

PGA OF ALBERTA



GOLF SHOWS

CALGARY GOLF SHOW
MARCH 18 & 19, 2023
CALGARY BMO CENTRE
HALL D

EDMONTON GOLF SHOW
APRIL 1 & 2, 2023
EDMONTON EXPO CENTRE
HALL A



@PGAOFALBERTA

WWW.ALBERTAGOLFSHOWS.COM

2023 PGA OF ALBERTA GOLF SHOWS



Dear Exhibitor,

The PGA of Alberta would like to invite you to the 2023 Golf Shows being hosted in **Calgary on March 18 & 19** at the BMO Centre (Hall D) and **Edmonton on April 1 & 2** at the Edmonton Expo Centre (Hall A).

Avid golfers from all over the province attend the Golf Shows and use them as a great resource for golf trips, golf education, and prospective golf memberships. The consumer shows also feature a discount clearance golf centre, where golfers can find great deals on past years' clubs, balls, shoes and apparel.

For the 2023 Golf Shows we are offering two different registration deadlines and fees (please see our website [HERE](#) for more details). One of the options is an early registration option where you can substitute cash for prizes that will be given away at the Shows. We are once again requesting all exhibitors to prepare “**Exclusive Exhibitor Show Specials**” for the patrons at each Show. This could include discounted green fees, hotel rates or golf membership specials. These specials are required by **February 1, 2023** and will have to be approved by the PGA of Alberta. These specials will be included on the Alberta Golf Shows website.

Payment must be received along with your completed registration form online in order to secure your booth space. Upon receiving your payment and the online Exhibitor Registration Form, the PGA of Alberta will be contacting you to confirm your booth space along with the names of all of the persons from your company attending the Show(s) and the details of your Exclusive Exhibitor Show Special. If you require any power outlets, lighting, audio visual equipment or an internet connection for your booth, please visit www.albertagolfshows.com.

If you have any other questions regarding the registration process, please contact **Trevor Rioux** by email at trevor.rioux@pgaofalberta.com.

We look forward to seeing you at the Shows!

PGA of Alberta

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BOOTH AND EXHIBITOR INFORMATION

YOUR BOOTH SPACE INCLUDES:

(based on a 10' x 10' space)

- 8' Back Drape (black)
- 3' Side Drapes (black)
- 6' Table (black and white skirted)
- Carpet (grey booth carpet, red aisle carpet)
- 2 folding Chairs
- **10 VIP Passes** (sent by mail once payment has been received).



PARKING PASSES

Parking fees are **NOT** included with the purchase of your booth space and no reimbursements will be made. However, exhibitors may purchase discounted passes **in advance** by contacting Edmonton Expo Centre and the Calgary Stampede.

EXHIBITOR BADGES

Any exhibitor who pre-registered the names of their booth staff will find their badges at the show office on Friday (set-up day). Any exhibitor who did *not* pre-register names will need to check in with the show office, as badges can be printed upon request.

FOOD AND BEVERAGE

Food and beverage services will be available at both Edmonton Expo Centre and The Calgary Stampede during show hours for purchase.

SECURITY

Security is always posted around both facilities, however, it is the responsibility of the exhibitor to take care of their booth and booth product. The PGA of Alberta, Edmonton Expo Centre, The Calgary Stampede, GES, and Show Tech are not responsible for any lost product and/or shipments, damaged and/or stolen property.

POWER AND LIGHTING

For exhibitor order forms please visit www.albertagolfshows.com

Edmonton: All sources of power are available through **Show Tech**.

Calgary: All sources of power can be acquired by contacting the **Calgary Stampede** directly.

AUDIO VISUAL EQUIPMENT

If you require audio visual equipment for your booth please contact **Show Tech** (Edmonton) and/or **The Calgary Stampede** (Calgary). For exhibitor order forms please visit www.albertagolfshows.com

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INTERNET CONNECTION

For exhibitor order forms please visit www.albertagolfshows.com

Edmonton: Should your booth require an internet connection please contact the **Edmonton Expo Centre**.

Calgary: All internet connection requirements can be obtained by contacting the **Calgary Stampede**.

EARLY BIRD PAYMENT OPTION – PRIZE DONATION

As part of our early bird registration payment option, the PGA of Alberta is offering a cash discount if a prize donation of \$300 (per 10' x 10' booth) is donated to the Golf Show. This prize could be anything from green fees, gift baskets, memberships, hotel rooms or stay and play gift cards. These prizes must be approved by the PGA of Alberta and the prize must be submitted to the PGA of Alberta prior to **February 1, 2023**. Failure to submit a prize before the deadline will result in the Exhibitor being invoiced for the value of the prize (\$300 per 10' x 10' booth). Prizes will be used as giveaways at the Shows and will be promoted on the Alberta Golf Shows website.

EXCLUSIVE SHOW SPECIALS

The PGA of Alberta is requiring all exhibitors to provide **EXCLUSIVE EXHIBITOR SHOW SPECIALS** to the consumers at both the Calgary and Edmonton Golf Shows.

Examples of these **EXCLUSIVE EXHIBITOR SHOW SPECIALS** could be:

- 2 for 1, or 10% off coupons;
- Special stay and play rates;
- Discounts on memberships, green fees or hotel rates.

These specials need to be **EXCLUSIVE** to the shows so that the consumers can see the value in attending the shows in Calgary and Edmonton. For example, an exhibitor could have a pack of 10 green fee passes that usually sells for \$500.00 that they could be offering as an “Exclusive Show Special” for \$450.00 (\$50.00 in savings). Our intention is to use the combined total savings as part of our consumer advertising strategy. This way we can promote to the consumers how much they could save at the shows.

All **EXHIBITOR SHOW SPECIALS** must be approved by the PGA of Alberta. Those specials that are sent in prior to February 1, 2023 will be used in our media campaign.

SPONSORSHIP OPPORTUNITIES

For more information on the 2023 Sponsorship and Promotional opportunities at the Calgary and Edmonton Golf Shows, please contact Trevor Rioux by email at trevor.rioux@pgaofalberta.com.

2023 PGA OF ALBERTA GOLF SHOWS



GOLF SHOW SCHEDULE - CALGARY

Set Up

Friday, March 17, 2023 12:00pm - 6:00pm Exhibitor Booth Set-Up. Deliveries cannot be made before 8:00am. During Set-Up and Take Down, **no one under the age of 15 may be in the Hall** during this time for the safety of everyone involved.

2:00pm - 4:00pm Media preview (when available).

Event Times

Saturday, March 18, 2023 9:00am - 5:00pm All exhibits must be set up by the time the doors open at 9:00am. **NO EXCEPTIONS.**

Sunday, March 19, 2023 10:00am - 4:00pm No exhibitor can begin taking down their booth until 4:00pm. **NO EXCEPTIONS.**

Take Down

Sunday, March 19, 2023 4:00pm - 10:00pm All exhibitors must be taken out of the hall by 10:00pm unless otherwise authorized by Edmonton Expo Centre.

GOLF SHOW SCHEDULE - EDMONTON

Set Up

Friday, March 31, 2023 12:00pm - 6:00pm Exhibitor Booth Set-up.

2:00pm - 4:00pm Media preview (when available).

Event Times

Saturday, April 1, 2023 9:00am - 5:00pm All exhibitors must be set up by the time the doors open at 9:00am. **NO EXCEPTIONS.**

Sunday, April 2, 2023 10:00am - 4:00pm No exhibitor can begin taking down their booth until 4:00pm. **NO EXCEPTIONS.**

Take Down

Sunday, April 2, 2023 4:00pm - 10:00pm All exhibitors must be taken out of the hall by 10:00pm unless otherwise authorized by The Calgary Stampede.

CONTRACT TERMS

SPACE RENTAL

1. A space is considered sold once it has been paid for. Space is sold to an exhibitor at the discretion of the Golf Show organizing committee. If desired, the committee may change the layout or location of an exhibitor's space up to 10 days in advance of the Show.
2. 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.
3. 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.
4. The PGA of Alberta reserves the right to alter assigned space(s) should it be considered in the best interest of the Show.

TERMINATION

The contract may be terminated through written notice sent to the PGA of Alberta at least **30 days before the Golf Show** is held. A sum of \$200 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 the registration.

EXHIBITOR LIABILITIES

1. The exhibitor acknowledges that the PGA of Alberta and the PGA of Alberta Golf Shows do not have insurance covering exhibitor's property. It is the exhibitor's sole responsibility to obtain interruption, property damage, personal injury, vandalism, theft and any other insurance it may need to cover any losses it may suffer while at the PGA of Alberta Golf Shows.
2. Should the Golf Show be cancelled, the organizing committee cannot be held liable for losses or damage to the exhibitor's goods if this cancellation results from a natural disaster, an explosion, an act of terrorism, or any other cause beyond the committee's control. The exhibitor is liable for damage and deterioration caused to the building, the booth, and the merchandise and goods of the exhibitors.
3. The exhibitor agreed to behave respectfully toward the other exhibitors, the organizing committee, and the suppliers for the Golf Show.
4. The exhibitor is reminded that visiting in other booths is by invitation only and are requested to observe this fundamental courtesy at all times.
5. The exhibitor is liable for damage and deterioration caused to the building, the booth, and the merchandise and goods of the other exhibitors.

GENERAL RULES AND 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 Golf Show.
2. The exhibitor agrees to respect the requirements of the fire department. This regulation applies to the material to be sold and to the exhibition site as stipulated in the timetable.
3. 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.
4. The exhibitor must ensure the presence of at least one representative at their booth during business hours for the Golf Show.
5. The exhibitor agrees to comply with the regulations respecting height of the walls used in the booth. The exhibition booth must appear in good condition on all sides and from top to bottom.
6. During the set-up of the Golf Show, the exhibitor must ship their merchandise postage paid. No one is authorized to accept merchandise requiring payment on delivery. In Edmonton, **no one under the age of 15 may be in the Hall** during set-up or take down for the safety of everyone involved.
7. **Under no circumstances** may an exhibitor begin dismantling their booth before the Golf Show has closed. Should an exhibitor violate this regulation, they will be banned from subsequent PGA of Alberta Golf Shows.
8. The organizing committee has the right to refuse or prohibit entry to the golf 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.