

Please note that in order to be included in the Official Show Directory you must enter your information by the directory deadline date, which is December 4, 2009.

Please follow these simple steps to access the Exhibitor Tool Kit:

1. To access the on-line Exhibitor Tool Kit, please go to: www.PGAShow.com/toolkit
2. Enter your Customer Number (on your invoice, or call customer service at 1-800-840-5628 and they can provide it for you) & your password (the first five characters or numbers of your postal code, with no spaces)
3. Click "edit" on each heading to update your information.



Don't forget to update your Product Categories!

After completing your changes/updates, be sure to hit SAVE!

If we may make a few suggestions:

- Updating your directory listing online eliminates the need to send a hardcopy directory form by mail.
- Try to include a Show Special—buyers often will try a new company that has incentives. If you do offer a Show Special, think of ways to make it benefit you AND the buyer...assistance with merchandising, staggered shipping, etc.
- Use concrete, distinctive adjectives when describing your product. There's a big difference between a "widget" and a "sturdy, weather-resistant widget, designed in 5 standard sizes, which has been tested on golf courses throughout the country".
- Update your listing throughout the year. Buyers visit www.pgashow.com before and after the Show. Feel free to change your Show Special or description, update product categories and more. Use the site the way a buyer does - for year round convenience.

QUESTIONS regarding your Directory or Web update?

Contact Kaitlin Herman, directory specialist, kherman@reedexpo.com or call 203-840-6243