and all Exhibitors and Attendees are encouraged to attend.

**Awards Banquet & Cocktail Reception:** The PGA of Alberta Awards Banquet will be hosted on Wednesday, October 19th (Day 2). The evening will kickoff with cocktails at 5:00pm and will be followed by the Awards Banquet at 5:45pm. This is a complimentary event and all Exhibitors and Attendees are encouraged to attend.



# SHOW SCHEDULE

See the 2022 Show schedule below. For a full itinerary of Buying Show events, go to our website [www.pgaofalberta.com](http://www.pgaofalberta.com) and click on the "2022 Show Schedule" sub-tab on the Buying Show webpage. [CLICK HERE](#) to be directed to page.

NGCOA and Green Grass facilities are welcome to attend all day and make appointments both Wednesday, October 19th and Thursday, October 20th.

Monday, October 17 <sup>th</sup> .....	Exhibitor Set Up .....	8:00AM – 11:59PM
Tuesday, October 18 <sup>th</sup> .....	PGA of Canada Booking .....	9:00AM – 5:00PM
Wednesday, October 19 <sup>th</sup> .....	Open Booking .....	9:00AM – 5:00PM
Thursday, October 20 <sup>th</sup> .....	Open Booking .....	9:00AM – 5:00PM

# BOOTH RATES

See the chart below for this year's booth rates which are consistent to last year's rates.

**EARLY BIRD PRICING** for the 2022 Buying Show will be available until May 31st. These rates will **save you 5%** on your booth space so be sure to register on the website right away to secure these rates!

Booth pricing will increase to our standard rate as of June 1st.

## Each 10' x 10' Booth includes:

- 6ft Table
- 2 Folding Chairs
- Carpet
- 8ft Back Drape
- 8ft Side Drape
- Onsite Parking
- Wireless Internet Access



BOOTH SIZE	EARLY BIRD RATE *Before May 31	STANDARD RATE *After May 31
100 sq. ft.	\$ 2,535.00 + GST	\$2,655.00 + GST
200 sq. ft.	\$ 3,295.00 + GST	\$3,455.00 + GST
300 sq. ft.	\$ 4,695.00 + GST	\$4,925.00 + GST
400 sq. ft.	\$ 5,950.00 + GST	\$6,245.00 + GST
500 sq. ft.	\$ 7,065.00 + GST	\$7,420.00 + GST
600 sq. ft.	\$ 8,045.00 + GST	\$8,450.00 + GST
700 sq. ft.	\$ 8,925.00 + GST	\$9,370.00 + GST
800 sq. ft.	\$ 9,675.00 + GST	\$10,155.00 + GST
900 sq. ft.	\$ 10,355.00 + GST	\$10,875.00 + GST
1,000+ sq. ft.	\$ 11.24/sq. ft + GST	\$11.80/sq. ft. + GST

# FIRST TIME EXHIBITOR SPECIAL

Exhibitors that are **ENTIRELY NEW** to the PGA of Alberta Buying Show have the opportunity to purchase a booth at a reduced size and rate.

BOOTH SIZE	EARLY BIRD RATE *Before May 31	STANDARD RATE *After May 31
50 sq. ft.	\$ 1,290.00 + GST	\$1,355.00 + GST



- This is a shared area of the Buying Show floorplan that allows first time Exhibitors to attend the Show at a reduced size and rate.
- The booth space will be 10' wide x 5' deep.
- This option is limited to one 50 sq. ft. booth per company.
- If you are interested in this opportunity, please contact [trevor.rioux@pgaofalberta.com](mailto:trevor.rioux@pgaofalberta.com).

## HOW TO REGISTER

To REGISTER for the Buying Show, please follow the steps below:

1. Create an Exhibitor Profile on the website - [CLICK HERE](#) to create. Only one profile per Exhibitor booth. If you registered for a previous Buying Show, please use the same account from then to register for this year's Show. Contact [trevor.rioux@pgaofalberta.com](mailto:trevor.rioux@pgaofalberta.com) for any questions about your account.
2. Log into the PGA of Alberta website and go to the Events tab > Buying Show > 2022 Exhibitor Registration.
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 last until May 31st. Your company **MUST** sign up for the Show before this date to receive the early bird rates. Booth pricing will increase as of June 1st.

# HOW TO REGISTER (CONTINUED)

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5. The registration DEADLINE is September 9th. Payment must be submitted shortly after registration to secure your booth space. Any companies that register after September 9th will incur a \$500.00 surcharge if they wish to be included in publications and floor plans.

6. Exhibitors have the option to pay their booth costs by Cheque, Credit Card, or EFT. PLEASE NOTE a 3% service fee will be added to payments by credit card. Cheques are to be made payable to the PGA of Alberta.

7. Upon receipt of your registration form AND payment, the PGA of Alberta will contact you to confirm your booth space and review the following:

- Calgary Stampede & GES Show Services Packages
- Hotel information
- Company information for the Industry Directory publication
- Badge information

8. To request a booth location, please contact [trevor.rioux@pgaofalberta.com](mailto:trevor.rioux@pgaofalberta.com). Booths requests are not guaranteed and will be on a first come, first serve basis.

## QUESTIONS?

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If you have any questions pertaining to the Buying Show, or would like to request a booth location, please contact Trevor Rioux at the PGA of Alberta office by email ([trevor.rioux@pgaofalberta.com](mailto:trevor.rioux@pgaofalberta.com)). We look forward to seeing you at the Show!





# EXHIBITOR CONTRACT TERMS & CONDITIONS

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## 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.

## RENTING SPACE

A space is considered sold once it has been paid for. Space is sold to an Exhibitor at the discretion of the organizing committee alone. If desired, the committee may change the layout or location of an exhibitor's space up to 10 days before the show.

The Exhibitor agrees to use the rented space for their own purposes, to promote their services exclusively. The Exhibitor may not share the assigned space in part or in whole with another company.

The Exhibitor agrees to respect any contract, agreement or collective agreement binding them to the PGA of Alberta and to the suppliers for the show. They also agree to obey the laws of different levels of government and those of the fire department.

## REDUCED EXHIBITOR FEE AND SPACE

This space is only available to companies who have never attended the PGA of Alberta Buying Show in the past. The floorplan space will be shared with other companies that are new to the Show and wish to showcase their product/company.

## EXHIBITOR LIABILITIES

The PGA of Alberta Buying Show will not be responsible for any products and/or services sold or offered by the Vendor. 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 Vendors 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 additional named insured, but only with respect to your business operations during the PGA of Alberta Buying Show.

The Vendor 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 Vendor shall be solely responsible for all acts or omissions due to or caused by any person at any time while occupying the Licensed Area.

# EXHIBITOR CONTRACT TERMS & CONDITIONS

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The Exhibitor agrees to respect the timetable in the Show schedule. In return, the organizing committee agrees to provide access to the exhibition site as stipulated in the timetable.

## GENERAL RULES & REGULATIONS

The Exhibitor agrees to abide by the regulations in force and any other regulation that the organizing committee may adopt before, during or after the Buying Show.

The exhibitor agrees to respect the timetable in the show schedule. In return, the organizing committee agrees to provide access to the exhibition site as stipulated in the timetable.

The exhibition booth must appear in good condition on all sides and from top to bottom.

The Exhibitor must ensure the presence of at least one representative at their booth during business hours for the Buying Show.

Exhibitors agree to comply with regulations respecting the HEIGHT & 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 organizing committee.

During the set-up of the Buying Show, the Exhibitor must ship their merchandise postage paid. No one is authorized to accept merchandise requiring payment on delivery.

Under no circumstances may an Exhibitor begin dismantling their booth before the Buying Show has closed. Should an Exhibitor violate this regulation, they will be banned from subsequent PGA of Alberta Shows.

The Exhibitor agrees to pack up their goods in keeping with the move-out times in the show schedule. Move In and Out must be done through the loading doors only.

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

Absolutely NO guests will be allowed. No one under the age of 18 will be permitted.

Photo ID may be required each time you enter the show facility, along with your badge identification. Badge identification must be worn at all times.

**DRESS CODE IS IN EFFECT AT ALL TIMES DURING SHOW HOURS. DRESS CODE IS BUSINESS ATTIRE.** (Jeans, cutoffs, track suits, hats, etc., are NOT permitted in the show)