



# PGA

## MERCHANDISE SHOW

January 22-25, 2019 | Orlando, Florida

# Fact Sheet

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### From the Trunks of Cars in 1954 to the Global Golf Industry's "Major of Golf Business"

From the trunks of cars in 1954 to the comprehensive international golf business event it is today, the PGA Merchandise Show features:

- Some 1,000 leading golf companies and brands within nearly 10 miles of Show aisles.
- One million square feet of interactive exhibit, product demonstration and industry presentation space.
- More than 40,000 influential PGA Professionals, manufacturing executives, VIP retailers, international industry leaders and top decision-makers.
- Countless opportunities for new product discovery, new equipment and technology testing, golf fashion introductions, merchandise sourcing, education programs and professional networking.

The PGA Merchandise Show is organized by PGA Worldwide Golf Exhibitions in collaboration with the PGA of America, the Association's most successful members and the industry's foremost experts on the business of the game. The 2019 PGA Merchandise Show, the "Major of Golf Business," is the ultimate resource for industry leaders, top manufacturers, PGA Professionals and golf organizations to drive forward business, participation and interest in golf.

**PGA Show Demo Day, Tuesday, Jan. 22** ~ Open exclusively to PGA Professionals and invited retailers, the PGA Show Demo Day features nearly 100 top golf companies within 200+ hitting bays, practice greens, golf cart test track and the vendor village of the 42-acre Orange County National Golf Center. Additionally, PGA Show Demo Day Instructional Workshops featuring leading PGA Professional teachers provide insight into becoming a world class teacher, instructor, and coach to today's consumers (pre-registration required). The PGA Show Demo Day is open to PGA Professionals, media and invited buyers, 9 a.m. – 5 p.m.; to all PGA Show attendees, noon – 5 p.m.

**AGM Product Preview & Buyers' Reception, Jan. 22** ~ On the eve of the PGA Show opening, the Association of Golf Merchandisers hosts the annual Product Preview & Buyers' Reception at the Orange County Convention Center, 5:30 – 7:30 p.m.

**66<sup>th</sup> PGA Merchandise Show, Jan. 23-25, 2019**  
**8:30 a.m. – 6:00 p.m. – January 23-24 | 8:30 a.m. – 3:00 p.m. – January 25**  
**Orange County Convention Center, Orlando, Florida**

**Product Presentations** - Some 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.

**Equipment Test Center** – The country's largest indoor equipment test center allows attendees to experience hands-on testing of the newest equipment and the latest advances in technology and design within 47 hitting bays and nearby putting green.

**PGA Forum Stage presented by OMEGA**– The PGA of America and industry leaders address the industry's most pressing topics, player development initiatives, new equipment introductions, golf employment, teaching best practices, merchandising ideas and more.

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

**PGA Show Education Conference** - The PGA Show Education Conference offers multiple outdoor instructional workshops and more than 50 classroom seminars focusing on Executive Management, Teaching & Coaching and Golf Operations subject tracks.

**NEW Golf Facility Innovation Center, featuring PepsiCo** – The new Golf Facility Innovation Center, featuring PepsiCo, will highlight the latest technologies, trends, innovations and solutions that can be implemented today to impact customer experience, drive more revenue and position your shop or facility for the future.

**Golf Fitness, Wellness & Instruction** - The PGA Show 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.

**NEW Global Golf Innovation Competition** - HYPE Sports Innovation hosts this new "Shark Tank"-style of competition for golf start-ups, to showcase up-and-coming innovators and cutting-edge technology in golf on Jan. 22 at the OCCC. Finalist will have a special presence in the New Product Zone exhibit area.

**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.

**Performance Textile Fair** – Fabric mills and factories from around the world exhibit the latest developments in athletic and golf-related apparel in the Performance Textile Fair at the PGA Show.

**Live Fashion Show** – The latest trends in fashion will be in the spotlight of the catwalk on the PGA Forum Stage on Thursday, Jan. 24, at 5:45 p.m.

**Golf Channel "Morning Drive" Live** - Bringing the excitement of the industry-only PGA Show to golf enthusiasts and consumers, Golf Channel's "Morning Drive" broadcasts live each morning from PGA Show Demo Day and the PGA Show Floor.

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

**More Information:** Visit [www.pgashow.com](http://www.pgashow.com) ###