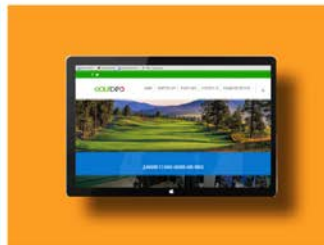


WINNIPEG GOLFEXPO

April 5-6, 2019 • Red River Exhibition Place



Exhibitors/Activities



Marketing/Media



Booth/Pricing



Venue/Set Up

Your 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 2019 golf season .

Data from our Exhibitor and Consumer Surveys

83%

of exhibitors
said attendance
met or exceeded
expectations

100%

of exhibitors
intend to
return for
2019

82%

of attendees
spent between
1 to 3 hours at
the show

60%

visited the
GOLFEXPO
website before
attending the
show

70%

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.

Top 5 Reasons to Exhibit

Pre-sell green fee packages & merchandise in your booth

1

Collect database contacts

2

Attract new customers

3

Create brand recognition

4

Promote memberships and special events

5

83% of exhibitors collected 250 to 999 e-mails



Brendan Baldwin
Director of Golf
Old Drovers Run Golf Club

"As a first-time exhibitor, Winnipeg GOLFEXPO provided us with the opportunity to meet our customers and potential new customers weeks before the golf season opened. It also allowed us to build our database which has been paramount to our growth and success both during this season and moving forward."



Sponsor Exposure

Winnipeg GOLFEXPO 2019 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!

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!



Deb Pritchard
General Manager
& PGA Professional
Portage Golf Club

“Winnipeg **GOLFEXPO** provided us with an opportunity to pre-sell rounds of golf as well as clearing out our existing pro shop stock before the start of the golf season, both of which helped us take control of our bottom line this year. We were able to ensure that our sales targets were met or exceeded which certainly helped to set us up for success in 2018.”



Winnipeg Free Press



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 2019.

930,000 Ad circulation in the Winnipeg Free Press

9,000 Winnipeg Free Press digital impressions

Over 50,000 Twitter impressions

Over 80 minutes Of radio commercials on CJOB Radio, TSN 1290 and BOB FM

60 minute live Interview feature on CJOB Radio

6 Hours Live On-site live radio remotes on TSN 1290 & CJOB

60% GOLFEXPO Newsletter open rate

\$30,000+ Media Campaign

*based on 2018 numbers



NGCOA Canada Member Pricing

Where else can you market directly to thousands of golfers? Secure your booth TODAY for the 2019 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	Early Bird Member Rates until Oct. 31, 2018	Early Bird Member Rates until Dec. 31, 2018	New Year's Resolution Rates until Jan. 31, 2019	NGCOA Canada Regular Member Rate
10x10	\$750	\$825	\$900	\$1,000
10x20	\$1,350	\$1,400	\$1,450	\$1,500
10x30	\$1,850	\$1,900	\$1,950	\$2,000
400 + sq.ft.	\$5.00 sq.ft.	\$5.15 sq.ft.	\$5.25 sq.ft.	\$5.50 sq.ft.

As a part of the exhibitor fee, each exhibitor is required to provide four (4) complimentary green fees in 2019 for use at the Golf Auction

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

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



NGCOA Canada Non Member Pricing

Take full advantage of this opportunity to retail rounds of golf and memberships in advance of the upcoming golf season. To get the most out of your investment, consider becoming an NGCOA Canada member and enjoy significant savings on your exhibit space, along with a vast array of member benefits to make you more profitable.

Booth Size	Early Bird Non Member Rates until Oct. 31, 2018	Early Bird Non Member Rates until Dec. 31, 2018	New Year's Resolution Non Member Rates until Jan. 31, 2019	NGCOA Canada Regular Non Member Rate
10x10	\$900	\$975	\$1,075	\$1,200
10x20	\$1,500	\$1,575	\$1,650	\$1,750
10x30	\$2,000	\$2,075	\$2,150	\$2,250
400 + sq.ft.	\$5.50 sq.ft.	\$5.65 sq.ft.	\$5.75 sq.ft.	\$6.00 sq.ft.

As a part of the exhibitor fee, each exhibitor is required to provide four (4) complimentary green fees in 2019 for use at the Golf Auction

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

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



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 5th.

Exhibitor Tear Down

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

Show Hours

Friday 2:00 pm to 8:00 pm
Saturday 10:00 am to 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 . *Please confirm your reservation by March 14, 2019.*