

BUY, SELL, LEARN AND NETWORK

golf industry
EXPO

Networking +
Merchandising the
Business of Golf

BRINGING MEMBERS & INDUSTRY PARTNERS TOGETHER IN ONE EVENT !

Connect with Golf Professionals, Course Owners, General Managers, Superintendents, Food & Beverage Managers, Retailers and more !

Presented by :



PGA of Ontario Members and Industry Partners:

On behalf of your Board of Directors, The PGA of Ontario is excited to welcome you back to the **2019 Golf Industry EXPO**, where our focus is on **"Networking and Merchandising the Business of Golf!"** This year the **EXPO** has moved to Kitchener's 17-acre global flex campus known as **LOT42**. The Ontario Zone Board of Directors believe that this new venue will create better learning and networking opportunities for all participants as well as more ideal spatial advantages for all exhibitors.

Attending the **EXPO** is an important investment in your business. While at the show, be sure to take advantage of all it has to offer from the discovery of new products, to the writing of orders, and connecting with old and new colleagues. We will also be incorporating our education series, **4ore Learning**, into this year's schedule of events, so be sure to take part in a short learning session. Bring your team and encourage your fellow industry professionals to reward themselves with some key learning opportunities.

Based upon your feedback, we will maximize this event by recognizing the 2019 Ontario Zone award winners on the evening of Tuesday October 29th. We believe that it is critical to recognize the top industry professionals within our Zone for their achievements and excellence in a wide range of categories. Our mission is to host a special gathering for all industry professionals to distinguish and celebrate these individuals in a formal atmosphere. More details pertaining to this Awards Night will be shared in the near future.

We are confident that the **2019 Golf Industry EXPO** will provide an opportunity for all attendees to observe the latest trends and products available for your shops and businesses, as well as foster valuable ideas and information that can be put to use at your facilities. There is so much to gain from this experience, including the most beneficial aspect of the event: **Networking and Merchandising the Business of Golf!**

The Ontario Zone believes there is great value in bringing members and industry partners together. Be sure to mark the show dates in your calendar and prepare your team for an experience you can't afford to miss! The show floor is live on October 29 & 30 at **LOT42**.

We look forward to seeing all PGA of Ontario Members and Industry Partners at the **2019 Golf Industry EXPO**.

Simon Bevan
President
PGA of Ontario Board of Directors

**NEW LOCATION
For 2019**

LOT42
GLOBAL FLEX CAMPUS



Your competitors will be exhibiting. Will YOU? Please visit www.golfindustryexpo.com for more details.

REACH THE LARGEST GOLF MARKET IN CANADA AND INCREASE YOUR SALES AND BRAND AWARENESS!



- Get Leads
- Make Sales
- Increase Revenue
- Learn & Network

SHOW DETAILS

The **Golf Industry EXPO** is a large and influential golf buying show that puts your company in front of golf professionals, course owners, managers, superintendents, retailers, food and beverage managers, and buying groups. You can reach and connect with qualified buyers and people who are able to influence the buying decisions of golf operations and services.

The EXPO, along with the educational programs, provide both exhibitors and attendees the opportunity to stay up to date and informed about the latest trends in the business of golf. Insightful education sessions and keynote speakers will be featured on stage throughout the show. Meet key industry people and benefit from the know-how of leading experts, expand your network and profitably develop future business relationships.

On Tuesday evening please join us in celebrating the successes of the PGA of Ontario award recipients with a cocktail reception.

SHOW LOCATION

We are thrilled to announce our new host venue for the **The 2019 Golf Industry EXPO!** This October the show will take place at **LOT42** in Kitchener, Ontario. **LOT42** is a unique setting to stage dramatic events in a rustic atmosphere. For location details and directions, see back page.

We've selected a new location with an outstanding venue that allows our exhibitors to do so much more. **LOT42** is a blank canvas with endless possibilities, and we're very eager to see how some creative freedom will contribute to elevating the overall consumer experience.

WHY EXHIBIT AT THE GOLF INDUSTRY EXPO?

- Put your brand and services in front of buyers & decision-makers
- The Golf Industry EXPO provides direct access to the largest golf market in Canada
- Connect with attendees who are actively seeking new business solutions
- Create connections, generate new high-value leads and close sales on the show floor
- Strengthen your relationship with current clients
- The Golf Industry EXPO provides the opportunity to reach smaller/outlying facilities that you otherwise may never service
- Save travel time and money by connecting easily with key purchasers



What the Industry Says!

"Another great few days to team build and thank the Golf Shop crew for their efforts. Team GBC always looks forward to completing several booking orders at the Golf Industry EXPO, supporting the Association and having a bit of fun at the same time"

*Greg Colekessian
The Georgian Bay Club*

"I believe the Golf Industry EXPO is an amazing opportunity for our members to conduct business, network and celebrate the accomplishments of our peers during the new awards ceremony. For us being in Windsor is a great opportunity to conduct all of our buying in one place and catch up with some friends we rarely get a chance to connect with during the season. The PGA of Ontario has done an incredible job in listening to the feedback of the attendees to make the event what it is today".

*Adam Wagner
Ambassador Golf Club*

The Golf Industry EXPO provides me with a one stop opportunity to make my buying decisions for next season, network with peers that I do not see regularly and educate myself to become a better professional for the future.

*Cory LaJeunesse
Sutton Creek Golf Club*

"Alphi Apparel has been exhibiting at the Golf Industry EXPO for 5 years. It has been extremely worthwhile. We are able to show our products to clubs from across the province and have always added new customers because of exhibiting at the Expo. In addition, it is a great way for our company and myself to thank customers in person for their support. We look forward to participating again in 2019."

*Ivy Steinberg
Alphi Apparel*

BE PROMINENT AND STAND OUT WITH SPONSORSHIP OPPORTUNITIES!

Maximize your exposure by becoming a sponsor of the Golf Industry EXPO or one of the many show highlights such as the Awards Night or the 4ore Learning education series. The event space at Lot42 offers two unique loft areas for companies who want a prestigious location overlooking the show floor.

We have limited and exclusive opportunities available for you to highlight and showcase your brand on the Main Stage. Please contact Melanie to discuss availability – info on last page.

BOOTH DETAILS

There are a variety of booth sizes and premium locations available. Booth sizes are approximate and subject to change by show management. Booth space may not be the exact dimensions due to final layout adjustments.

- **Electrical Outlet: \$90.00* per outlet, by request only. Must be pre-purchased.**
- **Carpeting: Carpeting and flooring for your booth are available for rent. Visit www.golfindustryexpo.com to download and complete the order form.**
- **Subletting of space is prohibited without written consent from show management.**
- **Premium spots and island locations are limited, based on a first come first serve basis.**
- **Small and Medium booths include two chairs and one draped table**
- **Large and Premium booths include four chairs and two draped tables**
- **Additional tables/chairs:
Draped Table: \$45.00*; Chairs: \$15.00***

* Plus applicable taxes

WHAT'S INCLUDED

- **Standard 8' back drop with 3' side rails (black and white)**
- **Table(s) and Chairs. Quantity dependent on booth size**
- **WIFI access**
- **Security**
- **Listing in Canadian Golf Directory published by Pro Shop magazine and Golf Industry Network**

EXTRA COSTS: additional tables/chairs, electrical outlet, carpeting/flooring



Contract Terms and Conditions

The contract may be terminated through written notice to show management at least 30 days before the show date. A sum of \$250.00 will be retained to cover administration 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 the 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 Inc., Lot42 Global Flex Campus 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)

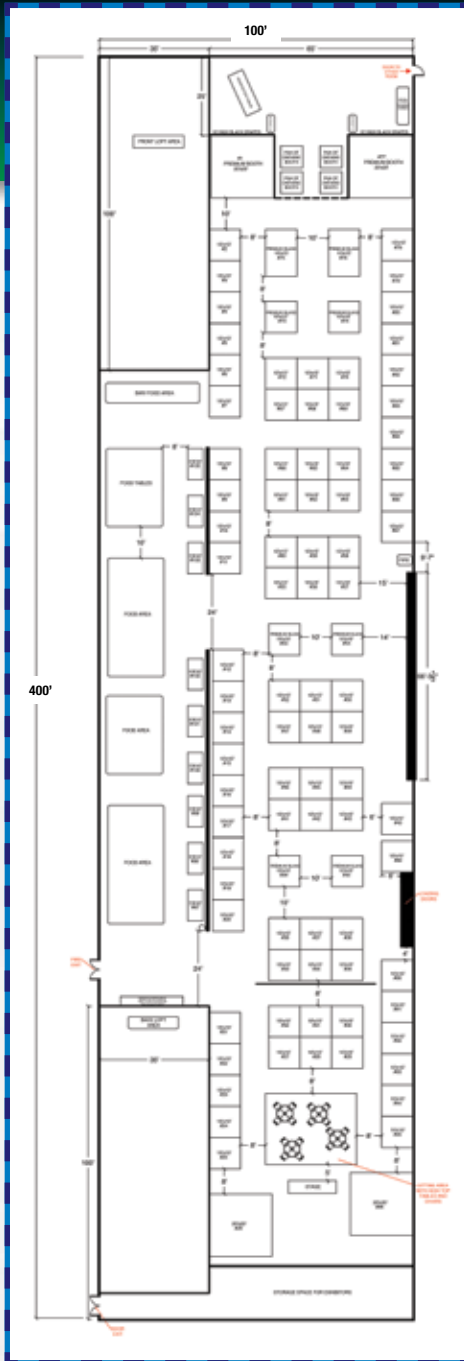
BOOTH SIZE	DIMENSIONS	RATE	INCLUDES
Small	5 X 10	\$ 1,450.00	1 Draped Table & Two Chairs
Medium	10 X 10	\$ 1,900.00	1 Draped Table & Two Chairs
**Premium Island Medium	10 X 15	\$ 2,500.00	1 Draped Table & Two Chairs
Large	10 X 20	\$ 3,450.00	2 Draped Tables & Four Chairs
**Premium Island - Large	10 X 20	\$ 3,850.00	2 Draped Tables & Four Chairs
Extra Large	10 X 30	\$ 4,000.00	2 Draped Tables & Four Chairs
**Premium Corner - Large	20 X 20 Only 4 Available	\$ 4,500.00	3 Draped Tables & Six Chairs
Loft Sponsorship	Only 2 Lofts Available	\$5,000.00 Per Loft	Requirements To Be Discussed

**Only a few premium island booths are available

GOLF INDUSTRY EXPO DETAILS

Preliminary Floor Plan

(pictured at left)



The floor plan pictured here is a preliminary overview of the available booth sizes and possible locations. Requests of specific booth locations can be discussed with show management upon booking.

Storage

Exhibitors are responsible for their own storage of booth containers and boxes. There may be some additional space in back corners for storage. Please discuss any requirements you may have with show management.

Set Up Day

Exhibitors will be allowed to move in and set up booths on Monday October 28, 2019 from Noon to 8:00 PM. All exhibit material must be brought in through the loading area. We cannot guarantee that lift-trucks or dollies will be available. If you have any special requests or need assistance, please contact show management in advance.

Shipments

Shipments prior to Monday, October 28 will not be accepted.

Contact Us For More Information or to Reserve Your Space

For booth bookings, and any questions you may have, please contact:

Randy McDonald
Links Marketing Group /Pro Shop Magazine
1371 Marshall Crescent
Milton ON L9T 6N4
Tel: 905-636-1400
Email: randy@linksmarketing.ca

Stacey Hewett
PGA of Ontario
10080 Kennedy Road, Blue House
Markham, ON L6C 1N9
Tel: 905-887-6060 ext. 222
Email: stacey@pgaofontario.com

To Discuss Sponsorship Opportunities, Please Contact:

Melanie van der Hoop
PGA of Ontario
10080 Kennedy Road, Blue House
Markham, ON L6C 1N9
Tel: 905-887-6060 ext. 224
Email: melanie@pgaofontario.com

Lot42 Location

LOT42 Global Flex Campus
41 Ardelet Place,
Kitchener ON N2C 2C8
(519) 603-5700
www.lot42.ca

All on-site parking is complimentary.

Hotel Accommodations

The official hotel for the **Golf Industry EXPO** is the *Cambridge Hotel Conference Centre*. Exhibitors and EXPO guests receive a special rate until Friday September 27th, 2019.

- \$119.00 plus taxes (13% HST & 4% MAT (Municipal Accommodation Tax) – applies to Traditional Rooms with 2 Queen beds, or Deluxe Rooms with One Queen.
- Includes Full Hot Breakfast Buffet for each guestroom (up to 2 guests per room), complimentary Parking & Free WIFI

Options to book

Online Booking Link: <https://reservations.travelclick.com/12264?groupID=2571846>
Code: PGAON

Or you may call the Reservation Department at **1-866-622-1505** and quote the group name: PGA of Ontario

Cambridge Hotel
700 Hespeler Road,
Cambridge, ON N3H 5L8
Phone: 1-866-622-1505
Email: info@cambridgehotel.ca

EXPO SCHEDULE

Tuesday October 29	Show Floor Open	9:00 AM – 5:00 PM
	PGA of Ontario Awards Night & Cocktail Reception / Networking:	5:00 PM – 7:00 PM
Wednesday October 30	Show Floor Open	9:00 AM – 3:00 PM
	Move Out	3:00 PM – 6:00 PM
Move Out Times	Exhibitors are NOT permitted to start tearing down before 3:00 PM on Wednesday October 30, 2019.	

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