

Patriot Place - Gillette Stadium - Foxboro, MA

SAVE THE
DATES **MARCH**
25-27, 2022

NORTHEAST
GOLF
SHOW

2022 MEDIA KIT
BOOTH SPACE - SPONSORSHIPS - MARKETING

- THE ONLY GOLF EXPO IN THE MASSACHUSETTS, RHODE ISLAND, AND NEW HAMPSHIRE MARKETS.
- LOCATED AT A PREMIER DESTINATION FOR ALMOST ALL NEW ENGLAND GOLFERS AND SPORTS FANS.
- PATRIOT PLACE IS HOME TO 2 HOTELS, 19+ RESTAURANTS, SHOPS, ENTERTAINMENT AND MORE.

PRODUCED AND MARKETING BY PROVEN INDUSTRY PROFESSIONALS WITH DECADES OF EXPERIENCE:
CASTLE EVENTS AND NEW ENGLAND DOT MEDIA, PUBLISHERS OF NORTHEAST GOLF MAGAZINE

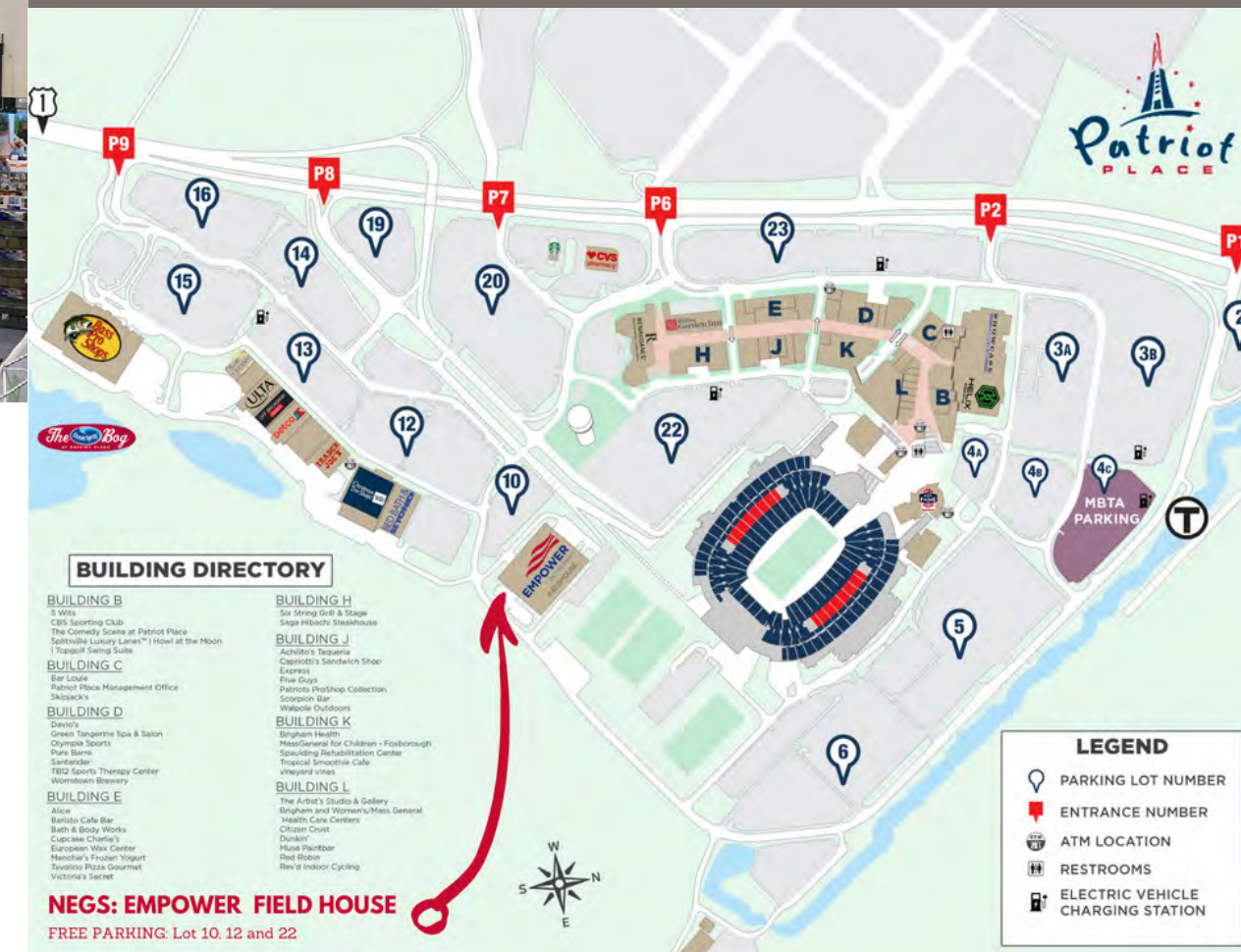
ATTENDEE DEMOGRAPHICS

10,000+ ESTIMATED ATTENDEES



HUNDREDS OF GOLF RELATED EXHIBITORS

- Free Parking
- Easy Move In & Out, No Union Fees
- Centrally Located for MA, RI and NH Golfers



A DESTINATION FOR GOLFERS & SPORTS FANS

Adjacent to Gillette Stadium, Patriot Place features more than 1.3 million square feet of shopping, dining, and entertainment. You will find major fashion retailers, live and interactive entertainment, 19+ eateries, two four-star hotels, state of the art theatre and much, much more.

NORTHEAST GOLF **82% Male** **Median Age: 53** **\$249,000 Average Household Income**

56% PRIVATE COUNTRY CLUB MEMBERS

28% OWN MORE THAN ONE HOME

36% PLAN ON BUYING A RETIREMENT HOME

73% TAKE AT LEAST ONE GOLF TRIP PER YEAR

59% SPEND \$4,000+ ANNUALLY ON EQUIPMENT & APPAREL

NORTHEAST GOLF SHOW

THE SEASON LAUNCH ISSUE

NORTHEAST GOLF SHOW OFFICIAL MAGAZINE
FEB/MARCH ISSUE

SPACE RESERVATION DEADLINE - 2/1/22

MAGAZINE, SHOW PROGRAM, DIGITAL & SOCIAL MEDIA BUNDLE

Each package comes with magazine, show program, website, email and social media marketing. Choose from a magazine advertorial profile or display ad in **Northeast Golf**. Each partner receives an online directory page, which can include an image gallery, embedded video, editorial and links to your website/social pages. Finally, each package includes a dedicated eblast or enews position along with social media posts/stories.

PACKAGES PLEASE CHECK OFF ON CONTRACT

Eagle - \$2,500

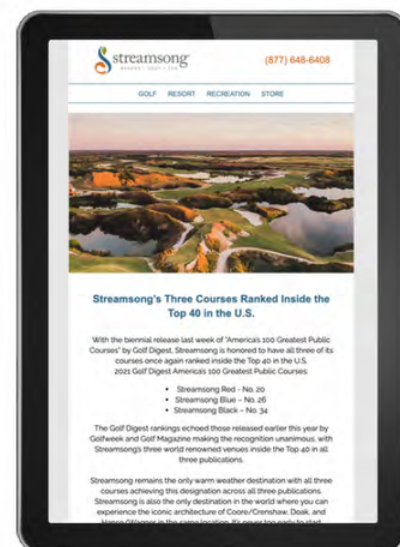
- x2 pages in Feb/March Show Issue
- x2 dedicated email blast to 70K+
- x1 preferred listing in the show program and website
- x1 social campaign - post & story

Birdie - \$1,500

- x1 page in Feb/March Show Issue
- x1 dedicated email blast to 70K+
- x1 preferred listing in the show program and website
- x1 social campaign - post & story

Par - \$850

- x1 half-page in Feb/March Show Issue
- x1 enews position prior to the show
- x1 preferred listing in the show program and website
- x1 social campaign - post & story



NORTHEAST GOLF PRINT CIRCULATION

- Affluent avid golfer subscriber base
- Every golf facility in the region
- Every resort in the United States
- Thousands of business waiting rooms
- Golf consumer trade shows

DIGITAL REACH



80K+



100K+



50K+

500,000+

Multi-Media Impressions Monthly

SPACE DEADLINE

2 / 1 / 2 2



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AVAILABLE SPONSORSHIPS

CONTACT US FOR PRICING

- Presenting (all naming rights)
- Entrance (bags & banners)
- Demo & Fitting Range (floor decals & scrim)
- Closest to the Pin & Hole in One Challenge
- Longest Putt Challenge
- 19th Hole & Northeast Golf Club VIP

NORTHEAST GOLF SHOW



The Northeast Golf Show is large, exciting, entertaining and full of opportunity for your golf business to meet face-to face with avid affluent golfers from Massachusetts, Rhode Island, New Hampshire, Vermont, Connecticut and beyond.

The New England region is recognized nationally for its size, scope and qualified buying audience of affluent golfers, make NEGS the perfect place to grow your sales and audience. Meet prospects and sell merchandise, demonstrate products/services, increase brand name recognition, receive media attention, run contests/sweepstakes for audience development, increase social followers and even distribute samples to thousands of prospects for word of mouth growth.

To Reserve Your Space Please Be
Sure Your Deposit Is Included with
Your Completed Contract

NORTHEAST GOLF SHOW CONTACTS

Greg Sampson: Director of Sales & Marketing: 757-621-7494 (mobile) : greg@nepubinc.com

Tony Pimentel: Sales Manager: 401-696-9267 (mobile) : tony@newengland.media

Rich Castiglione: Show Director: 508-942-7340 (mobile) : rich@newengland.media

Tim Branco: Editor/Publisher, Northeast Golf: 774-930-1623 (mobile) : tim@nepubinc.com

EXHIBIT SPACE APPLICATION/CONTRACT

INITIAL HERE

TERMS AND CONDITIONS

1. EXHIBITOR COVENANTS

- a) The Exhibitor agrees to (i) obey all laws, by-laws, ordinances and regulations governing use of the facility and operation of the Show, (ii) abide by the rules and regulations of the city, fire and police departments and of any other government or regulatory body having authority to regulate the facility and the Show, and (iii) obey all laws, including those pertaining to health and safety, consumer protection and protection of visitors to the Show.
- b) The Exhibitor agrees to abide by all rules and regulations governing the Show established from time to time by Castle Events, including rules and regulations set forth in the Exhibitor Manual.
- c) The Exhibitor agrees to observe, to the extent applicable, all union contracts and labour relations agreements in force (i) between Castle Events and contractors providing services to the facility, and (ii) governing companies operating in the facility in which the Show is taking place.
- d) The Exhibitor agrees to obtain, at its own expense, any licences or permits which are required for the operation of its trade or business during the term of the Show and to pay all taxes, including all applicable sales taxes, of any nature or kind that may be levied against it as a result of the operation of its trade or business in its contracted space.
- e) The Exhibitor agrees not to conduct or be associated with any promotional contests held at or in connection with the Show unless (i) the Exhibitor satisfies Castle Events that the contest is being operated in accordance with applicable law; and (ii) the prior written consent of Castle Events is obtained.
- f) The playing, performing, reproduction, broadcasting or other use at the Show of any music, materials, devices, processes and dramatic rights (the "Work") that is the subject of any third party copyright, trademark, industrial design, patent or any other intellectual property right, by the Exhibitor or its agents, representatives or employees is prohibited without the express written consent of Castle Events. The Exhibitor agrees to indemnify and save harmless Castle Events and the facility (and their respective officers, directors, employees, insurers, agents, representatives and those for whom the Exhibitor is responsible in law) against any and all claims, losses, liabilities and damages (including legal fees and expenses) costs and charges arising from or as a result of any unauthorized use of any Work by the Exhibitor, its agents, representatives, employees and those for whom the Exhibitor is responsible in law.
- g) The Exhibitor agrees to occupy the contracted exhibit space during Show hours and to sell, promote or advertise only the products and services described in this license agreement.

2. CASTLE EVENTS RIGHTS

- a) Castle Events reserves the right, in its sole and unfettered discretion to: (i) determine the eligibility of Exhibitors and exhibits for the Show, (ii) reject or prohibit exhibits or Exhibitors which Castle Events considers objectionable, inappropriate, disruptive or offensive to Castle Events, other Exhibitors or Show attendees; (iii) change or modify the layout of the Show and/or relocate exhibits or Exhibitors; (iv) cancel, in whole or in part, the Show due to an event of force majeure; or (v) change the date, location and duration of the Show; without any liability to Castle Events.
- b) Castle Events shall have the right to establish and amend or modify any regulations governing use of the facility and the Show.

3. ASSIGNMENT AND SUBLETTING

The Exhibitor shall not assign any rights or sublet space under this license agreement without the prior written permission of Castle Events, which permission may be withheld in Castle Events's sole discretion.

4. INDEMNIFICATION

The Exhibitor agrees to indemnify and hold harmless Castle Events and the facility, their respective officers, directors, agents, representatives and employees, against all claims, losses, liability, damages (including legal fees and expenses), costs and charges of every kind resulting from (i) its occupancy of the exhibit space and/or its environs, (ii) the use of equipment or devices furnished to or used by the Exhibitor or other persons in connection with the Show, and (iii) personal injuries, death, property damages or any other damage sustained by the Exhibitor, Castle Events, the facility, Show sponsors or a visitor to the Show and their respective directors, officers, agents, representatives and employees or those for whom the Exhibitor is responsible in law.

5. LIABILITY AND INSURANCE

- a) The Exhibitor shall obtain and maintain at its own expense a comprehensive general liability and all risk property insurance policy acceptable to Castle Events for the period commencing on the first move-in date and terminating on the last move-out date. The policy shall name Castle Events as loss insured and insure the Exhibitor against all claims of any kind arising from or in any way connected with the Exhibitor's presence or operations at the Show. The policy shall provide coverage of at least \$1,000,000 for each separate occurrence. At the request of Castle Events, the Exhibitor shall provide Castle Events with a copy of such policy.
- b) The Exhibitor is responsible to insure its own exhibit, personnel, display and materials from any damage or loss through theft, fire, accident or other cause and accepts all risks associated with the use of the exhibit space and its environs. The Exhibitor shall not make any claim or demand or take any legal action, whatsoever, against Castle Events, the Show sponsors or the facility in which the Show is held, for any loss, damage or injury howsoever caused, to the Exhibitor, its officers, directors, agents, representatives, and employees or their respective property.

- c) Neither Castle Events nor the facility will assume liability for loss for damage, through any cause, of equipment, products, goods, exhibits or other materials owned, rented or leased by the Exhibitor.

6. BOOTH DISPLAY

- a) All exhibits require full floor covering. Booth construction and signage must be exhibited in accordance to the rules and regulations pertaining to the Exhibitor's booth type and as outlined in the Exhibitor Manual.
 - Signs in linear booths may not exceed the 8 ft. height of the pipe & drape.
 - Signs must be one-sided, and not face into another exhibitor's booth.
 - No hand written signs are allowed – use professional signage only.
- b) The Exhibitor agrees that no display will be dismantled or goods removed during the term of the Show, but will remain intact until the end of the final closing hour on the last Show day. The Exhibitor also agrees to remove its display and equipment from the Show site by the final move-out day, and in the event of a failure to do so, or failure to return the allocated space to the same condition as at the move-in date, the Exhibitor agrees to pay for any additional costs and expenses incurred by Castle Events.

7. CANCELLATION AND TERMINATION

- a) The Exhibitor shall have the right to cancel this license agreement by notice in writing to be delivered to Castle Events no later than sixty (60) days preceding the opening date of the Show. All deposits received by Castle Events up to the date of notice of cancellation are non-refundable and non-transferable. In the event that the Exhibitor (i) notifies Castle Events less than sixty (60) days preceding the opening date of the Show that it wishes to cancel this license agreement; or (ii) fails to make payments in accordance with the payment schedule set out herein; or (iii) except as otherwise permitted herein, fails to appear at the Show; Castle Events reserves the right to (iv) cancel this license agreement without notice and all rights of the Exhibitor hereunder shall cease and terminate; (v) retain any payment made by the Exhibitor as liquidated damages (and not as a penalty) for breach of this license agreement; (vi) re-rent the said space; and (vii) bring action against the Exhibitor for payment of the full cost of the space originally licensed from Castle Events.
- b) If the Exhibitor violates or breaches any other terms or conditions of this license agreement, all payments made by the Exhibitor and all amounts due to Castle Events shall be deemed earned by Castle Events and all deposits received shall be non-refundable and non-transferable. In the event of any violation or breach of the terms and conditions of this license agreement, Castle Events shall have the right to immediately occupy the space of the violating and/or breaching Exhibitor and utilize it in any manner as Castle Events deems appropriate, including, but not limited to, re-licensing its use to another exhibitor. The Exhibitor shall not be entitled to any offset or mitigation of the amount due under this license agreement as a result of the use of or payment for the space by another exhibitor in the Show.
- c) Each covenant by the Exhibitor contained herein is material and of the essence of this license agreement and violation of any term or condition hereof by the Exhibitor shall be a default of the entire agreement entitling Castle Events to immediately and without notice revoke the privileges granted to the Exhibitor and take possession of the space of the defaulting Exhibitor. Any such revocation of the license granted herein shall be without prejudice to Castle Events to make any claim for damages or enforcement of the payment of any amounts due pursuant to the terms hereof.

8. FORCE MAJEURE

In the event that (i) the facility in which the Show is to be held or is held is destroyed or becomes unavailable for occupancy or (ii) Castle Events is unable to permit the Exhibitor to occupy the facility or the space, or (iii) if the Show is cancelled or curtailed, for any reasons beyond the control of Castle Events, including but not limited to, casualty, explosion, fire, lightning, flood, weather, epidemic, earthquake or other Acts of God, acts of public enemies, riots or civil disturbances, strike, lockout or boycott, Castle Events will not be responsible for any loss of business, loss of profits, consequential or special damages or expenses of whatever nature that the Exhibitor may suffer.

9. MISCELLANEOUS

- a) Waiver by Castle Events of any breach of any term or provision of this license agreement by the Exhibitor shall not be deemed a waiver of any subsequent breach of the same or any other provision hereof.
- b) No alterations or variations of the terms of this license agreement shall be valid unless made in writing and signed by each of the parties hereto.
- c) This license agreement shall be governed by and construed in accordance with the laws of the governing jurisdiction in which the Show is held.

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