

PGA of ALBERTA

GOLF, PICKLEBALL & LIFESTYLE SHOW

EXHIBITOR PACKAGE

March 20-21, 2027
BMO Centre (Hall D)

PGA of ALBERTA

GOLF, PICKLEBALL & LIFESTYLE SHOW



CONNECT WITH ENGAGED CONSUMERS



The PGA of Alberta Golf, Pickleball & Lifestyle Show has established itself as a high-energy, consumer-focused event that brings together golf, pickleball, and lifestyle in one dynamic environment. Building on the success of the 2026 SHOW, we're continuing to grow the experience in 2027 with enhanced opportunities for exhibitors to showcase products, increase visibility, and connect with engaged consumers.

Taking place March 20–21, 2027 at the BMO Centre in Calgary, the SHOW attracts golfers, families, and active lifestyle consumers from across the region—creating a valuable platform for brands looking to reach a diverse and engaged audience.

04

Why Exhibit at the SHOW

05

What Exhibitors Are Saying

06

Pickleball Pavilion

07

**2027 Exhibitor
Booth Rates**

08

SHOW Schedule

09

How to Register

CONTENTS

TABLE OF

10

Exhibitor Information

11-14

**Exhibitor Contract
Terms & Conditions**

15-16

Shipping Logistics

17-18

**Calgary Stampede
Parking & Map**

19

Payment Options

WHY EXHIBIT AT THE SHOW

DIRECT ACCESS TO ENGAGED CONSUMERS

The PGA of Alberta Golf, Pickleball & Lifestyle Show is designed to help exhibitors connect directly with consumers through interactive, in-person experiences. The SHOW creates meaningful opportunities to showcase products, promote services, build awareness, and generate real business results.

EXHIBITOR OPPORTUNITIES AT THE SHOW

Exhibitors have the opportunity to:

- Sell products directly from their booth
- Promote memberships, tee times, lessons, and programming
- Showcase events, weddings, and facility experiences
- Create engaging food and beverage activations
- Launch and promote new products or services
- Connect with golf, pickleball, and active lifestyle consumers
- Gain additional visibility through the online exhibitor profile on the PGA of Alberta website

WHAT DRIVES ATTENDANCE IN 2027

- New equipment, apparel, and accessories from leading brands
- Hands-on demonstrations and interactive experiences
- Pickleball court and on-site activations
- Travel, tourism, fitness, and lifestyle exhibitors
- Family-friendly features and activities
- Lessons and clinics led by PGA of Canada professionals

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are available for the 2027 SHOW, offering premium visibility, high-impact activations, and elevated brand exposure. To explore sponsorship opportunities or discuss the best fit for your brand, please contact Michelle Moody (michelle.moody@pgaofalberta.com).

WHAT EXHIBITORS ARE SAYING

“

Our experience at the 2026 PGA of Alberta Golf, Pickleball & Lifestyle Show was extremely positive and beneficial for Eagle Ranch Resort. The exposure to the Calgary market is incredibly important to our business, and the SHOW provided an excellent platform to connect directly with golfers and potential visitors.

The opportunity to sell directly from our booth was a significant bonus, and the event was very well organized.

Jimmy Kerby | Head Golf Professional | Eagle Ranch Resort

”

“

Apple Creek's participation in the PGA of Alberta Golf, Pickleball & Lifestyle Show has become an important part of our marketing and customer engagement strategy.

The SHOW consistently delivers strong face-to-face engagement that translates into valuable customer connections, league registrations, memberships, direct sales, qualified leads, and increased momentum heading into the golf season.

Tyrel Babkirk | Director of Golf | Apple Creek GC

”

“

The PGA of Alberta Golf, Pickleball & Lifestyle Show has been an invaluable asset to our company. It has helped us connect with golf courses we may not have reached otherwise and has contributed to our annual business growth. We highly recommend it.

Jackie Strang | Co-Owner | JQ Golf Clothing Co.

”

PICKLEBALL PAVILION

A DEDICATED PICKLEBALL EXPERIENCE AT THE SHOW

The Pickleball Pavilion is a featured space on the SHOW floor showcasing the continued growth and popularity of pickleball—and the increasing interest from consumers looking to get involved in the sport.

As interest in pickleball continues to rise across Canada, the Pavilion provides a focused environment for brands to connect with an engaged audience actively exploring new products, programs, and ways to get involved.

Exhibitors in the Pickleball Pavilion benefit from:

- A dedicated, high-traffic area within the SHOW
- Opportunities to demonstrate products and engage directly with attendees
- On-court programming, activations, and interactive experiences
- Exposure to both experienced players and those new to the game
- Direct engagement with a growing community of pickleball players and enthusiasts

The Pickleball Pavilion complements the SHOW's golf-focused foundation while creating new opportunities for exhibitors to connect with a broader, active lifestyle audience and be part of a sport that continues to gain momentum.



Live play and on-court activation in the Pickleball Pavilion at the 2026 SHOW.

EXHIBITOR BOOTH RATES



Secure your space at the 2027 PGA of Alberta Golf, Pickleball & Lifestyle Show and take advantage of early bird pricing before regular rates take effect.

Exhibitor booth rates for the 2027 SHOW are outlined below (**March 20–21, 2027 at the BMO Centre in Calgary, Hall D**). Inclusions with your registration are detailed below.

BOOTH SIZE (sq ft)	EARLY BIRD RATE +GST (June 2, 2026 - December 2, 2026)	REGULAR RATE +GST (December 3, 2026 - March 4, 2027)
100	\$1,575	\$1,895
200	\$2,950	\$3,550
300	\$4,250	\$5,050
400	\$5,500	\$6,600
500	\$6,750	\$8,050
600	\$7,950	\$9,450
700	\$9,100	\$10,750

Early bird rates are available until December 2, 2026, and offer the strongest opportunity to secure preferred placement within the SHOW.



Your exhibitor registration includes everything you need to get set up and ready for the SHOW:

- ◆ 6' Table* ◆ 2 Folding Chairs* ◆ Booth Carpet ◆ 8' Black Back Drape
- ◆ 3' Black Side Drape ◆ 10 Complimentary SHOW Tickets
- ◆ Online Exhibitor Profile featured on the PGA of Alberta website

*Per 10' x 10' booth

PGA of ALBERTA

GOLF,
PICKLEBALL
& LIFESTYLE
SHOW



SCHEDULE *

Friday, March 19: Exhibitor Setup

Friday is designated as exhibitor setup day. Additional details related to timing and load-in will be shared with registered exhibitors closer to the SHOW.

Exhibitors will pick up their name badges from the PGA of Alberta booth while on-site.

Saturday, March 20: SHOW Day 1

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.**

Sunday, March 21: SHOW Day 2

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.

Exhibitor move-out will be from 4:30-10 P.M.

READY TO REGISTER?

Follow these step-by-step instructions to register as an exhibitor for the 2027 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 2026, the 2026 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 into the PGA of Alberta website and navigate to the 2027 PGA of Alberta Golf, Pickleball & Lifestyle Exhibitor Registration page.

Go to: The 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 INFORMATION & LOGISTICS

PRIZE DONATION REQUIREMENT

All exhibitors are required to provide a \$300 prize donation. These contributions support on-site prize draws and giveaways, helping drive attendee engagement and encouraging interaction across the SHOW floor.

Prize donations are used throughout the weekend in contest areas and activations, **creating additional opportunities for exhibitors to gain visibility and connect with attendees.**

Further details on prize donation submission, including timelines and drop-off instructions, will be shared with registered exhibitors in advance of the SHOW.

WHAT TO EXPECT AFTER YOU REGISTER

Once your registration is complete, the PGA of Alberta team will provide:

- Access to exhibitor forms and key deadlines
- Information on Calgary Stampede exhibitor services
- Shipping and logistics details
- Prize donation submission instructions

KEY EXHIBITOR EXPECTATIONS

- Exhibitor booths must be staffed during all SHOW hours
- Early teardown is not permitted
- Full payment must be received prior to exhibitor setup

QUESTIONS?

Our team is here to help. If you have any questions as you plan your presence at the SHOW, please don't hesitate to reach out.

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 **2027 PGA of Alberta Golf, Pickleball & Lifestyle Show**, scheduled for **March 20–21, 2027** 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 the SHOW concludes at **4:00 P.M. MT on Sunday, March 21, 2027**.

- 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.

Exhibitor Contract Terms & Conditions

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.

Exhibitor Contract Terms & Conditions

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 19-21, 2027**
- Venue: **BMO Centre**, 1912 Flores Ladue Parade SE, Calgary, AB, T2G 2W1
- 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 19, 2027.** 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 #)
2027 PGA of Alberta Golf, Pickleball & Lifestyle Show
March 20-21, 2027
BMO Centre (Hall D)

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 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). 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.

CALGARY STAMPEDE PARKING

Exhibitors are encouraged to park in the 11th Ave Lot, as shown on 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:
calgariystampede.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 applies to credit card payments. Cheques should be made payable to the PGA of Alberta.

Credit Card:

Log into your account on the PGA of Alberta website and navigate to My Registrations to view and pay your invoice online.

Alternatively, you may call our office at 403-256-8894 to process payment over the phone.

E-Transfer:

Send payment to Robert Rousselle, CEO, at robert.rousselle@pgaofalberta.com.

EFT (Direct Deposit):

Banking details will be shared with registered exhibitors.

Cheque:

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

Exhibitors who have not paid for their registration by Friday, March 19, 2027 (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).