



Golf Business Canada
**Conference
Trade Show 2024**

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 19 to 21
2024
Calgary Alberta



Last year's Conference exceeded **475 attendees**, the largest attendance in the event's history

Why You Should Exhibit



93%

of exhibitors at the 2023 Golf Business Canada Conference & Trade Show generated **new business** from exhibiting at this event.



94%

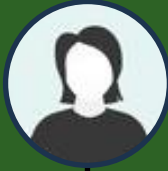
of attendees at our trade show have **significant influence** on final purchase decisions at their facility.





Derek GM 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



"This was our first time at the Golf Business Canada Conference & Trade Show and we truly enjoyed representing our business at this event. We found that the opportunity to meet and socialize with members and other suppliers was well balanced, enjoyable and productive, which in turn enabled a very successful event for us."

David Huliappa – Vice President Sales – Canadian Water Savings

"This years Golf Business Canada Trade Show was an exceptional opportunity for my company to strengthen and grow our business, meeting so many great, successful people in the industry at one time. Looking forward to a great time again in Calgary 2024!"

Allan Ham – Owner – Outdoor Pizza Ovens



★ ★ ★ ★ ★ Five Star Ratings



"Being involved in the Golf Business Canada Conference & Trade Show is incredibly beneficial to us. Being able to interact with the top decision makers is a great business opportunity."

Brian Dawson, District Sales Manager, The Toro Company

"The ability for us to strengthen our relationships with current customers, and the quality of the leads we generated for potential new customers, was by far the best we have seen in a trade show format."

Scott Masse, Co-founder, Golf Industry Guru



Exhibit at the Golf Business Canada Trade Show



Exhibiting Inclusions

- 10 x 10 Exhibit Space
- Up to Four Representatives
- Company Listing in Event App
- Attendee List including Emails
- Lead Retrieval Software

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. 20 • \$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. 19 • \$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
\$2,250

4 Hour Trade Show

November 20

- 10 x 10 Exhibit Space
- Company Listing in Event App
- Conference Attendee List Including Emails
- Lead Retrieval Software
- Up to Four Representatives

Exhibit & Social
\$2,540

4 Hour Trade Show + 6 Hours of Networking

Opening Reception

November 19 - Evening

4 Hour Trade Show

November 20 – Day

Dinner Event

November 20 – Evening

Exhibit, Social & Advertise
\$4,550

4 Hour Trade Show, 6 Hours of Networking + National Exposure

Opening Reception,

4 Hour Trade Show

Dinner Event,

*Full or Half Page within Spring Issue of
Golf Business Canada | GreenMaster
magazine, sent to every golf course in
Canada.*

**Pricing based on Full Page Advertisement*

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

Calgary, Alberta • 2024



Golf Business Canada Conference & Trade Show Team



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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