



The PGA Show: Golf's Largest Global Business Gathering

The PGA Show (formerly the PGA Merchandise Show), now the world's largest and most influential golf business event, had humble beginnings in 1954 when a few golf merchandisers gathered in the parking lot of the PGA National Golf Club during winter tournaments in Dunedin, Fla. By 1957, the event had grown to include representatives from approximately 50 manufacturers, prompting PGA officials to lease a tent.

Since then, the PGA Show has moved to support event growth:

- 1963: Held at Port St. Lucie Country Club, Fla.
- 1964-73: Moved to BallenIsles Country Club in Palm Beach Gardens, Fla. (formerly original PGA National).
- 1974: Returned to Port St. Lucie under a circus-sized tent.
- 1975: Relocated to Orlando, Fla., and held indoors for the first time at Disney's Contemporary Resort.
- 1982: Returned to PGA National in Palm Beach Gardens, then to Miami Beach Convention Center.
- 1985: Moved to Orange County Convention Center (OCCC) in Orlando due to increasing space demands. As the PGA Show outgrew the original convention center and required the use of the adjacent Peabody Hotel (now the Hyatt Regency), the West Building of the Convention Center added 200,000 gross square feet in 1989 and nearly doubled in size to 1.1 million gross square feet in 1996 – allowing all exhibitors to once again be under one roof.

In 1998, The PGA of America partnered with Reed Exhibitions (RX), the world's leading trade show organizer. This partnership led to the creation of PGA Golf Exhibitions, which produces and manages the PGA Show in Orlando each January and the mid-season PGA Show Buying Summit in Frisco, Texas – at the Home of the PGA of America, in July. This collaboration has transformed the PGA Show into a comprehensive global golf industry platform featuring new product introductions, indoor and outdoor testing, educational sessions, national awards presentations, fashion features, player development programs, professional networking events and more.

Several industry programs have been added to the PGA Show since the partnership that remain valuable resources for the industry today including:

- 1999: Vendor and buyer appreciation programs
- 2001: New Product Zone
- 2003: Demo Day
- 2004: Indoor Equipment Test Center
- 2007: Specialty exhibitor pavilions and PGA Forum (now PGA Industry Stage)
- 2011: Inventors Spotlight Pavilion
- 2013: Outdoor Instructional Workshops and Golf Fitness, Wellness & Instruction Pavilion
- 2014: Live Golf Channel daily broadcasts
- 2015: ONE2ONE VIP Buyer Event
- 2016: PGA Show Insider media content
- 2018: Streamlined topic tracks in the PGA Show Education Program and Adaptive Golf Center
- 2020: Co-located National Golf Course Owners Association Golf Business Conference

The 2021 PGA Show was held virtually during the COVID-19 pandemic. Event enhancements continued when the in-person PGA Show returned:

- 2022: Club fitting, coaching and range operations education at Demo Day; PGA of America Hub (pavilion); new short game product testing area
- 2023: Career Zone (pavilion), Golf Leadership Summit, and Club Amenities Pavilion.
- 2024: Enhanced Club Amenities Pavilion (Newly branded as The Clubhouse) and the debut of PGA Show Winter Jam, an after-hours concert experience.

In 2025, the PGA Show is introducing THE | RETREAT, a new sophisticated Show Floor environment for a community of discerning premium brands and VIP Buyers featuring upscale design and amenities, dedicated networking spaces and exclusive evening events. Additionally, attendees will experience enhanced PGA Show Education offerings and exclusive networking opportunities, and new PGA Show digital tools will foster interactions among PGA Show attendees and exhibitors.

Learn more at www.PGAShow.com.