



Golf Business Canada
**Conference
Trade Show** **2026**

POWERED BY
NGCOA



The ONLY Conference in Canada with 100% focus on the BUSINESS of GOLF



Golf Business Canada Conference & Trade Show is the largest event to unite golf course owners, operators and managers with suppliers across Canada. Suppliers have a unique opportunity to conduct business face-to-face during the four-hour trade show PLUS network while attending the various social events.

A One of a Kind Event



November 17 to 19, 2026

Victoria, British Columbia



Last year's Conference exceeded **500 attendees**, the largest attendance in the event's history

Why You Should Exhibit



90%

of attendees at our trade show identified a **new** supplier they are likely to do business with in 2026

100%

of exhibitors at the 2025 Golf Business Canada Conference & Trade Show met and connected with prospective customers





Derek General Manager of 18-hole Private Course

- Trusted by his board to have a significant influence on final decisions
- He's looking for amenities, technological innovations and connect with existing supplier partners



Linda 36-hole Public Course Owner

- Oversees all business operations and influences in all purchasing decisions with final signatory of all large capital expenses
- She's looking for new revenue streams, ways to cut expenses and to connect with industry suppliers

Who is at The Show?



Jess, John & Jane Head Golf Professional/Head Superintendent/Head of Food & Beverage

- Purchasing autonomy over majority of departmental decisions
- Work closely with GM/Owner to ensure a well-managed facility
- They are looking for innovations in each of their respected departments



Brittany Manager Position at the Golf Course

- Influence on final purchase decisions
- GM/Directors see potential she will be a key decision maker in near future
- Brittany is looking to network with industry suppliers and peers, to educate herself in the industry

From our Exhibitors



"As a first-time exhibitor, I was pleased with the experience! I only attended the trade show portion and found it fruitful for my business. I made new connections and was able to gain new customers as a result."

Kristen Bunn, Fore Chicks

"...Icing on the cake would be the members themselves, so hospitable, friendly and interested in what vendors have to offer. Truly incredible experience can't wait for 2026!"

Marc Lajoie, NFP



★ ★ ★ ★ ★ **Five Star Ratings**



"The 2025 NGCOA Golf Business Canada Trade Show was an exceptional event. The delegates at the show were engaged and our company was able to generate a number of sales leads at this show. We are looking forward to the 2026 show in Victoria."

Scott Cooper, The J.M. Smucker Co.

"It was a great event, a perfect time to connect with many people, grow your network and enjoy three well-organized days in a beautiful setting with great activities."

Pierre Salesse, Mulligan International



Exhibit at the Golf Business Canada Trade Show



Exhibiting Inclusions

- 10 x 8 or 10 x 6 Exhibit Space
- Up to Four Representatives
- Company Listing in Event Portal
- Attendee List including Emails

Making Connections

Want more facetime with delegates?

Don't miss our Opening Reception and Post-Trade Show dinner Both have sold out the past two years and provide a great opportunity to get in front of hundreds of decision makers within golf operations in Canada in a relaxed environment.



Share dinner, a drink and your company story with over 300 attendees.



Dinner Show Evening • Nov. 18 • \$195

This is highest profile event put on by the NGCOA Canada team, including an evening of unique entertainment along with a 5-star plated dinner. This event sells out almost every year.

Networking Face to Face

Opening Reception • Nov. 17 • \$95

Enjoy an evening of entertainment, food, games and a lot of laughs, while sharing your brand face amongst the top golf course operators in the country.





Exhibitor Pricing

Exhibit
\$2,450 CAD

4 Hour Trade Show

November 17

- 10 x 8 or 10 x 6 Exhibit Space
- Company Listing in Event Portal
- Conference Attendee List Including Emails
- Up to Four Representatives

Exhibit & Social
\$2,740 CAD

**4 Hour Trade Show +
6 Hours of Networking**

*4 Hour Trade Show
November 17 – Day
Opening Reception
November 17 - Evening
Dinner Event
November 18 – Evening*

Exhibit, Social & Sponsor
\$6,500 CAD

**4 Hour Trade Show,
6 Hours of Networking +
Increased Brand Visibility**

*4 Hour Trade Show
Opening Reception,
Dinner Event,
Logo inclusions on conference website &
mobile application, all communications
pre and post event, placement on onsite
signage and more creative opportunities*

**Pricing based on Contributing Sponsorship*

*All prices are listed in \$CAD and subject to tax

Golf Business Canada

Timely and informative editorial through feature and departmental articles on topics such as: F&B, legal, marketing, financial, business best practices, technology, pro shop along with updates from the NGCOA Canada.

- **Print and digital issue distributed to every golf course in Canada**
- **3X pass-through rate at each facility**

EXCLUSIVE TRADE SHOW OFFER

Maximize your visibility before and after the Golf Business Canada Trade Show with this exclusive exhibitor-only advertising promotion.

As a Trade Show Exhibitor, you'll receive access to special advertising rates in the **Winter (November)** and/or **Spring (February)** issues of **Golf Business Canada** magazine.

Full Page: ~~\$3,250~~ 2,250

Half Page: ~~\$1,925~~ 1,250

Save over 30% off regular advertising rates while extending your brand's reach to golf industry decision-makers across Canada. Don't miss this opportunity to keep your company top-of-mind long after the trade show ends.

Still Have Questions? Contact Kyle Today!



We recognize the time and effort that goes in to creating a successful exhibitor experience for our conference attendees. Our team is dedicated to making your vision a reality and create a memorable experience for both you and prospective clients at the conference. Please don't hesitate to reach out to Kyle with any questions.

Kyle Wilkinson

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