

## 2025 PGA Show Fact Sheet

Since humble beginnings from the trunks of cars in 1954, the PGA Show has grown into the longest running and largest global business gathering of the \$102 billion golf industry. Each January, the world of golf convenes in Orlando to discover innovative products, test the latest game technologies, learn business strategies, build career connections, and collaborate with peers and golf leaders to drive continued growth of the sport. The PGA Show is open exclusively to golf industry professionals. Visit [PGAShow.com](http://PGAShow.com) for more details.

### PGA Show By The Numbers\*

**1,000+**  
Exhibiting Golf Companies and Brands

**1.1 mil**  
square space of exhibit, demonstration & meeting space

**30,000+**  
Attending Industry Professionals

**89**  
Countries and all 50 U.S. States Represented by Attendees

**7,000+**  
PGA of America Golf Professionals, LPGA & International PGA Professionals

**1,000**  
VIP Buyers from 775 golf facilities and mass merchandisers

**\$900M**  
in VIP Buyer purchasing power & nearly \$2.9 billion in retail sales

**900+**  
Attending Media Representing 25+ Countries

\* Data from 2024 PGA Show

### Show Events & Show Floor Features

The PGA Show is packed with events and featured areas that excite, inspire and engage – transforming the event far beyond a traditional trade show. These shared experiences cultivate a sense of community and encourage meaningful interactions that celebrate the game we all love. More than 1,000 brands across specialty pavilions highlight every facet of golf, helping attendees easily discover the latest innovations tailored for their golf business.



**Demo Day**  
The World's Largest Professional Outdoor Demo Day



**Fashion Show**  
Fashion for the Fairway & Beyond



**Winter Jam**  
An After-Hours Concert Experience



**The Clubhouse**  
Elevating the Member Experience



**THE | RETREAT**  
Premium brand experiences and special events within a new sophisticated environment



**PGA of America Hub**  
The Center of Association Resources and Networking



**Career Zone**  
Driving Your Career Forward

## Show Events & Show Floor Features



**Innovation District**  
The Next Big Thing in Golf



**Equipment Test Center**  
Test the latest innovations in equipment and technology



**Adaptive Golf Center**  
Assistive Advancements  
Powering Accessible Golf



**Golf Travel Pavilion**  
The Intersection of Global Golf  
Destinations & Luxury Travel

## PGA Show Education

PGA Show Education is designed for PGA of America Golf Professionals and golf business executives to advance their industry expertise. Diverse educational offerings provide tailored learning opportunities on key topics in an interactive environment led by the industry's foremost experts.

- PGA Show Education Sessions & Outdoor Workshops - Jan. 21-24
- Complimentary Industry Programming Across Five Show Floor Stages: PGA of America Industry Stage, The Clubhouse Stage, Health & Wellness Stage, Career Zone Stage, Inventor's Spotlight Stage - Jan. 22-24
- Complimentary PGA Member Business Center Workshops - Jan. 22-24
- \*PGA of America Teaching & Coaching Summit - Jan. 20-21
- \*NGCOA Golf Business Conference - Jan. 20-22
- \*AGM Retail Conference - Jan. 21

\*Co-Located Education

## Show Hours

### PGA SHOW DEMO DAY

ORANGE COUNTY NATIONAL GOLF CENTER

**TUESDAY, JANUARY 21, 2025**

#### HOURS

12:00PM - 5:00PM

*\*PGA & LPGA PROFESSIONALS, EDITORIAL  
MEDIA & INVITED GUESTS CAN ARRIVE STARTING  
9:00AM.*

### PGA SHOW EDUCATION

ORANGE COUNTY CONVENTION CENTER -

WEST CONCOURSE

**TUESDAY, JANUARY 21 - FRIDAY,  
JANUARY 24, 2025**

#### HOURS

TUESDAY: 8:30AM - 6:00PM  
WEDNESDAY: 8:30AM - 6:00PM  
THURSDAY: 8:30AM - 6:00PM  
FRIDAY: 8:30AM - 2:00PM

### PGA SHOW EXHIBITS

ORANGE COUNTY CONVENTION CENTER -

WEST CONCOURSE

**WEDNESDAY, JANUARY 22 - FRIDAY,  
JANUARY 24, 2025**

#### HOURS

WEDNESDAY: 8:30AM - 6:00PM  
THURSDAY: 8:30AM - 6:00PM  
FRIDAY: 8:30AM - 2:00PM

JOIN THE CONVERSATION **#PGASHOW**

