



Tradex • Abbotsford, BC

February 24-25, 2023



# Canadian GOLFEXPO

*Starting the Golf Season Coast-to-Coast*

POWERED BY  
**NGCOA**



Western **GOLFEXPO** | 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.



## Reasons to Exhibit IN PERSON

Pre-sell tee times, packages  
and products

Collect database contacts

Attract new customers

Create brand recognition

Promote special events and  
tournaments

1  
2  
3  
4  
5



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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.

## 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.*



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**Jenna White**  
*Marketing & HR Coordinator  
Redwoods Golf Course*

"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!"



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

"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!"



**Frank Fourchalk**  
*General Manager  
West Coast Golf Group*

"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."





## Show 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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### 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



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## 2023 IN PERSON Booth Pricing

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.**



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

Booth Size	NGCOA Member	Non Member
10' x 10'	\$1,495	\$1,795
10' x 20'	\$2,295	\$2,695
10' x 30'	\$3,195	\$3,595
20' x 20'	\$3,995	\$4,495

**\*Premium Island Locations add: \$250**  
Booths 200, 202, 204, 206, 220, 222, 224, 226

**\*Multi golf facilities, groups or for sponsorship booths inquire about rates**

Prices subject to GST

VIRTUAL EXPERIENCE • March 6<sup>th</sup> to 12<sup>th</sup> 2023



**5** Online Regional Shows

**340 K<sup>+</sup>** Website visits

**200** member facilities  
**350** total exhibitors

**150,000<sup>+</sup>** Job seekers visited employment booths

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\*Numbers based on complete Virtual Experience 2022 statistics including online tradeshow



# 2023 Virtual Experience



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The screenshot shows the homepage of the 2023 Canadian GOLFEXPO Virtual Experience. At the top is the NGCOA logo and a navigation menu with links: home, WESTERN, PRAIRIE, ONTARIO, QUEBEC, ATLANTIC, CONTACT, and français. Below the menu is a banner for "BRITISH COLUMBIA • ALBERTA" featuring a city skyline at night and the Western Golf Expo logo. The main heading reads "Canadian GOLFEXPO Virtual Experience | March 6-12, 2023". A welcome message states: "Welcome to the 2023 Canadian GOLFEXPO Virtual Experience! Following messages from our sponsors, you can scroll down this page to view all the fantastic auction green fee packages available across the province. You can also check out the participating facilities who have *Show Specials* available as well as links to their current *Job Posting*." Below this are three featured sponsor cards: 1. **Sandals Golf Resorts**: "It's time to start your Sandals Resorts vacation! Come experience the very promise of luxury Caribbean all-inclusive vacations for couples at Sandals Resorts. Click here for Canadian Special Offers." 2. **Golf PEI**: "With over 400 lawyers to enjoy... it's closer than you imagined! Experience for yourself our beautiful miles of beaches, generous welcoming people, world famous seafood and more golf courses per capita than anywhere else in Canada. Click here for Special Offers." 3. **Golf Kelowna**: "A collection of 10 distinctly different, yet equally inspiring golf layouts defined by nature. An early spring, long summer days and warm climate combine for extraordinary getting conditions in Kelowna, BC. Click here for Incredible Special Offers." Further down is a section titled "2023 Participating Facilities" with three cards: 1. **JKL's Golf Course**: "London, SW Ontario. Auction Item | Job Board | Special Offers." 2. **DEF's Golf Course**: "Guelph, STAG Central Ontario. Auction Item | Job Board | Special Offers." 3. **GHI's Golf Course**: "Kanata, Eastern Ontario. Auction Item | Job Board | Special Offers."

## 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



## 2023 Advertising Deliverables

## 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



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### 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/landing-page?cb=1665154784>

### Show Decorator

Global Convention Services

Phone (604) 851-8224

[abbotsford@globalconvention.ca](mailto: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

[jprobert@ngcoa.ca](mailto:jprobert@ngcoa.ca)