



(SAMPLE EXHIBITOR PRESS KIT FOR EXHIBITOR ONLINE LISTING)

Media/Marketing Contact at the PGA Show:

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About PGA Golf Exhibitions:

The PGA Show and PGA Buying Summit - Frisco are organized by PGA Golf Exhibitions (part of RX) and the PGA of America. Since its inception in 1954, the PGA Show has grown into the largest annual business event for the global golf industry. Both the PGA Show and the mid-season PGA Buying Summit drive the business of golf by providing opportunities to showcase and source innovative products, develop professional networks, learn new business strategies, and connect with peers and golf leaders. Learn more at PGAShow.com and follow us on ["X"](#), [Instagram](#) and [Facebook](#).

PGA Golf Exhibitions Spokesperson:



Event Vice President Marc Simon

A member of the management team since 1998, Marc Simon is the Event Vice President, overseeing PGA Golf Exhibitions. Simon has been involved in the golf industry nearly his entire life. As a player, Simon progressed from top regional amateur to standout player on the Hamilton College golf team, earning Academic All-America Honors and ultimately election to the Town of Kirkland (NY) Sports Hall of Fame in 2008. His golf industry career began in the pro shop at Skenandoa Golf Course in Clinton, N.Y., and after graduating from Hamilton in 1994, he became their Sports Information Director before progressing to a successful career with RX Global for the PGA Show - beginning in sales, then Sales Manager, National Accounts Manager, Sales Director, and Event Director, prior to his current role as Vice President. Simon has been Awarded RX's "People's Choice" Awards in 2005, 2010 and 2011 and 2015, was named the RX Americas Group Sales Director of the Year in 2011, was recognized as a 2011 honoree of the Sporting Goods Business 40 Under 40 Awards, and earned the RX Worldwide Board Award (2018). Under his leadership, the PGA Show was twice awarded the prestigious Gold 100 "Greatest Show" designation by Trade Show Executive Magazine (2017 and 2018), the Gold 100 DE&I Leadership Award (2022), and one of TSE's "Fastest 50" (fastest growing) trade shows for 2023.

All media requests for interview, contact sherry.major@rxglobal.com or 305-318-5208

PGA Show Press Releases & Media Resources:

Press Releases: <https://www.pgashow.com/en-us/Media/Press-Releases.html>

- 2027 PGA Show Registration Opens with New Timelines in Place
- PGA of America and PGA Golf Exhibitions Expand on 2026 Enhancements in Preparation for 2027 PGA Show

Media Resources: <https://www.pgashow.com/en-us/Media/virtual-media-center.html>

- Media Registration & Media Coverage Policy
- Event History
- Event Photos (editorial use only)
- Event Logo (editorial use only)
- In the News – PGA Show featured press coverage