

# 2024 Calgary Golf Show EXHIBITOR PACKAGE




SHOW DATES  
**March 16 & 17**



VENUE  
**Calgary BMO Centre  
(Hall D)**

 517 - 23 Ave NW Calgary, AB T2M 1S7

 403-256-8894

 [www.pgaofalberta.com](http://www.pgaofalberta.com)

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# TABLE OF CONTENTS

---

**03**

**About the Show**

**06**

**Show Schedule**

**04**

**2024 Exhibitor  
Booth Rates**

**07**

**Exhibitor Contract  
Terms & Conditions**

**05**

**Exhibitor  
Information**

**08**

**General Rules  
& Regulations**

**09**

**How to Register**





# ABOUT THE SHOW

**You're invited to join us for the Calgary Golf Show on March 16 & 17, 2024, at the Calgary BMO Centre in Hall D.**

More than 4,000 passionate golfers attend the Calgary Golf Show each year and use the Show as a great resource to further their engagement with the game in a variety of ways.

The Calgary Golf Show includes an indoor driving range with some of the industry's top suppliers, along with a Clearance Centre featuring discounted clubs, clothing, and accessories.

With family friendly Show activities including a Long Drive Competition, Closest to the Pin Competition, Long Putt Challenge, and Chipping Challenge, as well as a Junior Clinic & free lessons led by PGA of Canada Golf Professionals, there is something for all ages, ensuring Exhibitor access to a broad range of demographics.

When you Exhibit at the Show, you'll have the opportunity to raise the profile of your business or facility, while also selling (green fees, products, etc.) directly to consumers.



# 2024 EXHIBITOR BOOTH RATES

## EACH 10'x10' BOOTH INCLUDES:

- 6' Table
- 2 Folding Chairs
- Booth Carpet
- 8' Back Drape
- 3' Side Drape

BOOTH SIZE (sqft.)	EARLYBIRD RATE +GST (Before January 10, 2024)	REGULAR RATE +GST (After January 10, 2024)
100	\$1,150 + \$300 Prize Donation	\$1,465
200	\$2,095 + \$600 Prize Donation	\$2,725
300	\$3,098 + \$600 Prize Donation	\$3,728
400	\$4,043 + \$900 Prize Donation	\$4,988
500	\$4,998 + \$900 Prize Donation	\$5,933
600	\$5,828 + \$1,200 Prize Donation	\$7,088
700	\$6,668 + \$1,200 Prize Donation	\$7,928
800	\$7,403 + \$1,200 Prize Donation	\$8,663

**Exhibitors will receive 10 VIP passes to the Show that can be shared with whomever they choose.**

# 2024 EXHIBITOR INFORMATION

## EARLY BIRD PAYMENT OPTION WITH PRIZE DONATION

As part of our Early Bird Exhibitor Registration option, the PGA of Alberta is offering a cash discount if a prize donation of \$300 (for a 10'x10' booth) is donated to the Calgary Golf Show. This prize could be anything from green fees, gift baskets, golf equipment, hotel rooms or stay & play gift cards. These prizes must be approved by the PGA of Alberta and the prize must be submitted to the PGA of Alberta prior to February 9, 2024. Failure to submit a prize before the deadline will result in the Exhibitor being invoiced for the value of the prize. Prizes will be used as giveaways at the Show.

## EXCLUSIVE SHOW SPECIALS

The PGA of Alberta requires all Exhibitors to provide an EXCLUSIVE EXHIBITOR SHOW SPECIAL to the consumers at the Calgary Golf Show. Examples include the following:

- 2 for 1 or 10% Off Coupons
- Special Stay & Play Rates
- Discounts on Memberships, Green Fees, etc.

## EXHIBITOR BADGES

After registering, all Exhibitors are required to complete a form submitting the names of their booth staff so the PGA of Alberta can prepare name badges in advance of the Show. When Exhibitors arrive on-site for Set-Up Day (Friday, March 15) they will be able to pick up their name badges from the PGA of Alberta booth.

## PARKING PASSES

Parking fees are NOT included with the purchase of your booth space and no reimbursements will be made. However, Exhibitors may purchase discounted parking passes in advance through the Calgary Stampede.

## POWER & LIGHTING

If you require power for your booth, you can order it through the Calgary Stampede. Access to the Online Portal for ordering will be made available to registered Exhibitors closer to the Show date.

## INTERNET CONNECTION (WI-FI)

Wi-Fi is NOT included with your registration. If you require an internet connection for the Show, you may order one through the Calgary Stampede. Registered Exhibitors will be able to order via the Calgary Stampede Online Portal closer to the Show date.

## FOOD & BEVERAGE

Food and beverage services will be available for purchase at the Calgary Stampede during Show hours.

## SECURITY

While there will be Security on-site throughout the facility, it is the responsibility of the Exhibitor to take care of their booth and booth product. The PGA of Alberta and the Calgary Stampede are not responsible for any lost product and/or shipments, damaged property, or stolen property.



# SHOW SCHEDULE\*

\*SUBJECT TO CHANGE

**SET-UP DAY  
FRIDAY, MARCH 15, 2024**

**SET-UP HOURS**  
12:00 PM – 6:00 PM

During Set-Up, no one under the age of 15 may be in the Hall for the safety of everyone involved.

**More details related to load-in, including specific times will be shared with registered Exhibitors closer to the Show.**

**DAY 1  
SATURDAY, MARCH 16, 2024**

**SHOW HOURS**  
9:00 AM – 5:00 PM

All Exhibitors must be set up by 9:00 AM when doors open. **NO EXCEPTIONS.**

**DAY 2  
SUNDAY, MARCH 17, 2024**

**SHOW HOURS**  
10:00 AM – 4:00 PM

**TAKE-DOWN HOURS**  
4:00 PM – 10:00 PM

All Exhibitors must remain set up until 4:00 PM when the Show closes. **NO EXCEPTIONS.**



# EXHIBITOR CONTRACT TERMS & CONDITIONS

## SPACE RENTAL

A space is considered sold once it has been paid for. Space is sold to an Exhibitor at the discretion of the organizing committee alone. If desired, the committee may change the layout or location of an exhibitor's space up to 10 days before the show.

The Exhibitor agrees to use the rented space for their own purposes, to promote their services exclusively. The Exhibitor may not share the assigned space in part or in whole with another company.

The Exhibitor agrees to respect any contract, agreement, or collective agreement binding them to the PGA of Alberta and the suppliers for the show. They also agree to obey the laws of different levels of government and those of the fire department. The PGA of Alberta reserves the right to alter the assigned space(s) should it be considered in the best interest of the Show.

## EXHIBITOR LIABILITIES

The Exhibitor acknowledges that the PGA of Alberta and the PGA of Alberta Golf Shows do not have insurance covering the exhibitor's property. It is the exhibitor's sole responsibility to obtain interruption, property damage, personal injury, vandalism, theft, and any other insurance it may need to cover any losses it may suffer while at the PGA of Alberta Golf Shows.

Should the Golf Show be canceled, the organizing committee cannot be held liable for losses or damage to the exhibitor's goods if this cancellation results from a natural disaster, an explosion, an act of terrorism, or any other cause beyond the committee's control.

The Exhibitor agrees to behave respectfully toward the other Exhibitors, the organizing committee, and the suppliers for the Golf Show.

The Exhibitor is reminded that visiting in other booths is by invitation only and are requested to observe this fundamental courtesy at all times.

The Exhibitor is liable for damage and deterioration caused to the building, the booth, and the merchandise and goods of the other exhibitors.

## TERMINATION

The contract may be terminated through written notice sent to the PGA of Alberta at least 30 days before the Calgary 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 come less than 30 days before the Show, the Exhibitor must assume all costs related to their involvement in the Show, including the registration.**



# 8

## GENERAL RULES & REGULATIONS

- 1.** The Exhibitor agrees to abide by the regulations in force and any other regulation that the organizing committee may adopt before, during, or after the Golf Show.
- 2.** 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 as stipulated in the timetable. **Note: If you are planning to set up a canopy tent as part of your display, please be aware that it must be rated for indoor use and meet fire code.**
- 3.** The Exhibitor agrees to respect the timetable in the Show schedule. In return, the organizing committee agrees to provide access to the exhibition site as stipulated in the timetable.
- 4.** The Exhibitor must ensure the presence of at least one representative at their booth during business hours for the Golf Show.
- 5.** The Exhibitor agrees to comply with the regulations respecting the height of the walls used in the booth. The exhibition booth must appear in good condition on all sides and from top to bottom.
- 6.** During the set-up of the Golf Show, the Exhibitor must ship their merchandise postage paid. No one is authorized to accept merchandise requiring payment on delivery. No one under the age of 18 may be in the Hall during set-up or take down for the safety of everyone involved.
- 7.** Under no circumstances may an exhibitor begin dismantling their booth before the Golf Show has closed. Should an exhibitor violate this regulation, they will be banned from subsequent PGA of Alberta Golf Shows.
- 8.** The organizing committee has the right to refuse or prohibit entry to the golf show should an exhibitor violate the regulations. Any such violation gives the organizing committee the right to terminate the contract and expel the exhibitor from the premises.





# READY TO REGISTER?

Follow these step-by-step instructions to register as an Exhibitor for the 2024 Calgary Golf Show.

1.

Create a PGA of Alberta Exhibitor Profile by **CLICKING HERE**.

**If you have already created an account to register for the 2023 Calgary Golf Show, the Buying 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 if you have any questions, please contact Michelle Moody (michelle.moody@pgaofalberta.com).

2.

Log into the PGA of Alberta website. Go to: Events Tab > Calgary Golf Show > 2024 Exhibitor Registration

3.

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

4.

**Early Bird (Option 1) pricing will be in effect until Wednesday January 10, 2024, at 4:00 pm.**

Companies/facilities must register and pay for the Show by this date to receive the Early Bird Rates.

Booth pricing will increase as of 4:00 pm on January 10, 2024.

5.

**The registration deadline for Exhibitors is Friday, March 8, 2024.**

Payment must be made by this date to secure your booth space.

6.

Exhibitors have the option to pay for their booth by cheque, credit card, EFT, or direct deposit.

Please note that a 3% service fee will be added to payments made by credit card. Cheques should be made payable to PGA of Alberta.

Additional information regarding payment options will be shared as needed with Exhibitors once their registration has been submitted.

7.

Booth requests will be on a first-come, first-serve basis and cannot be guaranteed. Please contact Michelle Moody (michelle.moody@pgaofalberta.com) with any requests.



**FOR QUESTIONS & SPONSORSHIP  
OPPORTUNITIES, PLEASE CONTACT  
MICHELLE MOODY.**

**([michelle.moody@pgaofalberta.com](mailto:michelle.moody@pgaofalberta.com))**

[www.pgaofalberta.com](http://www.pgaofalberta.com)

[www.albertagolfshows.com](http://www.albertagolfshows.com)