



SHOW

JAN 23
JAN 24-26

PGA SHOW DEMO DAY &
EDUCATION CONFERENCE

PGA SHOW EXHIBITS &
EDUCATION CONFERENCE

ORLANDO, FL

2024 PGA Show Fact Sheet

From the Trunks of Cars in 1954 to Golf's Longest Running and Largest Global Business Gathering

The 71st PGA Show – January 23-26, 2024, in Orlando – will bring together thousands of PGA of America Golf Professionals, golf leaders, industry executives and retailers from around the world who will source new products from nearly 1,000 golf and golf lifestyle brands, attend high-level industry presentations, participate in education and career workshops, and connect in person with peers and golf leaders to drive continued growth of the sport and the business of golf. The PGA Show is open exclusively to golf industry professionals and is not a public event. Event information and attendance qualifications can be found at PGAShow.com.

Nearly 1,000 Brands Showcasing Innovation to the Golf Industry

Nearly 1,000 top brands and companies within nearly 1 million gross square feet of interactive exhibit, demonstration and presentation space of the Orange County Convention Center create the world's largest business-to-business golf event. Market-leading brands, veteran manufacturers and those new to the golf marketplace will showcase their newest innovations in equipment, technology, fashion, accessories, training aids and golf-related services to PGA of America Golf Professionals, golf retailers and influential industry leaders from around the world.

January 23, 9 am – 5 pm – PGA Show Demo Day | Orange County National Golf Center

January 24-25, 8:30 am – 6 pm – PGA Show Exhibits, Education & Special Events | Orange County Convention Center

January 26, 8:30 am – 1 pm – PGA Show Exhibits, Education & Special Events | Orange County Convention Center

Show Floor Features

PGA of America Hub – Located at the Show floor main entrance, the PGA of America Hub features Association and partner benefits and programming, providing PGA of America Golf Professionals easy access to exclusive Member resources, Association and partner staff and a networking space special to Members.

PGA Industry Stage – PGA of America and industry leaders address the industry's most pressing topics, game development initiatives, golf industry innovations and golf business subjects on the Show's main stage, now located in the PGA of America Hub at the center of the Show Floor.

Career Zone – PGA Professionals, college students and second career professionals can connect with employers in the Golf Industry Career Zone right on the Show floor. In addition to company recruiting activations, the Career Zone will host employer-led panel presentations and networking events.

Equipment Test Center & Putting Green – The indoor golf equipment testing & experiential space features 44 indoor hitting bays and a 3,750 square foot putting green for hands-on testing of the newest equipment.

New Product Zone – The popular "New Product Zone" showcases hundreds of the newest equipment, apparel, products and accessories in one convenient Show floor setting.

Golf Fitness, Wellness & Instruction Pavilion & Stage – The Golf Fitness, Wellness & Instruction area, presented by TPI, focuses on health benefits of golf along with the stage presentations and products that aid in increasing performance. The Adaptive Golf Center, located within the Golf Fitness, Wellness & Instruction Pavilion, features a variety of manufacturers and associations devoted to providing cognitive and physical therapy through Adaptive Golf.

Inventors Spotlight – In cooperation with the United Inventors Association, the PGA Show presents the Inventors Spotlight exhibitor pavilion, a specialty area for innovative new products or services not yet available in the marketplace. The Inventors Spotlight pavilion also features the UIA Inventors Spotlight stage where participating inventors share invention pitch presentations.

New Clubhouse Pavilion – Facilities are investing in enhancements ranging from clubhouse improvements, upgraded practice facilities and fitness centers to Pickleball and other racquet sports, and many other capital investments. This new area focuses on facility member engagement and provides a home for brand discovery, product testing on the Pickleball Court, education and networking.

Golf Travel Pavilion - The latest resort, golf facility and travel services from around the world will be featured in the travel pavilion.

Special Events & Educational Offerings

PGA Show Demo Day – Jan. 23, 9 a.m. – 5 p.m. – Orange County National Golf Center

- PGA Show Demo Day is the perfect start to PGA Show week, providing an unparalleled opportunity to learn about and field test the latest equipment & technology from golf's leading brands. Workshops focusing on club fitting, coaching and range operations also are scheduled! Demo Day is open exclusively to PGA of America Golf Professionals and media, 9 am – noon, and open to all registered PGA Show attendees from noon – 5 pm. PGA Golf Exhibitions and PGA Magazine are presenting partners for the event.

Live Fashion Show – Jan. 24, 5:30 – 6 p.m. & Industry Reception 5 – 6:30 p.m. – Hall E, Orange County Convention Center

- New collections from top apparel and accessory brands will be showcased during the annual live Fashion Show, Wednesday, January 24 from 5:30-6 pm., at the new special event stage in Hall E of the OCCC. An industry cocktail reception will take place 5-6:30 pm.

NEW PGA Show Winter Jam, An After-Hours Concert Experience – Jan. 25, beginning at 6 p.m. – Hall E, Orange County Convention Center

- The first annual PGA Show Winter Jam, an after-hours concert experience, will feature a major music artist headliner, with additional supporting music acts at the close of exhibit hours on Thursday evening, January 25. A new concert lounge is being built on the expanded Show Floor in Hall E of the Convention Center. All registered PGA Show attendees will receive complimentary admission by showing their event badges at the entrance. PGA HOPE will be the concert's charitable partner. Veterans, Active Military, PGA HOPE certified PGA of America Golf Professionals, PGA HOPE Ambassadors, and PGA HOPE graduates will be honored as special guests.

AGM Product Preview & Reception – Jan. 23, 5 – 7 p.m. – Orange County Convention Center A/B Lobby, Level 1

- The AGM (Association of Golf Merchandisers) Product Preview & Reception is an opportunity to network with buyers, media and industry professionals while previewing vendors who will be showcasing their product lines at the PGA Show. (Show badges required)

Numerous Educational Offerings

- AGM Retail Conference – Jan. 23, Orange County Convention Center
- PGA Coaching & Club Fitting Workshops – Jan. 23, Orange County National Golf Center
- PGA Show Education Conference – Jan. 23-26, Orange County Convention Center
- NGCOA Golf Business Conference – Jan. 22-24, Rosen Centre Hotel and the Convention Center
- PGA Member Business Center Workshops – Jan. 24-26, Orange County Convention Center
- Career Zone Presentations, Jan 24-25, Orange County Convention Center
- PGA Industry Stage Presentations, Jan. 24-26, Orange County Convention Center
- Golf Fitness, Wellness & Instruction Stage Programming, Jan. 24-26, Orange County Convention Center

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