



PGA OF ALBERTA 2024 BUYING SHOW

Attendee Package

**October 22-24, 2024
Calgary BMO Centre (Hall B)**

 517 - 23 Ave NW Calgary, AB T2M 1S7

 403-256-8894

 www.pgaofalberta.com  @pgaofalberta

03

About The Show

04

A Message from the
PGA of Alberta
Buying Show Chair

05-06

Attendee Benefits

07-08

Private
Networking
Events

09

PGA of Alberta
Buying Show
Dress Code

10-12

Show Schedule

13

Ticket Types

14

How to Register

TABLE OF CONTENTS

ABOUT THE SHOW

The PGA of Alberta would like to invite you to attend the 2024 PGA of Alberta Buying Show taking place from October 22-24, 2024 (3-day show) at the Calgary BMO Centre.

The purpose of the PGA of Alberta Buying Show is to bring golf professionals, industry suppliers, and sales representatives together, as everyone prepares their inventories for the following season.

Over the three days of the PGA of Alberta Buying Show, nearly 1,200 people gather from across the province, and country, to look at what is new and exciting in the golf industry.

The PGA of Alberta Buying Show continues to be the only 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 PGA of Alberta Buying Show is an event that is restricted to PGA of Canada members, NGCOA members, green grass golf facilities, and industry suppliers.

The registration process for attendees can 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 private networking events hosted during the week, the show schedule, the dress code for the PGA of Alberta Buying Show, and more.

A MESSAGE FROM THE BUYING SHOW CHAIR

Dear Attendee,

We are thrilled to announce the return of the **PGA of Alberta Buying Show at the Calgary BMO Centre from October 22-24, 2024.**

After the resounding success of our in-person show in 2023, supported by our industry partners, members, and guests, we couldn't be more excited to bring this event back to life.

At the PGA of Alberta, we're committed to enhancing the experience for PGA of Canada members and industry affiliates who attend each year, and we are continuously exploring ways to help you manage your costs while maximizing your experience. **As part of our efforts, we are pleased to provide access to preferred hotel rates, complimentary parking at the BMO Centre, and free wi-fi during the show.**

We anticipate another successful event filled with opportunities for viewing, buying, networking, industry recognition, education, and social activities. Please review the included details and don't miss out on what promises to be the premier buying show and golf industry event in the country.

Your support is invaluable to us, and we eagerly anticipate reconnecting with you and seeing everyone again this fall at the Calgary BMO Centre.

Sincerely,



Jason Stanier
Buying Show Chair
General Manager
Inglewood G&CC

ATTENDEE BENEFITS

COMPLIMENTARY FOOD & BEVERAGE

Gordon[®]
FOOD SERVICE

Gordon Food Service (GFS) will be offering complimentary food and beverage options for all exhibitors and attendees at the 19th Hole, for the entire three days of the PGA of Alberta Buying Show! This will help your facility save costs (especially when you're bringing your whole team!), offer you the chance to try the great food from GFS, and re-energize yourself while at the PGA of Alberta Buying Show.

FEATURED PRODUCTS AREA

At the PGA of Alberta Buying Show, the Featured Products Area is a dynamic showcase of the latest and most exciting offerings from our exhibitors. Here, you'll discover signature products that highlight innovation and quality, including exclusive new items making their debut. This area serves as a vibrant hub for attendees to explore cutting-edge equipment, stylish apparel, and unique accessories, all curated to elevate the golfing experience. Whether you're scouting for fresh trends or seeking standout products, this area promises a first look at the industry's newest advancements.

INDUSTRY DIRECTORY

The Industry Directory is a valuable resource for our almost 700 Alberta zone golf professionals. This document can be used to find contact information for all exhibitors present at the buying show. This is an exclusive document that only exhibitors, PGA of Canada members, and industry professionals who attend the PGA of Alberta Buying Show have access to.

BONUS
BENEFIT

TOP 100 POINTS

PGA of Alberta members will earn valuable Top 100 points for attending the buying show. Members will also earn points for attending education sessions and other networking events.

ONE-STOP SHOP FOR ALL OF YOUR BUYING

Over the course of the 3-Day PGA of Alberta Buying Show, you'll have the opportunity to visit the exhibitors in attendance and view hundreds of brands all at one venue! Last year, over 90 companies were present.

Come build relationships with top company executives and your local sales reps, all while seeing what's new & exciting in the golf industry.

EDUCATION OPPORTUNITIES

Each day of the PGA of Alberta Buying Show will include an education session. These sessions will focus on relevant topics related to the golf industry and are designed to help PGA of Canada members advance professionally.

DAY ONE	DAY TWO	DAY THREE
<i>Tuesday, October 22</i>	<i>Wednesday, October 23</i>	<i>Thursday, October 24</i>
TIME	TIME	TIME
12 pm - 1 pm	2 pm - 3 pm	10 am - 11 am
FOCUS	FOCUS	FOCUS
Buying Strategies	Visual Merchandising	Round Table Discussion
LOCATION	LOCATION	LOCATION
Meeting Room 224	Meeting Room 224	Meeting Room 224

PRIVATE NETWORKING EVENTS

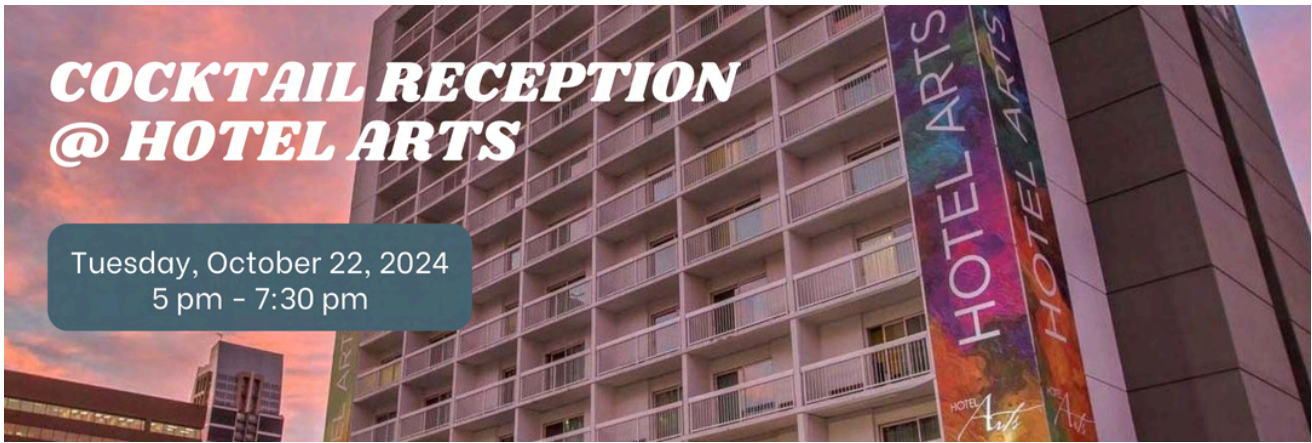
Several private networking events take place the week of the PGA of Alberta Buying Show. **These gatherings offer an invaluable opportunity to connect with fellow attendees and exhibitors.** Whether you're seeking new partnerships, innovative ideas, or simply aiming to expand your professional network, our events provide the ideal platform to achieve your objectives.

Please note that Day 1 events, the Buying Show Welcome Breakfast and the Cocktail Reception @ Hotel Arts, are exclusively for Day 1 attendees (PGA of Canada members and PGA of Canada facility staff from all zones) and exhibitors.



Come and fuel up for a day of fruitful interactions, invigorating conversations, and exciting possibilities. This breakfast gathering presents a prime opportunity to connect with fellow golf professionals and exhibitors while expanding your network, exchanging ideas, and fostering new collaborations. Whether you're a seasoned industry veteran or a newcomer eager to make your mark, this event promises to be the perfect platform to expand your network and explore potential collaboration before the show floor even opens.

Thank you to all of our Presenting Sponsors, [Gordon Food Service](#), [Sundog Eyewear](#), and [TRIBAL](#).



Get ready to elevate your networking experience with an evening of sophistication and camaraderie at our exclusive Cocktail Reception hosted at the luxurious Hotel Arts! Day 1 attendees (PGA of Canada members and PGA of Canada facility staff from all zones) and exhibitors are invited to join us for an unforgettable night featuring live music and complimentary beverages. Don't miss this opportunity to unwind after your first day on the show floor.

Thank you to our Presenting Sponsors, [Gordon Food Service](#), [Hotel Arts](#), [G&G Brands](#), [TRIBAL](#), and [Triple Bogey Brewing Co.](#)



Wednesday, October 23, 2024 | 5 pm - 7:30 pm
Calgary BMO Centre in the Percheron Ballroom

Get ready to raise a glass to excellence as we recognize and honor the outstanding achievements and contributions within the golf industry in Alberta as we announce the winners of the 2024 PGA of Alberta Awards. Indulge in delicious hors d'oeuvres and sip on a beverage of your choice from the host bar while mingling with golf professionals, industry affiliates, and exhibitors. All attendees are welcome!

Thank you to our PGA of Alberta Awards Cocktail Reception Presenting Sponsors, [Gordon Food Service](#) and [Levelwear](#).

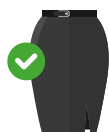
PGA OF ALBERTA BUYING SHOW Dress Code



permitted: BUSINESS PROFESSIONAL



dress



skirt



blouse



dress shirt



2-piece suit



blazer



blazer



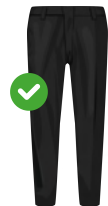
dress pants



dress pants



tie



dress pants



heels



flats or loafers



dress shoes

not permitted: CASUAL



denim
(i.e. jeans)



jersey



denim jacket



shorts



hats



golf polo



t-shirt



joggers



sleeveless top



quarter-zip



coloured denim



sneakers



golf pants



open-toed shoes



golf shoes

DAY 1 SHOW SCHEDULE*

Here is a look at the schedule for Day 1 of the 2024 PGA of Alberta Buying Show.

DAY 1: TUESDAY, OCTOBER 22	
8 am - 9:30 am	<p>Buying Show Welcome Breakfast Percheron Ballroom</p> <p>Sponsored by Gordon Food Service, Sundog Eyewear, and TRIBAL.</p>
9 am - 5 pm	<p>PGA of Canada Members Only: Open Booking 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!</p>
12 pm - 1 pm	<p>Education Session: Buying Strategies Meeting Room 224</p>
3 pm - 5 pm	<p>New Member Orientation Meeting Room 224</p>
5 pm - 6 pm	<p>PGA of Canada Members: Appointments Only</p>
5 pm - 7:30 pm	<p>Cocktail Reception @ Hotel Arts Sponsored by Gordon Food Service, Hotel Arts, G&G Brands, TRIBAL, and Triple Bogey Brewing Co.</p>

*Please note that this schedule is subject to change.

DAY 2 SHOW SCHEDULE*

See what is in store for Day 2 of the 2024 PGA of Alberta Buying Show.

DAY 2: WEDNESDAY, OCTOBER 23	
8 am - 9 am	PGA of Canada Members: Appointments Only
9 am - 5 pm	Open Booking with Exhibitors PGA of Canada members and facility staff, NGCOA members, and green grass facilities are all welcome on the show floor.
2 pm - 3 pm	Education Session: Visual Merchandising Meeting Room 224
2 pm - 5 pm	Corporate Afternoon Members can invite corporate clients to attend the PGA of Alberta Buying Show during this time. Clients must be accompanied by a member at all times on the show floor and abide by the dress code.
5 pm - 6 pm	PGA of Canada Members: Appointments Only
5 pm - 7:30 pm	PGA of Alberta Awards Cocktail Reception & Ceremony Percheron Ballroom The PGA of Alberta Awards Cocktail Reception is sponsored by Gordon Food Service and Levelwear .

*Please note that this schedule is subject to change.

DAY 3 SHOW SCHEDULE*

Discover all that Day 3 of the buying show will offer for you and your team!

DAY 3: THURSDAY, OCTOBER 24	
8 am - 9 am	PGA of Canada Members: Appointments Only
9 am - 3 pm	<p>Open Booking with Exhibitors PGA of Canada members and facility staff, NGCOA members, and green grass facilities are all welcome on the show floor.</p> <p>Corporate Day Members can invite corporate clients to attend the PGA of Alberta Buying Show anytime between 9 am - 3 pm when the show floor is open. Clients must be accompanied by a member at all times on the show floor and abide by the dress code.</p>
10 am - 11 am	<p>Education Session: Round Table Discussion Meeting Room 224</p>

Contact Michelle Moody (michelle.moody@pgaofalberta.com) if you have any questions regarding the schedule.

*Please note that this schedule is subject to change.

TICKET TYPES

TICKET TYPE	DESCRIPTION
PGA of Alberta Member	PGA of Alberta professionals who have paid their annual dues and work within Alberta.
PGA of Canada Member (Outside of Alberta)	PGA of Canada professionals who have paid their annual dues and are working in a zone outside of Alberta.
PGA of Canada Affiliate (Non-Member): Facility Owner, GM, Employee, Guest, F&B Staff	Individual(s) working at a facility with an employed PGA of Alberta/Canada professional, are not members of the PGA of Canada and do not pay annual dues. This ticket type is for facility owners, general managers, food & beverage staff, and employees at a course or a guest affiliated with a facility.
NGCOA Member	Individual(s) whose facility is a member of the National Golf Course Owner's Association and does not have a PGA of Canada professional employed at their facility. Please note NGCOA members are only eligible to attend on Day 2 (October 23) & Day 3 (October 24) of the buying show.
Green Grass Facility	Individual(s) who are attending the buying show on behalf of a facility that does not have a PGA of Canada professional employed at the course and is not a member of the NGCOA. There is a \$75.00 per person charge for this ticket type when purchased in advance online and a \$125.00 per person charge when purchased at the door. Please note those representing green grass facilities are only eligible to attend on Day 2 (October 23) & Day 3 (October 24) of the buying show.

READY TO REGISTER?

1.

Create a PGA of Alberta account profile by [**CLICKING HERE**](#).

If you have already created an account to register for the PGA of Alberta Buying Show in 2023 or another past event, please use the same account for your registration.

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 attendee for the 2024 PGA of Alberta Buying Show.

2.

Log into the PGA of Alberta website. Go to: Events tab > Buying Show tab > 2024 Attendee Registration tab.

3.

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

4.

Click “+Add Another Attendee” to register multiple people from your facility. You will be required to enter a unique email address for each attendee.

The registration deadline for attendees is Friday, October 18, at 4 pm.