



PGA OF ALBERTA 2026 BUYING SHOW

EXHIBITOR PACKAGE

**October 20–22, 2026
BMO Centre (Halls B & C)**

   @pgaofalberta  www.pgaofalberta.com  403-256-8894

 517 - 23 Ave NW Calgary, AB T2M 1S7

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ABOUT THE BUYING SHOW



The 2026 PGA of Alberta Buying Show is back, October 20–22, at the BMO Centre (Hall BC) in Calgary.

As the largest buying show in Canada, this premier event provides an unparalleled opportunity to showcase your products and services to a highly engaged audience of golf industry professionals and affiliates from across Western Canada.

Why Exhibit?

- **Engage with Key Decision-Makers:** Meet PGA of Canada professionals, golf course operators, and industry affiliates eager to discover the latest innovations in golf equipment, apparel, technology, and services.
- **Reconnect & Strengthen Relationships:** This is the ideal setting to reconnect with current customers, dealers, and sales reps while building new partnerships.
- **Introduce New Products & Services:** The top reason attendees come to the Buying Show is to find what's new. This is your chance to launch new products, gain immediate feedback, and generate excitement within the industry.
- **Enhance Your Brand Visibility:** Gain exposure among top industry leaders and position your company as a key player in the golf market.
- **Innovation & Technology:** Showcase cutting-edge advancements and contribute to the ongoing evolution of the golf industry.
- **Grow the Game:** Be part of an event that promotes excellence in golf and supports the continued growth of the sport.

Beyond the show floor, exhibitors can take advantage of exclusive private networking events held throughout the week, providing even more opportunities to connect with industry professionals in a relaxed, social setting.

Don't miss this chance to be at the forefront of the golf business—exhibit at the PGA of Alberta Buying Show and take your company to the next level!



EXHIBITOR BENEFITS

COMPLIMENTARY FOOD & BEVERAGE

Sponsored by Gordon Food Service, exhibitors enjoy complimentary food and beverage throughout the Buying Show.



Each day on the show floor, breakfast, lunch, snacks, and refreshments are provided – allowing you to refuel between appointments without leaving the venue or interrupting valuable meeting time.

Beyond the significant cost savings, this inclusion creates natural moments to regroup with your team over a meal, touch base between meetings, and stay aligned throughout the day – keeping everyone energized, focused, and ready to make the most of the Buying Show.

INDUSTRY DIRECTORY

Inclusion in the **PGA of Alberta Industry Directory** is one of the most valuable benefits of exhibiting at the 2026 PGA of Alberta Buying Show.



This trusted resource is **exclusive to companies on the show floor**, ensuring a curated and credible network of industry partners. The directory features comprehensive listings of PGA of Alberta members and facilities, complete with key contact information, making it an essential tool for meaningful connections during the SHOW and long after it concludes.

Available only to those in attendance, the Industry Directory is relied upon year-round by PGA of Canada professionals and industry stakeholders – giving exhibitors extended visibility beyond the three days on the show floor.



EXHIBITOR BENEFITS

DIRECT ACCESS TO KEY INDUSTRY DECISION-MAKERS



The Buying Show brings together a highly targeted audience of golf and industry professionals from across Western Canada. Exhibitors connect directly with PGA of Canada members, facility leaders and staff, NGCOA members, and representatives from green grass facilities — many of whom are key purchasing decision-makers.

This concentrated access creates valuable face-to-face opportunities to strengthen existing relationships, introduce new products and programs, gather feedback, and drive meaningful business conversations in a professional, focused environment.

ONLINE EXHIBITOR PROFILE

New for 2026, all exhibitors at the 2026 PGA of Alberta Buying Show will receive a complimentary Online Exhibitor Profile as part of their registration.



When you register, you'll have the opportunity to create a dedicated profile that includes your company logo, contact information, and key details about your brand and offerings.

This added visibility allows attendees to explore exhibiting companies in advance of the SHOW, reach out directly to book appointments, and connect with you ahead of time with questions — helping you maximize your time on the show floor and arrive with meetings already in place.

FASHION SHOW

Wednesday, October 21, 2026 | 8:15–9:00 A.M. | Palomino Rooms | Calgary BMO Centre



After a highly successful debut in 2025, the Fashion Show returns in 2026 — elevated, refined, and positioned for even greater impact.

Hosted in the Palomino Rooms at the Calgary BMO Centre, the 2026 Fashion Show will take place before the show floor officially opens on Day 2, creating a focused, high-energy environment for maximum brand exposure and engagement.

WHY PARTICIPATE?

- **Prime Timing:** Scheduled from **8:15–9:00 A.M. on Wednesday, October 21**, immediately prior to the show floor opening.
- **Expanded Audience:** Day 2 welcomes not only PGA of Canada members, but also National Golf Course Owners Association members and professionals from green grass facilities — broadening your reach across key decision-makers.
- **Captive Crowd:** All Buying Show attendees are encouraged to attend.
- **Elevated Setting:** Moving to the Palomino Rooms allows for a more polished presentation, improved sightlines, and stronger audience engagement.
- **Light Breakfast Included:** Creates a welcoming atmosphere and drives early attendance.

PARTICIPATION DETAILS

- **Limited to 15 exhibitors** (first come, first served)
- **4 curated looks per exhibitor**
- **\$400 participation fee**

This is your opportunity to showcase your 2026 lines in a dynamic, live setting that inspires buyers and drives traffic directly to your booth once the show floor opens.

Spots are limited — secure your place early and be part of one of the most anticipated features of the 2026 Buying Show.



PRIVATE NETWORKING EVENTS

Exclusively available to exhibitors and Buying Show attendees, we invite you to join us at our private networking events.

These curated gatherings are designed to foster meaningful interactions in a relaxed yet professional environment, where every conversation can pave the way for strategic partnerships and innovative collaborations. Whether engaging in dynamic discussions or sharing insights during social moments, exhibitors can expect to build lasting relationships that not only enhance their current business outlook but also open doors to future opportunities.



Enjoy gourmet fare while connecting with existing clients, new potential partners, and fellow exhibitors in a vibrant, relaxed setting. Kick off the 2026 PGA of Alberta Buying Show with stimulating conversation and delicious food that will energize your day and set the stage for an exciting show. We look forward to welcoming exhibitors and Buying Show attendees to a morning of dynamic networking and culinary delights.

This event will be hosted from 8–9:30 A.M. in the Palomino Rooms at the BMO Centre. Sponsored by [Gordon Food Service](#), [Sundog Eyewear / Blue Tees](#), [Tribal Sport](#), and [West Golf Group](#).



Celebrate the end of the first day of the 2026 PGA of Alberta Buying Show. Savour a wide selection of gourmet bites crafted by [Gordon Food Service](#), complemented by drinks courtesy of [Triple Bogey Brewing Co.](#) and [Tribal Sport](#), while enjoying live music in a vibrant social setting. This is your chance to network with golf professionals and industry leaders, connect with peers, and build your business in a relaxed and dynamic atmosphere.

This event will be hosted from 5-7:30 P.M. at Hotel Arts, just a 10-minute walk from the BMO Centre. Sponsored by [Gordon Food Service](#), [Hotel Arts](#), [Tribal Sport](#), and [Triple Bogey Brewing Co](#)



Treat yourself to a night of exceptional flavors at the 2026 PGA of Alberta Awards Cocktail Reception (5-6 P.M.), which is open to all exhibitors and Buying Show attendees. Enjoy a mouthwatering selection of gourmet hors d'oeuvres, perfectly paired with a full bar, as live music sets the tone for an unforgettable evening. Mingle with golf professionals, industry affiliates, and key decision-makers in a relaxed yet lively atmosphere, making connections over great food and drinks before the awards ceremony begins.

The 2026 PGA of Alberta Awards Ceremony (6-7:30 P.M.) is an evening dedicated to celebrating excellence in the golf industry. This special event will honour the 2026 PGA of Alberta Award winners, recognize bursary recipients, and pay tribute to the esteemed Lifetime Achievement Award recipients. It's an opportunity for the industry to celebrate a successful season, while applauding the achievements of our industry's best, and look ahead to another exciting year of growth and innovation.

The evening will start in the Palomino pre-function space at the BMO Centre before moving into the Palomino Rooms. The Cocktail Reception is sponsored by [Golf Genius Software](#), [Gordon Food Service](#), [Jancor Agencies](#), [Levelwear](#), and [Sunday Session by Gradient Beverages](#).



BUYING SHOW SCHEDULE

Monday, October 19, 2026

9 A.M. - 11:59 P.M. EXHIBITOR SET-UP DAY

Access to the show floor for exhibitors will be determined by which exhibitor group they're in. Exhibitors will be updated on their move-in window closer to the event. Once load-in is complete, exhibitors will have until 11:59 P.M. to finish their booth setup.

Tuesday, October 20, 2026

8 - 9:30 A.M. BUYING SHOW WELCOME BREAKFAST

Hosted at the BMO Centre in the Palomino Rooms. Sponsored by [Gordon Food Service](#), [Sundog Eyewear](#) / [Blue Tees](#), [TRIBAL](#), and [West Golf Group](#).

9 A.M. - 5 P.M. PGA OF CANADA MEMBERS & FACILITIES: OPEN BOOKING

BMO Centre, Halls B & C

Only facilities with an employed PGA of Canada professional in good standing are permitted to attend this day of the buying show. PGA of Canada members and facilities from all zones are welcome!

5 - 7:30 P.M. COCKTAIL RECEPTION @ HOTEL ARTS

The event will be hosted at Hotel Arts (119 12 Ave SW), just a 10-minute walk from the BMO Centre. Sponsored by [Gordon Food Service](#), [Hotel Arts](#), [TRIBAL](#), and [Triple Bogey Brewing Co.](#)



BUYING SHOW SCHEDULE

Wednesday, October 21, 2026

8 – 9 A.M.

PGA OF CANADA MEMBERS & FACILITIES: APPOINTMENTS ONLY

BMO Centre, Halls B & C

PGA of Canada members and facility staff are able to access the show floor for scheduled appointments with exhibitors.

8:15 – 9 A.M.

FASHION SHOW

Hosted in the Palomino Rooms, the PGA of Alberta Buying Show Fashion Show is a high-energy showcase featuring the latest apparel and on-trend looks for the season ahead. Enjoy a light breakfast while you take in the show – all attendees are encouraged to attend and start Day 2 in style.

9 A.M. – 5 P.M.

OPEN BOOKING WITH EXHIBITORS

BMO Centre, Halls B & C

PGA of Canada members and facility staff, NGCOA members, and green grass facilities are all welcome on the show floor.

2 – 5 P.M.

CORPORATE AFTERNOON

BMO Centre, Halls B & C

PGA of Canada members can invite corporate clients to the buying show during this time. Clients must be accompanied by a PGA of Canada member at all times on the show floor and abide by the dress code.

5 – 6 P.M.

PGA OF ALBERTA AWARDS COCKTAIL RECEPTION

This event will start in the Palomino pre-function space at the BMO Centre before moving into the Palomino Rooms. Sponsored by [Golf Genius Software](#), [Gordon Food Service](#), [Gradient Beverages](#), [Jancor Agencies](#), and [Levelwear](#).

6 – 7:30 P.M.

PGA OF ALBERTA AWARDS CEREMONY

BMO Centre, Palomino Rooms



BUYING SHOW SCHEDULE

Thursday, October 22, 2026

8 – 9 A.M.

PGA OF CANADA MEMBERS & FACILITIES: APPOINTMENTS ONLY

BMO Centre, Halls B & C

PGA of Canada members and facility staff are able to access the show floor for scheduled appointments with exhibitors.

9 A.M. – 3 P.M.

OPEN BOOKING WITH EXHIBITORS

BMO Centre, Halls B & C

PGA of Canada members and facility staff, NGCOA members, and green grass facilities are all welcome on the show floor.

CORPORATE DAY

BMO Centre, Halls B & C

PGA of Canada members can invite corporate clients to the buying show during this time. Clients must be accompanied by a PGA of Canada member at all times on the show floor and abide by the dress code.

3 P.M.

2026 PGA OF ALBERTA BUYING SHOW CONCLUDES

EXHIBITOR BOOTH RATES

Please find below exhibitor booth rates for the **2026 PGA of Alberta Buying Show (October 20-22 at the BMO Centre in Halls B & C)**. Inclusions with your registration are detailed at the bottom!

BOOTH SIZE (sq ft)	EARLY BIRD RATE +GST (February 24 - July 7, 2026)	REGULAR RATE +GST (July 8 - September 4, 2026)
100	\$3,080	\$3,230
200	\$4,000	\$4,200
300	\$5,700	\$5,985
400	\$7,235	\$7,600
500	\$8,590	\$9,020
600	\$9,780	\$10,275
700	\$10,850	\$11,395
800	\$11,765	\$12,350
900	\$12,590	\$13,220
1000	\$13,660	\$14,345

Exhibitor registration includes:

- ◆ 6' Table*
- ◆ 2 Padded Chairs*
- ◆ Booth Carpet
- ◆ 8' Black Back Drape
- ◆ 8' Black Side Drape
- ◆ Complimentary Parking
- ◆ Complimentary Wi-Fi
- ◆ Complimentary Food & Beverage on the show floor for all three days**

FIRST-TIME EXHIBITOR SPECIAL

Exhibitors who are entirely new to the PGA of Alberta Buying Show have the opportunity to register for a booth at a reduced rate in The 1st Tee, a featured area on the show floor.

The booth space will be 5' deep x 10' wide. This option is limited to one (1) 50 sq ft booth per company.

BOOTH SIZE (sq ft)	EARLY BIRD RATE +GST (February 24 - July 7, 2026)	REGULAR RATE +GST (July 8 - September 4, 2026)
50	\$1,500	\$1,700

REGISTRATION INCLUSIONS

- ◆ 6' Table
- ◆ 2 Padded Chairs
- ◆ Booth Carpet
- ◆ 8' Black Back Drape
- ◆ 8' Black Side Drape
- ◆ Complimentary Parking
- ◆ Complimentary Wi-Fi
- ◆ Complimentary Food & Beverage on the show floor for all three days*

EXHIBITOR RULES & REGULATIONS



Exhibitors agree to obey the laws of all levels of government and abide by all applicable requirements enforced by the fire department. If you plan to set up a canopy tent as part of your display, please be aware that it must meet the fire code.

Tents and canopies must be approved for indoor use and have a permanently attached label indicating conformance to CAN/ULC-S109, "Flame Tests of Flame-Resistant Fabrics and Films."

Exhibitors agree to comply with regulations respecting the height and signage used in their booths. Booth walls may not exceed ten (10) feet. 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.

Badge identification must be worn at all times. If exhibitors misplace their badge, a replacement can be printed at registration.

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

Exhibitors must ensure their booth appears in good condition and are responsible for having at least one representative in the booth during show hours.

A dress code is in effect at all times during the PGA of Alberta Buying Show. THE DRESS CODE IS BUSINESS ATTIRE. **Exhibitors are permitted to wear their brand on the show floor (e.g., a golf polo in their product line), except for denim and hats. Even if it is from a line represented by the exhibitor, denim of any kind is not permitted, and hats are not to be worn on the show floor.** If an exhibitor does not represent a clothing brand or would prefer not to wear their product on the show floor for any reason, they must follow the business attire dress code.

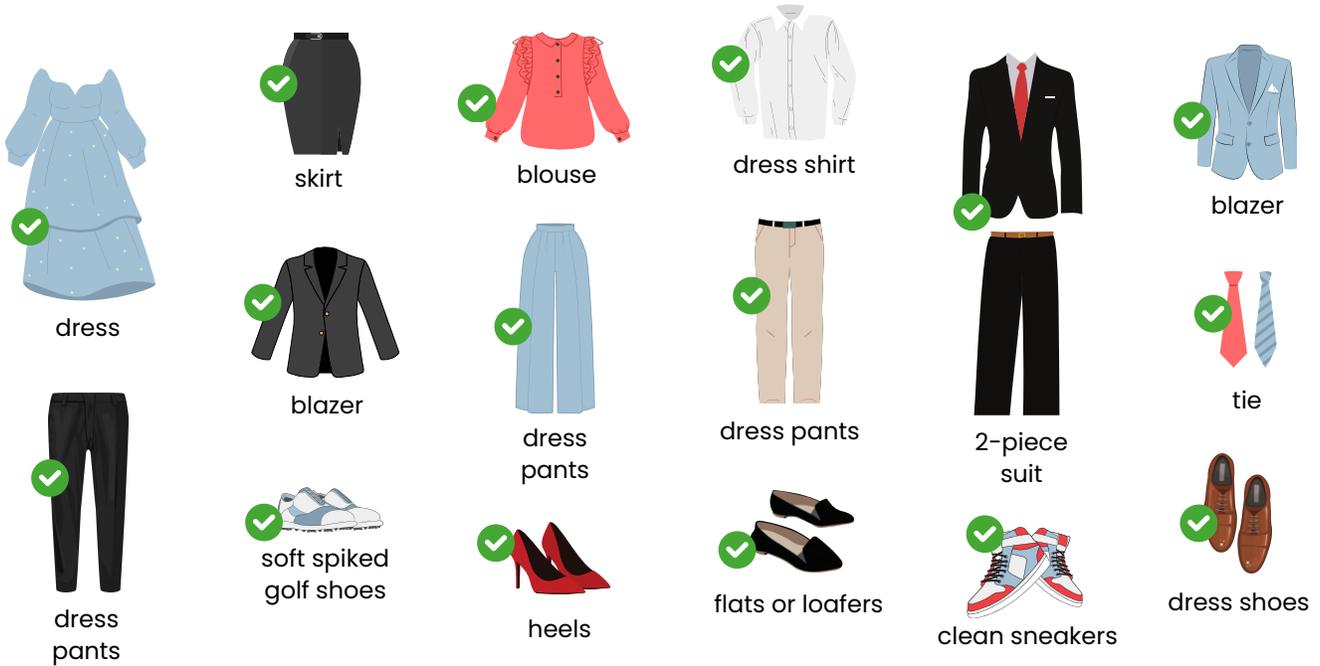
Absolutely no guests of exhibitors will be allowed entry. Only registered exhibitors and attendees are allowed on the show floor. While PGA of Canada members are allowed to bring corporate clients on the show floor during set times as determined by the PGA of Alberta and identified in the show schedule, this does not apply to exhibitors.

The PGA of Alberta has the right to refuse or prohibit entry to the 2026 PGA of Alberta Buying Show should an exhibitor violate the rules and 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 Attire



not permitted: Casual Attire





EXHIBITOR CONTRACT TERMS & CONDITIONS

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

SPACE RENTAL

A space is considered sold once it has been paid for. Space 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 on the floor plan up to ten (10) days before the event, and the exhibitor will be informed of any changes.

The exhibitor agrees to use the rented space for its 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.

Exhibitors may not begin dismantling their booths before the PGA of Alberta Buying Show has concluded on October 22 at 3 P.M.

Should exhibitors violate this contract term, the Board of Directors will be informed and a determination made regarding the exhibitor's future involvement at the PGA of Alberta Buying Show.

CANCELLATION POLICY

The contract may be terminated through written notice sent to the PGA of Alberta at least 30 days before the PGA of Alberta 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 occur less than 30 days before the event, the exhibitor must assume all costs related to their involvement in the PGA of Alberta Buying Show, including the full registration fee.**



EXHIBITOR INSURANCE

Exhibitors are required to maintain, at their own expense, commercial general liability insurance at a minimum amount of \$2,000,000, naming PGA of Alberta as “Additional Insured,” and are required to submit a certificate of insurance (COI) to the PGA of Alberta.

Please ensure the dates of the Buying Show and the location of the PGA of Alberta Buying Show are included in the description of the COI, along with the address of the venue.

The BMO Centre is the physical location of the PGA of Alberta Buying Show, not the PGA of Alberta office, which is why the venue address must be listed on the COI.

Dates Coverage is Required: October 19-22, 2026

Additional Named Insured: PGA of Alberta

PGA of Alberta Office Address: 517 - 23 Ave NW Calgary, AB T2M 1S7

Buying Show Venue: BMO Centre

Buying Show Venue Address: 1912 Flores Ladue Parade SE Calgary, AB T2G 2W1

The exhibitor shall also maintain adequate Burglary, Robbery, and Theft coverage for monies, properties, and merchandise pertaining to the PGA of Alberta Buying Show, October 19-22, 2026.



EXHIBITOR LIABILITIES

The PGA of Alberta, its officers, directors, employees and agents, and the Calgary Stampede will not be liable for any injury to any person that may occur in the exhibit area or for the loss of or damage to any material from any cause whatsoever, whether in transit, or before, during or after the PGA of Alberta Buying Show, regardless of whether PGA of Alberta furnishes attendants, guards, or night watchmen. It is expressly acknowledged that the PGA of Alberta has not purchased insurance of any kind for the benefit of the exhibitor, nor is it under any obligation to do so. The exhibitor shall indemnify PGA of Alberta against and hold it harmless from any negligent acts performed by the exhibitor or the exhibitor's officers, directors, employees, or agents of the exhibitor or in connection with the exhibitor's use of display space.

A. Exhibitor hereby waives any and all claims against the PGA of Alberta, their officers, directors, employees, agents and the Calgary Stampede, resulting from loss, theft, damage or destruction to its property or loss from any cause whatsoever (including, but not limited to, damage to its business from delay, mechanical failure, labor trouble, failure to provide space in the PGA of Alberta Buying Show, or failure to hold the PGA of Alberta Buying Show as scheduled), or from bodily injuries or personal injury to it, its agents or employees. The exhibitor shall obtain, at its option and at its own expense, adequate insurance against such injury, loss, or damage.

B. The exhibitor assumes full and complete responsibility for any damage or destruction of the property of others or from the exhibitor's participation during the period of the PGA of Alberta Buying Show.



SHIPPING LOGISTICS

SHIPPING DIRECTLY TO THE VENUE: BMO CENTRE

Exhibitors do have the option of shipping directly to the venue. **Packages can be scheduled for delivery on setup day, Monday, October 19.** If sending more than 10 packages at once, please wrap them together on a skid to ensure that no packages are misplaced during transit or delivery. Packages are counted to verify the number, and discrepancies and/or damages are recorded.

Cash on delivery (COD) shipments are not accepted or paid for by the venue. Exhibitors must ship their merchandise postage-paid.

Any shipments arriving to the venue during exhibitor move-in will be received by Global Convention Services (Global), and direct material handling charges will apply. Due to the limited move-in window for this event, it is important that material handling from the dock to the booth is managed under a closed dock model by Global. This approach allows Global to maintain control over freight movement, ensure efficient scheduling, reduce congestion, and protect the overall move-in timeline for exhibitors. **For additional information regarding material handling exhibitors can connect with Global directly.**

All shipments must be labelled with your company name & booth number as well as the event name, date(s), and venue name:

Company Name (Booth #)
2026 PGA of Alberta Buying Show
October 20-22, 2026
BMO Centre (Halls B & C)

Packages should be addressed to:

BMO Centre
1912 Flores Ladue Parade SE
Calgary, AB T2G 2W1



SHIPPING LOGISTICS

ADVANCED WAREHOUSING & CROSS-BORDER SHIPPING

Global Convention Services (Global) is responsible for assisting exhibitors with advanced warehousing for the PGA of Alberta Buying Show. Their secure warehouses are fully equipped to receive and store freight, whether exhibitors opt for their advanced or return warehousing service. Exhibitors can arrange for this service directly with Global.

Cross Connect Customs & Event Logistics is the preferred supplier for exhibitors to arrange cross-border shipments being sent to the Buying Show (i.e. United States to Canada). They will be responsible for international shipping, customs clearance, and transportation of freight to the venue's loading dock. Once freight arrives at the dock, Global will assume full responsibility for all material handling, including the movement of freight from the loading dock directly to the exhibitor's booth space. Contact information will be shared with registered exhibitors.

OUTGOING DELIVERIES: BMO CENTRE

All outgoing shipments must have waybills that are properly sealed and labeled. Unboxed shipments will not be accepted by any domestic courier in Canada. Exhibitors must contact their chosen courier directly to arrange for pick-up.

Freight left on the show floor after exhibitor move-out will be returned to the Global warehouse, and post-show material handling charges will apply. It's recommended that exhibitors order post-show material handling services with Global in advance if they have not arranged to have a carrier pick up their freight from the venue during exhibitor move-out.



GLOBAL CONVENTION SERVICES

In addition to providing advanced warehousing, Global Convention Services (Global) is the preferred display company provider for the PGA of Alberta Buying Show and is responsible for assisting exhibitors with a variety of services.

CUSTOM BOOTH DESIGN

Whether exhibitors are looking to freshen up their booth design or create something completely new, Global will work with exhibitors to bring their vision to life in an eye-catching way.

Upgrade to a Hardwall 10' x 10' Booth Package:

- ◆ 6' Table
- ◆ 2 Padded Chairs
- ◆ Booth Carpet
- ◆ White PVC Panels
- ◆ 2 Arm Lights*
- ◆ 1 Black Lettered Company Header

**ONLY
\$840**

FURNITURE RENTALS

Exhibitors interested in furnishing their booth with something more than the standard, Global has a large selection of rentals suited for all styles of booths.

CUSTOM PRINTING

Global's in-house print shop is fully equipped to handle exhibitors' printing needs, whether they require booth branding or signage, marketing materials, banners, hanging signs, etc.

After exhibitors register for the Buying Show, Global will contact them directly with a welcome email that includes access to their online ordering portal.



CALGARY STAMPEDE & VOYAGE CONTROL

PARKING

Exhibitors are encouraged to park in the 11th Ave Lot, as seen on the Stampede Park map on the following page. Additionally, exhibitors can easily access the Buying Show entrance into Halls B & C, which will be located in the Palomino pre-function space, from Lots 10 and 11.

Parking at the Calgary Stampede is now managed by Calgary Parking. **Registered exhibitors will be sent a unique parking code in advance of the event.** Exhibitors must follow the step-by-step instructions to enter the parking code and register their vehicle at any of the on-site pay machines to receive complimentary parking. **Please note that vehicles need to be registered each day of the Buying Show, including setup day on October 19, using the same process.**

VOYAGE CONTROL

A staged move-in approach is in full effect through the BMO Centre logistics management system, Voyage Control.

Move-in must be done through the loading bay doors by booking a time using Voyage Control.

Closer to the event, registered exhibitors will be sent the link to Voyage Control along with their assigned move-in window and booking code.

Hand-carrying product in through the front doors will not be permitted.

After the PGA of Alberta Buying Show concludes on October 22, exhibitor move-out must be done through the loading bay doors. **Exhibitors do not have to book a move-out time in advance.**

Once an exhibitor is packed and ready to go, the Calgary Stampede Concierge will give them a paper with a Voyage Control code to gain access to the loading bay area.

FINDING YOUR WAY THROUGH STAMPEDE PARK



For more information on the Calgary Stampede please visit:
calgariystampede.com

UPDATED: July 24, 2024

READY TO REGISTER?



Follow these step-by-step instructions to register as an exhibitor for the 2026 PGA of Alberta Buying Show.

Create an account on the PGA of Alberta website by [CLICKING HERE](#).

1 If you have already created an account to register for the PGA of Alberta Buying Show in 2025, the 2026 PGA of Alberta Golf, Pickleball & Lifestyle 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 run into any trouble trying to access your account, please contact Michelle Moody (michelle.moody@pgaofalberta.com).

After your account has been approved, log in to the PGA of Alberta website and navigate to the 2026 PGA of Alberta Buying Show Exhibitor Registration page.

2 Go to: **Events tab > Buying Show tab > Register to Exhibit tab**

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

Exhibitors now have the option of ordering the electrical needed for their booth during the Buying Show registration process with the PGA of Alberta rather than doing so in a separate transaction directly with the Calgary Stampede.

3 If the exhibitor chooses to order power at the time of registration, the PGA of Alberta will communicate with the Calgary Stampede on the exhibitor’s behalf to ensure the required power order is submitted and ready when the exhibitor arrives on-site on October 19. **The cost of power remains the responsibility of the exhibitor and will be added to the total registration cost the exhibitor must pay to the PGA of Alberta.**

Exhibitors are still welcome to order and pay for power directly from the Calgary Stampede via the Online Ordering Portal if preferred.



REGISTRATION POLICIES

EARLY BIRD REGISTRATION

Early Bird pricing will be in effect from February 24, 2026, until July 7, 2026, at 4 P.M. Exhibitors must register for the PGA of Alberta Buying Show by this date (July 7, 2026) to receive discounted Early Bird pricing.

Payment must be received by July 7, 2026, to secure booth space with Early Bird pricing. Exhibitor registration prices will increase to regular rates as of 4 P.M. on July 8, 2026.

REGISTRATION DEADLINE

The exhibitor registration deadline for the 2026 PGA of Alberta Buying Show is 4 P.M. on Friday, September 4, 2026. This date (September 4, 2026) is also the payment deadline for exhibitors.

Inquiries regarding registration after this date can be directed to Michelle Moody (michelle.moody@pgaofalberta.com).

REGISTRATION FOLLOW-UP

After an exhibitor has submitted their registration for the Buying Show, the PGA of Alberta will follow up with additional important information for exhibitors related to the following:

- Calgary Stampede Exhibitor Services
- Global Convention Services
- Link(s) to Partner Hotels with Preferred Rates
- Links to Required Exhibitor Forms



PAYMENT OPTIONS

Exhibitors have the option to pay for their registration by cheque, credit card, e-transfer, or EFT (direct deposit).

Please note that a 2.4% service fee will be added to credit card payments. Exhibitors choosing to pay by credit card can do so during the registration process by selecting the "Pay Now" button or at a later date by clicking "Pay Later" when registering. When ready for payment to be processed, exhibitors can log into their account on the PGA of Alberta website and click under "My Registrations" to see the invoice and pay online with their credit card. Alternatively, exhibitors can call the office (403-256-8894) and share the number over the phone.

For an e-transfer, exhibitors can send the payment to the PGA of Alberta CEO Robert Rousselle (robert.rousselle@pgaofalberta.com). The required information to send an EFT (direct deposit) will be shared with exhibitors once their registration has been submitted.

Lastly, cheques are to be made payable to the PGA of Alberta and can be mailed to the office. Please find the address below.

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

Exhibitors who have not paid for their registration by October 19 (Exhibitor Set Up Day) will not be permitted to set up their booths until payment has been processed.

For questions regarding methods of payment, exhibitors can contact Michelle Moody (michelle.moody@pgaofalberta.com).