




PGA OF ALBERTA 2023 BUYING SHOW EXHIBITOR 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.

The registration process for Exhibitors will 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, Exhibitor Contract Terms & Conditions, and more.

A MESSAGE FROM THE BUYING SHOW CHAIRS

Dear Exhibitor,

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, October 17 - 19** with Exhibitor set up scheduled for October 16.

We continue to explore ways to adapt and improve this event to help our Exhibitors manage their costs, while having the opportunity to get in front of Buyers from the many different clubs in Alberta and beyond.

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 booth sizes and schedule below, 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



EXHIBITOR BENEFITS

COMPLIMENTARY FOOD & BEVERAGE

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

FEATURED PRODUCTS SECTION

There will be a "Featured Products" section highlighting a signature product from your company. The office will contact you after registration so you can share the details of which product you'd like to feature in this section.

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 see what's new & exciting in the golf industry.

INDUSTRY DIRECTORY

All Exhibitors will be listed in our annual Industry Directory distributed at the Show. The Directory is a valuable resource for our 600+ 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 Members, and Industry Professionals 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 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, including Exhibitor Set-Up Day on October 16.

DATE	DETAILS	TIME
Monday, October 16, 2023	Exhibitor Set-Up Day	8:00 am - 11:59 pm
Tuesday, October 17, 2023	PGA of Canada Members Only Booking with Exhibitors	9:00 am - 5:00 pm
Wednesday, October 18, 2023	Open Booking with Exhibitors	9:00 am - 5:00 pm
Thursday, October 19, 2023	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.

2023 EXHIBITOR BOOTH RATES

BOOTH SIZE (sqft.)	EARLY BIRD RATE +GST (Before June 30, 2023)	REGULAR RATE +GST (After June 30, 2023)
100	\$2,660	\$2,793
200	\$3,457	\$3,630
300	\$4,927	\$5,173
400	\$6,248	\$6,560
500	\$7,419	\$7,790
600	\$8,449	\$8,871
700	\$9,369	\$9,837
800	\$10,160	\$10,668
900	\$10,877	\$11,421
1000+	\$11.80/sqft.	\$12.39/sqft.

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

**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 rent a smaller booth at a reduced rate.

BOOTH SIZE (sqft.)	EARLY BIRD RATE +GST (Before June 30, 2023)	REGULAR RATE +GST (After June 30, 2023)
50	\$1,355	\$1,423

This is a shared area of the Buying Show floor that allows first-time Exhibitors to attend the Show at a reduced rate. **The booth space will be 5' x 10' and this option is limited to one 50 sqft. booth per company.**

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).

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 Show in 2022, the 2023 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 PGA of Alberta 2023 Buying Show.

2.

Log into the PGA of Alberta website. Go to: Events tab > Buying Show > 2023 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 be in effect until June 30, 2023.

Companies **MUST** sign up for the Show by this date to receive the Early Bird Rates. Booth pricing will increase as of July 1, 2023.

HOW TO REGISTER

5.

The registration deadline for Exhibitors is September 8, 2023. Payment must be made to secure your booth space.

6.

Exhibitors have the option to pay for their booth by cheque, credit card, or EFT. Please note a 3% service fee will be added to payments made 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.

You will also receive information related to the following:

- Calgary Stampede Services
- GES Show Services Packages
- Hotel Information
- Company Information for the Industry Guide publication

8.

To request a booth location please contact Michelle Moody (michelle.moody@pgaofalberta.com). **Booth requests are not guaranteed and will be on a first-come, first-serve basis.**

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.

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 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.

INSURANCE

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 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.

SHOW SCHEDULE

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

1. 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.

2. 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.

3. 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.

4. 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.

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.

GENERAL RULES & REGULATIONS

- 5.** 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.

- 6.** 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.

- 7.** 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.

- 8.** 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.