



PGA

Merchandise Show

Fact Sheet

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57th PGA Merchandise Show

Thursday through Saturday, January 28-30, 2010
8:30 a.m. – 6:00 p.m. – January 28-29 | 8:30 a.m. – 3:00 p.m. – January 30
Orange County Convention Center, Orlando, Florida

The World's Largest Gathering of Golf Industry Professionals:

- Nearly 10 miles of show aisles.
- 1 million square feet of interactive exhibit, product demonstration and industry presentation space.
- Some 40,000 influential PGA Professionals, manufacturing executives, VIP retailers, industry leaders & top decision-makers
- And, 3 days to discover, learn, resource, and drive the golf business into the 2010 season.

The 57th PGA Merchandise Show is steeped in tradition but overflowing with innovation. All of golf's top market leaders are in one place, plus some 250 companies new to the Show. Product presentations from nearly 1,000 leading golf companies to comparison shop and bring back the best merchandise assortment for golf-savvy consumers. The PGA Merchandise Show has also evolved into the ideal environment to advance careers and business. Built by The PGA of America, the Association's most successful members and the industry's foremost experts on the business of the game, the 2010 PGA Merchandise Show is THE global platform that industry leaders, top manufacturers, PGA Professionals and golf organizations utilize to grow the business, participation and interest in golf.

Outdoor Demo Day, Jan. 27

Open exclusively to PGA Professionals, invited retailers and media, Outdoor Demo Day features more than 90 top golf companies within 100+ hitting bays, practice greens and the vendor village of the 42-acre practice facility of Orange County National Golf Center.

AGM Product Preview & Buyers' Reception, Jan. 27

On the eve of the Show opening, the Association of Golf Merchandisers will host the 3rd Annual Product Preview & Buyers' Reception featuring a product preview by AGM vendor partners and an industry reception.

PGA Merchandise Show, Jan. 28-30

Product Presentations -- Nearly 1,000 top golf manufacturers within nearly 500,000 net square feet of interactive exhibit space create the world's largest business-to-business golf event.

Professionals better market their services, improve facility revenue and grow the game.

Indoor Demo Days at the ETC -- This massive indoor driving range features a scalloped design with 46 hitting bays, two putting greens, a practice pitching area and a full schedule of demonstrations and clinics. Attendees hit more than 250,000 balls at the ETC last year!

PGA Awards Night -- The PGA of America presents their most prestigious national awards at PGA Awards Night, Jan. 28, at the OCCC. Award presentations include the First Lady of Golf Award, PGA Professional of the Year, PGA Merchandisers of the Year, plus additional national award winners.

PGA Equipment Forum Stage-- The PGA Equipment Forum stage will feature the launch of WE ARE Golf, an industry-wide coalition for golf industry representation within U.S. government legislation. Additional presentations include new equipment introductions, women's golf initiatives, golf employment, teaching best practices, merchandising ideas and more.

NEW Industry Concert -- The new "Elations Rocks the Joint" industry concert at the PGA Merchandise Show will feature the international 70s rock band sensation – Kansas – on Friday night at the OCCC.

Education Conference -- More than 65 seminars presented by the industry's foremost experts in instruction, management, retail and, now, business categories such as social media, new technology and environmental issues that are influencing the business of the game.

New Product Center -- The New Product Center provides a premium presentation of the industry's top new products in one convenient setting. Best new products are voted on by top PGA Professionals, retailers & industry leaders.

NEW Career Fair -- Workshops to attract, retain and motivate employees; PGA Apprentice and Member access to career counselors; industry professional access to industry employment recruiters; job posting boards and more.

Specialty Exhibitor Pavilions -- Several specialty exhibitor pavilions such as travel, teaching, training aids & fitness, new exhibitors & PGA Sponsors/Licensees, allow attendees to easily locate products and services in one convenient setting.

PGA Best Practices -- Daily sessions on the best practices in business, merchandising and teaching will be offered to help PGA

PGA Connectivity Lab -- The PGA Connectivity Lab on the Show floor will provide PGA Professionals with an insight into the new world of social media, offering best practices on ways it can help them improve their operations

REGISTRATION:

The PGA Merchandise Show is a trade-only event. PGA Professionals, buyers, industry executives and media can register online, plus make hotel and travel reservations at www.pgashow.com or by calling 1-800-PGA-EXPO.

The PGA Merchandise Show, organized in partnership with The PGA of America, is one of three leading golf trade shows in the PGA Worldwide Golf Exhibitions' golf portfolio including the PGA Fall Expo in Las Vegas and the Ontario PGA Golf Merchandise Show in Toronto, Canada.

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