

AHEAD RETURNS TO 2023 PGA SHOW

Tournament Solutions, an ahead subsidiary, also to exhibit.

NEW BEDFORD, Mass. (September 19, 2022) – **ahead** announced plans today to exhibit at the 2023 [PGA Show](#), Jan. 24-27, in Orlando, Fla. Additionally, Tournament Solutions, an **ahead** subsidiary, will be situated on the main aisle of the Show floor as both companies connect with thousands of PGA Professionals, retailers and industry leaders at golf's annual global business gathering.

Noted for exemplary customer service and innovative ornamentation techniques, **ahead's** Fall 2023 headwear, apparel, and accessories lines will showcase new fabrics, styles, and expanded options for buyers. A new booth layout has been designed to showcase the company's refreshed branding and facilitate enhanced customer interaction in the reconfigured space.

"Returning to the PGA Show in Orlando is important to our customer first philosophy," said Anne Broholm, CEO, **ahead**. "We are excited to see so many of our customers in a face-to-face setting again and we also look forward to networking with our many friends in the golf industry."

Tournament Solutions, an industry leader in providing customized tournament gifting packages for member, charity, and professional events, offers a wide array of products at every price point and serves as a one-stop shopping source in golf. Among the world-class brands offered by Tournament Solutions are TUMI, Kate Spade, Costa, and Bose. The company is focused on removing the burden for busy PGA professional by providing a one-stop platform to buy all gifts and awards.

"We are excited that **ahead** and Tournament Solutions are continuing their decades of PGA Show engagement with PGA Professionals and golf retailers in Orlando this January," said PGA Golf Exhibitions Vice President Marc Simon. "Both companies are known for their longstanding first-class reputations, and their latest collections spanning multiple categories and new product experience plans will be exciting elements on the 2023 PGA Show Floor."

The [PGA Show](#), organized in partnership by the PGA of America and PGA Golf Exhibitions, will reunite the golf industry for the 70th edition of golf's longest running and largest global business gathering. Thousands of attending PGA Professionals, golf leaders, industry executives and retailers from around the world will source new products from nearly 1,000 golf and golf lifestyle brands while attending high-level industry presentations, participating in education and career workshops, and connecting in person with peers and golf leaders to drive continued growth of the sport and the business of golf.

ahead and Tournament Solutions are longtime supporters of the PGA of America and its more than 28,000 PGA Professionals. **ahead** is a Supporting Partner of Golf Retirement Plus and joins Tournament Solutions as official merchandise licensees of the PGA Championship.

About ahead | www.aheadweb.com

Since energizing the headwear industry with its 1995 debut, **ahead** has grown its business by expanding into corporate, resort, and collegiate markets. Known for its innovation and creativity, **ahead** also has a stellar reputation for exemplary, reliable customer service. A leading supplier of headwear to the USGA, PGA of America, PGA TOUR, and Ryder Cup, **ahead** is committed to providing its customers and more than 5,000 accounts across the globe with the highest quality headwear, apparel, and accessories.

About Tournament Solutions | www.tournamentsolutions.com

Founded in 2002, Tournament Solutions is the premier one-stop tournament gift and award company in golf. The company has achieved an outstanding reputation of providing quality products and customer service to daily fee courses, private clubs, resorts, and professional events. Tournament Solutions is a licensee and leading supplier of accessories to the USGA, PGA of America, LPGA, and PGA TOUR. Additionally, Tournament Solutions is a sponsor of Mass Golf and PGA Reach – New England (New England PGA Foundation).

About PGA Golf Exhibitions

The PGA Show, PGA Buying & Education Summit and PGA Show Connects are organized in partnership 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. Regional PGA Show Buying & Education Summits and the PGA Show Connects digital platform connect the industry year-round and drive business leading up to the annual PGA Show. Learn more at PGAShow.com and follow us on Twitter, Instagram and Facebook.

About the PGA of America

The PGA of America is one of the world's largest sports organizations, composed of nearly 28,000 PGA Professionals who work daily to grow interest and inclusion in the game of golf. For more information about the PGA of America, visit PGA.com and follow us on Twitter, Instagram and Facebook.

CONTACT INFORMATION:

ahead: Karen Moraghan/Hunter Public Relations, kmoraghan@hunter-pr.com

PGA Show: Sherry Major, sherry.major@rxglobal.com

PGA of America: Michael Abramowitz, mabramowitz@pgahq.com

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