



PGATM

2021 MERCHANDISE SHOW

EXHIBITOR PROSPECTUS

JANUARY 26-29, 2021

ORANGE COUNTY CONVENTION CENTER
ORLANDO, FL



PGA

2021 MERCHANDISE SHOW

The PGA Show is the most meaningful rallying point of the year for the business of golf and is the world's doorway to the game's future. PGA Professionals and industry leaders form a dynamic international community to network and test the newest products, programs and ideas to inspire innovation, create solutions, and build business and passion for the game. By discovering all that is new, PGA Professionals and buyers drive more value to their facilities, differentiate their shops from competitors and further their careers.

WHAT EXHIBITORS ARE SAYING

“ There is no place to get better access to such a large group of potential customers. We value the PGA as a group and are proud to be exhibiting at the Show. ”

“ It's the only way for us to show our complete range of products to our customers in a single meeting/setting. It provides the best opportunity for us to connect with a large number of clients within a few days. ”

“ Great gathering of not only our customer base but the business leaders that give you valuable insights of our ever changing industry. ”

WHAT ATTENDEES ARE SAYING

“ Anyone in the golf business needs to be at the largest golf show in the world. Why would you miss it if you're trying to be successful in any part of the business? You learn by living the experience! ”

“ Everything about golf is there, from major suppliers to the small independent companies. You get to see all the new products from everyone in one location. ”

“ This event is important for anyone who wants to excel in our industry. It's the only opportunity to connect with peers, industry leaders, and vendors all in one place over 4 days. ”

TOP EXHIBITOR PRODUCT CATEGORIES



**Apparel/
Apparel Accessories**



**Golf
Equipment**



**General Golf
Products**



**Training
Aids**



Technology

**PGA
PROFESSIONAL
ATTENDANCE***

**2020*

+2%

(representing 1/3 of Show attendance)

**VIP
BUYER
ATTENDANCE***

**2020*

+3%

(Increasing year-over-year)

TYPES OF BUYERS & BUYER PROFILES



JOB TITLES/CATEGORIES

Buyer
Owner/CEO/President
PGA Head Professional
Assistant Golf Professional
VP/General Manager
Director of Golf



BUSINESS CATEGORIES

On-Course Facility
Teaching/Instruction
Corporation
Off-Course Facility/Golf Retail
Manufacturer/Service Provider



ON-COURSE TYPE

Private
Public
Semi-Private
Resort
Other *(including Golf Range,
Military & other)*

REASONS WHY EXHIBITORS PARTICIPATE



DIRECT SALES -
through order writing at the show



MEET -
new customers & generate leads



PROMOTE -
my brand & build awareness

IMPRESSIVE STATS FROM 2020

81%

of exhibitors are **very likely** to attend the PGA Show in 2021

82%

of attendees are **very likely** to attend the PGA Show in 2021

77%

of exhibitors were **very satisfied** with the PGA Show

86%

of attendees were **very satisfied** with the PGA Show

TOP 10 ATTENDING STATES

1. Florida
2. New York
3. Georgia
4. California
5. Pennsylvania
6. North Carolina
7. Texas
8. Ohio
9. Illinois
10. Michigan



CURRENT GOLF STATS



34.2 MILLION GOLFERS IN 2019

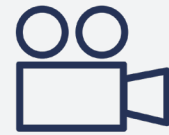


2.5 MILLION NEW GOLFERS SINCE 2017



#1 OUTDOOR PAY-FOR-PLAY SPORT IN THE USA

MEDIA EXPOSURE



Connecting with an estimated 7.6+ million consumers through 2020 PGA Show Media Partners

By the Numbers

1,543

Media Registrants

198

International Media

22

Countries

545

Non-Editorial Media (non-reporting)

998

Editorial Media (reporting)



PGA SHOW HIGHLIGHTS

— GOLF CHANNEL —

Provided 20 hours of live, digital & social coverage

— SIRIUSXM PGA TOUR RADIO —

Provided 32 hours of live radio broadcast

— CBS SPORTS —

Daily Live Streaming and Digital Coverage & Email to Golf Database

— PGA.COM —

Daily Digital Coverage

— GOLF GLOBAL POST —

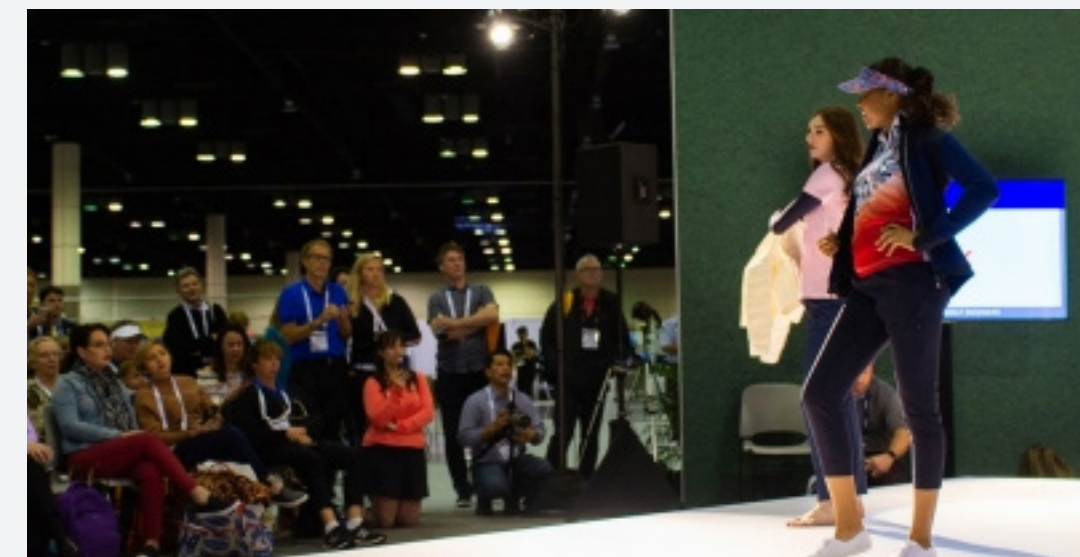
Special Show Edition

PGA SHOW HIGHLIGHTS



PGA SHOW DEMO DAY

PGA Show Demo Day, the world's largest outdoor experience, is the official kickoff to PGA Show week each year. Some of the 100+ brands include Bridgestone Golf Inc, Callaway Golf, Cobra Puma Golf, Mizuno USA, PING, Srixon/Cleveland Golf/XXIO, Titleist, Yamaha Golf and more! This unparalleled opportunity is where PGA Professionals and buyers gather to field test the latest products & technology.



PGA SHOW LIVE FASHION SHOW

Apparel and accessories lines from top designers and brands showcase their latest collections all in one place, at one time during the annual Fashion Show. Brands come to life on the runway in a high energy fashion show that accentuates the detail, attributes and craftsmanship of every single piece.



EDUCATION

The PGA Show Education Conference provides an exclusive opportunity for golf industry professionals to learn from influential, national-level experts from the world of business, golf operations & instruction—the program highlights current innovations and emerging trends to grow businesses and careers.



SHOW FLOOR

Be a part of one of our many featured areas of the PGA Show Floor including the Equipment Test Center, Golf Travel Pavilion, Golf Fitness, Wellness & Instruction, Racquet & Paddle Sports Pavilion, PGA Forum Stage, New Product Zone, Inventor's Spotlight, Adaptive Golf Center and more.

LET'S TALK



PGA

2021 MERCHANDISE SHOW



GREG SCOTT

Sales Director



203-722-7136



gscott@reedexpo.com

PGASHOW.COM