



# PGA™

## 2012 MERCHANDISE SHOW

JANUARY 26 - 28, 2012 – SHOW & CONFERENCE

ORANGE COUNTY CONVENTION CENTER, ORLANDO, FL

JANUARY 25, 2012 – DEMO DAY

ORANGE COUNTY NATIONAL, ORLANDO, FL

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## Important Media Information

Dear Media Friends:

**Show Greetings! Below, please find the advance 2012 PGA Merchandise Show electronic press kit. We are pleased to announce NEW media programs including a media mobile app, media center free Wi-Fi, and exclusive media invitations to vendor special events and Orlando golf destinations. This kit also includes links to the media events schedule, exhibitor news releases, event information and a guide to on-site media services.**

A quick look at the 2012 PGA Merchandise Show

- ALL the top names in golf manufacturing
- More than 40,000 golf industry professionals from 75+ countries
- An abundance of new golf products will be launched
- Golf business leaders will address GOLF 2.0 & key issues impacting the game
- Industry experts will present timely education seminars
- Top professionals will be recognized by peers during awards presentations
- And, professional networking will build important relationships

**Because there is a great deal of information within this kit, please see the below table of contents to find the specific information most helpful to you. Click on the topic and it will take you directly to that information.**

For those who have registered, we're glad you will be joining us. For those who haven't, you may still register in advance and pick up your badge on-site or simply bring the proper credentials and photo ID to the Show Media Center. (More information is available in the registration section below.)

In advance and as always, **thank you** for your support of the Show, The PGA and the exhibiting companies. Please contact us if we may be of special assistance.

Best Regards!

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*\*All information current as of 1/12/12*

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## **PGA Merchandise Show Electronic Press Kit**

### **Exhibitor Information**

Some 1,000 top golf manufacturers and brands, from market leaders to emerging companies, create the world's largest business-to-business golf event. All of the leading apparel and equipment companies in golf will be there, including:

- |                        |                          |                |
|------------------------|--------------------------|----------------|
| • Adams Golf           | • EP Pro                 | • PING         |
| • adidas/Ashworth      | • Fairway & Greene       | • Polo         |
| • AHEAD/PGA Authentics | • FootJoy                | • Sunice       |
| • Antigua              | • Gear for Sports        | • TaylorMade   |
| • Bridgestone          | • Greg Normal Collection | • Titleist     |
| • Callaway Golf        | • Mizuno                 | • Tour Edge    |
| • Cobra Puma Golf      | • Nike                   | • Under Armour |
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### **Exhibitor Media Events**

Thursday, 1/26

- Titleist Experience - 9:00 a.m., Linda Chapin Auditorium
- Callaway Golf - Dave Pelz - 1:00 p.m., PGA Forum Stage

- Cobra Puma Golf Fashion Show - 3:00 p.m., PGA Forum Stage

Friday, 1/27

- PING ~ Fit for Stroke - 1:00 p.m., PGA Forum Stage
- Billy Casper Media Announcement - 1:30 p.m., Room W312C  
Free Copy of Newly Released "The Big Three & Me" by Billy Casper to all attendees
- Cross Apparel Media Event - 2-3:30 p.m., View invitation [here](#)
- TaylorMade-adidas Golf - 4:00 p.m., PGA Forum Stage
- Pukka Headwear Booth Party - 4:30 p.m., Pukka Booth #4173
- AHEAD Hat Drop - 5:00 p.m., AHEAD Booth #4757
- Abacus Media Event - 5:30-6:30 p.m., Abacus Booth #5045

*\*All information current as of 1/12/12*

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#### **Exhibitor Show Specials**

Hundreds of PGA Merchandise Show golf vendors are offering significant show specials for orders placed during show days; give-aways from their booths and a variety of contests with significant prizes for attending professionals. Learn about all of these vendor promotions [here](#).

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### **Special Events & Programs**

#### **Outdoor Demo Day**

Held on Wednesday, Jan. 25, from 9:00 a.m. to 5:00 p.m., Outdoor Demo Day features more than 90 top golf

equipment, training aids, performance wear and golf accessory companies within 200+ hitting bays, practice greens, a new Product Preview Area and the vendor village of the 42-acre practice facility of Orange County National Golf Center & Lodge. Outdoor Demo Day special events, demonstrations and contests & prizes are offered exclusively for PGA Professionals, invited key retailers and media. [Read the news release.](#)

**Presented by:**



**Demo Day Participating Category Sponsors:**



Water Bottle Sponsor

Hat Sponsor

Tee Sponsor

Outerwear Sponsor

Glove Sponsor

### Outdoor Demo Day Special Events Schedule

- 9:15 a.m. - 9:45 a.m. Jay Golden - Golf Comedy Clinic, Tee 3
- 10:00 a.m. - 11:00 a.m. Frankly Golf - Approach to Teaching, Tee 3
- 10:30 a.m. Celebrity Appearance - Mike Dobbyn, JumboMax Golf Grips Tent
- 11:00 a.m. - 12:00 p.m. Peter Johncke - Trick Shot Master, Tee 3
- 12:00 p.m. - 1:00 p.m. Brian Crowell - Slice Free Golf, Tee 3
- 12:00 p.m. - 4:00 p.m. Celebrity Appearance - Lexi Thompson, Cobra PUMA GOLF Cube
- 1:00 p.m. - 1:30 p.m. Michael Breed - Three Degree Putting Solution, Tee 3
- 1:00 p.m. - 3:00 p.m. Celebrity Appearance - Ronnie Renner, Cobra PUMA GOLF Cube
- 2:00 p.m. - 3:00 p.m. Dennis Walters - Golf Lessons and Life Lessons, Tee 3
- 2:00 p.m. Celebrity Appearance - Mike Dobbyn, JumboMax Golf Grips Tent
- 3:00 p.m. - 4:00 p.m. PX3 Athletics, Tee 3
- 3:00 p.m. - 4:00 p.m. Celebrity Appearance - Blair O'Neal, Cobra PUMA GOLF Cube

Click [here](#) for more information on the 10th Annual Demo Day

*\*All information current as of 1/12/12*

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### Parking/Shuttle Service:

Shuttle transportation is strongly encouraged as parking is restricted.

- Demo Day Shuttle Bus Pick up location: Orange County Convention Center, in front of the Portico
- Hours of Operation: Every 20 minutes from 8:00 a.m. – 6:00 p.m.

If you do drive, all vehicles will be directed to the auxiliary parking lot located 1/2 mile away, with continuous shuttle service throughout the day to and from Orange County National Golf Center and Lodge (OCN).

Orange County National Golf Center & Lodge ~ 16301 Phil Ritson Way, Winter Garden, Fla

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## **AGM Product Preview & Buyers' Reception**

On the eve of the Show opening, Jan. 25, the Association of Golf Merchandisers will host their annual Product Preview & Buyers' Reception (Room 330 of OCCC) featuring a product preview by AGM vendor partners and an industry reception. Media are welcome to attend.

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## **Grand Opening**

Thursday, January 26  
OCCC Central Lobby

Special Celebrity Guest Entertainment

Country Western Singer Julie Roberts - 8:00 - 8:15 a.m. & 8:30 - 9:00 a.m.

Special Celebrity Guest Opening

World Golf Hall of Fame Member - Jack Nicklaus, 8:15 - 8:30 a.m.

Similar to the "NASDAQ Opening Bell Ceremony" on Wall Street, a special celebrity guest traditionally joins PGA of America Officers on the balcony of the Grand Lobby to open the 2012 PGA Merchandise Show.

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## **PGA Forum Schedule\***

The PGA Forum stage will feature the Show's keynote address featuring golf icon Jack Nicklaus joining the PGA and industry leaders to address growth of the game and the industry-wide Golf 2.0 initiative. Multiple industry leaders, professional golfers, award-winning PGA Professionals and celebrities will participate in other PGA Forum events including PGA teaching best practices, women's golf and participation programs, golf manufacturer industry presentations, youth golf programs and new golf fitness initiatives.

### **Thursday, January 26th**

8:30 a.m.

#### **10th Annual Demo Day Video Highlights**

9:00 a.m.

#### **LPGA/Solheim Cup Announcement**

The LPGA will introduce the 2013 U.S. Solheim Cup Team Captain on Thursday, Jan. 26 at 9 a.m. on the PGA Forum Stage. PING Chairman and CEO John Solheim and LPGA Chief Communications Officer Kraig Kann will be on-hand to announce the U.S. Captain and discuss the evolution of The Solheim Cup, which in 2013 will be played at Colorado Golf Club in Parker, Colo., outside Denver. The 2013 U.S. Solheim Cup Team Captain will be available for one-on-one interviews following the announcement in the PING expo area. Please contact [Mike.Scanlan@lpga.com](mailto:Mike.Scanlan@lpga.com) with interview requests.

10:00 a.m.

#### **Jack Nicklaus, PGA of America & Industry Leaders - Golf 2.0 Keynote Presentation**

11:00 a.m.

#### **Career Move: Positioning Yourself for Your Dream Job**

Dana Garmany, Chairman & CEO of Troon Golf  
Peter Hill, Chairman & CEO of Billy Casper Golf  
Jim Hinckley, Partner & CEO of Century Golf Partners  
Henry DeLozier, Moderator, Principal of Global Golf Advisors

12:00 p.m.

#### **PGA Teaching Best Practices**

Mike Malaska, PGA, Southwest Section PGA – 2011 PGA of America Teacher of the Year, Las Sendas Golf Club  
Ron Philo, Jr. PGA, New England Section PGA, Stowe Mountain Club  
George Connor, PGA, Connecticut Section PGA, Gillette Ridge Golf Club  
Moderator: Michael S. Breed, PGA, 2000 & 2009 Metropolitan Section PGA Teacher of the Year

1:00 p.m. **Callaway Golf: Dave Pelz Presentation**  
2:00 p.m. **Michael Breed - Beyond the Lesson Tee**  
3:00 p.m. **COBRA-PUMA Golf Announcement & Fashion Show**  
4:00 p.m. **Retail Means Jobs**  
Matt Shay, CEO & President of the National Retail Federation  
Ian James, CEO of Retail Tribe  
Leigh Bader, President of 3Balls.com

### Friday, January 27th

8:30 a.m. **PGA of America Awards Night Video Highlights**  
9:00 a.m. **PGA Merchandiser of the Year Best Practices Presentation**  
Hill Herrick, PGA, 2012 PGA MOY/Resort, The Greenbrier Resort, White Sulphur Springs, W.V.  
Jeffrey Kiddie, PGA, 2012 PGA MOY/Private, Aronimink Golf Club, Newtown Square, Pa.  
Susan Roll, PGA, 2012 PGA MOY/Public, Carlsbad (Calif.) Golf Center  
Gary Dear, PGA, 1983 MOY/Public, Executive Vice President of The Heritage Group  
Moderator: Jim Vincent, 2000 Ernie Sabayrac Award Recipient  
10:00 a.m. **Coffee with Casper - One on One with Golf Legend Billy Casper**  
Free copy of Newly Released "The Big Three & Me" by Billy Casper to all attendees  
11:00 a.m. **PGA Teaching Best Practices**  
Ken Doyle, PGA, Connecticut Section PGA, Hop Meadow Country Club  
Charles King, PGA, Georgia Section PGA, Reynolds Plantation  
Mark Blackburn, PGA, Dixie Section PGA, Gunter's Landing Club  
Moderator: Michael S. Breed, PGA, 2000 & 2009 Metropolitan Section PGA Teacher of the Year  
12:00 p.m. **Play Golf America/Get Golf Ready Update**  
Allen Wronowski, PGA, President, The PGA of America  
Ted Bishop, PGA, Vice President, The PGA of America  
Cathy Harbin, PGA/LPGA, Director, GOLF 20/20  
Bob Baldassari, PGA, Senior Director of Player Development, The PGA of America  
1:00 p.m. **PING - Fit for Stroke and Putting Contest Finals**  
2:00 p.m. **A Consumer Revolution in Golf...Women**  
Nancy Henderson, PGA, LPGA - LPGA  
Jon Goin, PGA - TPC Network  
Deb O'Connor - KitchenAid  
Moderator: Donna Orender  
3:00 p.m. **Tee it Forward to Make Golf More Fun**  
Bob Baldassari, PGA, Senior Director of Player Development, The PGA of America  
Barney Adams, Founder of Adams Golf  
Jane Broderick, PGA/LPGA, Director of Golf, PGA National  
3:30 p.m. **Introduction of the New PGA Junior League Program**  
Will Reilly, PGA, Junior Golf Manager, The PGA of America  
Jackie Cannizzo, PGA, Director of LEJ Sports  
4:00 p.m. **TaylorMade-adidas Golf Presentation**  
5:00 p.m. **U.S. Kids Golf – Top 50 Kids Teachers Awards Presentation**  
Annually, U.S. Kids Golf recognizes 50 elite golf professionals who have focused their careers to developing youth golf in their communities and are known for their overall excellence and commitment to serving youth. In addition, those who have demonstrated a long-lasting dedication to youth golf and have achieved this award on three or more occasions are recognized as "Master Kids Teachers" and are also recognized at this presentation.

## Saturday, January 28th

- 8:30 a.m. **PGA Merchandise Show Highlights Video**
- 10:00 am **PGA Teaching Best Practices**  
Fran Rhoads, PGA, Middle Atlantic Section PGA, TPC Potomac at Avenel Farm  
Rick Barry, PGA, Carolinas Section PGA, Sea Pines Plantation Golf Club  
Brad Patterson, PGA, Central New York Section PGA, Battle Island State Park GC  
Moderator: Michael S. Breed, PGA, 2000 & 2009 Metropolitan Section PGA Teacher of the Year
- 12:00 pm **PGA Sports Academy with the Boys & Girls Club**  
Learn how to energize your junior golf program with the PGA Sports Academy. Will Reilly, PGA Junior Golf Development Manager and David Donatucci, PGA Director of Fitness will be taking local kids from the Boys and Girls Club of America through PGA Sports Academy interactive stations designed to develop physical and golf skills while having fun in the process.

*\*All information current as of 1/12/12*

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## Golf Business Solutions Stage (#2500 Aisle)

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.

## Thursday, January 26th

- 10:30 a.m. **Club Benchmarking**  
Jim Singerling
- 11:30 a.m. - 12:15 p.m. **How to Avoid the Pitfalls of Tee Time Distribution on the Web**  
Scott Andreson, President & CEO, High Country Hospitality, Prior to his current position, Scott served as Group President of Hospitality & Real Estate for Kohler Company , was the General Chairman of the 2010 PGA Championship held at one of his courses Whistling Straits in Kohler and has served as Vice chairman of Quintess.
- 12:30 p.m. - 2:00 p.m. **The Business of Golf Instruction**  
Butch Harmon
- 2:00 p.m. - 2:30 p.m. **Finding New Customers**  
Terry Anton
- 2:30 p.m. - 3:15 p.m. **Increase Revenue and Efficiencies with integrated Software Solutions that connect every function of your facility**
- 3:30 p.m - 4:15 p.m. **Avoiding The Litigation Time Bomb: Successful Strategies For The Golf Industry**  
Michelle Tanzer, Robert Harris
- 4:30 p.m. - 5:15 p.m. **Deliver More Through Technology**  
Paul Sampliner

## Friday, January 27th

- 9:00 a.m. - 9:45 a.m. **Using Technology to Ensure Your Members Safety on the Course**  
Bob Dugan (President-Thor Guard, Inc.)  
Greg Quinn (Thor Guard Weather Director).
- 10:00 a.m. - 10:45 a.m. **A New Era in Country Club Management**  
Steve Graves, Creative Golf Marketing  
Henry DeLozier, Global Golf Advisors  
Steve Johnston, Founder Global Golf Advisors
- 11:00 a.m. - 11:45 a.m. **"Zen on the Green" to increase performance and revenues at your course**

Arthur A'Gostino

12:00 p.m. - 12:45 p.m. **Understanding the buried asset beneath your golf course. The life cycle of one of your largest investments; the irrigation system.**

Bob Bryant, Bryant Taylor Gordon Golf

1:00 p.m. - 1:45 p.m. **"What's Your Mulligan in the Business of Golf? Acquiring, Reorganizing, Maintaining and Protecting Your Business"**

Kathy Bissell, Writer/Photographer/Golf Real Estate Sales

Cameron Kohn, Director of Marketing, JDM Golf LLC

Debbie Waitkus, Owner, Golf for Cause

Danelle Kelling, Attorney, Stinson Morrison Hecker LLP

Moderator, Joyce Friel, Owner, Peak Performance Consulting

2:00 p.m. - 2:45 p.m. **Golf Club of The Future**

Jim Deiters, Head Golf Professional, Midland County Club

3:00 p.m. - 3:45 p.m. **Today's Technology, Rapidly Moving the Future is Here Already**

Stuart Manley

4:00 p.m. - 4:45 p.m. **"Remodeling with Bunny Slopes and Other Grow the Game Strategies"**

John Sanford, ASGCA, Sanford Golf Design, Jupiter, Fla.

5:00 p.m.- 5:45 p.m. **Social Media Success**

Andrew Wood

*\*All information current as of 1/12/12*

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### [Fashion E-Studio \(#6400 Aisle\)](#)

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.

#### **Thursday, January 26**

10:00 a.m. - 10:30 a.m. Daily Pulse Point - An Insiders View - Don't miss these new and exciting emerging styles brought to you by Annmarie Dodd and Argy Koutsothanasis direct from the Show Floor

11:00 a.m. - 11:15 a.m. Footwear

11:30 a.m. - 11:45 a.m. Quagmire

12:00 p.m. - 12:30 p.m. Street to Green - The 9 Best Trends for 2012

1:00 p.m. - 1:15 p.m. Ogio Interview and Fashion Show

1:30 p.m. - 2:00 p.m. Fitness - Workout Essentials for Every Golfer, Every Golf Shop

3:00 p.m. - 3:15 p.m. Cross Apparel interviewed by Ann Ligouri

#### **Friday, January 27**

10:00 a.m. Daily Pulse Point - An Insiders View - Don't miss these new and exciting emerging styles brought to you by Annmarie Dodd and Argy Koutsothanasis direct from the Show Floor

11:30 a.m. - 11:45 a.m. Ogio Interview and Fashion Show

11:45 a.m. - 12:15 a.m. PUMA

12:00 p.m. - 12:15 p.m. Kids Play (panel discussion)

12:30 p.m. - 1:00 p.m. Tech Talk (panel discussion)

1:00 p.m. - 1:15 p.m. Kids Play (panel discussion)

1:30 p.m. - 2:00 p.m. The Gifted Ones (panel discussion from top retailers)

## Saturday, January 28

10:00 a.m.

Daily Pulse Point - An Insiders View - Don't miss these new and exciting emerging styles brought to you by Annmarie Dodd and Argy Koutsathanasis direct from the Show Floor

*\*All information current as of 1/12/12*

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## PGA Awards Night

The PGA of America presents their most prestigious national awards at 5:30 p.m. on Thursday, Jan. 26, including the First Lady of Golf to Mary Bea Porter, the PGA Professional of the Year, PGA Merchandisers of the Year, plus additional national award winners. All attendees invited. General admission seating. Reception following. See the invitation [here](#).

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## Indoor Demo Days

The Indoor Demo Days at the Equipment Test Center (ETC) are held at the massive indoor driving range located in Hall A of the Orange County Convention Center. The ETC features a scalloped design with 47 hitting bays, a large putting green and a multitude of equipment demonstrations. [Read the news release](#).

### Indoor Demo Day Participating Category Sponsors:



Official Turf Sponsor



Official Tee Sponsor



Official Ball Sponsor

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## PGA Education Conference & Business Leadership Series

OCCC Rooms 101-103

More than 75 professional development seminars are presented by the industry's foremost experts in player development, instruction, management, retail, social media and marketing. Seminars are filling quickly with many now in standing-room only status. Attendees may register at [www.pgashow.com](http://www.pgashow.com).

[View the PGA Education Conference Schedule](#)

[View the PGA Show Business Leadership Series Schedule](#)

Media are able to attend at no cost on a space-available basis. Please contact Sherry Major to request access to chosen seminars at [smajor@reedexpo.com](mailto:smajor@reedexpo.com).

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## Celebrity Appearances

Many exhibiting companies will host renowned PGA teachers and PGA and LPGA stars at the PGA Merchandise Show. Early commitments include: Jack Nicklaus, Billy Casper, Tom Kite, Chip Beck, Ken Griffey Jr., Paula Creamer, Natalie Gulbis, Michael Breed, Lexi Thompson, Anna Nordqvist, Mike Dobbyn, Ronnie Renner, Blair O'Neal, John Ashworth, Butch Harmon, Ryan O'Toole, and Diego Velasquez. Updates are made nightly to the schedule available [here](#).

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## New Product Zone (#3600 Aisle)

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.

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### **Inventor's Spotlight Pavilion (#1800 Aisle)**

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. See the newest golf related inventions before they hit the market. The products/inventions showcased in the Inventors Spotlight will be judged by the UIA panel of experts from both the Product Development and Golf Industries.

Inventions will be judged by a panel of experts on the Show opening morning with the winner being announced at 1:00 p.m., Thursday, January 26. The winner will be featured in the Inventor Digest Magazine.

UIA offers educational sessions on Wednesday, January 25 in 102B of Orange County Convention Center from 9:00 am – 5:00 pm.

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### **Allied Association Programs**

Multiple allied golf associations are staging meetings, seminars and special programs at the PGA Merchandise Show including:

- Association of Golf Merchandisers - Booth 6290
- Club Managers Association of America - Golf Business Solutions #39
- Golf Business Network Clubhouse - Room W224
- Golf Range Association of America - Booth 2179
- International Network of Golf - Room W309A
- Ladies Professional Golf Association - Room W307
- National Golf Course Owners Association - Golf Business Solutions #25
- National Golf Sales Representative Association (NGSA) - Room 224G
- National Golf Buyers Association/Golf Headquarters (Room W310B)
- USGA - Booth 3235

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### **Allied Conference Programs:**

- AGM Conference – January 25, OCCC Room W330-W340, 9:00 a.m. – 5:00 p.m.
- PGA Magazine Merchandisers of the Year Conference – January 22-24, Reunion Resort (Invitation Only)
- United Inventors Association Education Conference -- January 25, OCCC Room 102B, 9:00 a.m. - 5:00 p.m.
- International Clubmakers Guild Conference -- January 27-28, OCCC Room 101B, 3-6 p.m.

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### **Specialty Exhibitor Pavilions**

While the PGA Merchandise Show floor is organized by product categories, several specialty exhibitor pavilions allow attendees to easily locate products and services in one convenient setting. 2012 pavilions include: Golf Travel (#1600-1900 Aisles); Teaching, Training Aids & Fitness (#400-900 Aisles); Golf Lifestyles (#3100-3300 Aisles); New Exhibitor Discovery Zone (#3200-3700 Aisles); PGA Partners (#4200-4500 Aisles); and International Exhibitors (multiple pavilions).

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### **ICG Connections Center (OCCC W205BC)**

The International Clubmakers Guild will provide attendees the opportunity to meet with vendors dedicated to the

clubmaking profession, attend continuing education seminars, network with golf industry professionals, and participate in the inaugural ICG general membership meeting.

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## **Media Invitations**

### **Golf 2.0 Keynote Address - Jack Nicklaus, PGA Officials & Industry**

Thursday, January 26  
10:00 a.m., PGA Forum Stage

World Golf Hall of Fame member and golf icon Jack Nicklaus joins The PGA of America and industry leaders to present the keynote address on the industry-wide Golf 2.0 initiative to a global audience.

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### **National Car Rental Media Breakfast**



Thursday, January 26  
7:30 a.m. - 9:00 a.m.  
PGA Show Media Center, Room W311

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### **LPGA/Solheim Cup Announcement**

The LPGA will introduce the 2013 U.S. Solheim Cup Team Captain on Thursday, Jan. 26 at 9 a.m. on the PGA Forum Stage. PING Chairman and CEO John Solheim and LPGA Chief Communications Officer Kraig Kann will be on-hand to announce the U.S. Captain and discuss the evolution of The Solheim Cup, which in 2013 will be played at Colorado Golf Club in Parker, Colo., outside Denver. The 2013 U.S. Solheim Cup Team Captain will be available for one-on-one interviews following the announcement in the PING expo area. Please contact [Mike.Scanlan@lpga.com](mailto:Mike.Scanlan@lpga.com) with interview requests.

### **PGA Professional National Championship Media Breakfast & News Conference**

Friday, January 27  
8:30 a.m. - 9:30 a.m., Room W312A

Guests: David Hutsell, Baltimore, Md., 2011 Defending National Champion; Ted Bishop, Vice President, PGA of America & Chairman, PGA Professional National Championship; Dick Fitzgerald, Director of Seaside Resort Development; and Len Dumas, President, Northern California PGA Section.

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### **Media Reception— Presented by Visit Wales**



# Visit Wales

January 27th 5.00 p.m. - 7.00 p.m.  
Show Media Center (Room 312C)

Media are invited to enjoy fine wines, Penderyn Welsh Whisky & hors d'oeuvres and meet Roger Pride, Marketing Director, Visit Wales, Welsh Assembly Government; and Mark Roling of NBC/Golf Channel.

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## "From the Rough" Movie Screening

On Friday, January 27th at 5:30 p.m. come enjoy the VIP Screening of GYRE Entertainment's New Film "From the Rough" starring Taraji P. Henson, Tom Felton and Michael Clarke Duncan. After the film, Director Pierre Bagley, and Catana Sparks, whose story the movie is based on, will be available for a Q&A. View the invite [here](#).

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## Exhibitor Media Events

### Exhibitor Media Events

- Titleist Experience – Thursday, 1/26, 9:00 a.m., Linda Chapin Auditorium
- Callaway Golf – Dave Pelz – Thursday, 1/26, 1:00 p.m., PGA Forum Stage
- Cobra Puma Golf Fashion Show – Thursday, 1/26, 3:00 p.m., PGA Forum Stage
- PING ~ Fit for Stroke, Friday, 1/27, 1:00 p.m., PGA Forum Stage
- Billy Casper Media Announcement (Gift of "The Big Three & Me" to all attending media)  
Friday, 1/27, 1:30 p.m., Room W312C
- Cross Apparel Media Event – Friday, 1/27, 2-3:30 p.m. – View Invitation [Here](#)
- TaylorMade-adidas Golf – Friday, 1/27, 4:00 p.m., PGA Forum Stage
- Pukka Headwear Booth Party – Friday, 1/27, 4:30 p.m., Pukka Booth #4173
- AHEAD Hat Drop, Friday, 1/27, 5:00 p.m., AHEAD Booth #4757
- Abacus Media Event – Friday, 1/27, 5:30-6:00 p.m., Abacus Booth #5045

*\*All information current as of 1/12/12*

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### View Exhibitor News Conferences

- National Car Rental
- BadHalo/Wonderland Publications
- HIRZL Golf Gloves
- Integrity Analysis
- PGA Professional National Championship
- Harrison Sports
- SMGA/Weight Loss for Golfers
- Professional Caddies Association

- Billy Casper “The Big Three and Me”
- SmartCart Service Systems
- Scan4Beer

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## ING Events

- ING Media Awards Presentation Press Conference: 12:30 p.m., Thursday, OCCC-Room 309A
- ING Media Happy Hour, 5:30 - 7 p.m., Thursday, OCCC-Room 309A
- ING Industry Honors Presentation Press Conference: 1:00 p.m. Friday, OCCC-Room 309A
- Learn more at [www.ingolf.com](http://www.ingolf.com)

*\*All information current as of 1/12/12*

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## Invitation to Play Golf

MYSTIC DUNES ~ If your travels and schedule allow you to enjoy a round, and potentially feature or blog about your experience at Mystic Dunes, please contact George at McNeilly Communications [george.mcneilly@gmail.com](mailto:george.mcneilly@gmail.com) A limited number of slots will be available to working or editorial media on a first come, first served basis.

REUNION RESORT ~ Reunion Resort, now part of the Grand Golf Resorts of Florida, is offering complimentary and discounted rates to accredited members of the media attending the PGA Merchandise Show. All tee times are subject to availability, and provide media with the opportunity to learn why the resort is the central location for the new Legends of Golf Trail. To inquire about availability at the resort's three courses (Watson, Palmer and Nicklaus), please contact Jaclyn Rhoads at [jrhoads@reunionresort.com](mailto:jrhoads@reunionresort.com) or 407.396.3097.

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## **Media Services Information**

### **Media Registration**

Advance media registration remains open. Media may register online through January 20 at [www.pgashow.com](http://www.pgashow.com) and bring their e-badge directly to the Media Center (OCCC, Room W311). New media badge applications will be accepted online through January 20, and will receive confirmation by January 23. After January 20, media may register on site in the Media Center with proper media credentials and photo ID. For special assistance with media registration, please contact Sherry Major at [smajor@reedexpo.com](mailto:smajor@reedexpo.com).

### **Media Events Schedule**

Access the full media schedule [here](#).

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### **PGAShow2Go Mobile App**

Navigate The PGA Show Using Your Smart Phone

Introducing new media resources within the PGAShow2Go mobile application. Download the new mobile application to navigate the show floor via maps, access exhibitor media contact names/information, access company and product media materials, view the Show schedule of events, set appointments with exhibitors and find show services. Register today for the PGAShow2Go application [here](#).

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### **NEW - View Historical Photos of the PGA Merchandise Show**

The PGA of America has made available an extensive collection of historical PGA Merchandise Show photos dating back to 1954. View photos [here](#).

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### **Live Radio Broadcast Stage**

Radio media outlets are able to broadcast live from the Show Floor. The live radio broadcast stage is located in the lounge of the New Product Zone, front of 3400 aisle.

#### **Live Radio Broadcast Stage Schedule of Events**

- Fairways of Life with Matt Adams, PGA TOUR Network/Sirius  
Thursday and Friday, 1/26-27, 7:00 – 9:00 a.m. LIVE
- Teed Off with Brian Katrek, PGA TOUR Network/Sirius  
Thursday and Friday, 1/26-27, 9:00 – 11:00 a.m. LIVE
- Talking Sports with Randy Harris - WTAN Radio, Tampa Bay  
Thursday & Friday, 1/26-27, 12:00 – 2:00 p.m. LIVE
- The Golf Exchange with Russ Evans,  
ESPN 760 & 790 The Ticket, South Florida  
Thursday, 1/26, 2:00 – 4:00 p.m. (recorded)
- Fox Sports Radio – Louisiana , Charlie Ricks  
Friday, 1/27, 2:00 – 4:00 p.m. (recorded)
- ESPN Orlando , 1080 The Team 'Tuck & O'Neill'  
Friday, 1/27, 4:00 – 6:00 p.m. LIVE
- Sports Interview with Ann Liguori, WPPB-FM , New York  
Saturday, 1/28, 9:00 – 10:00 a.m. LIVE
- Views from the Rough – Kevin Allen  
Saturday, 1/28, 10:30 a.m. – 12:30 p.m. (recorded)

*\*All information current as of 1/12/12*

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### **Photo Studios**

Photo studios are located in the Media Center in Room 311H and are available by advance reservation. Please contact Sherry at [smajor@reedexpo.com](mailto:smajor@reedexpo.com) to reserve studio space.

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### **Breakfast & Lunch Service for Media**

**Breakfast:** Complimentary continental breakfast is offered to media each Show morning in the Media Center, Room W311. **SPECIAL:** National Car Rental will host a special media breakfast on Thursday morning, Jan. 26, to include special catering, exclusive one-on-one time with company leaders and product information.

**Lunch:** Please note that media lunch service will be offered in the Media Center at a reduced cost for all media. This service is similar to that offered to PGA Members in the PGA Member Business Center with the goal to increase the quality of lunch food available to media. The Centerplate catering service of the OCCC will offer a wide variety of lunch options, including daily carving stations, at \$12 and less.

Continental Breakfast – Jan. 26-28 (7:30 a.m. – 9:00 a.m.)

Lunch Service Available – Jan. 26-28 (11:00 a.m. – 2:00 p.m.)

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### **Photographer Catwalk Tours**

A guided catwalk tour for media photographers will be scheduled the first two days of the Show (Jan. 26-27) at 11:00 a.m. Please sign up in the Media Center, as space is limited.

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## **Media Center Services**

### Hours:

Jan 24 1:00 p.m - 5:00 p.m.  
Jan 25 8:00 a.m. - 5:00 p.m.  
Jan 26 & 27 7:30 a.m. - 6:00 p.m.  
Jan 28 7:30 a.m. - 3:00 p.m

### Contact Information:

We will post all messages on the media message board.  
Phone: 407.685.5003

Free WiFi, high-speed T1 lines for filing as well as a desktop computer, printer and separate Internet search & surf station – available in the Media Center.

Private interview/meeting office is available to editorial media by request.

The "Going Green" Online Exhibitor Library of media materials will be located in the Media Center. Two Internet kiosks will offer online access to hundreds of exhibitors' media materials...searchable by name, product category and date of entry. Printers will be available for any interview needs on site. There will be a limited number of traditional cubicles for exhibitor paper press kits.

Two exhibitor news conference rooms will run on the half-hour (see schedule [here](#)).

PGA Merchandise Show spokesperson - Please schedule requests for a PGA Merchandise Show spokesperson with Sherry Major in advance by email at [smajor@reedexpo.com](mailto:smajor@reedexpo.com) or on-site.

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## **New Wireless Access to the PGA Show**

We now have free wireless Internet access in the PGA Show Media Center. Additionally, there are two high-speed T1 lines for filing large images/documents.

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## **Daily Media E-Newsletter from the Show**

PGA Golf Exhibitions will distribute a daily media newsletter during Show days that will include that day's summary, Show announcements, PGA announcements & links to exhibitor releases, photos, PGA.com web cast and more. If you would like to be included on the newsletter distribution list, please contact Sherry at [smajor@reedexpo.com](mailto:smajor@reedexpo.com).

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## **Event Photos**

2012 PGA Show photos will be available each day at [www.pgamediacenter.com](http://www.pgamediacenter.com) for immediate access. Access photo download instructions [here](#). Additionally, after the Show photos will be available at the online press room of [www.pgashow.com](http://www.pgashow.com) for access throughout the year.

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## **[www.pgamediacenter.com](http://www.pgamediacenter.com)**

The PGA of America's online media resource contains all PGA Golf Exhibitions news releases, a selection of photos and the event logo for media editorial use.

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## **[www.PGA.com](http://www.PGA.com)**

The PGA Merchandise Show official web cast can be found at [www.PGA.com](http://www.PGA.com) and includes daily editorial features, photo gallery, streaming video and more.

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## **Housing**

The Media Room Block at the Rosen Inn Pointe Orlando has limited availability remaining.

A media room block has been reserved at the Rosen Inn at Pointe Orlando, located at 9000 International Drive within one mile of the Orange County Convention Center. The media rate is \$82 and reservations can be made [HERE](#), select media category and use "media" as your password. Media rooms are limited and available first come, first served. Additional official housing accommodations for PGA Show attendees are available by calling 1-800-PGA-EXPO (312-527-7371).

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## **Daily Shuttle Schedule**

Complimentary shuttle buses are provided to and from official hotels (except the Rosen Centre, Rosen Plaza, and Peabody Orlando hotels) and the Orange County Convention Center. We strongly recommend the use of this shuttle service to reduce traffic. Shuttle pick-up at the Orange County Convention Center is located in front of the portico.

January 26 & 27: 6:30 a.m. – 10:30 a.m.; 3:30 p.m. – 7:30 p.m.; No Midday Service.

January 28: 6:30 a.m. – 10:30 a.m.; 1:00 p.m. – 4:30 p.m.; No Midday Service.

Buses run approximately every 15–20 minutes during these hours.

Hotels Serviced: Courtyard by Marriott, Days Inn Convention Center, Doubletree Resort, Econo Lodge, Embassy Suites Int'l Drive, Embassy Suites Jamaican Court, Hampton Inn Convention Center, Hawthorn Suites, Hilton Orlando, Holiday Inn - The Castle, Homewood Suites, Hyatt Place, Rosen Inn, Springhill Suites, Staybridge Suites, and Westin Imagine.

Airport Shuttle - \$10 per person

Saturday, January 28: 11:00 a.m. – 3:00 p.m. every 30 minutes on the hour and half-hour, departing from Orange County Convention Center. Cost is \$10 per person.

\*Please note that all schedules are subject to change, please confirm schedules at show.

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## **Miscellaneous**

A concierge service is available to all attendees in the grand lobby. Airport shuttle service is available from the OCCC to the MCO Airport on Saturday (see posted schedule) for \$10. Package shipping service also is available throughout the Show at the business centers located throughout the convention center.

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## **Special Requests**

We are here to help make covering the Show, The PGA and the exhibitors...easier. Let us know what we can do!