



PGA

2012 MERCHANDISE SHOW

Wednesday, January 25, 2012
Orange County National Golf Center & Lodge



Product Preview at Demo Day

87% of all attendees want to see new products so **be a part of the Product Preview Area in 2012**. Located at the largest event in North America where PGA Professionals, Apprentices, additional key buyers and media will be in attendance.

Details

Cost: \$525

- Limited to 40 Exhibitors*
- Prime location at Grand Entrance to Registration
- 3x2 table top space (table cloth provided)
- Individual company listing on www.pgashow.com Special Events, Demo Day dedicated page and listing in Demo Day Guide Book (handed out on-site to all attendees).

* Product display only, no demonstrations.

Above prices are valid until September 1, 2011

Yes, I would like to reserve the sponsorship items checked above. Please accept this as my official insertion

Exhibitor _____

Tel/Email _____

Signature _____

Program Payment Terms: 100% due with contract

Demo Day

Dedicated Hitting Bays

- 3 Bays \$5,975
- *Additional bays sold in groups of 3

Demo Day Vender Village

- Space for 10 x 10 \$3,150

Teaching & Training Aids

- 1 Bay \$4,200

* All of the above include signage, 6 ft table, 2 chairs and electricity (upon request).

Short Game

- Putting Green \$3,150

Sponsorships

- Title Sponsorship \$15,000
- Presenting Sponsorship \$10,000
- Target Sponsor \$5,000
- Full Page Ad in Demo Day Guide \$1,050
- Shuttle Bus Sponsor \$5,000

Speaker/ Special Events

- 30 Minute Presentation \$750

NEW!

Branding Signage

Cost: \$1,500- \$2,500

Position your company's banner in 1 of 5 possible areas at Demo Day. Price varies by location.

Registration Sponsor

Cost: \$5,000

10x10 tent* to be positioned outside of Registration Tent to promote brand and giveaway samples to ALL Demo Day Attendees and Media.

*White tent provided

ETC (Indoor Equipment Test Center)

Sponsor

- Hitting Bay w/ Tent \$6,100
- Hitting Mats* \$1,050
- Hitting Station Dividers* \$1,050
- Ball Sponsor* \$2,625
- Target Sponsors* \$2,625

* Must Provide Product

Banner Sponsors

- 20 x 30 Back Banner \$5,500

*Not including production

ETC Putting Greens

- Space for 1 putter rack \$1,100

For more information, contact Marc Simon 203-840-5330/ msimon@reedexpo.com