



Hello,

We hope this finds you and your family safe and healthy. We know the wellbeing of your loved ones, colleagues and business are top of mind right now. At the PGA Show, we are watching the COVID-19 situation closely and remain focused on bringing the industry together, virtually during these times of social distancing, and in-person once it is safe to do so again. The golf industry is responding in amazing ways through products that give back, inspiring fund-raising efforts, as well as expert advice and content.

### **Sharing Positive News**

While faced with this crisis, we've seen an outpouring of support from our exhibitors and attendees that are doing their part to help communities on a local, regional and national level. We applaud and thank you for all that's being done to aid healthcare workers and first responders, as well as so many others on the front lines each and every day. We're highlighting many of the stories we're hearing through our social media channels as well as the monthly PGA Show Insider e-newsletter. It's important to continue to share the positivity the industry is showcasing, so if you have an uplifting story—we want to hear it!

### **Planning Ahead**

For many of you, the upcoming PGA Fashion & Demo Experience in Las Vegas, NV, scheduled for Aug. 18-19, might seem far away right now as you are trying to deal with current challenges. We are closely monitoring the Center for Disease Control (CDC) guidelines, as well as the direction of local authorities, in regard to any future event decisions. Our top priority is to ensure the health and safety of our customers, partners and team. We are carefully considering a number of options with your best interest in mind, including new ways to help our exhibitors re-engage with buyers and PGA Professionals as business begin to reopen. Our team is exploring ways to enhance our platform to deliver the utmost value to our community and is focused on finding solutions to facilitate connections and learning opportunities year-round. We will share event updates and enhancements in the near future.

### **Golf Emergency Relief Fund & COVID-19 Resources**

As you may already know, the PGA of America has developed the Golf Emergency Relief Fund in an effort to help our industry rebound quickly. It will provide grants to golf association members, employees of local/state golf associations, caddies and certain professionals playing on developmental tours to help offset COVID-19 related financial hardships such as living and medical expenses. If you know golfers who may want to support industry professionals and contribute to the fund, you can share the following link: <https://www.pga.com/story/pga-of-america-announces-golf-emergency-relief-fund>. For additional information on navigating COVID-19, access a number of resources from our industry partners and various associations on our website [here>>](#)

These are hard times, it's our goal to make them a little easier to navigate. **We will get to the other side of this—smarter, stronger and more united.**

Sincerely,

Marc Simon (and the entire PGA Show Team)

Event Vice President

PGA Golf Exhibitions