



PGA

2012 MERCHANDISE SHOW

Outdoor Demo Day: January 25, 2012
Conference & Exhibition: January 26-28, 2012
Orange County Convention Center – Orlando, Fla.

NEW PRODUCT ZONE

Don't miss out on the New Product Zones at the 2012 PGA Merchandise Show. This is an unparalleled vehicle for marketing new products to our 42,000 industry professionals. 87% of buyers said that the #1 reason for attending the Show is to look for new products.*

*Based on 2011 Research

The New Product Zones are located in the main lobby and high traffic areas in the Golf Products & Apparel sections and give your products visibility, maximum access and convenience to buyers and media. With the new attractive design and hands-on environment, buyers stay longer – and return for frequent visits.



I wish to participate in the following (Please check those that apply):

- New Product Publicity Package 1:** Package one gives exhibitors the ability to place one product in the New Product Center and be featured in the New Product Review **Cost: \$550**
- New Product Publicity Package 2:** Includes the New Product Publicity Package 1 and Featured New Products Section on the homepage of the Show Website. **Cost: \$825**
- New Product Publicity Package 3:** Includes the New Product Publicity Package 2 and Special New Products section in the Show Directory (deadline: Nov. 30th) **Cost: \$1,100**
- New Product Publicity Package 4:** Includes the New Product Publicity Package 3 and Demo Day Product Preview (deadline: Nov. 30th) **Cost: \$1,375**
- Upgrade to NPC Grand Entrance**** **Additional Cost: \$1,000**
- Sponsor of New Product Center*** **Cost: \$15,000**

***Limited to 10 products and must reserve one level of Publicity Package above, pending show management approval*

**Limited to 1 sponsor per New Product Center: Golf Products & Services [SOLD] and Apparel.*

*The above pricing expires September 1, 2011

Sign up today! Complete the information below and fax back to Marc Simon: (203) 840-9378 Questions? Call Marc at (203) 840-5378 or email at msimon@reedexpo.com.

Number of Products: _____ Cost: _____

Advertiser/Exhibitors: _____

Address: _____

Business Phone/Fax: _____

Authorized Signature/Date: _____