

golf industry
EXPO

Networking +
Merchandising the
Business of Golf

Presented by :



PGA OF CANADA
Ontario Zone

PRO SHOP
Magazine

President's Message

PGA of Canada – Ontario Zone Members and Industry Partners':

The PGA of Canada – Ontario Zone is pleased to welcome you back to the **2017 Golf Industry EXPO – The Networking and Merchandising the Business of Golf!** The EXPO will once again be held at the beautiful **Nottawasaga Inn Resort & Conference Centre on November 1st – 3rd, 2017.**

Since making its return in 2012, the **Golf Industry EXPO** has featured industry exhibitors showcasing an array of products, including equipment, apparel, carts, accessories, golf balls, footwear, training aids, software, sunglasses, signage, and breweries, to name a few. The EXPO serves as a one-stop-shop for all facilities in Ontario.

Attending the EXPO is an important investment in your business! While at the show be sure to take advantage of all the show has to offer from the discovery of new products, to the writing of orders to catching up and networking with your old and new colleagues. This year's EXPO will see the addition of a Viewing and Networking Reception and the return of the Education Opportunities and a fun evening of Mini Putt.

We are confident that all **GOLF INDUSTRY EXPO** attendees will have the opportunity to see the latest trends and products available for your shops and business, as well as gain valuable ideas and information that can be put to use at your facilities, while keeping the focus on the most important aspect of the event; networking and merchandising the business of golf!

Be sure to mark the dates in your calendar to attend! The Ontario Zone believes there is great value in bringing members and industry partners together.

We look forward to seeing all PGA of Canada – Ontario Zone Members and Industry Partners at **2017 GOLF INDUSTRY EXPO.**

PGA of Canada – Ontario Zone Board of Directors

Show Location

**Nottawasaga Inn Resort
& Conference Centre**
6015 Highway 89, Alliston, ON, L9R 1A4
Tel: 705-435-5501 Toll Free: 800-669-5501
Web: www.playthenott.ca

The Nottawasaga Inn Resort located in Alliston, Ontario is an all season resort hotel nestled within the quiet countryside of the Nottawasaga Valley. Nottawasaga Inn Resort is only 40 minutes from the airport and offers 269 spacious hotel accommodations, 45 holes of golf plus non-stop recreational activities available within the 70,000 sq.ft. health and fitness centre.

Dates & Times

Wednesday November 1, 2017
Set up time – 8:00 AM – 1:00 PM.
Viewing and network reception on
show floor – 2:00 PM – 6:00 PM

Thursday November 2, 2017
Show Hours – 10:00 AM – 6:00 PM.
Mini Putt tournament and
reception – 6:00 PM – 8:30 PM

Friday November 3, 2017
Show Hours – 10:00 AM – 3:00 PM

Show Highlights

- New viewing day and networking reception
- Low Cost
- Discounted rate on hotel rooms
- FREE HOTEL NIGHT for first 100 unique facilities, buying PGA of Ontario Professionals
- Attendance and Buying Incentives
- Maximum Booth Space
- Mini Putt Tournaments with \$1,500 purse
- BUY, SPIN AND WIN - Buy at the EXPO and you may win up to \$1,000 cash. A buyers name will be drawn every 2 hours during show hours and will win a cash prize of - \$500.00, \$750.00 or \$1,000.00
- Cocktail Receptions
- Educational Seminars and Networking Opportunities



Networking + Merchandising The Business of Golf

Reach the Largest Golf Market in Canada and ***INCREASE*** Your Sales and Brand Awareness!

GOLF INDUSTRY EXPO will be inviting golf professionals, owners, managers, superintendents, retailers, food and beverage managers and buying groups. Now you can reach all the people who buy or influence the buying decisions of golf operations and services.

Why Exhibit At Golf Industry EXPO?

- **Golf Industry EXPO** provides direct access to the largest golf market in Canada
- **Golf Industry EXPO** provides you with an exclusive opportunity to network and develop relationships with the largest cross section of Golf Industry purchasers and Golf Industry Leaders in Canada
- **Golf Industry EXPO** provides immediate product visibility to your Ontario and Canadian customers
- **Golf Industry EXPO** provides your customers immediate awareness of product specials and purchasing options available via your company
- **Golf Industry EXPO** provides you and your company an immediate opportunity to educate your customers on the features and benefits of your products and services in a business focused environment
- **Golf Industry EXPO** provides the smaller/outlying Clubs the ability to be better serviced by your company and you as you may never reach these clubs when you're on the road
- **Golf Industry EXPO** saves you travel time and money out of your pocket by connecting quicker and more succinctly with key purchasers
- **Golf Industry EXPO** offers you an inexpensive and focused means to reach more new customers as well as your existing customers in a 48 hour period

Buy, Spin And Win!

Buyers Of Products At The Expo Have A Chance To WIN Cash Prizes Of \$500.00, \$750.00 or \$1,000.00

Buy at the **Golf Industry EXPO** and the exhibitor will enter your name in a draw that will start at Noon on Day 1 and 11:00 AM on Day 2. Names will be drawn every two hours and you must be present to win. If your name is drawn you will spin the wheel and win \$500.00, \$750.00 or \$1,000.00 cash. You must be present to win.



FREE Hotel Night

The first 100 unique facilities to Register and BUY at The Golf Industry EXPO will receive their first night of accommodation **FREE**. To receive your **FREE** hotel room you must be one of the first 100 unique facilities to register. If you are one of the first 100 unique facilities, book your accommodation at the Nottawasaga Inn Resort. When you purchase product from an exhibitor, take proof of purchase to the PGA of Ontario booth at the front entrance. Upon checkout you will receive one night of standard accommodation **FREE**. If you have any questions or require additional information contact the PGA of Ontario.

Contract Terms and Conditions

The contract may be terminated through written notice to show management at least 30 days before the show dates. A sum of \$250 will be retained to cover administrations fees.

Exhibitors cost must be paid in full prior to show dates. Space will only be confirmed upon receipt of payment

Golf Industry EXPO is not responsible for any products and/or services offered by the vendors. Golf Industry Expo, the PGA of Ontario and Links Marketing Group Inc will not assume any responsibility for losses or injuries to property, persons which might be incurred from pilfering, water damage,

fire, accident or any causes. The exhibitor is liable for the damage and deterioration caused to building, booth and merchandise and goods of exhibitors.

The vendor shall indemnify the PGA of Ontario, Links Marketing Group, Nottawasaga Inn Resort & Conference Centre and its Directors, Officers, Employees and volunteers from all losses, claims, costs and liabilities which may arise directly or indirectly, as a result of granting of exhibitor space. The Vendor shall be solely responsible for all acts or omissions due to or caused by any person at any time while occupying the exhibitor area.



Exhibit Rates and Information

Reserve YOUR Space Today!

At the Golf Industry EXPO there are three booth sizes: Small (5 x 10), Medium (10 x 10) and Large (10 x 20). No hard sidewalls are allowed. There are a limited number of premium booths at the end of aisles. There are optional spaces available outside the entrance way for larger product

displays. We also have a variety of meeting rooms available off the exhibit floor plus premium hotel rooms (subject to availability). If you have special needs or wish to discuss additional ideas to enhance your products or services, please contact us to review and provide a quote.

Sponsorship Opportunities

Maximize your exposure by sponsoring the Golf Industry Expo, sections and events. Let us create unique promotional programs and maximize exposure for your company, brands and services. Please contact us to discuss exclusive and limited opportunities.

Sponsorships are limited to a few companies.

Booth Details

Booth space size is approximate and subject to change by the management.

Booth space may not be exact dimensions due to final layout adjustments.

- Electrical Outlet: If you require an electrical outlet the cost is \$70.00. If you have special electrical requirements, please contact us to review.
- Taxes are extra
- Subletting of space is prohibited unless you have written consent from management
- Premium spots and sponsorships are limited
- Small and Medium booth includes one table and two chairs
- Large and Premium booth includes two tables and four chairs
- Additional Tables – \$35.00 each
Additional Chairs – \$15.00 each

What's Included

All booth spaces will include:

- Standard 8' back drop and 3' side rails (black and white)
- 1 draped table – 8' and 2 chairs
- Access to internet (recommend exhibitor bring rocket stick)
- Continental breakfast on each show day
- Security
- EXTRA COSTS that are not included: additional chairs and tables, electrical outlets

Contact Us for More Information or to Reserve YOUR Space!

Kevin Purcell, Executive Director

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EXHIBIT RATES (taxes extra)

SIZE	DIMENSIONS	RATES
Small	5 x10	\$ 1,050.00
Medium	10 x 10	\$ 1,450.00
Large	10 x 20	\$ 2,625.00
Premium End	10 x 20 (end of aisle)	\$ 2,850.00

Show Details

golf industry
EXPO

Storage

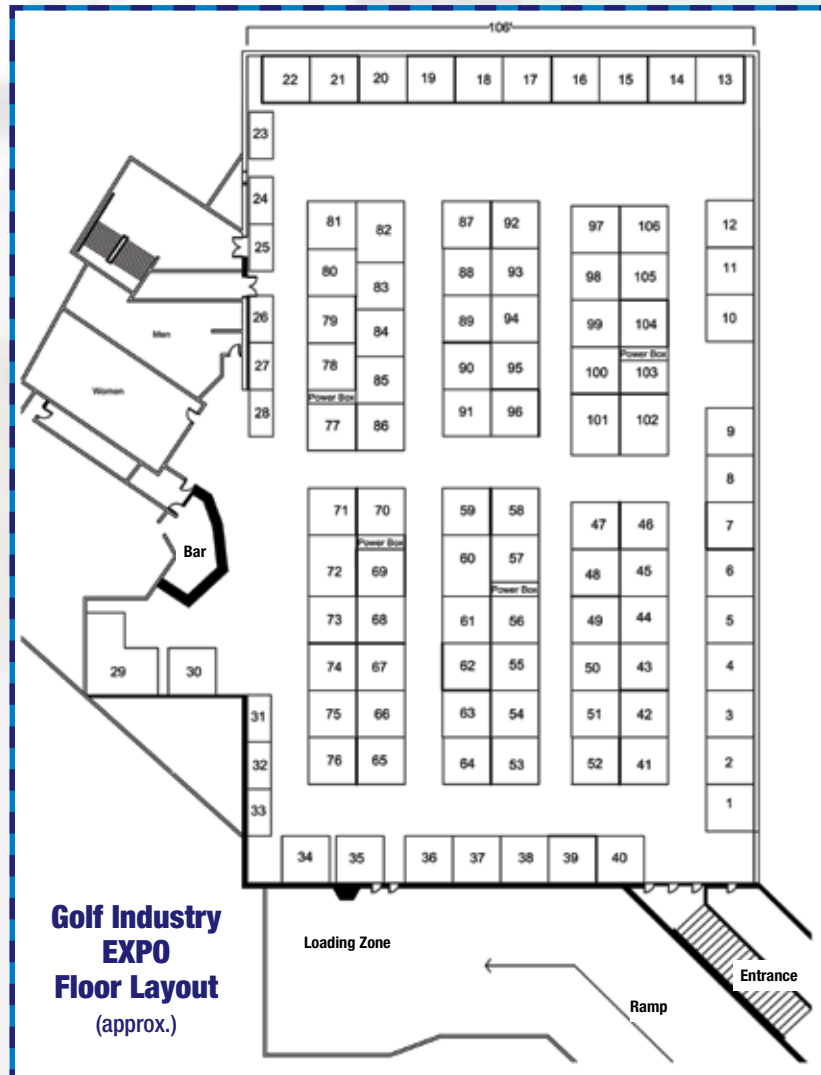
Exhibitors are responsible for their own storage of booth containers and boxes. If you require assistance with storage or extra space please contact show management for a quote.

Set Up

There are no loading docks. All exhibit material must come through the side entrance doors. People will be available to help you move in/out products.

Shipments

Shipments prior to show date are not allowed and will be refused.



EXPO DETAILS

Wednesday November 1	Exhibit booth set up:	8:00 AM – 1:00 PM
	Product and booth viewing with special reception:	2:00 PM – 6:00 PM
Thursday November 2	Education Seminars:	8:30 AM – 10:00 AM
	Show Hours:	10:00 AM – 6:00 PM
	Cocktail Reception / Networking:	6:00 PM – 6:30 PM
	Mini Putt Event (\$1,500.00 purse)	6:30 PM – 8:30 PM
Friday November 3	Education Seminars:	8:30 AM – 10:00 AM
	Show Hours:	10:00 AM – 3:00 PM
	Move Out:	3:00 PM – 6:00 PM

Hotel Accommodations at Nottawasaga Inn Resort

Nottawasaga Inn Resort has a total of 269 rooms available. We have a block of rooms reserved till Friday September 15, 2017. If you need accommodation, please book prior to this date. After Friday September 15, 2017 our block of rooms will be released. To book your room(s) call Group Reservations Department at: **Tel: 705-435-5501** or **Toll Free: 800-669-5501**. Tell them you are with the Golf Industry Expo to receive the discounted rate.

Discounted Rate

available for Exhibitors and Attendees until **Friday September 15, 2017**.
Single or Double Occupancy.

Exhibitors are forbidden to move out prior to 3:00 PM on the last day of the Golf Industry EXPO