



PGA

SHOW

January 26 - 29 | Orlando, Florida

Fact Sheet

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From the Trunks of Cars in 1954 to the Global Golf Industry's Major of Golf Business

From the trunks of cars in 1954 to the comprehensive international golf business event it is today, the PGA Show features:

- Some 1,000 leading golf companies and brands within nearly 10 miles of Show aisles.
- One million square feet of interactive exhibit, product demonstration and industry presentation space.
- Nearly 40,000 influential PGA Professionals, manufacturing executives, retailers, global industry leaders and top decision-makers.
- Countless opportunities for new product discovery, new equipment and technology testing, golf fashion introductions, merchandise sourcing, education programs and professional networking.

The PGA Merchandise Show is organized by PGA Worldwide Golf Exhibitions in collaboration with the PGA of America, the Association's most successful members and the industry's foremost experts on the business of the game. The 2021 PGA Show, is the ultimate resource to drive forward business, participation and interest in golf.

PGA Show Demo Day, Tuesday, Jan. 26 - The PGA Show Demo Day features nearly 100 top golf companies within 200+ hitting bays, practice greens, golf cart test track and the vendor village of the 42-acre Orange County National Golf Center. Additionally, instructional workshops are offered on the range by top PGA Professional teachers. The PGA Show Demo Day is open to PGA Professionals, media and invited buyers, 9 a.m. - 5 p.m.; to all PGA Show attendees, noon - 5 p.m.

AGM Product Preview & Buyers' Reception, Jan. 26 - On the eve of the PGA Show opening, the Association of Golf Merchandisers hosts the annual Product Preview & Buyers' Reception at the Orange County Convention Center, 5:30 - 7:30 p.m.

68th PGA Show, Jan. 27-29, 2021
8:30 a.m. - 6:00 p.m. - January 27-28 | 8:30 a.m. - 3:00 p.m. - January 29
Orange County Convention Center, Orlando, Florida

Product Presentations - Some 1,000 top golf companies and brands within nearly 1 million gross square feet of interactive exhibit, demonstration and presentation space create the world's largest business-to-business golf event.

PGA Forum Stage - The PGA of America and industry leaders address the industry's most pressing topics, player development initiatives, new equipment introductions, golf employment, teaching best practices, merchandising ideas and more.

PGA Show Education Conference - The PGA Show Education Conference offers multiple outdoor instructional workshops and more than 50 classroom seminars focusing on Executive Management, Teaching & Coaching and Golf Operations subject tracks.

Golf Fitness, Wellness & Instruction - The PGA Show Golf Fitness, Wellness & Instruction area, presented by TPI, focuses on health benefits of golf along with the stage presentations and products that aid in increasing performance.

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.

Fashion Show & Block Party - The latest trends in fashion are in the spotlight of a new live Fashion Show and Block Party in the Apparel Hall on Thursday evening, Jan. 28.

PGA Show Golf Travel Pavilion - The latest resort, golf facility and travel services from around the world are featured in the travel pavilion.

Equipment Test Center - The country's largest indoor equipment test center allows attendees to experience hands-on testing of the newest equipment and the latest advances in technology and design within 47 hitting bays and nearby putting green.

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 Facility Innovation Center - A contemporary golf facility exhibit of merchandising best practices, fitness, technology, food and beverage operations, and all touch points that can impact the customer experience and drive facility revenue.

Golf Channel "Morning Drive" Live - Bringing the excitement of the industry-only PGA Show to golf enthusiasts and consumers, Golf Channel's "Morning Drive" broadcasts live each morning from PGA Show Demo Day and the PGA Show Floor.

NGCOA Golf Business Conference - PGA Show Week includes the NGCOA's Annual Golf Business Conference, Jan. 25-27, at the OCCC. The event for golf course owners and operators offers timely and relevant education programs, networking events, a golf outing and an awards banquet to recognize industry contributors.

Racquet & Paddle Sports Pavilion - The latest tennis, racquet and paddle sports products and services are offered to complement golf sourcing for recreational sports facilities attending the PGA Show.

More Information: Visit www.pgashow.com ###