



PGA

2012 MERCHANDISE SHOW

Demo Day: January 25, 2012
Conference & Exhibition: January 26-28, 2012
Orange County Convention Center | Orlando, Florida

MARKETING OPPORTUNITIES

PRINT

SHOW DIRECTORY

- Full Page 4C.....\$4,200
- Half Page 4C.....\$3,200
- Quarter Page 4C.....\$1,100
- Logo Ad 4C.....\$385
- Special Positions.....call for pricing

PRE-SHOW PLANNER

- Full Page 4C.....\$2,200
- 1/2 Page 4C.....\$1,375
- Business Card Size.....\$800
- Special Positions.....call for pricing

SHOW DAILY

- Full Page 4C.....\$6,300
 - Half Page 4C.....\$4,800
 - New Product Showcase.....\$1,260
 - Special Positions.....call for pricing
- Production charges not included

SHOW SPONSORSHIPS

- Floor Graphics.....\$25,000
- Hotel Keys.....\$20,000
- Show Bags.....\$11,500
- Lanyards.....\$10,000
- Handout at Registration*.....\$7,500
- Press Room Media Bags.....\$5,000
- Booth Drops.....\$5,000
- Badge Holder/Insert.....\$15,000

*Category Exclusive
Production charges not included in all of the above

CONFERENCE SPONSORSHIP

- Platinum Sponsor*.....\$8,500
- Gold Sponsor.....\$3,500
- Silver Sponsor.....\$2,000
- Bronze Sponsor.....\$1,000

*Limited to 2 Exhibitors

DIGITAL MEDIA

WEB SPONSORSHIPS

- Rotating Banner Ad.....call for pricing
- Web Banner on Registration Pages.....\$2,500
- Registration Confirmation.....\$3,200
- Mobile Show Guide.....starting at \$300
- Map Your Show.....starting at \$300

E-NEWSLETTER SPONSORSHIPS

- Banner.....starting at \$600
- General Announcement.....starting at \$350
- TWITTER Sponsor Tweet.....starting at \$900

PRODUCT TESTING

DEMO DAY

- Title Sponsorship.....\$15,000
- Presenting Sponsor.....\$10,000
- Dedicated Hitting Bays.....\$5,975
- Target Sponsor.....\$5,000
- Teaching & Training Aids.....\$4,200
- Putting Green.....\$3,150
- Demo Day Village.....\$3,150
- Full page ad in Demo Day Guide.....\$1,050
- Product Preview Table Top*.....\$525

*Limited to 40 Exhibitors

ETC (Indoor Equipment Test Center)

- Hitting Bay.....\$6,100
- Hitting Mats*.....\$1,050
- Hitting Station Dividers*.....\$1,050
- Ball Sponsor.....\$2,625
- Target Sponsors*.....\$2,625
- Putting Green.....\$1,100

*Production charges not included

FASHION GALLERY

- 45 Minute presentation on Fashion Gallery stage*.....\$2,000
- Accessory Showcases.....\$1,000
- Mannequin Display in Fashion Gallery w/signage**.....\$1,500
- Apparel New Product Center Display.....\$500

*Limited to 10 Companies

**Limited to 18 mannequins

NEW PRODUCT ZONE

- Sponsor of 1 of 2 NPZ*.....\$15,000
- Package 1 (1 product display and New Product Review Booklet).....\$550
- Package 2 (Package 1 plus website).....\$825
- Package 3** (Package 2 plus Directory).....\$1100
- Package 4** (Package 3 plus Demo Day Product Preview).....\$1,375
- Upgrade to NPZ Grand Entrance.....\$1,000

*Limited to 1 sponsor per New Product Zone

**Deadline Nov. 30, 2011

TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement For Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form. Ads with coupons will not be accepted.

Above price expires Sept. 1, 2011

RESERVE YOUR OPPORTUNITIES TODAY

Total Cost: _____

Name: _____

Company: _____

Phone: _____

Fax: _____

Email: _____

Date: _____

Signature: _____

To participate, fax this form to 203.840.9378

Contact Marc Simon at 203.840.5378 or e-mail msimon@reedexpo.com for additional information