



**Sheraton Laval Hotel & Congress
Centre • February 24-25, 2023**



Virtual • March 6th to 12th, 2023

Canadian GOLFEXPO

Starting the Golf Season Coast-to-Coast

POWERED BY
NGCOA



EXPO
GOLF
QUÉBEC

After pivoting into the successful Virtual 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 Quebec GOLFEXPO hosted at Sheraton Hotel Congress Centre in Laval, Québec.

A chance for golfers to experience again the sites, sounds and features of a live show with a Demo and Fitting area, Range, PGA Seminar Stage, 1 large Retail area 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!



Past Show Success

- Pre-sell tee times, packages and products **1**
- Collect database contacts **2**
- Attract new customers **3**
- Create brand recognition **4**
- Promote special events and tournaments **5**

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 that took place over the past two years. Golfers see the GOLFEXPO as a 'must attend' event where they can plan their entire golf season by purchasing packages and green fees. People who attend are coming to buy, including the many new golf consumers in the market.



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Top 5 Reasons People Attend

- Plan the upcoming golf season
- Purchase packages from local golf courses
- Inquire about new golf destinations
- Attend seminars and clinics
- Discover new golf equipment



2023 Customer Attractions

Building on the success of our 2019 Live 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! A demo range highlighting all the top manufacturer's with their latest equipment.

Retail Outlet Store

One retail outlet 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

On of the most exciting part 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

- Seminar Stage with PGA of Canada Professionals and Interactive Fitness Seminars
- NGCOA Canada's Kids Play Golf Zone
- Montreal Best Putter Contest
- 19th Hole with full bar service
-and more!



2019 In-Person Exhibitor Statistics



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14,000+

ATTENDEES

GOLF EVENTS AT SHOW

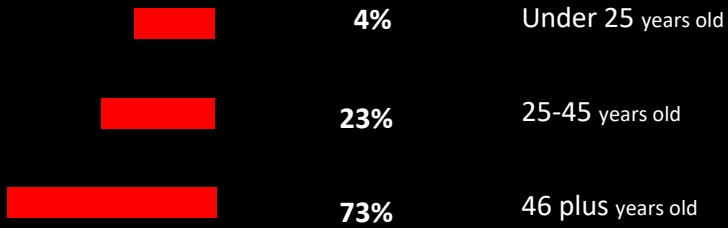
Driving Range
1 Golf Retail Centre
PGA Seminar Stage

Live Auction
Putting Contest
Tips from the Pros

94+

Exhibitors

65% golf courses
15% golf travel
11% golf lifestyle
9% other



2019 In-Person Attendee Demographics



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21%

WOMEN

79%

MEN

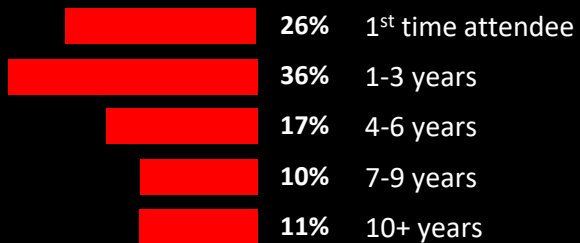


16%

\$100,000+
Annual Salary

53% \$45,000-\$100,000

31% under \$45,000



2019 In-Person Attendee Statistics



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96%

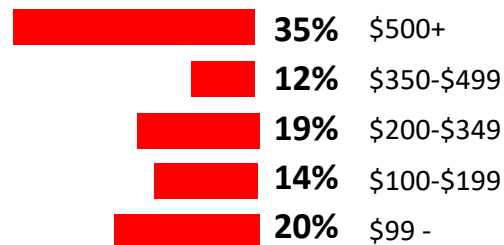
Spent 2 hours and more at the show

4%

Spent less than 2 hours



Purchases at the Show





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2023 Advertising Deliverables



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.





2023 Booth Pricing

The Sheraton Hotel Congress Centre is easily accessible with a great 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.



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Free participation in the Virtual event; a \$995 savings

NGCOA Canada Member	Until Dec. 16 th , 2022	Dec. 16 th to Jan. 30 th , 2023	Jan. 31 st to Feb. 22 nd 2023
8x10	\$2,195	\$2,395	\$2,595
8x20	\$2,795	\$2,995	\$3,195
16x20	\$3,195	\$3,395	\$3,595

NGCOA Canada NON-Member	Until Dec. 16 th , 2022	Dec. 16 th to Jan. 30 th , 2023	Jan. 31 st to Feb. 22 nd 2023
8x10	\$2,695	\$2,895	\$3,095
8x20	\$3,295	\$3,495	\$3,695
16x20	\$3,795	\$3,895	\$3,995

And a donation of 6 twosomes with carts



virtual booth pricing 2023

The Canadian GOLFEXPO Virtual event is returning in 2023 as a week-long online experience for consumers that will deliver new customers and allow you to market your business in a unique & innovative way. The online experience provides a platform to market your golf course, destination, product or service to all corners of the country. Whether you still have underutilized tee times for existing customers or want to attract new players to your facility, the Canadian GOLFEXPO Virtual event can help.



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Free Job Postings in our Employment Booth

	Until Dec. 15 th , 2022	Dec. 16 th to Jan. 30 th , 2023	Jan. 31 st to Feb. 22 nd 2023
NGCOA Canada Member	\$995	\$1,195	\$1,295
NGCOA Canada Non-Member	\$1,595	\$1,595	\$1,595

And a donation of 2 twosomes with carts



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Exhibitor Set-up

Thursday 2:00pm – 8:00pm
Friday 7:00am – 9:00am
(Friday - Hand carried items into building only)

Show Hours

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

Exhibitor Tear Down

Saturday 5:00pm to 7:00pm

Show Decorator

DEE

Telephone: 1.800.559.5452
www.decorexpertsexpo.com

Preferred GOLFEXPO Hotel Sheraton Laval

Call 1.833.303.9821
Group Code:



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Location

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Call us today for more information

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