



4th Annual Show
Jan. 31 & Feb. 1, 2009
 Hamilton Convention
 Centre



15th Annual Show
February 7 & 8, 2009
 Western Fair
 Entertainment Centre

Canada's two premier **GOLF SHOWS**... better than ever before!

THE MARKETS...

Hamilton, Ontario

- 4th largest city in Canada
- Over 100 golf courses in the area
- 58% of attendees are members of a local golf course

London, Ontario

- Ranked as one of Canada's wealthiest cities
- Has a golf participation rate two times the national average
- Over 110 golf courses in the area
- 65% of attendees are members of a local golf course

Don't miss this opportunity to reach 10,000 golfers from two of Canada's most affluent golfing markets!



Canadian
Golfer

Statistics

Did you know that golf travelers spend about 35% more per trip and travel more often than other tourists? and...

- Over 11 million Canadians traveled to the US in the first six months of 2008
- Canadian visits to the US increased 17% from the same time last year
- Canada is the top tourist-generating country to the US – almost three times that of the number two country.
- Canadian tourists spent 23% more than they did the previous year

Sources: GlobeLife Travel article entitled "Ontario's Golf Wars" and ITA – Office of Travel & Tourism Industries

1-800-250-3080 • www.golf-show.com

Reach out to Canadian Golfers

Hamilton & London Golf Show Rates

SIZE	ONE SHOW	BOTH SHOWS
10'x10'	\$850	\$1,500
20'x10'	\$1,600	\$2,800
20'x20'	\$3,000	\$5,200

Bulk Exhibit Space Rates are available upon request.

- Exhibit space rates are in Canadian dollars and are subject to 5% GST (goods and services tax.) U.S. exchange rates are quoted on a daily basis.
- 50% due at time of booking. Balance of payment is due December 19, 2008. Applications received after December 19, 2008 require full payment to confirm exhibit space. Please make cheques payable to "Lakeview Productions Inc." Visa and Mastercard accepted.
- Exhibit space rates include: 8' back drape, 3' side rails, exhibitor passes, VIP passes, on-site storage, 24-hour security, and show program listing.

Canadian Golfer Magazine

75,000 copies distributed nationally twice a year.



Fall Travel Guide

- The only Canadian golf magazine dedicated to golf travel

Spring Equipment Guide

- Focuses on golf equipment, fashion and instruction
- 40,000 copies distributed in Ontario features a special "Places to Play" travel section

Quality editorial and exceptional value for those targeting the Canadian Golf Market. Call 1-800-250-3080 for more details.

The Traveling Golfer

Monthly e-newsletter:

- Subscriber-base of 35,000 increased 55% from 2007
- Magazine-style newsletter
- Offers five "Great Deals" featuring special offers from various destinations in each newsletter
- New "Nine & Wine" feature introduces golfers to a different style of Stay and Play packages.



Website:

- Changes monthly to reflect details from monthly newsletter
- Experienced over 258,000 hits as an 8-month average
- Destination pages feature 60 new stories each year

Media rate details are available on the website. Visit <http://www.golf-south.net/images/images/ratecardWEB.pdf>

Contact us...

Let us customize special package rates that will keep you in front of your Canadian target market year-round.



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