



May 25, 2011

Dear Valued Trade Show Exhibitor,

On behalf of the Board of Directors, members and staff of the PGA of British Columbia, I would like to take this opportunity to thank you very much for your attendance at our October 2010 Trade Show. As you know, there have been some major changes to the **2011 PGA of British Columbia Trade Show**. **Due to some changes that have arisen since our initial announcement of the two shows, the August Merchandise Show will now be open to all exhibitors. More details on the November show will be announced in the near future.** The August Merchandise Show will be held at the River Rock Casino Resort in Richmond, BC as originally scheduled. The PGA of British Columbia very much appreciates your support of our show, and looks forward to your exhibiting at our Trade Shows again this year. Below is all the information for the August Merchandise Show.

PGA of British Columbia Merchandise Show - Schedule of Events

Monday, August 29	Move-In	Noon – 10pm
Monday, August 29	Show Preview Walk Through	7pm – 8pm
Tuesday, August 30	Show opens	9am – 5pm
Wednesday, August 31	Show opens	9pm – 5pm
Wednesday, August 31	Move-out	5pm – 11pm

EARLY-BIRD & CGIA REGISTRATION – DEADLINE EXTENDED TO JUNE 15TH

Savings are available to exhibitors who register by **June 15th, 2011 – NO EXCEPTIONS WILL BE MADE.**

CGIA MEMBERS WILL SUBMIT THEIR REGISTRATION & PAYMENT DIRECTLY TO THE PGA OF BC OFFICE.

EARLY SHIPPING TO THE RIVER ROCK RESORT CASINO

Please note that the River Rock Casino Resort cannot receive any shipments prior to **Saturday, August 27th**. The address of the convention centre is:

- **River Rock Casino Resort**
8811 River Road
Richmond, BC
V6X 3P8
Attention: PGA of BC
Dates: August 29-31, 2011

All Shipments must have the following information clearly labeled or they will be turned away.

- **Exhibitor First & Last Name**
 - **Exhibitor Company Name**
 - **Hotel Confirmation Number & Corresponding Name**
 - **Name of Event: PGA of BC**
 - **Conference Room: River Rock Show Theatre**
 - **Booth Number**
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- Early shipments may also be arranged by contacting YRC Reimer and/or Show In Motion. Please contact Evans Chan at 604.968.0798 or evans.chan@yrcw.com .
 - Show In Motion can also arrange advance storage of materials at their Surrey warehouse. Please contact Anissa Hume at 250.495.5025 or anissa@showinmotion.com for details and pricing.

OFFICIAL SERVICE CONTRACTORS – SHOW IN MOTION

All booths will be draped, carpeted and include one table and two chairs for every 80 square feet of space. For additional booth requirements please contact Anissa Hume at 250.495.5025 or anissa@showinmotion.com. Once registered you will be sent additional Show In Motion information. The forms may also be downloaded at www.showinmotion.com. The password is "PGABC".

OFFICIAL FREIGHT FORWARDERS – PLEASE SPEAK DIRECTLY TO EITHER COMPANY FOR EXACT SHIPPING DETAILS & PRICING.

Reimer Express - www.yrcw.com - Please contact Evans Chan at 604.968.0798 or evans.chan@yrcw.com .

Show In Motion – www.showinmotion.com - Please contact Anissa Hume at 250.495.5025 or anissa@showinmotion.com .

PENTHOUSE SUITES

Penthouse suites are available for rent to exhibitors who also purchase a minimum of an 8x10 booth on the main show floor. For further details please contact Tracey at tracey@pgabc.org or Grant Gray at grant@pgabc.org.

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, Sales & Marketing Coordinator, at grant@pgabc.org or 604.303.6766.

If you have any questions regarding the 2011 PGA of British Columbia Trade Shows, please contact Tracey Lipp-Derrheim at 604.790.9048 or at tracey@pgabc.org. Questions may also be directed to any of the PGA of BC staff at 604.303.6766 or info@pgabc.org . Leading up to the show, be sure to visit www.pgabc.org for information on the 2011 Trade Shows.

Many thanks again for your much appreciated support of the PGA of British Columbia Merchandise Show. Best wishes for a very successful 2011 season and we look forward to welcoming you to the River Rock this summer!

Regards,



Tracey Lipp-Derrheim
Trade Show Manager

2011 PGA of BC Merchandise Show – Contract Terms

CANCELLATION POLICY & PAYMENT DEADLINE.

Cancellations must be received 60 days in advance of the show (June 29th, 2011) to receive a full refund. Cancellations received after this date & prior to July 29th, 2011 will receive 50% of their registration fee. Cancellations received after July 29th, 2011 will forfeit their registration fee entirely. **The PAYMENT DEADLINE for all exhibitors is JULY 15TH, 2011.**

RENTING SPACE

A space is considered sold once it has been paid for. Space is sold to an exhibitor at the sole discretion of the organizing committee. Due to the limited space available at the River Rock Casino Resort, if desired, the committee may change the layout or location of an exhibitor's space up to 15 days before the show. **Booth Assignments will not be released until the Association office has received payment in full. The PAYMENT DEADLINE for all exhibitors is JULY 15TH, 2011.** Failure to abide by the deadline will result in booth space being revoked. All booths are subject to approval by Show Management.

The exhibitors agree to use the rented space for their own purposes, to sell their goods or promote their services exclusively. The exhibitor may **NOT** share the assigned space in part or in whole with another company.

The exhibitors agree to respect any contract, agreement or collective agreement binding them to the PGA of BC and to the suppliers for the show. They also agree to obey the laws of all levels of government and regulations of the fire department. This applies to the material to be sold and to the components of the exhibition booth.

BOOTH ALLOCATION

Booth space is allocated on the basis of several factors. It is of primary concern to the Association and show management that all exhibitors are pleased with their participation in the Trade Show. Sponsors of Association events & programs receive first priority followed by Members of the CGIA, provided they have registered and paid by July 15th, 2011. Space is then allocated on the basis of several factors: past exhibitors of the PGA of BC Trade Show, when registration & payment is received, as well as the size and nature of the display. The River Rock Casino Resort has limited floor space & therefore the PGA of British Columbia will do its best to accommodate all exhibitors' requests.

EXHIBITOR'S LIABILITY

The exhibitor is responsible for the merchandise presented at their booth and for insuring their goods with their insurance company. The PGA of British Columbia & the River Rock Casino Resort are in no way and at no time liable for losses or damage to the exhibitor's merchandise before, during or after the golf show.

Should the show be cancelled, the organizing committee cannot be held liable for losses or damage to the exhibitor's goods if this cancellation results from a natural disaster, an explosion, an act of terrorism, or any other cause beyond the committee's control.

The exhibitor is liable for damage and deterioration caused to the River Rock Casino Resort, the booth, and the merchandise and goods of the other exhibitors. No signs or other articles may be affixed, nailed or otherwise attached to walls, doors, etc. in such manner as to deface or destroy them. Likewise, no attachments may be made to the floors by nails, screws or any other device that would damage them.

The exhibitors agree to behave respectfully toward the other exhibitors, the organizing committee and the suppliers for the golf show.

Neither the PGA of British Columbia, River Rock Casino Resort, Show In Motion, YRC Reimer nor the City of Richmond, River Rock Show Theatre are responsible for injury to exhibitors' employees, loss or damage that may occur to the exhibitors' property from any cause whatsoever, prior to, during or subsequent to the period of the Trade Show. The PGA of British Columbia, River Rock Casino Resort, River Rock Show Theatre, Show In Motion, YRC Reimer and the City of Richmond do not guarantee or insure exhibitors against loss for any reason. Exhibitors are reminded to verify that their company insurance includes extra-territorial coverage, theft, public liability and property damage insurance.

GENERAL RULES & SHOW INFORMATION

- The exhibitor agrees to abide by the regulations in force and any other regulation that the organizing committee may adopt before, during or after the golf show.
- The exhibitor agrees to respect the timetable in the show schedule. In return, the organizing committee agrees to provide access to the exhibition site as stipulated in the timetable.

SHOW HOURS

Move-In - Monday, August 29th	Noon – 10pm
Tuesday, August 30th	9am – 5pm
Wednesday, August 31st	9am – 5pm
Move-Out – Wednesday, August 31st	5pm – 11pm

- The exhibitor must ensure the presence of at least one representative at his booth during business hours for the golf show.
- The exhibitor agrees to comply with the regulations respecting height of the walls used in his booth. The exhibition booth must appear in good condition on all sides and from top to bottom.
- During the set-up of the show, the exhibitor must ship their merchandise postage paid. No one is authorized to accept merchandise requiring payment on delivery.

BADGES

Please remember that exhibitor badges are only for members of the exhibiting company's staff who are participating in the show. The organizing committee has the right to refuse or prohibit entry to the show should an exhibitor violate the regulations. Any such violation gives the organizing committee the right to terminate the contract and expel the exhibitor from the premises.

Absolutely **NO** guests will be allowed. All exhibitors must be pre-registered under the exhibiting company name. Each 8x10 booth is permitted two badges at no charge. Exhibitors not registered will be required to pay **\$60 plus GST per badge on-site.**

Badge identification must be worn at all times. **There are no exceptions to the badge policy as stated above.**

HEIGHT & SIGNAGE REGULATIONS

Please note the Height Regulations for the 2011 PGA of British Columbia Trade Show. **ALL WALLS IN YOUR BOOTH MAY NOT EXCEED 10 FEET.** Signage cannot be hung from the ceiling at the River Rock Show Theatre. All signage must be hung by employees of your exhibiting company. **Signage with your own logo/advertising cannot back onto or overhang another exhibitor's booth. Signage may not be placed on the walls of the River Rock Show Theatre. FAILURE TO ABIDE BY THE HEIGHT and/or SIGNAGE REGULATIONS WILL RESULT IN PORTIONS OF YOUR BOOTH BEING TAKEN DOWN TO ACCOMMODATE THE RULES.**

MOVE-IN

The move-in will take place Monday, August 29th from approximately noon – 10pm. A schedule for exhibitor move-in traffic in and out is essential. A move-in requirements form will be sent to all exhibitors upon receipt of registration. From the information gathered a schedule will be developed in order to make the move-in as smooth as possible.

EXHIBITORS MUST HAVE THEIR BOOTHS COMPLETELY SET UP & MERCHANDISED BY 10PM ON MONDAY, AUGUST 29TH. EXHIBITORS FAILING TO COMPLY WITH THIS WILL BE REQUIRED TO FINISH SETTING UP AT 7AM ON TUESDAY, AUGUST 30TH BEFORE THE SHOW OPENS.

MOVE-OUT

Move-out will not begin prior to 5:00pm on Wednesday, August 31st. The PGA of British Columbia has attempted to accommodate as many people as possible with this schedule and all exhibitors will be expected to abide by it. It is the responsibility of each exhibitor to arrange for the dismantling and removal of all display materials and equipment. Exhibitors failing to remove all display materials on August 31st before 11pm will be charged for labour and disposal costs.

Exhibitors are responsible to pack all outgoing shipments to the point where they can be shipped. The River Rock Casino Resort, River Rock Show Theatre, and the PGA of BC are not responsible for loss or damages to any samples, displays,

properties, or personal effects brought to the River Rock Casino Resort and/or River Rock Show Theatre for the purposes of the function, except where the River Rock Casino Resort and/or River Rock Show Theatre is directly responsible.

Under no circumstances may an exhibitor begin dismantling their booth before the golf show has closed. Should an exhibitor violate this regulation, they may be banned from subsequent PGA of BC Buying Shows.

OFFICIAL SERVICE CONTRACTORS

Show in Motion has been contracted to handle all display requirements. Please contact **Anissa Hume at 250.495.5025** or anissa@showinmotion.com . Show in Motion order forms will be emailed upon receipt of registration and may also be downloaded from their website: www.showinmotion.com . The password is: **PGABC**. All forms must be received prior to the start of the show. Costs are higher if material is ordered on site.

ELECTRICAL

All electrical requirements for your booth will be provided through Show In Motion. The forms will also be emailed to you upon receipt of registration.

CLEANING & JANITORIAL SERVICE

The River Rock Show Theatre will provide a nightly cleaning of all **common** areas. It is the responsibility of each exhibitor to arrange for cleaning of individual booths. Booth cleaning can be arranged through Show In Motion.

DRAYAGE & FORKLIFT SERVICE

A forklift will be available on-site Monday for Move-In & Wednesday for Move-Out. These will be for loading in & out only. No forklifts are allowed on the show floor.

INTERNET SERVICE ON-SITE

Internet Service will be complimentary to all exhibitors & attendees. Please check at the registration desk for the password.

OFFICIAL FREIGHT FORWARDERS

The PGA of BC is pleased to offer two companies to help service your shipping needs for this year's show.

YRC Reimer – www.yrcw.com - Please contact Evans Chan at 604.968.0798 or evans.chan@yrcw.com.

Show In Motion – www.showinmotion.com - Please contact Anissa Hume at 250.495.5025 or anissa@showinmotion.com .