



## Driving the Golf Industry Forward

**The PGA Show (formerly the PGA Merchandise Show), golf's longest running and largest global business gathering, had humble beginnings in 1954 when a few golf merchandisers gathered in the parking lot of the PGA National Golf Club during winter tournaments in Dunedin, Fla. Now in its 73rd year, the PGA Show remains the premier launchpad for innovations shaping the \$102 billion golf industry.**

### **PGA Show Venues/Locations:**

- 1954: First PGA Show (1954) PGA National Golf Club parking lot, Dunedin, Fla. Tents added in 1957.
- 1963: Port St. Lucie Country Club, Fla.
- 1964: BallenIsles Country Club in Palm Beach Gardens, Fla.
- 1974: Port St. Lucie Country Club, Fla.
- 1975: Disney's Contemporary Resort, Orlando, Fla. (held indoors for the first time)
- 1982: Miami Beach (Fla.) Convention Center
- 1985: Orange County Convention Center, Orlando, Fla. The PGA Show outgrew original OCCC and required the use of the adjacent Peabody Hotel, now the Hyatt Regency. OCCC West Building added 200,000 SF in 1989 and nearly doubled in size to 1.1 million SF in 1996, accommodating all exhibitors under one roof.

**In 1998, The PGA of America partnered with RX, a global leader in events and exhibitions.** This partnership led to the creation of PGA Golf Exhibitions, which produces and manages the PGA Show in Orlando each January and the mid-season PGA Buying Summit in Frisco, Texas – at the Home of the PGA of America, in July. This collaboration has transformed the PGA Show into the premier destination for the golf business, attracting a worldwide community of people that make golf possible – professionals, owners, vendors, leaders and more – to experience the latest in innovation, connect with influential peers, learn new business skills and shape the future of the game

Since the partnership, several industry programs have been added to the PGA Show that continue to serve as valuable resources for the industry today, including: Vendor and buyer appreciation programs (1999); New Product Zone (2001); Demo Day (2003); Indoor Equipment Test Center (ETC) (2004); Specialty exhibitor pavilions and PGA Forum (now PGA Industry Stage) (2007); Inventors Spotlight Pavilion (2011); Outdoor Instructional Workshops and Golf Fitness, Wellness & Instruction Pavilion (2013); Live Golf Channel daily broadcasts (2014); ONE2ONE VIP Buyer Event (2015); Co-located National Golf Course Owners Association Golf Business Conference (2020); Expanded education at Demo Day; PGA of America Hub (pavilion); new putting green at ETC (2022); Golf Leadership Summit and Club Amenities Pavilion (2023); Clubhouse Stage and PGA Show Winter Jam concert (2024); The Retreat, new area of an expanded Show Floor featuring premium brands, VIP experiences and exclusive evening events (2025). *(The 2021 PGA Show was held virtually during the COVID-19 pandemic.)*

**The PGA Show returns to Orlando, Florida, January 20–23, 2026, with a refreshed brand, expanded programming, and new partnerships focusing on golf's high-growth, golf-adjacent areas like racquet sports, golf fitness and travel. Learn more at [www.PGAShow.com](http://www.PGAShow.com).**