



PGA Show & Exhibitor Media Events

(as of 1/13/26, updated weekly)

Tuesday, Jan. 20

- 9:00am – 12:00pm Editorial Media & PGA Professional-Only Hours at Demo Day, Orange County National Golf Center
- 12:00pm – 5:00pm All PGA Show Attendee Access to Demo Day, Orange County National Golf Center
- 2:00pm – 3:00pm Drive For Show LIVE, Tee #5 – The Turn at Demo Day, Orange County National Golf Center
- 3:00pm – 5:00pm Drive For Show LIVE Happy Hour, Tee #5 – The Turn at Demo Day, Orange County National Golf Center
- 5:00pm – 7:00pm AGM Product Preview Reception, A/B Lobby, Level 1 – OCCC

Wednesday, Jan. 21

Orange County Convention Center, West Hall

- 8:15am – 8:30am Opening Ceremony with PGA of America and Special Guest, Central Lobby
- 8:30am – 6:00pm – Exhibit Hall Hours
- 8:45am - 9:15am Acushnet Company Opening Presentation with Jim Nantz, Linda Chapin Auditorium
- 9:00am - Uneekor Media-Exclusive Booth Preview and Contest on our GAME DAY Software — prize included for the top shot. Booth #2143
- 9:00am – 9:30am – Garmin exclusive media preview, Booth#1501
- 9:00am – 9:15am – Reveal of the VIMO brand and our flagship product, VIMO P1 LSV, Booth #3021
- 12:30pm - 1:15pm ING Media Awards, Media Center, Room W312A
- 1:30pm – 2:00pm Chalkless Media Presentation: “What is micro-slippage? An unrealized variable, Room W312A
- 3:00pm – 4:00pm Hal Sutton's & Makefield Golf, Media Center, Room W312A (3-3:30), W312B (3:30-4pm)
- 4:00pm – 5:30pm Meet the Golf In Ireland Team & Reception, Media Center, Room W312A
- 5:00pm – 7:00pm Celebrity Pickleball Pro-Am hosted by Matt “Pickleball McNasty” Manasse, Show Floor Pickleball Courts
- 5:30pm – 7:00pm Industry Welcome Reception sponsored by Johnnie-O (5:30pm-7:00pm), Fashion Show (6:00pm), The Retreat Stage, Hall E

Thursday, Jan. 22

Orange County Convention Center, West Hall

- 7:00am – 10:00am Visit Frisco Sponsored Media Breakfast, Media Center, Room W311E-H
- 8:30am – 6:00pm – Exhibit Hall Hours
- 12:30pm - 1:15pm ING's Media Showcase of New Products, Media Center, Room W312A
- 1:30pm – 3:00pm Pellucid's State of the Industry, Media Center, Room W312A
- 2:00pm – 2:30pm PXG Press Event: Ask Me Anything with Bob Parsons/Live Hologram, Booth #1243
- 2:30pm - 2:45pm New Product Zone Awards, New Product Zone, PGA Show Floor, Booth #4001
- 5:30pm – 9:00pm PGA Show Winter Jam Concert featuring Dustin Lynch, The Retreat Stage, Hall E Doors open at 5:30pm; Concert begins shortly after 6pm

Friday, Jan. 23

Orange County Convention Center, West Hall

- 8:30am – 2:00pm – Exhibit Hall Hours
- 10:00am - 10:15am Inventors Spotlight Awards, Inventors Spotlight Pavilion, Booth #3615