This sample is provided as a reference for exhibitors preparing press materials for their online listings. Exhibitors should include their own company information, media contacts and relevant announcements.

Media/Marketing Contact at the PGA Show

Sherry Major, Media Consultant, 305-318-5208 (mobile) | sherry.major@rxglobal.com

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 golf business 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



MARC SIMON
Portfolio Vice President
PGA Show & PGA Buying Summit
PGA Golf Exhibitions/RX Global

Marc Simon, Portfolio Vice President of the PGA Show and the PGA Buying Summit, oversees PGA Golf Exhibitions events and has been part of the management team for more than 25 years. 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, winning the Jack B. Riffle award as Hamilton's outstanding senior athlete 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 1998 in sales, then Sales Manager, National Accounts Manager, Sales Director, Event Director and Event Vice President, prior to his current role as Portfolio 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, earned the RX Worldwide Board Award (2018) and the RX Leader of the Year (2022 & 2023). Under his leadership, the PGA Show was twice awarded the prestigious Gold 100 “Greatest Show” designation by Trade Show Executive (TSE) Magazine (2017 and 2018), the TSE Gold 100 DE&I Leadership Award (2022), a TSE "Fastest 50" trade show (2023), the Trade Show News Network’s Fastest 50 Grand Award Winner for Fastest Growing Show (2024) and is a current nominee for TSNN’s Show of the Year for 2026. Importantly, the PGA Show has achieved record industry survey satisfaction scores by exhibitors and attendees alike (2025 & 2026).

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