



May 15<sup>th</sup>, 2010

Dear Trade Show Exhibitor,

On behalf of the Board of Directors, Members and Staff, thank you once again for your participation in this year's PGA of British Columbia Trade Show. The Penticton Trade & Convention Centre will host our event and the show week begins with move-in on Monday, October 11<sup>th</sup> and ends with move-out on Friday, October 15<sup>th</sup>.

**PGA of British Columbia Trade Show Schedule of Events**

Monday, October 11	Move-In	8am – 6pm
Tuesday, October 12	Move-In	8am – 8pm
Wednesday, October 13	Show opens	9am – 5pm
Wednesday, October 13	PGA of BC Member Meeting	5pm – 6pm
Thursday, October 14	Show opens	9pm – 5pm
Thursday, October 14	PGA of BC Awards Reception	5pm – 7pm
Friday, October 15	Show opens	9am – 1pm
Friday, October 15	Move-out	1pm – Midnight

Penticton is located in British Columbia's beautiful Okanagan Wine Valley. The Penticton Trade & Convention Centre is close to various hotels and restaurants, and has proven to be a successful venue for the show. Various hotels have reserved blocks of rooms for the show week at favorable rates. **Please visit [www.pgabc.org/trade\\_show](http://www.pgabc.org/trade_show) for hotel information & further details.**

**REGISTER WITH THE PGA OF BC BY JULY 15<sup>TH</sup>**

Please return the registration form and company profile form by **July 15<sup>th</sup>** in order to be included in the **2011 PGA of BC Directory & Dayplanner**.

**PAYMENT DEADLINE**

**Booth Assignments will not be released until the Association office has received payment in full. The PAYMENT DEADLINE for all exhibitors is AUGUST 15<sup>TH</sup>, 2010.** Failure to abide by the deadline will result in booth space being revoked. All booths are subject to approval by Show Management.

**EARLY SHIPPING TO THE PENTICTON TRADE & CONVENTION CENTRE**

Please note that due to the annual Okanagan Wine Festival the weekend prior to our show, the Trade & Convention Centre cannot receive any shipments prior to Monday, October 11<sup>th</sup>. The address of the convention centre is:

- **Penticton Trade & Convention Centre, 273 Power Street, Penticton, BC, V2A 7K9. Phone: 250.490.2460.**
- Early shipments may be arranged by contacting YRC Reimer and/or Show In Motion. YRC Reimer is able to store up to 30 days prior to the show free of charge at their Kelowna warehouse. Please contact Evans Chan at 604.830.0057 or [evans.chan@yrcw.com](mailto:evans.chan@yrcw.com) . Further YRC Reimer information can be downloaded from [www.pgabc.org/trade\\_show](http://www.pgabc.org/trade_show) .
- Show In Motion can also arrange advance storage of materials at either their Surrey or Osoyoos warehouses. Please contact Samantha Luymes at 250.495.5025 or [samantha@showinmotion.com](mailto:samantha@showinmotion.com) for details and costs involved.

**OFFICIAL SERVICE CONTRACTORS – SHOW IN MOTION**

All booths will be draped, carpeted and include one table and two chairs for every 100 square feet of space. For additional booth requirements please contact Samantha Luymes at 250.495.5025 or [samantha@showinmotion.com](mailto:samantha@showinmotion.com) . Show In Motion forms are included in this package & are also available online at [www.showinmotion.com](http://www.showinmotion.com). The password is: **PGABC2010**.

**OFFICIAL FREIGHT FORWARDERS – PLEASE SPEAK DIRECTLY TO EITHER COMPANY FOR EXACT DETAILS.**

**YRC Reimer** – [www.yrcw.com](http://www.yrcw.com) - Please contact Evans Chan at 604.968.0798 or [evans.chan@yrcw.com](mailto:evans.chan@yrcw.com) . YRC Reimer will be consolidating displays that are bound for the Alberta show so as to make tear down and shipment easier for our Exhibitors.

**Show In Motion** – [www.showinmotion.com](http://www.showinmotion.com) - Please contact Samantha Luymes at 250.495.5025 or [samantha@showinmotion.com](mailto:samantha@showinmotion.com).

**PGA OF BC ANNUAL AWARDS DINNER**

All exhibitors are invited to attend the Annual PGA of BC Awards Reception on Thursday, October 14<sup>th</sup> at the South Okanagan Events Centre. Tickets are available by contacting the PGA of BC office or online at [www.pgabc.org](http://www.pgabc.org) . **Exhibitors who purchase 400 square feet of exhibit space or more will receive a pair of complimentary tickets to the Awards Dinner.**

**OVATIONS CATERING**

Ovations Catering will be offering booth catering service & there will be a full concession stand. Booth Catering forms will be emailed out in September. All catering questions or requests may be directed to:

Dave Kinnin  
Food & Beverage Director  
Email: [dave.kinnin@penticton.ca](mailto:dave.kinnin@penticton.ca)  
Office: 250.490.2365

**MARKETING OPPORTUNITIES**

Increase your awareness by exposing your company through one of the PGA of BC's various Marketing Opportunities available at the show. For more information on how your company's profile may be enhanced in front of the largest single annual gathering of golf industry buyers in BC, please contact Grant Gray, PGA of BC Sales & Marketing Coordinator, at [grant@pgabc.org](mailto:grant@pgabc.org).

**Please read through this information carefully and abide by the deadlines listed. It is very important that the individual responsible for the details regarding the Trade Show receives this package.**

Pre-contact with the golf professionals is highly recommended to help facilitate the buying process. If you wish to purchase a set of mailing labels at a cost of \$40.00 plus GST for the purpose of a pre-show mailing, please contact the PGA of British Columbia office at 604.303.6766.

If you have any questions regarding the 2010 PGA of British Columbia Trade Show, please contact Tracey Lipp at 604.790.9048 or at [tracey@pgabc.org](mailto:tracey@pgabc.org). Questions may also be directed to any of the PGA of BC staff at 604.303.6766 or [info@pgabc.org](mailto:info@pgabc.org). Leading up to the show, be sure to visit [www.pgabc.org](http://www.pgabc.org) for information on the 2010 Trade Show.

Many thanks again for your much appreciated support of the PGA of British Columbia Trade Show. Best wishes for a very successful 2010 season and we look forward to welcoming you to Penticton this October.

Regards,  
Tracey Lipp-Derrheim  
Trade Show Manager