



**JAN 24** PGA SHOW DEMO & FITTING DAY & EDUCATION CONFERENCE

**JAN 25-27** PGA SHOW EXHIBITS & EDUCATION CONFERENCE

## 2023 PGA Show Fact Sheet

### **From the Trunks of Cars in 1954 to Golf's Longest Running and Largest Global Business Gathering**

Following two years of business disruptions by the global pandemic, the PGA Show - January 24-27, 2023, in Orlando - will bring together thousands of PGA Professionals, golf leaders, industry executives and retailers from around the world who will source new products from some 800 golf and golf lifestyle brands, attend high-level industry presentations, participate in education and career workshops, and connect in person with peers and golf leaders to drive continued growth of the sport and the business of golf. While the PGA Show is not open to the public, golf industry professionals can attend at no charge. Event information and attendance qualifications can be found at [PGAShow.com](http://PGAShow.com).

### **Some 800 Brands Showcasing Innovation to the Golf Industry**

Some 800 golf companies and brands within nearly 1 million gross square feet of interactive exhibit, demonstration and presentation space of the Orange County Convention Center create the world's largest business-to-business golf event. Market-leading brands, veteran manufacturers and those new to the golf marketplace will showcase their newest innovations in equipment, technology, fashion, accessories, training aids and golf-related services to PGA Professionals, golf retailers and influential industry leaders from around the world.

January 24, 9 am - 5 pm - PGA Show Demo & Fitting Day\* | Orange County National Golf Center

January 25-26, 8:30 am - 6 pm - PGA Show Exhibits, Education & Special Events | Orange County Convention Center

January 27, 8:30 am - 1 pm - PGA Show Exhibits, Education & Special Events | Orange County Convention Center

### **Show Floor Features**

**PGA Professional Hub** - Located at the Show floor main entrance, the PGA Professional Hub features Association and partner benefits and programming while showcasing PGA Frisco, the new home of the PGA of America, with dynamic displays of the impressive Fields Ranch golf campus and championship courses, the PGA Professional Development Center and Omni PGA Frisco Resort.

**PGA Industry Stage Powered by CapTech** - PGA of America and industry leaders address the industry's most pressing topics, game development initiatives, golf industry innovations and golf business subjects on the Show's main stage, now located in the PGA Professional Hub at the center of the Show Floor.

**Career Zone** - PGA Professionals, college students and second career professionals can connect with employers in the new Golf Industry Career Zone right on the Show floor. In addition to company recruiting activations, the Career Zone will host employer-led panel presentations and networking events.

**Live Fashion Show** - New collections from top apparel and accessory brands will be showcased during the annual live Fashion Show, Wednesday, January 25 from 5:30-6 pm. An industry cocktail reception, sponsored by Castore, will take place 5-6:30 pm.

**Equipment Test Center & Putting Green** -The indoor golf equipment testing & experiential space features 44 indoor hitting bays and a 3,750 square foot putting green for hands-on testing of the newest equipment. Clubhouse Events, Fiberbuilt, ForeverLawn, Sister Bay/Prestwick Golf, Smart Target Golf, Synthetic Turf and Zero Friction are ETC Sponsors.

**New Product Zone** - The popular “New Product Zone” showcases hundreds of the newest equipment, apparel, products and accessories in one convenient Show floor setting.

**Golf Fitness, Wellness & Instruction Pavilion & Stage** - The Golf Fitness, Wellness & Instruction area, presented by TPI and the Golf Fitness Association of America with supporting sponsors Life Fitness and Technogym, focuses on health benefits of golf along with the stage presentations and products that aid in increasing performance. The Adaptive Golf Center, located within the Golf Fitness, Wellness & Instruction Pavilion, features a variety of manufacturers and associations devoted to providing cognitive and physical therapy through Adaptive Golf.

**Inventors Spotlight** - In cooperation with the United Inventors Association, the PGA Show presents the Inventors Spotlight exhibitor pavilion, a specialty area for innovative new products or services not yet available in the marketplace.

**New Club Amenities Center** - Facilities are investing in enhancements ranging from clubhouse improvements, upgraded practice facilities and fitness centers to Pickleball and other racquet sports, and many other capital investments. This new area provides a home for brand discovery, product testing on the new Pickleball Court sponsored by Acrytech, education, networking and on-and-off-the-course amenities.

**Golf Travel Pavilion** - The latest resort, golf facility and travel services from around the world will be featured in the travel pavilion.

### **Special Events & Educational Offerings**

#### **PGA Show Demo & Fitting Day - Jan. 24, 9 a.m. - 5 p.m. - Orange County National Golf Center**

• PGA Show Demo & Fitting Day is the perfect start to PGA Show week, providing an unparalleled opportunity to learn about and field test the latest equipment & technology from golf’s leading brands. Workshops focusing on clubfitting, coaching and range operations also are scheduled! \*Demo & Fitting Day is open exclusively to PGA Professionals and media, 9 am - noon, and open to all registered PGA Show attendees from noon - 5 pm. PGA Golf Exhibitions and PGA Magazine are presenting partners for the event and Clubhouse Events, FlagD, E-Z-Go and Wittek Golf Supply Specialists are presenting sponsors.

#### **AGM Product Preview & Reception - Jan. 24, 5 - 7 p.m. - Orange County Convention Center A/B Lobby, Level 1**

• The AGM (Association of Golf Merchandisers) Product Preview & Reception is an opportunity to network with buyers, media and industry professionals while previewing vendors who will be showcasing their product lines at the PGA Show. (Show badges required)

#### **Numerous Educational Offerings**

- PGA Teaching & Coaching Summit - Jan. 22-23, Orange County Convention Center
- AGM Retail Conference - Jan. 24, Orange County Convention Center
- PGA Coaching & Clubfitting Workshops - Jan. 24, Orange County National Golf Center
- PGA Show Education Conference - Jan. 24-27, Orange County Convention Center
- NGCOA Golf Business Conference - Jan. 23-25, Rosen Centre Hotel and the Convention Center
- PGA Member Business Center Workshops - Jan. 25-27, Orange County Convention Center
- Career Zone Panel Presentations, Jan 25-26, Orange County Convention Center
- PGA Industry Stage Presentations, Jan. 25-27, Orange County Convention Center
- Golf Fitness, Wellness & Instruction Stage Programming, Jan. 25-27, Orange County Convention Center
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