



# PGA

## MERCHANDISE SHOW

January 21-24, 2020 | Orlando, Florida

# Fact Sheet

**Media Contact:** Sherry Major  
716.662.3855 or [smajor@reedexpo.com](mailto:smajor@reedexpo.com)  
**Exhibitor/Attendee Contact:** 1-800-840-5628

## 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.
  - Nearly 40,000 influential PGA Professionals, manufacturing executives, retailers, global 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 2020 PGA Merchandise Show, the “Major of Golf Business,” is the ultimate resource to drive forward business, participation and interest in golf.

**PGA Show Demo Day, Tuesday, Jan. 21** ~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, instructional workshops are offered on the range by top PGA Professional teachers. 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. 21** ~ 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.

**67<sup>th</sup> PGA Merchandise Show, Jan. 22-24, 2020**  
8:30 a.m. – 6:00 p.m. – January 22-23 | 8:30 a.m. – 3:00 p.m. – January 24  
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.

**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.

**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.

**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.

**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.

**Fashion Show** – The latest trends in fashion will be in the spotlight of the catwalk on the PGA Forum Stage on Thursday evening, Jan. 22.

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

**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.

**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 Shop Innovation Center, featuring PepsiCo** – A contemporary model golf shop exhibit of merchandising best practices, fitness, technology, food and beverage operations, and all touch points that can impact the customer experience and drive facility revenue.

**Global Golf Innovation Competition** - HYPE Sports Innovation hosts a “Shark Tank”-style competition for golf start-ups, to showcase up-and-coming innovators and cutting-edge technology in golf at the OCCC. Finalist will have a presence in the New Product Zone.

**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.

**NGCOA Golf Business Conference**- The annual Golf Business Conference joins PGA Show Week in 2020, Jan. 20-22, at the OCCC. The event for golf course owners and operators offers timely and relevant education programs, networking events, a golf outing and an awards banquet to recognize industry contributors.

**Racquet & Paddle Sports Show** – Co-located with PGA Show, the Racquet & Paddle Sports Show is a comprehensive B2B event for the tennis, racquet and paddle sports industry, offering exhibits, demonstrations, education, product testing and networking events.

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