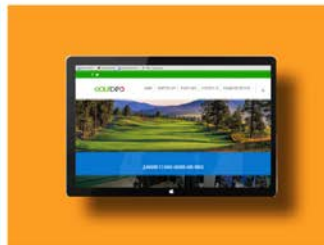


WINNIPEG GOLFEXPO

April 6-7, 2018 • Red River Exhibition Place



Exhibitors/Activities



Marketing/Media



Booth/Pricing



Venue/Set Up

The Golf Season Starts Here!

POWERED BY
NGCOA 

Owned and Operated by the National Golf Course Owners Association Canada

OTTAWA-GATINEAU **GOLFEXPO**  QUÉBEC **EXPOGOLF**  MONTRÉAL **EXPOGOLF**  SOUTH SHORE **EXPOGOLF**  VANCOUVER **GOLFEXPO**  WINNIPEG **GOLFEXPO** 



Welcome

The NGCOA Canada and the Prairie Chapter are pleased to provide cooperative marketing strategies promoting golf in the form of the Winnipeg **GOLFEXPO**. Across North America, consumer golf shows have become highly valuable marketing events. Don't miss out on leveraging this outstanding opportunity in advance of the 2018 golf season .

Data from our 2017 Exhibitor and Consumer Surveys

75%

of exhibitors
said attendance
exceeded their
expectations

100%

of exhibitors
intend to
return for
2018

83%

of attendees
spent between
1 to 3 hours at
the show

66%

visited the
GOLFEXPO
website before
attending the
show

77%

of exhibitors
sold or pre-
booked goods
or services



Increased Revenue

By pre-selling rounds before your season starts, not only are you benefiting from the cash flow generated at the time of sale, you take away the risk of inclement weather or changing circumstances which can directly affect your bottom line.



Randy Sawatzky
General Manager
Quarry Oaks Golf Course

“Our participation in the 2017 Winnipeg GOLFEXPO allowed our golf course to reach a wider segment of the golf market. Our booth was buzzing with golf enthusiasts, eager to take advantage of some show specials we were offering. We look forward to attracting more players in the season because of the show”

Top 5 Reasons to Exhibit

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

83% of exhibitors collected 250 to 999 e-mails



Sponsor Exposure

Winnipeg GOLFEXPO 2018 is pleased to provide a variety of sponsorship opportunities to help showcase your golf course, products and services. Each sponsor will receive added media benefits and tremendous pre-show EXPOSure!



*Grady Manson, Events & Marketing
Bel Acres Golf & Country Club
Clear Lake Golf Course
Elkhorn Resort Spa & Conference Centre*

Winnipeg **GOLFEXPO** continues to exceed our expectations while providing us with an opportunity to pre-sell rounds of golf before the start of the season. We get a great chance to connect with our regular customers while gaining the advantage of meeting new and potential customers face to face while promoting our golf courses.

Amazing Sponsor Opportunities!

Admission •

(rounds of golf or sleeves of balls for first 1,000 attendees on both days)

Long drive competition •

Putting contest •

Demo range •

Golf auction packages •

Contact us to create a custom package for you



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 2018.

565,000 Ad circulation in the Winnipeg Free Press

12,000 Winnipeg Free Press digital impressions

27,300 Twitter impressions

60 minutes Of radio commercials on CJOB Radio

60 minute live Interview feature on CJOB Radio

90 live ticket Give-a-ways or event promotional tags on CJOB Radio

60% GOLFEXPO Newsletter open rate

\$30,000+ Media Campaign

*based on 2017 numbers



NEW for 2018! Combined Retail & Exhibiting Space

Take full advantage of the NEW Combined Retail & Exhibiting space to sell merchandise from your Pro Shop along with your rounds of golf, packages and memberships...all in your own exhibit space.

NEW

Booth Size	NGCOA Canada Member Booth	Non-Member Booth	NGCOA Canada Member Savings
10x20	\$1,500	\$1,750	\$250
10x30	\$2,200	\$2,500	\$300
10x40	\$2,750	\$3,250	\$250

**Minimum
booth size 10 x 20**

**Space is LIMITED!
Book yours
TODAY!!!**



Booth Pricing

Market directly to thousands of golfers and secure your booth for the 2018 Winnipeg GOLFEXPO. Exhibition Place 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.

Booth Size	NGCOA Canada Member Booth	Non-Member Booth	NGCOA Canada Member Savings
10x10	\$1,000	\$1,200	\$200
10x20	\$1,750	\$2,000	\$250
20x20	\$3,000	\$3,250	\$250
Over 400 sq.ft.	\$6.50 sq. ft.	\$7.00 sq. ft.	\$.50 sq. ft.

Wifi is included. Electrical is available at a cost of \$75 taxes included.

Your Exhibit Space includes: Pipe and drape on 3 sides - 8 ft back wall and 3 ft side partitions, All aisles carpeted. Listing on the Winnipeg GOLFEXPO website.

As a part of the exhibitor fee, each exhibitor is required to provide four (4) complimentary green fees in 2018 for use at the Golf Auction

EARLY BIRD DEADLINE!

Register by December 15 and SAVE

\$200 off a 10x10 Booth

\$250 off a 10x20 Booth

\$250 off a 20x20 Booth

\$.50 off sq. ft. over 400 sq. ft.

Booth



Location

Red River Exhibition Place
3977 Portage Avenue, Winnipeg, MB

Call us today for more information

Kevin O'Donovan, Show Manager
204.832.6842 or toll free at
1.866.626.4262 ext. 42
kodonovan@ngcoa.ca
www.golfexpos.ca

Exhibitor Set-up

Exact day and times to be confirmed in advance of the event. All exhibits must be in place **NO LATER** than 1:00 pm on Friday, April 6th.

Exhibitor Tear Down

Saturday 5:00 pm immediately following the conclusion of the event.

Show Hours

Friday 2:00 pm – 8:00 pm
Saturday 10:00 am – 5:00 pm

Show Decorator

Central Display Ltd.

Telephone: 204.237.3367
Fax: 204.235.1063
www.centraldisplay.ca



Holiday Inn

WINNIPEG AIRPORT WEST

Hotel Partner

Only 7 minutes from Red River Exhibition Place at 2520 Portage Avenue.

Exhibitor rate: \$121.00 + taxes per night for standard accommodations.

Quote group code: G4G when booking.

Book directly with the hotel at:

1.800.665.0352 or direct at: 204.885.4478 or
via e-mail at: res@airportwest.com