

golf industry
EXPO

Networking +
Merchandising the
Business of Golf

Presented by :



TUESDAY OCTOBER 23 –
THURSDAY OCTOBER 25, 2018

NOTTAWASAGA INN RESORT
ALLISTON, ONTARIO

Message from The Board of Directors

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

The PGA of Canada – Ontario Zone is pleased to welcome you back to the **2018 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 October 23rd to 25th.**

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.

The PGA of Canada – Ontario Zone Board of Directors has decided to reintroduce an awards night to formally recognize our top industry professionals from across the Province for their achievement and excellence in a wide range of categories. The event details have yet to be finalized; however, the goal is to host a special gathering for all industry professionals to share and celebrate these individuals in a formal atmosphere. You can expect to see other industry professionals recognized on this special evening as well. The awards night will not affect our traditional Mini Putt contest as that too will be hosted in 2018 in the evening on day two of the show. Stay tuned for more information pertaining to this special awards night in the upcoming months.

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 **2018 GOLF INDUSTRY EXPO.**

PGA of Canada – Ontario Zone Board of Directors



**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.

SHOW DETAILS

The **GOLF INDUSTRY EXPO** becomes more and more of a *can't-miss* experience every year its held. Now entering its sixth season, **The EXPO** will feature more than a hundred exhibitors at the Nottawasaga Inn Resort in Aliston, Ontario. With golf professionals, owners, managers, superintendents, retailers, food and beverage managers and buying groups in attendance, now is your chance to sell and showcase your products and services.

For this year, **The EXPO** will run a week earlier and open on Tuesday October 23, and finish on Thursday October 24. Set up will be late afternoon/evening on Monday October 22, and a half day on Tuesday October 23.

Kevin Purcell the executive director of the PGA of Ontario, said the association has decided to move their Awards Night to the first night of Expo – Tuesday October 23, and will run the awards program from 6:30pm – 8:00pm.

A package of four tickets for \$100.00 will provide entrance to both the Awards Night and the Special Town Hall - State of Industry Seminar on Wednesday October 23.

The EXPO will continue with the popular **Buy, Spin and Win** program where cash is awarded to buyers at the Expo. In addition, the Mini-Putt tournament/reception with a \$1,500 purse is always full, so people are asked to register their teams early.

Plus, the first 100 unique facilities who buy at **The EXPO**, will receive one night of free accommodation (standard room).

For exhibitors, space is limited. Exhibitors can **save over 10%** if space is reserved by August 1st. After August 1st exhibit rates will increase.

For more information on the Golf Industry Expo, please contact Randy McDonald at (905) 636-1400 or randy@linksmarketing.ca or Kevin Purcell at (905) 887-6060 or kevin@pgaofontario.com



FREE HOTEL NIGHT

The first 100 unique facilities who register and buy at the Golf Industry Expo, will receive one night of free accommodation (standard room) at the Nottawasaga Inn Resort. When you purchase product from an exhibitor, take proof of purchase to the PGA on Ontario booth at the front entrance to receive your complimentary room certificate. 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.

LEARN, NETWORK & CELEBRATE

RESERVE YOUR TICKETS TO ATTEND THE TOWN HALL – STATE OF INDUSTRY SEMINAR AND PGA OF ONTARIO AWARDS NIGHT. GOLF PACKAGE INCLUDES 4 TICKETS TO BOTH EVENTS - \$100.00
Contact The PGA of Ontario To Purchase Your Tickets

PGA OF ONTARIO AWARDS NIGHT
Tuesday October 23 – 6:30 PM – 8:00 PM

Celebrate the accomplishments of Ontario golf professionals and network with fellow industry representatives. Each year the PGA of Ontario recognizes several Members and Industry Representatives for their achievements throughout the season and their career, as well as for their contributions to the Association and the Game of Golf.

TOWN HALL - STATE OF THE INDUSTRY
Wednesday October 24 – 8:00 AM – 10:00 AM

Concerned about the State of the Golf Industry in Canada? This is a **MUST ATTEND EVENT** for anyone who works within the golf industry.

Building on the success of last year's event – the **2018 Town Hall – State of the Golf Industry** will help you stay informed about the Canadian golf industry, trends, changes and much more. Bring your questions and participate in a lively debate.

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.

DISCOUNT SPECIAL

SAVE 10%!

Reserve Your Space
Before August 1, 2018

PLUS

Sponsors with the
PGA of Ontario and
Advertisers with
Pro Shop Magazine
receive a

15% DISCOUNT!

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

Contact Us for More Information or to Reserve YOUR Space!

Kevin Purcell, Executive Director

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Randy McDonald

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Fax: 289-878-3925
Email: Randy@linksmarketing.ca

Exhibitors receive
4 complimentary
tickets for the
Awards Night and
Industry Seminar



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)
- Security
- EXTRA COSTS that are not included: additional chairs and tables, electrical outlets

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 (taxes extra)

SIZE	DIMENSIONS	BEFORE AUGUST 1ST	AFTER AUGUST 1ST
Small	5 X 10	\$1,050.00	\$1,200.00
Medium	10 X 10	\$1,450.00	\$1,600.00
Large	10 X 20	\$2,625.00	\$2,900.00
Premium End	10 X 20	\$2,850.00	\$3,100.00

Show Details

golf industry
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Storage

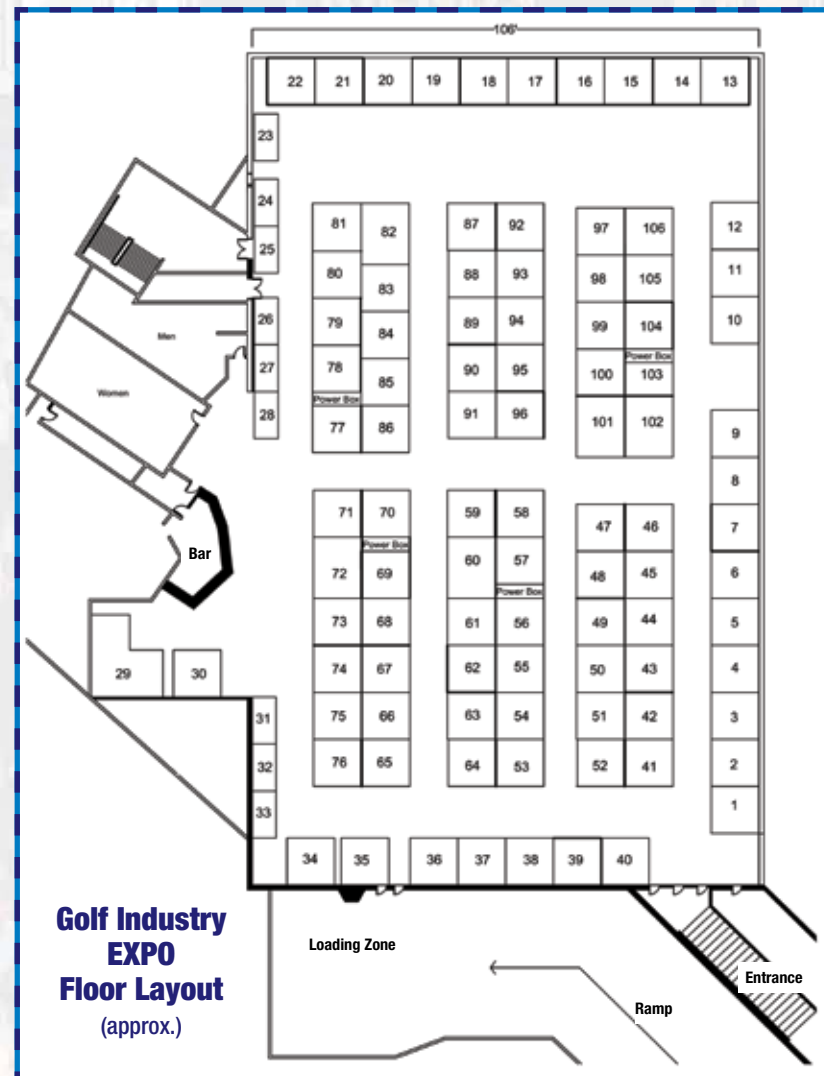
Exhibitors are responsible for their own storage of booth containers and boxes. If you require assistance with storage or extra space please contact show management for a quote.

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

Monday October 22	Exhibit booth set up	3:00 PM – 8:00 PM
Tuesday October 23	Exhibit booth set up	9:00 AM – 1:30 PM
	Expo Opening Day	2:00 PM – 6:00 PM
	Awards Reception	6:30 PM – 8:00 PM
Wednesday October 24	Industry Seminar	8:00 AM – 10:00 AM
	Expo Day 2	10:00 AM – 6:00 PM
	Mini Putt/Reception	6:30 PM – 8:00 PM
Thursday October 25	Expo Day 3	9:00 AM – 2:00 PM
	Move Out	2:00 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 14, 2018. If you need accommodation, please book prior to this date. After Friday September 14, 2018 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 ROOM RATE

A discounted hotel room rate is available for exhibitors and attendees until Friday September 7, 2018. Single or Double Occupancy.

Exhibitors are forbidden to move out prior to 2:00 PM on the last day of the Golf Industry EXPO