

NATIONAL GOLF COURSE OWNERS ASSOCIATION CANADA

Golf Business
CONFERENCE
& TRADE
SHOW
NGCOA

Your
ROADMAP
to
Excellence

November 28-30

MONTRÉAL

Hotel Bonaventure, Montréal, Québec

A One of a Kind Event



Golf Business
CONFERENCE
& TRADE
SHOW

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

A One of a Kind Event

November 28 to 30, 2023

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.

As a supplier, visiting hundreds of potential clients would be a huge financial investment and many hours of labour and travelling. Don't pass up this amazing, once a year opportunity to connect with hundreds of high-level decision makers looking for the next product or solution that will help them with their bottom line.



SALES STREET

LEADS AVENUE

*Why
Exhibit*

Last year's Conference **exceeded 450** attendees, the largest attendance rate in the event's history

93% **of attendees** at our trade show have **significant influence** on final purchase decisions at their facility.

96% **of exhibitors** at the 2022 Golf Business Canada Conference & Trade Show **generated new business** from exhibiting at this event.

96% **of attendees** identified a **new vendor** they would work with in 2023.



Receive company exposure at all levels

★★★★★ 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



This was our first time exhibiting at the NGCOA trade show and we were extremely pleased to be a part of it. 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. We look forward to attending again.

Scott Masse, Co-founder, Golf Industry Guru


Trade Show Pricing



THE REGULAR
\$2,150
value of \$2,350



THE ONE & A HALF
\$3,510
value of \$4,185



THE DOUBLE DOUBLE
\$7,420
value of \$10,950

4 Hour Trade Show

November 29

- 10 x 8 Exhibit Space
- Company Listing in Event App
- Conference Attendee List Including Emails
- Lead Retrieval Software
- Up to Four Representatives

4 Hour Trade Show

November 29


- All inclusions of The Regular
- One Half Page Ad in Fall/Winter/Spring Issue of the Golf Business Canada | GreenMaster Magazine that goes to the complete Canadian Golf Industry

4 Hour Trade Show

November 29

- The Regular
- All inclusions of The Regular plus additional Exhibit Space (20x8)
- Two Full Page Ads in Fall/Winter/Spring Issue of Golf Business Canada | GreenMaster Magazine

*We welcome exhibitors to all of our social events. For more information or interested in purchasing please contact Kyle.



Your **ROADMAP** to Excellence

Your chance to meet with decision makers at our social events

Networking Face to Face

Opening Reception • Tuesday Nov. 28 • \$99

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

Wednesday Night Dinner • Nov. 29 • \$199

This is highest profile event put on by the NGCOA Canada team, including an evening of unique entertainment along with dinner. Don't miss the chance to share dinner, a drink and your company story with over 300 attendees. This event sells out almost every year.

At an additional cost, all exhibitors are invited to join the social events to connect with current clients and generate leads for new business for the upcoming year. In 2022, this event has SOLD OUT the past two years. These events add additional value that you cannot get anywhere else!





GOLF BUSINESS CANADA 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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