



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 for more details.

PGA Show By The Numbers*

- 1,000 Exhibiting Golf Companies & Brands
- 1.1 million square feet of exhibition, demonstration and meeting space within the Orange County Convention Center
- 30K+ Attending Industry Professionals
- Nearly 90 Countries and all 50 U.S. States Represented by Attendees
- 7k+ Attending PGA of America Golf Professionals, LPGA Professionals and International PGA Members
- 1,000+ VIP buyers attending from 800+ golf facilities and mass merchandisers, representing \$885 million in purchasing power & nearly \$2.2 billion in retail sales
- 900+ Attending Media from approximately 24 countries

** data from 2025 PGA Show*

Show Events & Show Floor Features

Special Events

The PGA Show is packed with special events 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 within an atmosphere that invites connections and celebrates the game we all love.

- **Demo Day** – The World's Largest Professional Outdoor Demo Day, January 20
- **Fashion Show & Reception** – Fashion for the Fairway & Beyond, January 21
- **Winter Jam** – An After-Hours Concert Experience, January 22

Show Floor Features

The Show Floor at the PGA Show features more than 1,100 golf companies and brands across specialty pavilions that highlight every facet of golf. These focused areas help attendees easily discover the latest innovations tailored for their golf business.

- **The Range** – Test the latest innovations in equipment and technology
- **Fitness, Health and Wellness** – Well-Being for Better Performance, Recovery & Longevity
- **Racquet Sports at the PGA Show** – Serving up the Future of Racquet Sports
- **PGA of America Hub** – The Center of Association Resources and Networking
- **The Retreat** – Premium brand experiences and special events within a sophisticated environment
- **Innovation District** – Discover the Next Big Thing in Golf at the New Product Zone and the Inventor's Spotlight
- **Golf Travel Pavilion** – The Intersection of Global Golf Destinations & Luxury Travel
- **Club Amenities** – Elevating the Member Experience

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 Coaching, Club Fitting & Golf Fitness Workshops** – Jan. 20, Orange County National Golf Center
- **PGA Show Education Sessions** – Jan. 20-23, Orange County Convention Center
- **AGM Retail Conference** – Jan. 21, Orange County Convention Center
- **NGCOA Golf Business Conference** – Jan. 19-21, Rosen Centre Hotel and the Convention Center
- **PGA Member Business Center Workshops** – Jan. 21-23, Orange County Convention Center
- **PGA Industry Stage presented by CapTech Presentations**, Jan. 21-23, Orange County Convention Center
- **The Clubhouse Stage Programming**, Jan 21-23, Orange County Convention Center
- **Golf Fitness, Wellness & Instruction Stage Programming**, Jan. 21-23, Orange County Convention Center
- **African American Golf EXPO and Forum**, Jan. 21-24, Orange County Convention Center

Show Hours:

January 20, 12:00PM – 5:00PM

PGA Show Demo Day, Education & Special Events | Orange County National Golf Center & Orange County Convention Center

January 21-22, 8:30AM – 6:00PM

PGA Show Exhibits, Education & Special Events | Orange County Convention Center

January 23, 8:30AM – 2:00PM
Center

PGA Show Exhibits, Education & Special Events | Orange County Convention

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