



PGA™

Merchandise Show

Fact Sheet

Media Contact: Sherry Major
716.662.3855 or smajor@reedexpo.com
Exhibitor/Attendee Contact: 1-800-PGA-EXPO

The World's Largest Gathering of Golf Industry Professionals:

- Nearly 10 miles of show aisles.
- 1 million square feet of interactive exhibit, product demonstration and industry presentation space.
- More than 40,000 influential PGA Professionals, manufacturing executives, VIP retailers, industry leaders & top decision-makers
- And, one week to discover, learn, resource, and drive the golf business into the 2012 season.

The 59th PGA Merchandise Show Week is steeped in tradition but overflowing with innovation. All of golf's top influencers and market leaders are in one place, plus more than 300 companies new to the Show. Product presentations from nearly 1,000 leading golf companies and brands to comparison shop and bring back the best merchandise assortment for golf-savvy consumers. The week of the PGA Merchandise Show has evolved into the ideal environment to advance careers and business through unique instruction, equipment testing and merchandising programs. Built by The PGA of America, the Association's most successful members and the industry's foremost experts on the business of the game, the 2012 PGA Merchandise Show is THE global platform that industry leaders, top manufacturers, PGA Professionals and golf organizations utilize to grow the business, participation and interest in golf.

95th PGA Annual Meeting, Jan. 23 & 24 ~ Some four hundred PGA Professionals, representing 41 nationwide Sections, are anticipated to gather in Orlando to elect new representatives, discuss changing trends in the golf industry and examine how PGA Professionals can be best prepared to grow the game.

PGA Show Outdoor Demo Day, Jan. 25 ~ Open exclusively to PGA Professionals and invited retailers, the PGA Show Outdoor Demo Day features nearly 100 top golf companies within 200+ hitting bays, practice greens and the vendor village of the 42-acre Orange County National Golf Center.

AGM Product Preview & Buyers' Reception, Jan. 25 ~ On the eve of the Show opening, the Association of Golf Merchandisers hosts the 5th Annual Product Preview & Buyers' Reception at the Orange County Convention Center.

59th PGA Merchandise Show, Jan. 26-28

Thursday through Saturday, January 26-28, 2012

8:30 a.m. – 6:00 p.m. – January 26-27 | 8:30 a.m. – 3:00 p.m. – January 28
Orange County Convention Center, Orlando, Florida

Product Presentations -- Nearly 1,000 top golf companies and brands within nearly 1 million gross square feet of interactive exhibit, demonstration and presentation space create the world's largest business-to-business golf event.

Indoor Demo Days at the ETC – The country's largest indoor golf range and equipment test center, Indoor Demo Days allows attendees to experience hands-on testing of the newest equipment and the latest advances in technology and design from leading golf companies. The ETC features a scalloped layout of some 47 hitting bays, a putting green and a PGA Short Game Challenge Area.

PGA Forum Stage– Golf icon Jack Nicklaus will join The PGA of America and industry leaders to promote Golf 2.0 to the global golf community from the PGA Forum Stage on the Show's opening morning. The PGA Forum stage also will feature additional presentations on player development, new equipment introductions, women's golf initiatives, golf employment, teaching best practices, merchandising ideas and more.

New Golf Business Solutions Zone – The new Golf Business Solutions Zone will provide proven solutions to facility management, revenue maximization and clubhouse utilization issues. Industry leaders, golf allied organizations and business solutions services and companies will find a home in this new destination of meeting space, free business consultation services, exhibits and presentation stage.

Fashion E-Studio – The new Fashion E-Studio is an exciting interactive destination showcasing the latest golf fashion, styles,

colors, fabrics, performance and trends from the leading brands in the industry. Fashion experts Argy Koutsothanasis and Annmarie Dodd will host live presentations and highlight category killers, fitness apparel must-haves and the hottest trends in apparel and accessories.

Education Conference & Business Leadership Series – More than 75 professional development seminars are presented by the industry's foremost experts in player development, instruction, management, retail, social media and marketing.

Inventor's Spotlight – The United Inventors Association (UIA) and Invention Home are co-hosting the Inventor's Spotlight, a specialty area for innovative new products or services not in the marketplace.

New Product Zone – The popular "New Product Zone," a Show floor destination that some 87 percent of attendees visit, will showcase hundreds of the newest equipment, apparel, products and accessories in one convenient Show floor setting.

PGA Awards Night – The PGA of America presents their most prestigious national awards at PGA Awards Night, Jan. 26, at the OCCC. Award presentations include the PGA Professional of the Year and PGA Merchandisers of the Year among award winners.

Exhibitor Pavilions– Multiple specialty exhibitor pavilions allow attendees to easily locate products and services in one convenient setting. Specialty pavilions in 2012 include: Golf Travel; Teaching, Training Aids & Fitness; Golf Lifestyles; New Exhibitor Discovery Zone; PGA Sponsors & Licensees; and International Exhibitors.

REGISTRATION: The PGA Merchandise Show, organized in partnership with The PGA of America, is a trade-only event. PGA Professionals, buyers, industry executives and media can register online, plus make hotel and travel reservations at www.pgashow.com or by calling 1-800-PGA-EXPO.

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