



GOLF SHOW



Exhibitor Package

SHOW DATES
March 22-23, 2025

VENUE
Calgary BMO Centre (Hall D)

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GOLF SHOW



Add your name to the first tee sheet of the 2025 golf season, and join us at the PGA of Alberta Golf Show, March 22-23, 2025, at the Calgary BMO Centre in Hall D.

More than 4,000 passionate golfers are eager to take their first swings of the season, demo equipment, take advantage of our famous one-of-a-kind Clearance Centre, sneak a tip or two from many of the PGA of Canada's best teaching professionals, meet with club professionals like yourself, and map out their places to play in Alberta this summer.

In an effort to build meaningful connections for our members and your facilities with the golf community, it is our continued goal to create the best golf show experience in Canada. We will never settle for good enough in this area. To help us achieve this goal, we need YOU to be with us at the SHOW. While we are still laying out the course, the 2025 SHOW promises to be our best yet.

With fan experience as our top priority, new interactive exhibits, exciting family-friendly activities and golf challenges, junior clinics and tips to remember from Alberta's top professionals, along with a sneak peek of what's new in 2025, will leave Alberta's golf community counting down the days to tee off time.

Join us early and capitalize on the opportunity of playing the longest promotional hole of the season while connecting your brand with the PGA of Alberta Golf Show.

Take advantage of new opportunities to profile your Club or company, your people, and locking up your first green fee or product sales of the season while engaging with new consumers.

It all goes down – at the SHOW!

Exhibitor Booth Rates

Take a look at our 2025 booth rates and inclusions to determine which option is best for your facility or company.

| BOOTH SIZE (sq ft.) | EARLY BIRD RATE +GST (November 27, 2024 - January 15, 2025) | REGULAR RATE +GST (January 16, 2025 - March 6, 2025) |
|-------------------------------|-----------------------------------------------------------------------|----------------------------------------------------------------|
| 100 | \$1,235 + \$300 Prize Donation | \$1,570 |
| 200 | \$2,240 + \$600 Prize Donation | \$2,915 |
| 300 | \$3,315 + \$600 Prize Donation | \$3,990 |
| 400 | \$4,325 + \$900 Prize Donation | \$5,335 |
| 500 | \$5,350 + \$900 Prize Donation | \$6,350 |
| 600 | \$6,235 + \$1,200 Prize Donation | \$7,585 |
| 700 | \$7,135 + \$1,200 Prize Donation | \$8,480 |

BOOTH INCLUSIONS

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

*Per 10' x 10' booth

The Benefits of Early Bird Registration

The **Early Bird Rate for exhibitors** to register for the PGA of Alberta Golf Show will be available from **November 27, 2024, to January 15, 2025.**

To secure this option, registration must be paid in full by January 15, 2025. Given we are trying to increase the SHOW experience and better connect our exhibitors with Alberta golf fans, **exhibitors taking advantage of the Early Bird Rate must donate prizing of a minimum dollar value dependent on the size of their booth that will be used for promotional opportunities and giveaways at the SHOW.** This will create better engagement with visitors of the SHOW and provide greater awareness of our loyal exhibitors (For example, for a 100 sq ft. booth, the exhibitor must donate prizing valued at a minimum of \$300 to complete their registration).

REDUCED COST

Early bird pricing guarantees your facility or company the most cost-effective entry to exhibit at the PGA of Alberta Buying Show.

INCREASED BRAND EXPOSURE

The early bird registration creates a partnership opportunity that allows the PGA of Alberta to better profile your facility or company at the SHOW, increase visibility and engagement with Alberta's golf enthusiasts, and, ultimately, drive sales. We look forward to pairing up with your brand in our quest to deliver the best PGA of Alberta Golf Show ever.

ENHANCED REPUTATION & COMMUNITY ENGAGEMENT

When you register for the Early Bird Rate and make a prize donation to the SHOW, you're also supporting one of the PGA of Alberta's strategic priorities of the SHOW to give back to the community.

All proceeds from purchased door prize entries and tickets to the Short Game Showdown activities, along with the Long Drive Competition, will be donated to Kids Cancer Care – the designated charity partner for the PGA of Alberta Golf Show.

INCREASED SALES

We all must invest to deliver greater results.

People often associate positive experiences and giveaways with quality. If your prize is well-received, recipients will be more inclined to visit your facility, try your products or services, and ultimately make a purchase.

The SHOW Schedule*

Friday,
March 21



Saturday,
March 22



Sunday,
March 23

Friday is set-up day, and exhibitors will have access to Hall D from 12 PM to 6 PM.

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

Day 1 of the SHOW will run from 9 AM to 5 PM.

All Exhibitors must be in their booths and set up by 8:45 AM before doors open.

Day 2 of the SHOW will run from 10 AM to 4 PM.

All Exhibitors must be in their booths by 9:45 AM ready for doors to open. Exhibitors are required to remain set up until 4 PM when the SHOW concludes.

Take down will be from 4 PM to 10 PM.

*SHOW Schedule is subject to change.

How to Register

1.

Log into the PGA of Alberta website (www.pgaofalberta.com) using your PGA of Alberta account username and password to get started.

If you do not have an account, you can create one by **CLICKING HERE**.

Are you unsure whether you have an existing account? Contact Michelle Moody (michelle.moody@pgaofalberta.com), and she'll assist you.

2.

Go to the Events tab > PGA of Alberta Golf Show > 2025 Exhibitor Registration

3.

Click "Register Now" at the top of the event page and follow the prompts to complete the registration process. To request a booth location, you can add a note in the comments on your registration or email Michelle Moody (michelle.moody@pgaofalberta.com). Requests cannot be guaranteed.

4.

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.

5.

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 (if applicable)
- How to Submit Exclusive SHOW Special Details
- Links to Required Forms

Exhibitor Contract Terms & Conditions

In registering for the PGA of Alberta Golf Show, the exhibitor agrees to abide by the contract terms and conditions, including any regulations in force or additional regulations that the PGA of Alberta may adopt before, during, or after the event. Exhibitors also agree to obey the laws of different levels of government and those of the fire department. The exhibitor agrees to respect the timetable as outlined in the SHOW schedule. In return, the PGA of Alberta agrees to provide access to the exhibition site as stipulated in the timetable.

The PGA of Alberta has the right to refuse or prohibit entry to the PGA of Alberta Golf Show should an exhibitor violate the contract terms and conditions. Any such violation gives the PGA of Alberta the right to terminate the contract and expel the exhibitor from the premises.

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 10 days before the event, and the exhibitor will be informed of any changes. The exhibitor agrees to use the rented space for their own purposes and to promote their services exclusively. They may not share the assigned space in part or in whole with another company. Exhibitors agree to respect any contract, agreement, or collective agreement binding them to the PGA of Alberta and the suppliers for the PGA of Alberta Golf Show.

BOOTH REGULATIONS

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. **Note: If you plan to set up a canopy tent as part of your display, please be aware that it must be rated for indoor use and meet the fire code.**

Exhibitors agree to comply with regulations respecting the height and signage used in their booth. 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.

Exhibitors must ensure their booth appears in good condition at all times and are responsible for ensuring that at least one representative is in the booth at all times while the SHOW is open.

Under no circumstances may an exhibitor begin dismantling their booth before the PGA of Alberta Golf Show has closed. Should exhibitors violate this regulation, the Board of Directors will be informed and a determination made regarding the exhibitors future involvement at the SHOW.

Exhibitor Contract Terms & Conditions

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 Golf 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 SHOW, the exhibitor must assume all costs related to their involvement in the PGA of Alberta Golf Show, including the full registration fee.

EXHIBITOR LIABILITIES

The PGA of Alberta Golf Show will not be responsible for any products and/or services sold or offered by the exhibitor. The PGA of Alberta Golf Show will not assume any responsibility for losses or injuries to property or persons that might be incurred from pilfering, water damage, fire, accident, or any other cause. The exhibitor is liable for the damage and deterioration caused to the building, the booth, and the merchandise and goods of other exhibitors.

All exhibitors must have commercial general liability insurance of TWO MILLION DOLLARS and are required to submit an insurance certificate or certified copy of the policy.

This certificate must identify "PGA of Alberta" as an additional named insured, but only with respect to your business operations during the PGA of Alberta Golf Show. **The dates coverage is needed for are March 21-23, 2025, as set-up day must be included in addition to both days of the PGA of Alberta Golf Show. Please ensure the location of the PGA of Alberta Golf Show is included in the description of the COI, along with the address of the Calgary BMO Centre (20 Roundup Way SE, T2G 2W1).**

The exhibitor shall indemnify The PGA of Alberta and its directors, officers and employees, and volunteers from all losses, claims, costs, and liabilities which may arise directly or indirectly as a result of the granting of this exhibitor license. The exhibitor shall be solely responsible for all acts or omissions due to or caused by any person at any time while occupying the Licensed Area.