



PGA Show Overview

Since its beginning in 1954, the PGA Show has grown into the longest-running and largest global business gathering for the golf industry. Each January, professionals from across golf come together in Orlando to discover and experience products firsthand, exchange expertise and perspectives, strengthen relationships and connect with people from across the industry. The trade-only PGA Show is produced by PGA Golf Exhibitions in partnership with the PGA of America. Visit PGAShow.com for more details.

By the Numbers*

1,150+ Exhibiting Golf Companies & Brands	1.1M sq ft Of exhibition, demonstration and meeting space within the Orange County Convention Center	34,000+ Attending Industry Professionals
90 Countries Represented by Attendees	50 U.S. States Represented by Attendees	8,000+ Attending PGA of America Golf Professionals, LPGA Professionals and International PGA Members
1,300+ VIP buyers from 900+ golf facilities	\$975M Represented in purchasing power & nearly \$2.4 billion in retail sales	1,100+ Attending Media representing some 24 countries

**Data from 2026 PGA Show*

Schedule at a Glance

Monday, January 25 ONE2ONE VIP Buyer Event Orange County Convention Center (OCCC) Tuesday, January 26 9:00 AM – 5:30 PM Signature Event: PGA Show Demo Day Education & Special Events Orange County National Golf Center (OCN) & OCCC Wednesday, January 27 8:30 AM – 6:00 PM Exhibits, Education & Special Events OCCC Signature Event: Fashion Show & Reception	Thursday, January 28 8:30 AM – 6:00 PM Exhibits, Education & Special Events OCCC Signature Event: Winter Jam Friday, January 29 8:30 AM – 2:00 PM Exhibits, Education & Special Events OCCC
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Show Floor Destinations

With more than 1,150 participating brands across 1.1 million square feet, the PGA Show brings products, technologies, services and innovations together for attendees to see, experience, compare and evaluate firsthand. Dedicated discovery destinations make exploration more productive through focused experiences, demonstrations and hands-on engagement across key areas of the golf business.

- **PGA of America Hub** – A central destination for PGA of America resources, programming and networking.
- **The Retreat** – Premium brand experiences and special events within a sophisticated environment
- **The Range** – A dedicated equipment and technology testing area featuring full-swing and short-game bays, a putting green and interactive experiences.
- **The Performance Zone** – A dedicated area focused on golf performance, fitness, health, wellness, recovery, longevity and nutrition, sponsored by the Titleist Performance Institute (TPI), Golf Fitness Association of America (GFAA) and FIBO.
- **New Product Zone** – A dedicated showcase of new products and solutions available to the golf industry.
- **Inventor's Spotlight** – A showcase for emerging golf inventions and new product concepts.
- **Travel Pavilion** – A dedicated area focused on golf destinations and travel.
- **Club Amenities** – A dedicated area featuring products and services for clubs and facilities.
- **Racquet Sports at the PGA Show** – A dedicated Racquet Sports experience featuring brands, products, education, live programming and industry events across tennis, pickleball, padel and more.

PGA Show Education

Education remains a cornerstone of the PGA Show, providing opportunities for professionals to build on the expertise they already bring, broaden their perspective, challenge their thinking and find new approaches to put to work.

➤ **PGA Show Education Sessions - Jan. 26-29, OCCC & OCN**

The 2027 education program features dozens of sessions each day across teaching and coaching, executive management, golf operations, retail strategies, technology and other topics shaping the business of golf. By combining keynote presentations, classroom education, hands-on workshops and networking opportunities, professionals can turn shared ideas into practical action.

Additional PGA Show Programming

PGA Show Education sessions are complemented by daily educational programming presented by allied industry partners and across multiple PGA Show spaces.

- **Outdoor Coaching, Golf Fitness, Club Fitting & Range Operations Workshops**
Jan. 26 | OCN
- **PGA of America Golf Professional Workshops**
Jan. 27–29 | OCCC

- **PGA of America Industry Stage presented by CapTech**
Jan. 27–29 | OCCC
- **The Clubhouse Stage presented by ClubWorks**
Jan. 27–29 | OCCC
- **The Performance Zone Stage presented by TPI, GFAA & FIBO**
Jan. 27–29 | OCCC
- **Inventors Spotlight Stage in partnership with the United Inventors Association**
Jan. 27–29 | OCCC
- **The Range Shot Lab presented by InRange and Cover the Tees**
Jan. 27–29 | OCCC
- **The Center Court Lounge, Racquet Sports at the PGA Show**
Jan. 27–29 | OCCC

Co-Located Events

- **NGCOA Golf Business Conference**
Jan. 25–27 | Rosen Centre Hotel & OCCC
- **AGM Retail Conference**
Jan. 26 | OCCC
- **African American Golf Expo & Forum**
Jan. 27–30 | OCCC

Signature Special Events

PGA Show special events create additional opportunities for industry professionals to connect, experience the Show and engage with the broader community throughout the week.

- **PGA Show Demo Day** – The world’s largest professional outdoor demo event at Orange County National, giving professionals the opportunity to experience equipment and technology firsthand.
- **Racquet Sports Networking and Cocktail Kickoff Reception** – Live pickleball and tennis demonstrations and celebrity exhibitions at the USTA National Campus, in partnership with the United States Tennis Association.
- **PGA Show Fashion Show & Reception** – A runway presentation and reception showcasing golf apparel and fashion from participating brands.
- **Celebrity Pickleball Pro-Am hosted by Matt Manasse** – this second-year pro-am gives attendees a front-row look at the personalities, energy and entertainment of pickleball after hours, right on the Show Floor.
- **PGA Show Winter Jam** – An after-hours live music event bringing PGA Show attendees together on the last night before the final exhibition day.

PGA Show History

The PGA Show, formerly the PGA Merchandise Show, began in 1954 when a small group of golf merchandisers gathered in the parking lot of PGA National Golf Club during winter tournaments in Dunedin, Florida. From those early beginnings, the PGA Show has grown into golf's longest-running and largest global business gathering.

The Show moved indoors for the first time in 1975 at Disney's Contemporary Resort in Orlando and has been held at the Orange County Convention Center since 1985. In 1998, the PGA of America partnered with RX, a global events and exhibitions company, forming PGA Golf Exhibitions. Today, PGA Golf Exhibitions produces the PGA Show in Orlando each January and the PGA Buying Summit in Frisco, Texas, each summer.

PGA Show Venues/Locations:

- **1954 | Dunedin, Florida**
The first PGA Show was held in the parking lot of PGA National Golf Club. Tents were added in 1957.
- **1963 | Port St. Lucie, Florida**
The Show moved to Port St. Lucie Country Club.
- **1964 | Palm Beach Gardens, Florida**
The Show moved to BallenIsles Country Club.
- **1974 | Port St. Lucie, Florida**
The Show returned to Port St. Lucie Country Club.
- **1975 | Orlando, Florida**
The Show moved to Disney's Contemporary Resort and was held indoors for the first time.
- **1982 | Miami Beach, Florida**
The Show moved to the Miami Beach Convention Center.
- **1985 | Orlando, Florida**
The PGA Show moved to the Orange County Convention Center. As the Show grew, it also used space at the adjacent Peabody Hotel, now the Hyatt Regency. The OCCC West Building added 200,000 square feet in 1989 and expanded to 1.1 million square feet in 1996, allowing all exhibitors to be housed under one roof.

PGA Show Through the Years:

1998	PGA of America partners with RX, forming PGA Golf Exhibitions.
1999	Vendor and buyer appreciation programs introduced.
2001	New Product Zone introduced.
2003	PGA Show Demo Day introduced.
2004	Indoor Equipment Test Center introduced.
2007	Specialty exhibitor pavilions and the PGA Forum, now the PGA Industry Stage, introduced.
2011	Inventors Spotlight Pavilion introduced.

2013	Outdoor Instructional Workshops and the Golf Fitness, Wellness & Instruction Pavilion introduced.
2014	Live Golf Channel daily broadcasts begin from the PGA Show.
2015	ONE2ONE VIP Buyer Event introduced.
2020	NGCOA Golf Business Conference begins co-location with the PGA Show.
2022	Expanded education at Demo Day, the PGA of America Hub and a new putting green at the Equipment Test Center added.
2023	Golf Leadership Summit and Club Amenities Pavilion introduced.
2024	Clubhouse Stage and PGA Show Winter Jam introduced.
2025	The Retreat introduced as a new Show Floor area featuring premium brands, VIP experiences and special events.
2026	The Range debuts as a refreshed equipment and technology testing destination; Racquet Sports at the PGA Show expands to more than 60 exhibiting brands with courts and live programming; and Drive for Show LIVE and UNLOCKED: The PGA Show introduce new ways to extend PGA Show content to golf fans and consumers.

Historical Note: The 2021 PGA Show was held virtually during the COVID-19 pandemic.

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