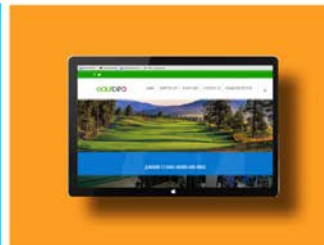


WINNIPEG GOLFEXPO

March 27 & 28, 2020 • 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 2020 golf season .

Data from our Exhibitor and Consumer Surveys

86%

of exhibitors
said attendance
met or exceeded
expectations

100%

of exhibitors
intend to
return for
2020

84%

of attendees
spent between
1 to 3 hours at
the show

58%

visited the
GOLFEXPO
website before
attending the
show

74%

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

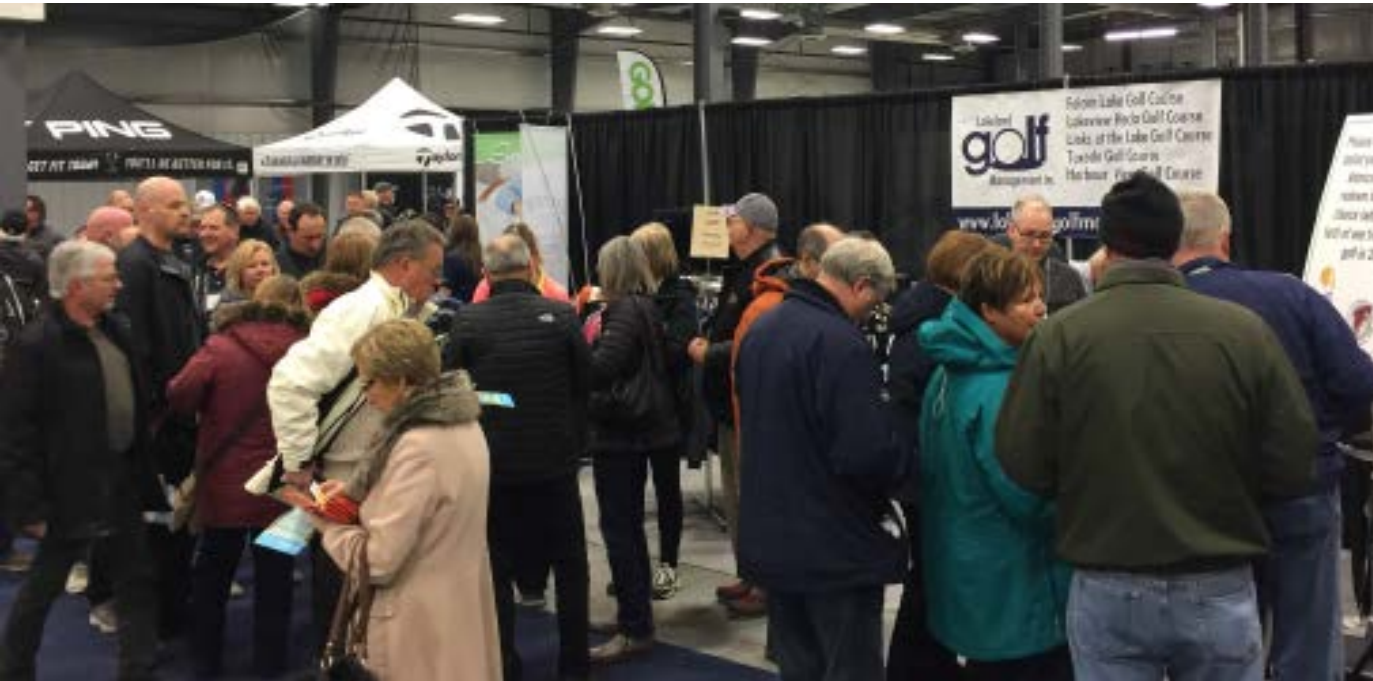
- 1 Pre-sell green fees & packages
- 2 Collect database contacts
- 3 Attract new customers
- 4 Create brand recognition
- 5 Promote memberships and Stay & Play promotions

83% of exhibitors collected **250 to 999** e-mails



Darren Hayden
Head Golf Professional
& PGA of Canada Professional
Quarry Oaks Golf Course

“The Winnipeg **GOLFEXPO** provides us with a unique opportunity to market our golf course directly to golf enthusiasts a few weeks ahead of opening day. We have seen added revenue and traffic at our facility due directly to the promotions and marketing executed during the **GOLFEXPO**. Our efforts continue to pay dividends each and every year through support of this event. A great way to get a head start to the golf season with direct marketing to customers we may have otherwise not reached.”



Sponsor Exposure

Winnipeg GOLFEXPO 2020 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 Sponsorship Opportunities!

- Host a Long Drive competition
 - Putting contest with daily winners
 - Demo range featuring the latest in equipment
 - GOLFEXPO Auction packages
 - Admission Sponsor
- (rounds of golf or sleeves of balls for first 1,000 attendees on both days)

Contact us to create a custom package for you!



Al Scott

**Director of Golf Course Operations
& PGA of Canada Professional
Lakeland Golf Group of Companies**

“Winnipeg GOLFEXPO provides us the opportunity to re-connect with many of our customers in advance of opening day. We focus on retailing our multi-game packages and as the Admission Sponsor, we maximize our opportunity to meet potential new customers which helps grow our database.”



Winnipeg Free Press

915,000 Ad circulation in the Winnipeg Free Press

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

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

60 minutes live Interview feature on CJOB Radio

Over 50,000 Twitter impressions

65% GOLFEXPO Newsletter open rate

\$35,000+ Total value of Media Campaign

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, continued diversity on social media advertising will complement our traditional radio and print advertising for 2020.



*based on 2019 numbers



NGCOA Canada Member Pricing

Where else can you generate revenue by pre-selling rounds of golf and packages to thousands of golfers weeks ahead of the golf season? Secure your booth TODAY for Winnipeg GOLFEXPO 2020. Red River 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, 2019	Early Bird Member Rates until Dec. 31, 2019	New Year's Resolution Rates until Jan. 31, 2020	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 2020 for use at the GOLFEXPO 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, 2019	Early Bird Non Member Rates until Dec. 31, 2019	New Year's Resolution Non Member Rates until Jan. 31, 2020	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 2020 for use at the GOLFEXPO 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, March 27th.

Exhibitor Tear Down

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

Show Hours

Friday 12 Noon 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: \$123.00 + 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 4, 2020.*