

PGA of ALBERTA

GOLF, pickleball & LIFESTYLE



SHOW

EXHIBITOR PACKAGE

March 21-22, 2026
BMO Centre (Hall D)



www.pgaofalberta.com

 403-256-8894

 517 - 23 Ave NW Calgary, AB T2M 1S7

We are excited to share some major news about the evolution of our annual consumer golf show.

In 2026, the SHOW will enter a bold new era with a new name, a new experience, and new opportunities for the industry to connect with Albertans like never before.



Taking place at **Calgary's BMO Centre Hall D** from **March 21-22, 2026**, the reimaged SHOW goes beyond golf to embrace our industry's growing worlds of pickleball, fitness, travel, apparel, and lifestyle – while staying true to our mission of creating meaningful connections for PGA of Alberta members, facilities, manufacturers with golf fans throughout the province.

TABLE OF CONTENTS

- 04**
About The Show
- 05**
2026 Exhibitor
Booth Rates
- 06**
The SHOW
Schedule
- 07**
How to Register

- 08-11**
Exhibitor Contract
Terms & Conditions
- 12**
Shipping Logistics
- 13-14**
Calgary Stampede
Parking & Map
- 15**
Payment Options

ABOUT THE SHOW

A New Era for the SHOW

With the removal of the Clearance Centre, we are shifting the focus to a true forward-looking experience, bringing the feel of our annual professional Buying Show directly to golf fans in Alberta. Attendees of the SHOW will now have the chance to see, test, and get fitted for new 2026 product.

What to Expect in 2026

We anticipate strong attendance once again, with an expanded show footprint. Featured elements will include:

- new 2026 equipment and apparel from major brands: clubs, apparel, accessories, footwear, technology, training aids, lifestyle gear, and so much more;
- pickleball courts and demonstrations;
- travel, tourism, fitness, and lifestyle exhibitors;
- family-friendly activities and interactive challenges;
- free lessons and clinics led by PGA of Canada professionals;
- interactive experiences.

Expanded Opportunities for Exhibitors

In 2026, exhibitors will now be able to:

- sell new merchandise directly from their booth;
- promote and sell programming, memberships, tee times and lesson packages;
- showcase and book events, weddings, and facility experiences;
- create food and beverage opportunities;
- feature new product and brand lines for 2026;
- engage with a larger and more diverse audience interested not only in golf, but in active living, sport, travel, technology, and lifestyle.

It is our hope this shift in our purpose for the annual PGA of Alberta consumer show enhances the value of participation for exhibitors and elevates the consumer experience in Alberta. Our goal is simple: to deliver the largest, most dynamic golf, pickleball and lifestyle show in Western Canada.

We hope you'll stand with us as we launch this exciting next chapter for the golf industry in Alberta. Your participation is essential to helping us build a memorable event experience that inspires, educates, and energizes Albertans as they gear up for the 2026 season.

EXHIBITOR BOOTH RATES



Please find below **exhibitor booth rates** for the **2025 PGA of Alberta Golf, Pickleball & Lifestyle Show (March 21-22, 2026 at the Calgary BMO Centre in Hall D)**. Inclusions with your registration are detailed at the bottom!

All exhibitors are required to provide a \$300 prize donation, regardless of their booth size or whether they register under the Early Bird or Regular Rate option. These contributions help support the SHOW through prize draws and giveaways during the weekend, enhancing the overall experience for attendees and exhibitors alike. Prize donations also offer valuable exposure by showcasing your brand to event participants and helping to promote your products or services.

BOOTH SIZE (sq ft)	EARLY BIRD RATE +GST (November 19, 2025 – January 27, 2026)	REGULAR RATE +GST (January 28, 2026 – March 6, 2026)
100	\$1,325	\$1,680
200	\$2,400	\$3,120
300	\$3,550	\$4,270
400	\$4,630	\$5,710
500	\$5,725	\$6,795
600	\$6,670	\$8,115
700	\$7,635	\$9,075



Exhibitor registration includes:

- ◆ 6' Table* ◆ 2 Folding Chairs* ◆ Booth Carpet
- ◆ 8' Black Back Drape ◆ 3' Black Side Drape ◆ 10 VIP Passes to the SHOW

*Per 10' x 10' booth



SCHEDULE*

**Friday,
March 20**



**Saturday,
March 21**



**Sunday,
March 22**

Friday is setup day. Further information related to timings and load-in will be shared with registered exhibitors closer to the day. Exhibitors will pick up their name badges from the PGA of Alberta booth while on-site.

The SHOW will be open from 9 A.M. to 5 P.M. on the first day. All exhibitors must be in their booths and ready to go by 8:45 A.M.

Day 2 of the SHOW will run from 10 A.M. to 4 P.M. All exhibitors must be in their booths by 9:45 A.M., ready for doors to open. Exhibitors are required to remain set up until the SHOW concludes. Take down will be from 4-10 P.M.

READY TO REGISTER?

Follow these step-by-step instructions to register as an exhibitor for the 2026 PGA of Alberta Golf, Pickleball & Lifestyle 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 2025 PGA of Alberta 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 run into any trouble trying to access your account, please contact Michelle Moody (michelle.moody@pgaofalberta.com).

2 After your account has been approved, log in to the PGA of Alberta website and navigate to the 2026 PGA of Alberta Golf, Pickleball & Lifestyle Exhibitor Registration page.

Go to: Events tab > Golf 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.

3 Exhibitors may choose to pay for their booth by credit card when registering for the SHOW. Alternatively, they may select the "Pay Later" option and can pay for their booth by cheque, credit card, e-transfer, or EFT, at a later date. Payment must be received by the payment deadline, or the exhibitor will not be permitted to set up their booth.

Please note that a 2.4% service fee will be added to credit card payments. Cheques should be made payable to the PGA of Alberta. Once your registration has been received, additional information regarding payment options will be shared.

4 Upon receipt of your registration, the PGA of Alberta will contact you to share additional information related to the following:

- Calgary Stampede Exhibitor Services
- Submitting Prize Donations
- Links to Required Forms

Exhibitor Contract Terms & Conditions

DEFINITIONS

For the purposes of this Agreement:

- “**PGA of Alberta**” means the Professional Golfers’ Association of Alberta, including its officers, directors, employees, agents, representatives, contractors, and assigns.
- “**Show**” means the **2026 PGA of Alberta Golf, Pickleball & Lifestyle Show**, scheduled for **March 20–22, 2026** at the BMO Centre in Calgary, Alberta.
- “**Venue**” means the **BMO Centre**, 1912 Flores Ladue Parade SE, Calgary, AB, T2G 2W1.
- “**Exhibitor**” means any person, company, organization, or entity purchasing or occupying booth space at the Show.
- “**Booth Space**” or “**Exhibit Space**” means the area assigned by the PGA of Alberta for the exhibitor’s use on the Show floor.
- “**COI**” (**Certificate of Insurance**) means the proof of insurance required under this Agreement.
- “**Show Management**” means the PGA of Alberta staff and representatives responsible for organizing, administering, and operating the Show.

1. SPACE RENTAL

1.1 Confirmation of Space

Exhibit space is considered sold and confirmed only upon receipt of full payment by the PGA of Alberta. All space allocations and booth assignments are determined at the sole discretion of the PGA of Alberta.

1.2 Right to Modify Floor Plan

The PGA of Alberta reserves the right to change the layout, configuration, or location of any exhibitor’s assigned space up to ten (10) days prior to the Show. Exhibitors will be notified of any such changes. The PGA of Alberta shall not be liable for any losses resulting from these adjustments.

1.3 Use of Space & Exclusivity

Exhibitors agree to use their assigned space solely for the promotion, sale, or display of products and services belonging to their own organization.

- Subletting, assigning, or sharing space in whole or in part is strictly prohibited without written authorization from the PGA of Alberta.
- Exhibitors must comply with all agreements, policies, and supplier terms associated with the Show.

1.4 Prohibited Uses

Show Management reserves the right to restrict or remove any activity or display deemed unsafe, disruptive, or inconsistent with the Show’s standards.

2. BOOTH REGULATIONS

2.1 Fire Code Compliance

Exhibitors must comply with all applicable fire, building, and safety regulations established by the City of Calgary Fire Department ("CFD"), the PGA of Alberta, and the Venue.

Requirements include:

- All tents, canopies, and similar structures must be rated for indoor use with labels showing compliance with **CAN/ULC-S109, Flame Tests of Flame-Resistant Fabrics and Films**.
- Enclosed or covered booth structures must not exceed 27.9 m² (300 ft²) without written approval from the CFD.
- Tents and air-supported structures must maintain minimum separation distances unless unoccupied by the public and deemed non-hazardous.
- Displays must not obstruct aisles, exits, emergency access, or neighbouring booths.

2.2 Booth Design, Height & Signage

Exhibitors must comply with height, structural, and signage rules set by Show Management and the Venue.

- Signage, branding, décor, or structural elements may not overhang or encroach on another exhibitor's space.
- Displays violating these requirements may be modified or removed by Show Management at the exhibitor's cost.

2.3 Booth Maintenance & Staffing

Exhibitors must maintain a safe, clean, and professional appearance at all times.

- At least one authorized exhibitor representative must staff the booth during all Show hours.
- Excess materials, packaging, and personal items must not be stored in aisles or in public view.

2.4 Move-Out Restrictions

Exhibitors may not dismantle or remove any part of their booth before **4:00 P.M. MT on Sunday, March 22, 2026**.

- Early teardown constitutes a breach of contract.
- Violations will be reported to the PGA of Alberta Board of Directors, who may determine the exhibitor's eligibility for future participation.

3. CANCELLATION POLICY

3.1 Cancellations 30+ Days Prior to the Show

Cancellations submitted in writing at least **thirty (30) days** before the Show will receive a refund minus a **\$200 non-refundable administrative fee**.

3.2 Cancellations Within 30 Days of the Show

Cancellations within **thirty (30) days** of the Show are **not eligible for refunds**. Exhibitors remain responsible for the full registration fee and any related costs.

3.3 Failure to Appear

Exhibitors who fail to occupy their booth space by the Show's opening time, without prior written approval, will be considered cancelled.

- All payments will be forfeited.
- Show Management may reassign the space without obligation.

4. EXHIBITOR LIABILITY

4.1 Limitation of Liability

The exhibitor waives all claims against the PGA of Alberta and the Calgary Stampede for any loss, theft, damage, or destruction of property; business interruption; or injury to any person arising from:

- mechanical failure,
- labour disputes,
- delays,
- failure to provide exhibit space,
- or cancellation or modification of the Show.

4.2 Responsibility for Damage

The exhibitor assumes full responsibility for any damage to property belonging to others caused by its participation, personnel, products, or equipment.

4.3 No Insurance Provided by PGA of Alberta

It is expressly acknowledged that the PGA of Alberta does not provide insurance coverage for exhibitors and has no obligation to do so.

4.4 Indemnification

Exhibitors agree to indemnify, defend, and hold harmless the PGA of Alberta from any negligent acts or omissions by the exhibitor or their personnel during the Show.

5. INSURANCE REQUIREMENTS

5.1 Commercial General Liability Insurance

Exhibitors must maintain a minimum of **\$2,000,000 Commercial General Liability Insurance** naming **PGA of Alberta** as **Additional Insured**.

5.2 Certificate of Insurance (COI) Requirements

The COI must include:

- Coverage dates: **March 20–22, 2026**
- Venue: **BMO Centre**, Calgary, Alberta
- Additional Insured: **PGA of Alberta**, 517 – 23 Ave NW, Calgary, AB, T2M 1S7

5.3 Additional Insurance

Exhibitors must also maintain adequate burglary, robbery, and theft insurance for all money, merchandise, and property.

6. GENERAL PROVISIONS

6.1 Compliance with Laws

Exhibitors must comply with all municipal, provincial, and federal laws, as well as Venue regulations and Show policies.

6.2 Force Majeure

The PGA of Alberta shall not be liable for delays, interruptions, or cancellation of the Show arising from events beyond its reasonable control, including natural disasters, strikes, or public safety directives.

6.3 Severability

If any provision of this Agreement is found invalid or unenforceable, the remaining provisions shall continue in full force.

6.4 Amendments

The PGA of Alberta may amend these Terms & Conditions at any time. Exhibitors will be notified of material changes.

6.5 Acceptance

By registering for the Show, the exhibitor acknowledges they have read, understood, and agree to abide by these Terms & Conditions.



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, Friday, March 20.** 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.

All shipments must be labelled with the event name, date(s), and venue name:

2026 PGA of Alberta Golf,
Pickleball & Lifestyle Show
March 20-22, 2026
BMO Centre (Hall D)

Packages should be addressed to:

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

Cash on delivery (COD) shipments are not accepted or paid for by the venue.

Exhibitors must ship their merchandise postage-paid.

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.

ADVANCED WAREHOUSING & CROSS-BORDER SHIPPING

Global Convention Services (Global) is responsible for assisting exhibitors with advanced warehousing for the PGA of Alberta Golf, Pickleball & Lifestyle 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 SHOW (i.e., United States to Canada). Further details and contact information will be shared with registered exhibitors.

CALGARY STAMPEDE PARKING



Exhibitors are encouraged to park in the **11th Ave Lot**, as shown in the Stampede Park map on the following page. Additional parking is available in **Lots 10 and 11**, which offer convenient access to the entrance of **Hall D**.

Please note that **exhibitor registration does not include parking**. All parking fees are the responsibility of the exhibitor. Parking at Stampede Park is managed by **Calgary Parking**, and payments must be made directly through their system. The PGA of Alberta does not validate, subsidize, or reimburse parking costs.

Calgary Parking offers several convenient payment options for guests and exhibitors:

- **MyParking App:** Pay quickly and easily from your smartphone.
- **Pay as Guest:** Make a one-time online payment at vpm.parkplus.ca without creating a ParkPlus account.
- **On-Site Pay Machines:** Located throughout Stampede Park for walk-up payment.

Parking Rates:

- **Stampede Park Lots:** Flat rate of **\$18 per day**
- **11th Avenue Lot:** Flat rate of **\$12 per day**, located just a 7-minute walk from the BMO Centre

With ParkPlus, accessing Stampede Park and managing parking payment is streamlined, convenient, and mobile-friendly.

FINDING YOUR WAY THROUGH STAMPEDE PARK



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

UPDATED: July 24, 2024

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. If exhibitors would like to pay by credit card, they can do so during the registration process by selecting the "Pay Now" button. Exhibitors who click "Pay Later" when registering but still want to pay by credit card have two options. They can log into their account on the PGA of Alberta website and click under "My Registrations" to view the invoice and pay online. Alternatively, they can call the office (403-256-8894) and share the number over the phone so we can process payment.

For an e-transfer, exhibitors can send the payment to the PGA of Alberta Executive Director 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 Friday, March 20, 2026 (setup 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).