

2025 PGA Show Fact Sheet

Since humble beginnings from the trunks of cars in 1954, the PGA Show has grown into the longest running and largest global business gathering of the \$102 billion golf industry. Each January, the world of golf convenes in Orlando to discover innovative products, test the latest game technologies, learn business strategies, build career connections, and collaborate with peers and golf leaders to drive continued growth of the sport. The PGA Show is open exclusively to golf industry professionals. Visit PGAShow.com for more details.

PGA Show By The Numbers*

1,000+
Exhibiting Golf Companies and Brands

1.1 mil
square space of exhibit, demonstration & meeting space

30,000+
Attending Industry Professionals

89
Countries and all 50 U.S. States Represented by Attendees

7,000+
PGA of America Golf Professionals, LPGA & International PGA Professionals

1,000
VIP Buyers from 775 golf facilities and mass merchandisers

\$900M
in VIP Buyer purchasing power & nearly \$2.9 billion in retail sales

900+
Attending Media Representing 25+ Countries

* Data from 2024 PGA Show

Show Events & Show Floor Features

The PGA Show is packed with events and featured areas that excite, inspire and engage – transforming the event far beyond a traditional trade show. These shared experiences cultivate a sense of community and encourage meaningful interactions that celebrate the game we all love. More than 1,000 brands across specialty pavilions highlight every facet of golf, helping attendees easily discover the latest innovations tailored for their golf business.



Demo Day
The World's Largest Professional Outdoor Demo Day



Fashion Show
Fashion for the Fairway & Beyond



Winter Jam
An After-Hours Concert Experience



The Clubhouse
Elevating the Member Experience



THE | RETREAT
Premium brand experiences and special events within a new sophisticated environment



PGA of America Hub
The Center of Association Resources and Networking



Career Zone
Driving Your Career Forward

Show Events & Show Floor Features



Innovation District
The Next Big Thing in Golf



Equipment Test Center
Test the latest innovations in equipment and technology



Adaptive Golf Center
Assistive Advancements
Powering Accessible Golf



Golf Travel Pavilion
The Intersection of Global Golf
Destinations & Luxury Travel

PGA Show Education

PGA Show Education is designed for PGA of America Golf Professionals and golf business executives to advance their industry expertise. Diverse educational offerings provide tailored learning opportunities on key topics in an interactive environment led by the industry's foremost experts.

- PGA Show Education Sessions & Outdoor Workshops - Jan. 21-24
- Complimentary Industry Programming Across Five Show Floor Stages: PGA of America Industry Stage, The Clubhouse Stage, Health & Wellness Stage, Career Zone Stage, Inventor's Spotlight Stage - Jan. 22-24
- Complimentary PGA Member Business Center Workshops - Jan. 22-24
- *PGA of America Teaching & Coaching Summit - Jan. 20-21
- *NGCOA Golf Business Conference - Jan. 20-22
- *AGM Retail Conference - Jan. 21

*Co-Located Education

Show Hours

PGA SHOW DEMO DAY

ORANGE COUNTY NATIONAL GOLF CENTER

TUESDAY, JANUARY 21, 2025

HOURS

12:00PM - 5:00PM

**PGA & LPGA PROFESSIONALS, EDITORIAL
MEDIA & INVITED GUESTS CAN ARRIVE STARTING
9:00AM.*

PGA SHOW EDUCATION

ORANGE COUNTY CONVENTION CENTER -

WEST CONCOURSE

**TUESDAY, JANUARY 21 - FRIDAY,
JANUARY 24, 2025**

HOURS

TUESDAY: 8:30AM - 6:00PM
WEDNESDAY: 8:30AM - 6:00PM
THURSDAY: 8:30AM - 6:00PM
FRIDAY: 8:30AM - 2:00PM

PGA SHOW EXHIBITS

ORANGE COUNTY CONVENTION CENTER -

WEST CONCOURSE

**WEDNESDAY, JANUARY 22 - FRIDAY,
JANUARY 24, 2025**

HOURS

WEDNESDAY: 8:30AM - 6:00PM
THURSDAY: 8:30AM - 6:00PM
FRIDAY: 8:30AM - 2:00PM

JOIN THE CONVERSATION **#PGASHOW**

