

PGA Show & Exhibitor Media Events

Tuesday, Jan. 21

- 8:00am - 9:30am VIP Media Breakfast with Women of Impact Leaders (Invitation-Only)
- 9:00am - 12:00pm Editorial Media & PGA Professional-Only Hours at Demo Day, Orange County National Golf Center
- 5:00pm - 7:00pm AGM Product Preview Reception, A/B Lobby, Level 1 - OCCC

Wednesday, Jan. 22 - Orange County Convention Center, West Hall

- 7:00am - 10:00am Sponsored Media Breakfast, Main Media Center, Rooms 311-312
- 8:15am Opening Ceremony with PGA of America and Special Guest, Central Lobby
- 8:45am - 9:15am Acushnet Company Opening Presentation, Linda Chapin Auditorium
- 11:00am - 11:30am Galvin Green Media Briefing, Room 312A
- 12:30pm - 1:15pm ING Media Awards, Media Center, Room W312A
- 2:00pm Duca Del Cosma Media Briefing, Room 312A
- 2:30pm - 3:30pm Living Legends Remember Ely Callaway, Reserved Seating + Media Q&A, PGA of America Industry Stage
- 3:00pm Le Faire & Co Media Briefing, Room 312A
- 3pm VICE Golf Media Preview & Designer + Founder Access, Booth #961
- 4:00pm - 5:30pm Meet the Golf In Ireland Team & Reception, [Details + RSVP](#), Room 312A
- 4:00pm - 6:00pm Golftini's 20th Anniversary Party, Booth #5366
- 5:00pm - 6:30pm Industry Welcome Reception sponsored by Johnnie-O (5:00pm-6:30pm), Fashion Show (5:30pm), THE | RETREAT Stage, Hall E

Thursday, Jan. 23 - Orange County Convention Center, West Hall

- 7:00am - 10:00am Visit Frisco Sponsored Media Breakfast, Main Media Center, Rooms 311-312
- 10:00am - 10:30am Balls in the Hole Media Briefing, Room 312A
- 11:30am - 12:00pm ITU Golf Wear, Room 312A
- 12:30pm - 1:15pm ING's Media Showcase of New Products, Media Center, Room W312A
- 1:00pm - 6:00pm GOLFZON Tour Finals - Live at PGA Show, Booth 2727
- 1:30pm - 3:00pm 'Pellucid '24 State of the Industry: How do we continue the records-breaking party?', Room 312A
- 2:00pm - 2:30pm New Product Zone Awards
- 6:00pm - 9:00pm PGA Show Winter Jam Concert supporting sponsors: adidas and Corebridge Financial, THE | RETREAT stage, Hall E Doors open at 6pm; Concert begins at 6:30pm

Brian Vander Ark of The Verve Pipe and DJ Spencer Ludwig as opening act; THIRD EYE BLIND is the Headliner.
Bar and Food Service Available

Friday, Jan. 24 - Orange County Convention Center, West Hall

- 10:00am - 10:15am Inventors Spotlight Awards, Inventors Spotlight Pavilion