



PGA™

2010 MERCHANDISE SHOW

Success Starts with a Great Mailing List!

***Increase your Booth Traffic at the
2010 PGA Merchandise Show***

We offer proven buyers...

Reed Exhibitions Customized Attendee Mailing Lists offer the names of people who have a long history of attending trade shows. You can make your presence known at the 2010 PGA Merchandise Show by promoting your product and/or show special to these highly qualified registrants. By doing pre-show promotion using your own promotional material you can help direct buyers to your booth!

We make it easy for you...

You choose the type of business, job category and product interest you want to target, and we'll deliver a Customized Attendee Mailing List offering the names of proven buyers. It's an easy and inexpensive way for you to qualify prospects in advance.

We deliver your list in a format that you choose...

- Electronic file
- Pressure Sensitive labels for self applying

**E-MAIL MARKETING AVAILABLE
CONTACT US FOR DETAILS!**

Post show lists are also available approximately 3 weeks after the show. Let your trade show investment continue by reaching thousands of attendees that may not have had a chance to see you at the show!

Don't miss this opportunity to increase booth traffic! Order your mailing list today. Simply complete the enclosed form and fax it to Rick Tutunjian at 203-840-9918.

Questions? Contact Rick Tutunjian at 203-840-5918 or email rtutunjian@reedexpo.com. You can also CALL toll free 888-745-7644 or visit our Web site at www.REEDLISTS.com





PGA

2009 MERCHANDISE SHOW

2009 PGA Merchandise REGISTRANT LIST

The PGA Merchandise Show in Orlando is the largest golf industry tradeshow in the world. Attracting attendees internationally and from throughout the country, this important event is known as a showcase for new product introductions and new companies in the field.

31,973 Total Registrants

Business: (CHECK ALL DESIRED) \$10/per thousand additional **Quantity**

| | | | |
|---|-----|--------------------------------|------|
| A | () | Private Course | 4948 |
| B | () | Public Course | 2913 |
| C | () | Semi-Private Course | 2278 |
| D | () | Golf Course Management Company | 524 |
| E | () | Off-Course Golf Shop or Chain | 2298 |
| F | () | Retail Shop or Chain | 1874 |
| G | () | Golf Range | 731 |
| H | () | High School/College/University | 827 |
| J | () | Corporation/Group | 1206 |
| K | () | Website | 557 |
| M | () | Military | 210 |
| N | () | Non-Profit | 434 |
| P | () | Manufacturer/Service Provider | 1720 |
| Q | () | Distributor | 1292 |
| R | () | Ad Agency | 115 |
| S | () | Financial Institution/Resource | 121 |
| T | () | Other | 2341 |

Job Category: (CHECK ALL DESIRED) \$10/per thousand additional **Quantity**

| | | | |
|----|-----|-------------------------------|------|
| AA | () | Buyer (On-Course) | 2120 |
| AB | () | Buyer (Off-Course) | 2812 |
| AD | () | Buyer (Corporate) | 759 |
| AE | () | Owner/CEO/President | 3695 |
| AF | () | VP/GM/Dir/Management | 2454 |
| AG | () | Tournament Director/Organizer | 340 |
| AH | () | Architect/Developer | 72 |
| AJ | () | Superintendent | 85 |
| AK | () | Club Maker | 274 |
| AM | () | Board Member | 406 |
| AN | () | Student | 627 |
| AR | () | Golf Consultant | 531 |
| AS | () | Golf Manufacturer | 141 |
| AT | () | Business Agent/Manager | 311 |
| AU | () | Independent Sales Rep | 847 |
| AV | () | Company Sales Rep | 536 |
| AW | () | Non-editorial Media | 39 |
| AX | () | Director of Golf | 1113 |
| AY | () | Head Professional | 2806 |
| AZ | () | Assistant Head Professional | 383 |
| BA | () | Food and Beverage Director | 51 |
| BP | () | Other | 1742 |

| Product Interest: (CHECK ALL DESIRED) \$15/per thousand additional | | | Quantity |
|---|-----|---|-----------------|
| AA | () | Accessories | 13291 |
| AB | () | Apparel | 12966 |
| AC | () | Art/Jewelry/Gifts | 4441 |
| AD | () | Awards | 5191 |
| AE | () | Bags & Luggage | 6623 |
| AF | () | Balls & Accessories | 10950 |
| AG | () | Carts & Cars | 4840 |
| AH | () | Clubs/Club Accessories/Components Equipment | 11439 |
| AJ | () | Club Management | 3457 |
| AK | () | Computer/Web/Technology | 5564 |
| AL | () | Equipment | 12263 |
| AM | () | Facilities/Clubhouse Needs | 3574 |
| AN | () | Fitness/Health/Wellness | 4985 |
| AP | () | Fitting Equipment | 6792 |
| AQ | () | Food & Beverage | 2613 |
| AR | () | Footwear | 8385 |
| AS | () | Healthcare Products & Services | 2170 |
| AT | () | Instruction/Teaching & Training Aids | 7567 |
| AU | () | Logo Golf Balls | 5222 |
| AV | () | Professional Services | 3420 |
| AW | () | Printing & Printed Material | 2679 |
| AX | () | Range & Practice | 6201 |
| AY | () | Real Estate/Development | 1409 |
| AZ | () | Tournament & Outing Supplies, Gifts, Services | 6062 |
| BA | () | Travel & Tourism | 2972 |
| BB | () | Turf/Course Maintenance | 2506 |
| BC | () | Other | 256 |

If you want information on this list or assistance in tailoring these names to your next mailing please contact Rick Tutunjian at 203/840-5918.

Please note that counts may not reflect total registration as only names with complete information are used for list rental.

List Order Form



2009 PGA Merchandise SHOW

| <u>EXHIBITOR PRICING</u> | <u>NON-EXHIBITOR PRICING</u> |
|--|---|
| \$135/per thousand base price Minimum order \$500 (Pre-reg using 2010 names) | \$170/per thousand base price Minimum order \$750 |
| \$100/per thousand base price Minimum order \$250 (Pre-show, using 2009 names for 2010 event) | *sample mail piece must be approved* |
| <u>ADDITIONAL FORMAT PRICING:</u> | <u>E-MAIL LIST RENTAL:</u> |
| <input type="checkbox"/> Electronic File \$50.00/Flat price | Base price \$405/per thousand Minimum order \$1000 (All transmissions processed by Reed Exhibitions) |
| <input type="checkbox"/> Key Coding \$2/per thousand | <u>SPECIAL INSTRUCTIONS:</u> |
| <input type="checkbox"/> Pressure Sensitive Labels \$20/per thousand \$75 Minimum order | |
| <u>ADDITIONAL SELECTION PRICING:</u> | <u>PLEASE NOTE:</u> |
| State/SCF/5 digit zip code \$ 10/per thousand | ♦ A sample mailing piece and a letter of agreement is required to complete this order. |
| Business/Job (where available) \$ 10/per thousand | ♦ Your order will ship within 3-5 days. |
| Product (where available) \$ 15/per thousand | ♦ Pre-payment must be submitted with order. |
| Phone Numbers \$100/per thousand | ♦ Prices are subject to change without prior notice. |
| <u>Ship Via:</u> (Shipping/Handling additional) | |
| <input type="checkbox"/> 1-day <input type="checkbox"/> 2-day <input type="checkbox"/> Ground <input type="checkbox"/> Email File | |

(Date) _____

(Purchase Order Number) _____

BILL TO:

SHIP TO:

(Name) _____

(Name) _____

(Company) _____

(Company) _____

(Street) _____

(Street) _____

(City/State/Zip) _____

(City/State/Zip) _____

(Phone) _____

(Fax) _____

(Phone) _____

(Fax) _____

(E-mail address) _____

(E-mail address) _____

Authorized Signature* _____

*This confirms you understand this is for a one time use. Order must be paid by credit card or check.

Cancellations are subject to the fees set forth in the List Sales Agreement.

Referred By: _____

Contact Rick Tutunjian at 203-840-5918, FAX# 203-840-9918, OR E-MAIL rtutunjian@reedexpo.com

CALL TOLL FREE 888-745-7644 or visit our website www.REEDLISTS.com