




PGA OF ALBERTA 2023 BUYING SHOW ATTENDEE PACKAGE

**October 17 - 19, 2023
Calgary BMO Centre (Hall D)**

 517 - 23 Ave NW Calgary, AB T2M 1S7

 403-256-8894

 www.pgaofalberta.com

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ABOUT THE SHOW

**The PGA of Alberta
would like to invite
you to attend the
2023 PGA of Alberta
Buying Show
taking place from
October 17 – 19, 2023
(3-day Show) at the
Calgary BMO Centre.**

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 look at what's new and exciting in the golf industry.

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.

**A dress code
is in effect
AT ALL TIMES
during the Buying
Show hours.**

**THE DRESS CODE IS
BUSINESS ATTIRE.**

**Jeans, cutoffs, track
suits, hats, etc., are
NOT permitted.**

A MESSAGE FROM THE BUYING SHOW CHAIRS

Dear Attendee,

After bringing back the In-Person Show in 2022 and seeing the overwhelming support of the event from our Industry Partners, Members, and Guests, the PGA of Alberta is extremely excited to once again host the **2023 Buying Show at the Calgary BMO Centre, in Hall D, from October 17 - 19.**

We continue to explore ways to adapt and improve this event for our Members as well as the Exhibitors in attendance.

The PGA of Alberta will provide access to preferred hotel and rental car rates as well as free parking at the BMO Centre, and complimentary access to Wi-Fi during the Show.

We are anticipating another **successful Show filled with viewing, buying, networking, industry recognition, education, and social activities.** Please review the included details, and don't miss out on the best Buying Show and Golf Industry event in the country.

We thank you for your support and we look forward to 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 Golf Professional
Valley Ridge GC



ATTENDEE BENEFITS

COMPLIMENTARY FOOD & BEVERAGE

Gordon Food Service will be offering complimentary food and beverage options for all Attendees and Exhibitors at the 19th Hole (located in the centre of the hall) for the entire 3 days of the Buying Show!

This will help your facility save costs, offer you the chance to try the great food from GFS, and re-energize yourself while at the Show. **Bring your F&B Team to the Show for inspiration on how to enhance your Club's menu!**

INDUSTRY DIRECTORY

The Industry Directory is a valuable resource for our Association. This document can be used to find contact info for all Exhibitors present at the Show. The printed Industry Directory & Show Guide is an exclusive document available at the Buying Show available only to Exhibitors, PGA Members, and Industry Professionals.

ONE-STOP SHOP FOR ALL OF YOUR BUYING

Over the course of the 3-Day Show, you'll have the opportunity to visit the Exhibitors in attendance and view hundreds of brands all at one venue! Last year, over 80 companies were present at the Show.

Come build relationships with top Company Executives and your local reps, all while seeing what's new & exciting in the golf industry.

EDUCATION OPPORTUNITIES

There will be an Education session every day of the Show. Each session will cover relevant topics related to the golf industry. These sessions are designed to help Members & Attendees advance professionally.

TOP 100 POINTS

PGA of Alberta Members will earn valuable Top 100 points for attending the Buying Show. Members will also earn points for attending Education Sessions and other networking events.

BONUS
BENEFIT

PRIVATE NETWORKING EVENTS

There are **several private networking events** that take place along with the PGA of Alberta Buying Show. **As an Attendee, 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 17, 2023 from 8:00 am - 9:00 am	The PGA of Alberta will be hosting a Welcome Breakfast event located at the BMO Centre just outside of Hall D where the Show will take place.
Cocktail Reception	Day 1: Tuesday, October 17, 2023 directly following the end of the Show that day	The PGA of Alberta will be hosting a Cocktail Reception at the close of Day 1 of the Show at Hotel Arts (only a 10 minute walk from the BMO Centre).
Awards Banquet & Cocktail Reception	Day 2: Wednesday, October 18, 2023 with the Cocktail Reception beginning at 5:00 pm and the Awards Banquet starting at 5:30 pm	The PGA of Alberta Awards Banquet will take place after the end of Day 2 of the Show. The evening will kick off with a Cocktail Reception before leading into the Awards Banquet.

SHOW SCHEDULE OVERVIEW

Here is a quick overview of the schedule for the PGA of Alberta 2023 Buying Show.

DATE	DETAILS	TIME
Tuesday, October 17, 2023	DAY 1: PGA of Canada Members Only Booking with Exhibitors	9:00 am - 5:00 pm
Wednesday, October 18, 2023	DAY 2: Open Booking with Exhibitors	9:00 am - 5:00 pm
Thursday, October 19, 2023	DAY 3: Open Booking with Exhibitors	9:00 am - 4:00 pm

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

A detailed Show Schedule will be provided for all Attendees when checking in at the Show on Day 1 (October 17).

TICKET TYPES

TICKET TYPE	DESCRIPTION
PGA of Alberta Member	PGA of Alberta Professionals who have paid their annual dues and work within Alberta.
PGA of Canada Member (Outside of Alberta)	PGA of Alberta Professionals who have paid their annual dues and are working in a Zone outside of Alberta.
PGA of Canada Affiliate (Non-Member): Facility Owner, GM, Employee, Guest, F&B Staff	Individual(s) working at a facility with an employed PGA of Alberta/Canada Professional and are not Members of the PGA of Canada and do not pay annual dues. This ticket type is for Facility Owners, General Managers, Food & Beverage Staff, and Employees at a course or a guest who is somehow affiliated with a facility.
NGCOA Member	Individual(s) whose facility is a Member of the National Golf Course Owner's Association and does not have a PGA of Canada Professional employed at their facility. Please note NGCOA Members are only eligible to attend on Day 2 (October 18) & Day 3 (October 19) of the Buying Show.
Green Grass Facility	Individual(s) who are attending the Buying Show on behalf of a facility that does not have a PGA of Canada Professional employed at the course and is not a Member of the NGCOA. There is a \$75.00 per person charge for this ticket type when purchased in advance online and a \$125.00 per person charge when purchased at the door. Please note Green Grass Facilities are only eligible to attend on Day 2 (October 18) & Day 3 (October 19) of the Buying Show.

READY TO REGISTER?

1.

Create a PGA of Alberta Profile by **CLICKING HERE**, if you don't have one already.

Only 1 account is needed per facility. If you have already created an account please use the same account for your registration.

Follow these step-by-step instructions to register as an Attendee for the PGA of Alberta 2023 Buying Show.

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

2.

Log into the PGA of Alberta website. Go to: Events tab > Buying Show > 2023 Attendee Registration.

3.

Click "Register Now" at the top of the event page and follow the prompts to complete the registration process
Make sure you click "+ Add Another Attendee" before Attendee Information to register multiple people from your facility.

4.

The registration deadline for Attendees is October 13, 2023.