

Canadian GOLFEXPO

Starting the Golf Season Coast-to Coast





Western **GOLF**EXPO | IN-PERSON

Canadian GOLFEXPO | VIRTUAL

2 Great Shows for the Price of 1 - Exhibit at the IN PERSON show and get the VIRTUAL SHOW for Free

Tradex • Abbotsford, BC

Friday, February 24 - Saturday, February 25

The National Golf Course Owners Association (NGCOA) Canada's popular Western GOLFEXPO in-person consumer golf show returns for 2023. There is no better avenue to market your golf facility directly to 5,000+ golfers over 2 days; Our in-person show is a chance for golfers to experience again the sites, sounds, and features of a live show with large Demo Range, Seminar Stage, multi-vendor Retail area and much more. Golfers see the GOLFEXPO as a 'must-attend' start to their golf season. Bonus in 2023, Virtual event included with in-person booth.

Open 24 hours • 7 days

Monday, March 6 - Sunday, March 12

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. PLUS our COMBO PACKAGE offers 2 shows for 1 price allowing you to maximize your marketing and selling potential. Participate in our in-person show and receive free participation in the Virtual event; a \$995 savings.



Market your product or facility directly to over 5,000 visitors over 2 days. With the Golf Industry Boom we have seen 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.

Pre-sell tee times, packages and products

Collect database contacts

Attract new customers

Create brand recognition

Promote special events and tournaments



POWEREDBY



Top 5 Reasons People Attend

Enjoy the Golf Lifestyle Vibe

Plan the upcoming golf season

Purchase packages from local golf courses

Inquire about new golf destinations

Attend seminars and clinics

Discover new golf equipment & retail



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.







Jenna White Marketing & HR Coordinator Redwoods Golf Course



Lisa Marshall
Director of Sales and Marketing
Northview Golf & Country Club



Frank Fourchalk General Manager West Coast Golf Group

"While our sales have increased exponentially over the last few years, what's more important to us is that this platform has allowed us to solidify our relationships with our dedicated guests, as well as establish new ones. We strive to create a fun and lighthearted atmosphere in our booth and each year more and more people recognize our brand for it! This is the perfect scenario to get creative, try new directions, and have fun creating connections with your past and future customers!"

"The GOLFEXPO was a great experience for us. Connecting with golfers across the province of BC and fellow industry leaders made it a fantastic weekend showcasing what we have to offer. We held quite a few promotions and it exceeded our expectations. See you in 2020!"

"The GOLFEXPO has become the official kickoff to our group's annual marketing plan. It is the first and most important opportunity of the year to meet with a concentrated segment of customers passionate about the BC Golf Industry. In addition to showcasing our sites and promoting new marketing initiatives, GOLFEXPO has also proven to be a fantastic opportunity for us to network with suppliers and industry peers. It has become very clear that the continued evolution and growth of the event has consistently added to its value and ultimately, to the return on our participation investment."



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.





Driving Range Experience

Back for 2023!
10,000 sq. ft of
demo range
featuring TopTracer
technology. Try out
the latest equipment
and compete in
longest drive and
closest to the pin
contests.

Retail Experience

Large retail centre covering the top brands in golf, soft and hard goods....including the Travis Mathew mobile store. Customers are sure to find something to purchase that gets them out golfing early.

Main Stage Events

From performance seminars, to interviews, demos, fashion shows, and live auctions the mainstage will always be alive with activity throughout the show.

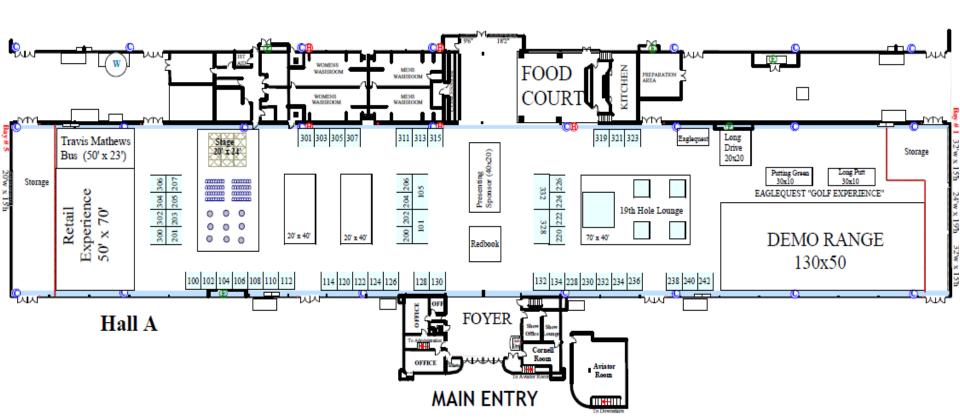
Plus...so much more

2 - 19th Hole Lounge Areas will create the perfect atmosphere for you to stay and relax, have a cold beverage and some dinner or lunch from the two onsite cafes. These lounges provide the perfect vantage point to watch the mainstage or heckle your friends at the driving range and are complete with big screens to watch the days' golfing event!

In Person Show Floor Plan









Tradex 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. Booths include pipe and drape, basic electrical and access to WIFI.





IN PERSON Booth Purchase INCLUDES Virtual Show Registration – 2 shows for the price of 1

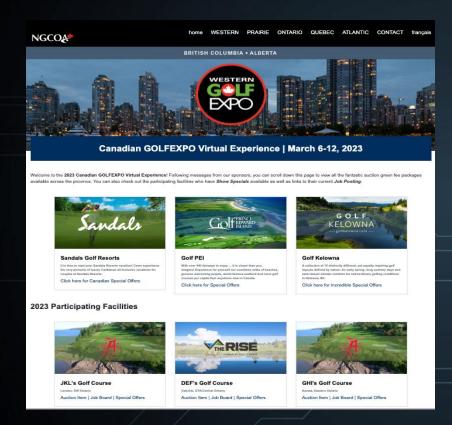
Booth Size	NGCOA Member	Non Member	*Premium Island Locations add: \$250 Booths 200, 202, 204, 206, 220, 222, 224,
10' x 10'	\$1,495	\$1,795	226
10' x 20'	\$2,295	\$2,695	*Multi golf facilities, groups or for sponsorship booths inquire about rates
10' x 30'	\$3,195	\$3,595	
20' x 20'	\$3.995	\$4,495	

Prices subject to GST

VIRTUAL EXPERIENCE • March 6th to 12th 2023



2023 Virtual Experience







The Virtual Experience Includes:

- Course Listing with your course photo and logo
- Searchable interactive map
- Link to your show specials on your website
- Link to auction with your course green fees
- Link to employment page on your site



Media Highlights

The 2023 WESTERN GOLFEXPO will be promoted on local radio and podcasts, through online advertising, industry newsletters and on social media with a value of \$80,000+ in Western Canada alone. Advertising will also be done on a National level by NGCOA Canada for the Virtual EXPO and the Great Canadian Golf Auction.

Radio	Sportsnet Radio Ads, 2 Live Interviews, 60,000+ impressions	
Podcasts	RinkWide and SportsNet Podcasts 100,000+ Impressions	
Online Display Impressions	850,000+ Online impressions across 30+ websites	
TV Time	30 second commercials on City News	
Newsletter Subscribers	90,000+ email subscribers, 8 databases	
Social Media Impressions	3 months of social media, 135,000+ impressions	
Hyper Local News	Abbotsford, Chilliwack, Langley, Delta and Surrey papers	
On-site Live Action Mentions	Randip Janda and Sportsnet Street Team on-site	



The Fraser Valley Trade and Exhibition Centre

February 24 - 25, 2023





Exhibitor Set-up

Friday 8:00am - 2:00pm

Show Hours

Friday 3:00pm – 9:00pm Saturday 10:00am – 4:00pm

Exhibitor Tear Down

Saturday 4:00pm to 9:00pm

Exhibitor Registration

https://www.ngcoa.ca/golfexpo-forms/western-golfexpo/landingpage?cb=1665154784

Show Decorator

Global Convention Services Phone (604) 851-8224 abbotsford@globalconvention.ca

Parking

\$10 a day onsite parking

Location

Tradex

1190 Cornell Street Abbotsford, BC

Call us today for more information

Joan Probert, Show Manager Toll free a 1-866-626-4262 ext. 40 iprobert@ngcoa.ca