



EY Centre • Ottawa



March 3 & 4, 2023

Canadian GOLFEXPO

Starting the Golf Season Coast-to-Coast

POWERED BY
NGCOA 



OTTAWA
GATINEAU
GOLF
EXPO

After pivoting into the successful Virtual Online Canadian GOLFEXPO over the last 2 years with over 340,000+ attendees* across Canada, the National Golf Course Owners Association (NGCOA) Canada is building on the success, and are excited to announce the return of the popular In-Person Ottawa Gatineau GOLFEXPO hosted at the EY Centre in Ottawa, Ontario.

A chance for golfers to experience again the sites, sounds and features of a live show with large Demo and Fitting area, Range, PGA Seminar Stage, 2 large Retail areas and much more....

The In-Person Golf show will deliver new customers to your business that have taken up the great sport of golf during the last 2 years of Covid, as well as current golfers who strengthened their passion for the game over the same time!

*Numbers based on complete Virtual Experience 2022 statistics including online trade show



Past Show Success

There is no better avenue to market your golf facility directly to over 10,000 golfers over 2 days especially with the Golf Industry Boom we saw over Covid in 2021 and 2022. Golfers see the GOLFEXPO as a 'must attend' event where they can plan their entire golf season by purchasing packages and green fees. This is no longer a 'shake hands and collect emails' kind of Show....the people who attend are coming to buy, including the many new golf consumers in the market.



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91%

of exhibitors said attendance exceeded their expectations

89%

of attendees want to receive future show information

94%

of attendees spent more than 1 hour at the show

98%

of exhibitors said they intend to return for 2021
(No in-person show in 2021 & 2022)

82%

of exhibitors sold or pre-booked goods or services





Exhibitors Rate Us 5 Stars

Exhibitors speak out on their GOLFEXPO ROI....

Don't take it from us, listen to what exhibitors have to say about the benefits from being at the show.



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Andrew Robertson
Head Professional, Manderley on the Green

"We experienced fantastic results at this year's Ottawa-Gatineau GOLFEXPO. Golfers in attendance were ready to make their golf plans for the season ahead, and our attractive show specials allowed them to do just that. We had our highest revenues to date, and we are already looking forward to next year!"



Rob Howell
General Manager, Metcalfe Golf Club

"For the past few years there has been a trend towards more golfers purchasing more golf at the EXPO. Last year we exceeded our sales goals within the 1st 2 hours. The revenue generated at the show easily covers the cost of the booth, staff and promotional materials and helps kick start the golf season."



Lee Tamburano *Director of Golf
Corporate Pro Shop, Canadian G &CC*

"The GOLFEXPO is a great opportunity to re-connect face-to-face with members and guests who we haven't seen over the winter. It provides the means to share new and exciting for the new season, offer great limited-time specials and of course, we sell memberships to golfers who discover us at the show. "



Customer Attractions

Building on the success of our 2020 GOLFEXPO, we are dedicated to making 2023 even better. By continually adding new features, we are focused on reaching new customers, while building brand loyalty with our returning attendees.



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Fitting Centre Demo Range

Back for 2023! 10,000 sq. ft of demo range highlighting all the top manufacturer's with their latest equipment.

Retail Outlet Store

2 Large retail outlets covering the top brands in golf, soft and hard goods. Customers are sure to find something to purchase that gets them out golfing early.

GOLFEXPO Auction

One of the most exciting parts of the show as attendees battle it out to outbid each other on green fees, golf packages, equipment, golf destination trips and more.

Plus...so much more

- Brewers Alley with top Craft Brewery samples
- Seminar Stage with PGA of Canada Professionals and Interactive Fitness Seminars
- NGCOA Canada's Kids Play Golf Zone
- Ottawa's Best Putter Contest
- 19th Hole with full bar service
-and more!



2020 Exhibitor Statistics



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10,000+

ATTENDEES

GOLF EVENTS AT SHOW

Driving Range

2 Golf Retail Centres

PGA Seminar Stage

Live Auction

Putting Contest

Tips from the Pros

75+

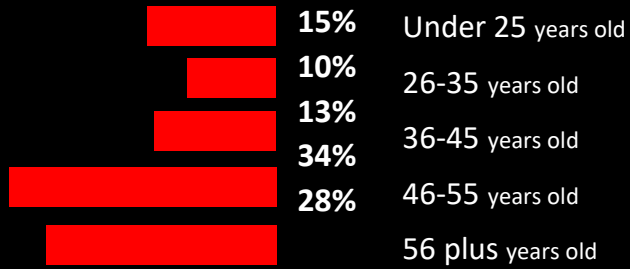
Exhibitors

65% golf courses

15% golf travel

11% golf lifestyle

9% other



2020 Attendee Demographics



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28%

WOMEN



72%

MEN



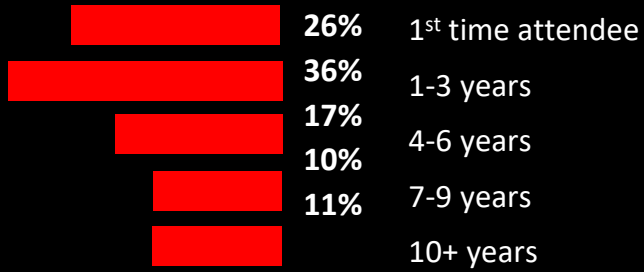
32%

\$100,000+
Annual Salary

15% \$75,000-\$99,000

30% \$50,000-\$74,000

23% under \$49,000



2020 Attendee Statistics



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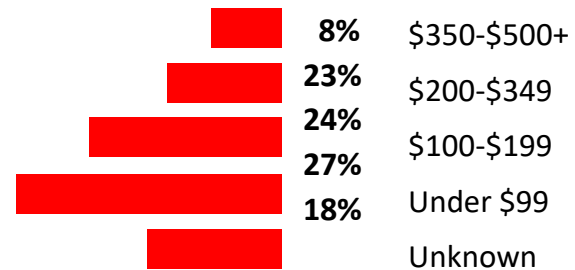
66%

Spent up to 2 hours
at the show



**Purchases
at the Show**

27% spent 3 or
more hours





Media highlights

With a diversified marketing plan using both traditional and modern forms of marketing, every demographic will be touched. Based on exit survey feedback and the continuing trend toward social media, a greater emphasis on social media advertising will complement our traditional radio and print advertising for 2023.



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88,100	Paper circulation The Sun (7X)
164,800	Paper circulation Citizen (5x)
92-30 sec. spots	CFRA Radio Promo
91-15 sec. spots	TSN1200 Promo
9,500	Flagstick Show Guide Circulation
1	TSN1200 On-Site Live Radio



2023 Booth Pricing



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Exhibit Space Only	NGCOA Canada Member	Non-Member
10x10	\$1,600	\$1,900
10x20	\$2,600	\$3,000

Turnkey Booth Size	NGCOA Canada Member	Non-Member
10x10	\$2,400	\$2,700
10x20	\$3,500	\$3,900
10x20+	Please contact Show Manager	

The EY Centre is easily accessible with a spacious floor plan to make sure every booth is in a high traffic area. Increase your presence and customer interaction with a larger booth size to be able to host a game or competition.

Register by October 30th
and SAVE

\$100 off a 10x10 Booth

\$300 off a 10x20 Booth

\$500 off a 10x30 or larger Booth

The Canadian GOLFEXPO is excited to expand on last year's Golf Auction. In return for 4 green fees for two players, we will supply multiple ways of driving traffic to your course. Whether you still have underutilized tee times for existing customers or want to attract new players to your facility, we can help.

2023 Virtual Experience



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GOLFEXPO Provides

1. Course Listing with your course photo and logo
2. Searchable interactive map
3. Link to your show specials on your website
4. Link to auction with your course green fees
5. Link to employment page?



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Exhibitor Set-up

Thursday 2:00pm – 8:00pm
Friday 7:00am – 10:00am
(Friday - Hand carried items into building only)

Show Hours

Friday 12:00pm – 8:00pm
Saturday 10:00am – 5:00pm

Exhibitor Tear Down

Saturday 5:00pm to 7:00pm

Show Decorator

DEE
Telephone: (450) 646 2251
www.decorexpersexpo.com

Preferred GOLFEXPO Hotel

**Fairfield Inn & Suites
Ottawa Airport**

[Group Code Disc. Link](#)



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Location

EY Centre
4899 Upland Drive Ottawa ON

Call us today for more information

Greg Chambers, Show Manager
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