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The 2021 PGA Merchandise Show will introduce a

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VIRTUAL  
FORMAT**

that responsibly connects PGA Professionals and exhibitors from around the world

By Don Jozwiak, Senior Editor

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As it has for the previous 67 years, the PGA Merchandise Show will usher in the start of the golf business calendar. Like so many facets of our daily lives, however, the PGA Show will be quite different from the past. And, thanks to creative thinking and a willingness to reimagine the experience, the first-ever virtual version of PGA Show – set for January 26-29 – promises to be no less essential or important to PGA Professionals and golf shop merchandisers.

PGA Golf Exhibitions and the PGA of America made the decision to take the event virtual in light of the health and well-being of attendees from around the world during the ongoing coronavirus pandemic. Working with PGA Professionals, exhibitors, industry experts and vendor partners, the 2021 PGA Merchandise Show will retain its focus on driving business and providing education and networking opportunities by presenting an interactive virtual experience and marketplace.

While that means a change from walking bustling aisles of exhibits in Orlando's Orange County Convention Center, it doesn't mean there will be any shortage of opportunities for PGA Professionals and golf shop buyers to experience dynamic new product launches and unique interactions with exhibitors, see special events as they happen, attend education seminars and PGA Member events, and be a part of the PGA Show's ongoing season-opening excitement.

That excitement will include many of the biggest names in the industry. Among the early companies commit-

ted to being part of the 2021 PGA Merchandise Show are aboutGolf, Ahead, Bushnell, Callaway Golf, Club Car, Donald Ross Sportswear, Dunning, ECCO, E-Z-GO, FlightScope, FootJoy, Foresight Sports, Greg Norman Collection,

### VIRTUAL SHOWROOM OVERVIEW

**COMPANY OVERVIEW**  
Exhibitor descriptions are your first look at everything the vendor has to offer in their virtual showroom.

**VIDEO**  
View product and/or promotional videos.

**MARKETING CONTENT**  
View exhibitor marketing collateral including brochures, white papers, press releases and more.

**BRANDS**  
Browse a variety of brands from exhibitors that match your interests and related product categories.

**PRODUCT IMAGES**  
See an exhibitor's latest products and innovations here. Click on the image to learn more about each product.

**PRODUCT CATEGORIES**  
Browse the types of products the exhibitor offers in this section.

The virtual showroom (right) will display exhibitor information for attendees to utilize throughout the PGA Show.

# Register NOW!

Visit [PGAShow.com](http://PGAShow.com) to register for the 2021 PGA Merchandise Show and **receive your activation link** to set up your personal profile. Once an attendee's link is activated and they access the virtual platform, they can browse a robust web page of nearly a dozen "how-to" guides and videos, covering everything from virtual meetings and exhibitor searches to adding favorites and sending messages.

Imperial Headwear, Pukka, Pride Sports, Skechers, Sterling Cut Glass, Titleist, Toptracer, Under Armour, U.S. Kids Golf, Yamaha Golf Car, and many more (see *updated participating companies at PGAShow.com*).

"This year's virtual PGA Show will be a new experience for everybody, yet we look forward to providing as many of the same opportunities to connect with PGA Professionals as if we were in Orlando," says Peter Broome,

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Senior Vice President of Brand Management and Industry Relations for Acushnet, parent company of Titleist and FootJoy. “Each of our equipment categories will be on virtual display, inclusive of videos and comprehensive features and benefits descriptions. We will also continue our Workshop Series, where our product experts and special guests will interface, educate and share ideas and best practices with golf professionals.”

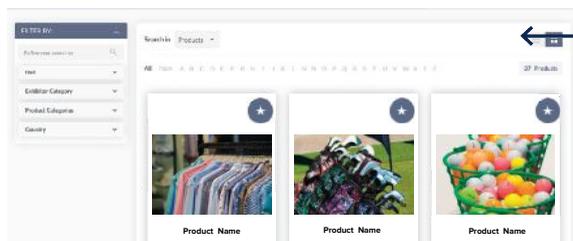
“We are excited to continue our support for the PGA Merchandise Show and all of the outstanding green grass professionals,” says Glenn Hickey, Executive Vice President of Callaway Golf. “It’s been an unprecedented year in the golf industry, and while we always enjoy spending time in person with our valued customers, we know a virtual format is the best decision at this time. We look forward to bringing our outstanding 2021 lineup to life in a new and unique way.”

Like Titleist and Callaway in the golf equipment end of the PGA Show Floor, Ahead is a staple of the apparel area with its headwear, apparel and accessories. CEO Anne Broholm says the company is



## PGA SHOW ADDITIONAL FEATURES

Recommendations and search functions will be tailored to individual registrants, allowing for a more seamless experience.

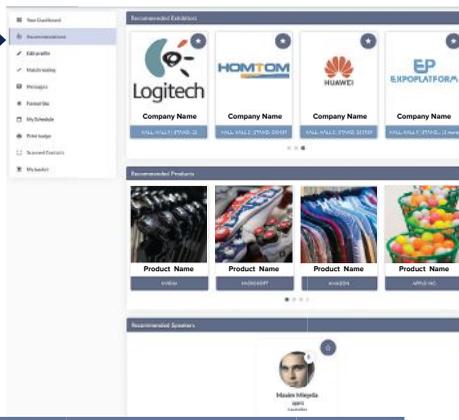


### PRODUCT SEARCH

Unique to the PGA Show virtual experience, search specific product categories to find exactly what you’re looking for. Receive customized recommendations based on the products and companies you interact with through the platform.

### RECOMMENDATIONS

Receive personalized product and exhibitor recommendations. The PGA Show Virtual Recommendations section will match you with other similar companies and products you have favored.



excited to be part of this year’s unique PGA Show.

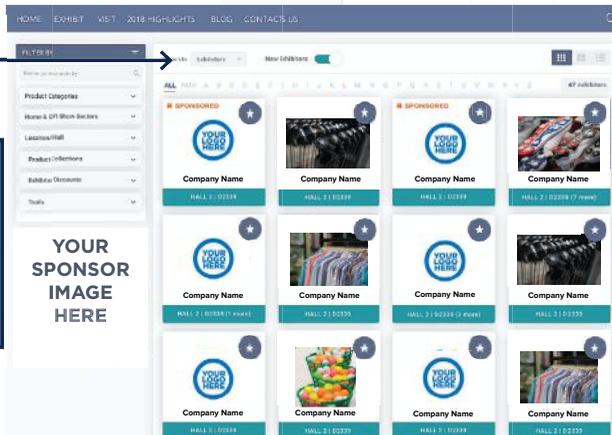
“Over the past nine months, people have grown accustomed to congregating online to connect, and the 2021 PGA Show will be no different,” Broholm says. “Buyers and golf professionals will benefit from seeing our products at their own pace via the vendor portal and our digital catalogs, featuring everything from classic looks to the latest trends.

“They may not be able to feel our cutting edge fabrics this year, but they can certainly *see* our creativity. PGA Professionals and buyers can make the most of the experience by approaching the PGA Show in a targeted fashion, much as they would with an in-person show.”

As one of the mainstays of the Products & Services area of the PGA Show Floor, E-Z-GO is also embracing this year’s virtual event as a way for PGA Professionals to tap into the energy and educational opportunities of the golf industry’s signature gathering.

### EXHIBITOR SEARCH

Search and find exhibitors easily through various filters and tags. Looking for a specific brand? View brands in applicable exhibitor showrooms or browse all of them through the brand directory.



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# TOP 5 VIRTUAL FEATURES

PGA Professionals ranked the top five virtual event features they're looking forward to during the 2021 PGA Show:

1. Discovering new products
2. Discovering new vendors
3. Discovering new retail technology
4. Accessing education programs
5. Watching keynote sessions with industry experts

“Now more than ever, at E-Z-GO we believe in supporting our customers and our industry through both education and innovation,” says Morgan Schaffer, Director of Marketing for E-Z-GO. “Although we will not be together in person this year, we still believe that there is a great value in gathering as an industry in a virtual setting. Participants will still be able to attend educational events, visit our virtual booth for the latest product information and connect with our sales representatives through the virtual platform.”

“While nothing can replace the handshake or hug when meeting in-person, we still look forward to interfacing with our loyal partners and providing the best creative content and information possible.”

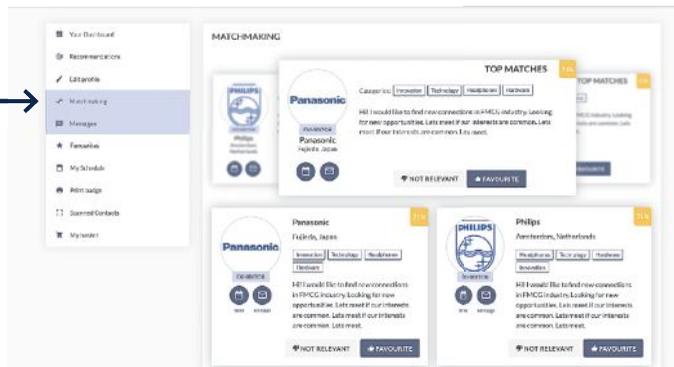
“The PGA Merchandise Show is something that a lot of PGA Professionals look forward to every year as a time to re-energize, to engage with their peers and strengthen relationships, and to come up with new ideas for the coming season. While we won't be able to do that in person this year, we're fortunate that PGA Golf Exhibitions and the many exhibitors participating in the 2021 PGA Show are leaning in to offer many of the same opportunities in a virtual setting,” says PGA President Jim Richerson.

Attendees can utilize both the matchmaking feature and easy virtual meetings for an enhanced experience.

## ADDITIONAL FEATURES CONTINUED

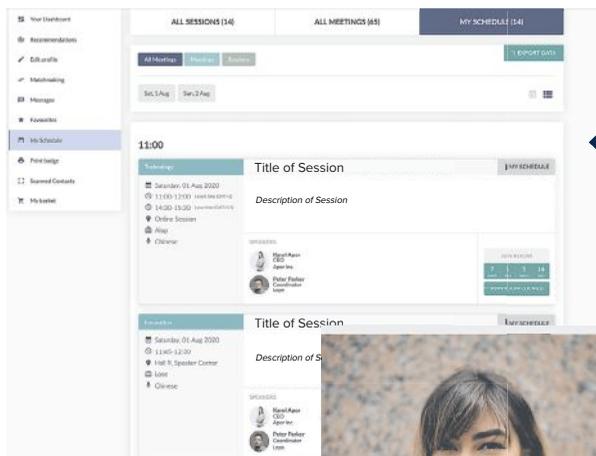
### MATCHMAKING

After registration, you will be shown your top exhibitor “matches” to help you navigate the Exhibitor Directory and easily find what you're looking for.



### SECURE, SIMPLE VIRTUAL MEETINGS

The PGA Show is focused on reconnecting you with the golf industry. Business meetings are encouraged and part of the slate of daily programming. Your registration gives you access to a meeting scheduler and video meeting room to use and connect with exhibitors.



The proprietary video meeting rooms within the platform are easy to use with no additional software installation required. Connect in person - virtually - and view products directly from exhibitors. From one-on-one meetings to full team participation, this is your week to meet and reconnect.

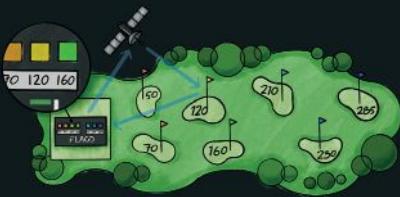
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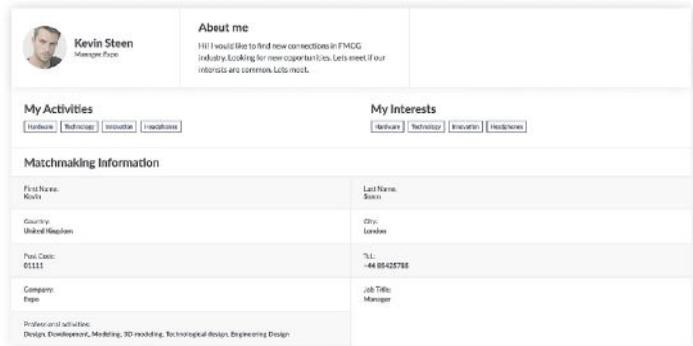


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## ATTENDEE PROFILE

Customize your profile for optimal viewing and networking as well as your professional details and the product categories you are interested in.



“From the PGA of America perspective, we’ll still have an opening ceremony, we’ll have presentations updating PGA Members on our programs, offer a wide variety of education opportunities and even have some surprise guests.

“COVID-19 has changed a lot, and in golf we’ve successfully shifted and modified a lot of our normal practices. The 2021 PGA Show will be another example of that, and I know we all look forward to hosting an in-person PGA Show in 2022.”

Through the efforts of PGA Golf Exhibitions and the PGA of America, attendees will be able to experience the 2021 PGA Show from the safety of their homes, facilities or workplaces during the week of the Show – and even beyond, as the marketplace and content from the virtual PGA Show will be available on-demand for an extended period of time.

“We are thankful to the PGA of America, exhibiting companies, attendees, PGA Professionals and industry partners for their strong support and guidance that has allowed us to develop this exciting reimagination of the 2021 PGA Merchandise Show,” says PGA Golf Exhibitions Event Vice President Marc Simon. “This year’s virtual PGA Show will offer unparalleled online engagement, connecting our industry to drive business and grow the game. Technology has brought us together in amazing new ways during the pandemic, and we plan to capitalize on these innovative solutions to make the PGA Show even better moving forward.”

What will this month’s virtual PGA Show look like? There will be plenty of familiar elements, such as an online PGA Teaching & Coaching Summit presented by OMEGA prior to the start of the

PGA Show, a variety of learning opportunities at both the PGA Education and NGCOA Golf Business Conferences, plus plenty of interactive presentations and panel discussions that would normally be seen on the PGA Forum Stage. The full PGA Education Conference will also be offered at a special price of just \$95 for PGA Professionals, with subject-matter experts presenting the sessions about teaching & coaching, golf operations, executive management and retail.

But what about the incomparable feeling of walking the PGA Show Floor? This year, attendees will interact with exhibitors through online showrooms that offer colorful merchandise images and engaging brand videos, product details and specifications, and opportunities to connect directly with sales representatives and company experts through a user-friendly interface on their computers, tablet devices or smartphones.

While the initial unknowns of a virtual PGA Merchandise Show may seem abstract to veteran Show goers, the online format of the 2021 event in reality offers several advantages to PGA Professionals and other attendees. First, there’s a heightened focus on the

connections between PGA Professionals and exhibitors during the virtual event. The schedule of events for this year’s virtual PGA Show has been streamlined to make it easier for PGA Professionals to schedule meetings with exhibitors.

Second, the virtual nature of the 2021 PGA Show will increase access to a larger number of PGA Professionals and their golf staff members. Because there’s no travel involved, PGA Professionals will save time and money – and the on-demand nature of the PGA Show programming means staff members can view content and participate during times most convenient to their schedules.

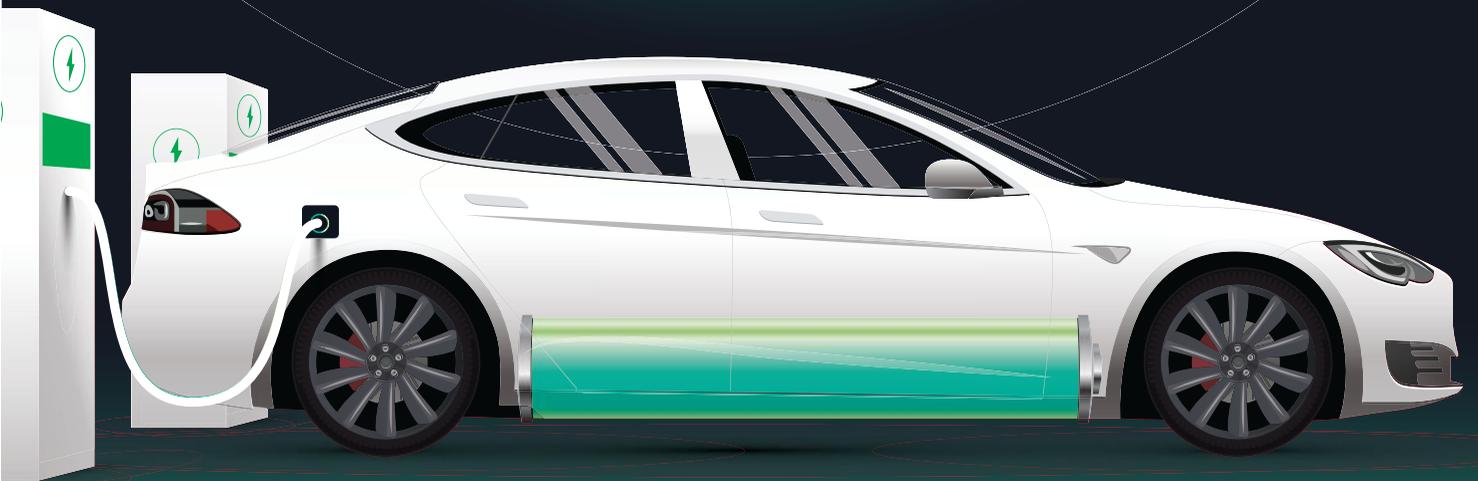
# Frequent PGA Show updates

Be sure to visit [PGAmagazine.com](http://PGAmagazine.com) and [PGAShow.com](http://PGAShow.com) often to stay up to date with all of the virtual PGA Merchandise Show news. While this printed issue of *PGA Magazine* closed in mid-December, [PGAmagazine.com](http://PGAmagazine.com) and [PGAShow.com](http://PGAShow.com) will provide the most updated information right up to – and during – virtual PGA Merchandise Show Week.

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Third, attendees of the 2021 PGA Show will be able to customize the experience based on their merchandising needs. Using the virtual show-room interface, PGA Professionals can search for exhibitors using a number of different filters, from product categories to companies that participate in the PGA's Golf Retirement Plus™ program. If you're on the lookout for a particular type of product for your shop, you can find all of your options with a click of your mouse.

It's a virtual reimaging of the PGA Merchandise Show experience that will look different from past in-person events. At the same time, however, PGA Golf Exhibitions is utilizing a proven virtual event platform that has already been successfully used for a multitude of other conferences and trade shows around the world. The already robust platform is easy to use and has many innovative features – and PGA Golf Exhibitions is working hard to make the experience retain the best parts of the PGA Merchandise Show vibe while adding new twists that will make virtual attendance productive and entertaining for PGA Professionals.

PGA Professionals like long-time PGA Show attendee Jim Schouller are looking forward to taking advantage of the new features of the virtual 2021 PGA Show.

“The virtual platform will give us flexibility in allowing us to tailor our schedules around our other duties at the facility, which is very important during these challenging times,” says Schouller, the PGA Head Professional at Abenauqui Country Club in Rye Beach, New Hampshire. “I plan to include all of my staff in finding new products and services for our membership.

“We will assign certain staff members to investigate certain product lines so we can be just as productive than if we were at the PGA Show in-person. From a time-management perspective, the new

Through the meeting request function, attendees can select specific content to discuss with exhibitors.



virtual platform may allow us to accomplish more in less time.”

PGA Golf Exhibitions and the PGA of America are looking forward to hosting a fully in-person 2022 PGA Merchandise Show in Orlando, and many of the new elements that will be on display at this year's virtual event will live on throughout 2021 to continue to connect the industry leading into the 2022 PGA Show. This includes online connectivity, a year-round marketplace, continuing education, virtual meetings and commerce applications.

“Recognizing the increased interest in the game and potential growth in 2021 and beyond, we are excited to return to Orlando in 2022 to combine the best of technology advancements with the invaluable experience of face-to-face connections,” says Simon. Together, we are evolving and we have the opportunity to emerge stronger and better-connected than ever before.”

## MEETING REQUESTS

**You are requesting a meeting with:**  
Choose the Exhibitor and/or the associated team members/or visitor with whom you'd like to set the meeting.

**Subject:**  
Add an appropriate subject for the meeting invite.

**Location:**  
Choose the meeting location as "ONLINE."

**Who will attend the meeting:**  
Exhibitors can select the a team member or select multiple team members to attend this meeting. In the case of a group meeting, the system will check calendars of all the selected team members and will display certain time slots based on everyone's availability.

**Message:**  
Add a message to be sent to the other party.

You can select the products you are interested in and/or marketing content relevant to the meeting. For example, an attendee can add an exhibitor's product of interest prior to the meeting or an exhibitor can add his key products while requesting a meeting with an attendee.

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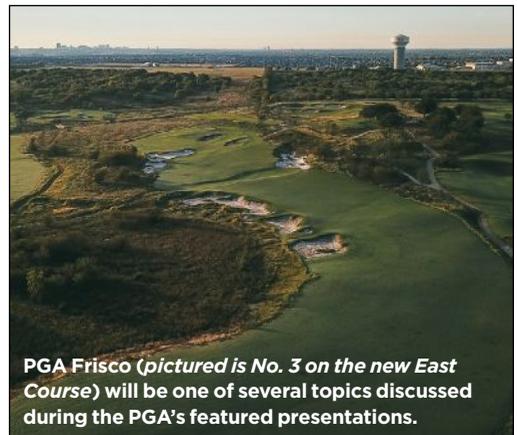
# Getting Started With the Virtual PGA SHOW

**W**hile the 2021 PGA Merchandise Show will be different in many ways, PGA Professionals and other attendees will start the process in the same way as recent years by registering online at PGAShow.com. When you and staff members from your facility register, instead of receiving a bar code to scan in person at registration, you'll receive an activation link for setting up your own personal attendee profile. For best functionality, it is recommended to use Google Chrome or Mozilla Firefox as the browser, which are both available as free downloads for users of Macs, PCs, tablet devices and smartphones.

You can customize your profile with a photo, information about yourself and your facility, and also specify any product categories and interests you'd like to explore this year. Your profile and its information can be changed or updated later if you'd like. Attendees will also be able to access exclusive digital offers through a virtual gallery of coupon codes and PGA Show special offers.

Once you're registered for the 2021 PGA Show, you'll also be able to access the event schedule and start adding events to your own personal calendar. That includes live streams of panel discussions and presentations, as well as PGA Education seminars and other events. At this point, you'll also be able to start requesting meetings with exhibitors in advance.

When the 2021 PGA Show opens on Tuesday, Jan. 26, attendees will be treated with an exciting day of product and trend discovery, as well as the ability to have early meetings with exhibitors and browse showrooms. That morning will also see PGA Show Virtual Product Preview and Launch events go live.



PGA Frisco (pictured is No. 3 on the new East Course) will be one of several topics discussed during the PGA's featured presentations.

On Jan. 27, doors will "swing open" for attendees, with a welcome message from the PGA of America and live event programming kicking off, including featured PGA and industry presentations, a virtual PGA Education Conference and exhibitor special events. Attendees can utilize the PGA Show Exhibitor Directory, a version of the PGA Show Floor, where each exhibitor will have a customized Showroom page.

These pages will feature company overviews, product images and videos, and names and titles of company representatives that are available

for communications. This is where you can ask questions via a chat function, request a video meeting, and favorite products, companies and team members for future reference in your profile dashboard. When requesting meetings, the platform shares the available meeting times of the exhibitor team member and once confirmed, the meeting is automatically added to the event calendars of both parties.

In this way, the virtual 2021 PGA Show will be a bit like using social media platforms – you'll have a number

# Customize YOUR Profile

Each attendee can customize their profile with professional details and the product categories that interest them, which will optimize your product viewing and networking options.



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of ways to connect with different exhibitors and attendees through features such as your “favorites,” and recommendations of attendees with similar interests and exhibitors matching your product preferences. For example, clicking on the “Meeting” icon on an exhibitor showroom page will request a meeting with a team member from that company,

including a message that can detail what you’d like to discuss. From there, the exhibitor can schedule a time for your meeting, which will be added to your personal My Schedule page.

Online meetings will happen within the 2021 PGA Show virtual interface on your web browser without any need to install any external apps or software. The meeting rooms support video, audio, live chat and screen sharing options for truly robust real-time meetings. If you have a question but don’t need a full meeting, you can also interact with an exhibitor via the messaging function.

# Be Ready to BROWSE

Be sure to have the Google Chrome or Mozilla Firefox web browser installed (free to download) – the **virtual 2021 PGA Show** is optimized to run on those browsers on computers, tablet devices and smartphones.

**“I will be able to have more staff members get involved and will employ the ‘divide and conquer’ mentality to touch base with as many of the exhibitors as possible.”**

**— Paul Ramee, PGA**

Attendees will also have a chance to network and learn about exhibitors and their products through other social media-like engagement tools built into the 2021 PGA Show virtual experience. As mentioned earlier, a user can “favorite” (indicated by a “star” icon) companies, products or education sessions, and the platform will feature a running leaderboard of attendees’ most visited showrooms and most “favorited” products – which is one way to see what other attendees like/recommend.

Initially, the platform matches attendees with exhibitors by their registration product category preferences, and makes recommendations for exhibitors, products, events and sessions, based on their interactions in the platform. Upon logging in, you will also be shown your top exhibitor “matches” to help you navigate the Exhibitor Directory and easily find what you’re looking for, so give yourself plenty of time pre-PGA Show to do your research and determine your needs.

These interactions all happen within the 2021 PGA Show interface and are secure. For example, you may receive a recommendation to have a meeting with an exhibitor, but that exhibitor will not be able to contact you outside of the virtual PGA Show or have access to your personal email address or contact information.

Additionally, PGA Golf Exhibitions has partnered with RepSpark, a B2B e-commerce solution that simplifies the sales order and fulfillment process. This enables PGA Professionals and buyers to browse various exhibitor catalogs and buy directly – and securely – through the virtual platform.

The goal of these robust networking features is to give PGA Professionals the chance to connect with exhibitors and other PGA Professionals individually or as a team, providing a user-friendly opportunity to enjoy some of the best elements of the traditional PGA Show experience.

# Search AND Succeed

The 2021 PGA Show will feature a **product search function** that will help you receive custom recommendations based on the products and companies you

interact with during the event. You can search based on product category, country, product types and different specialty pavilions.

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# PGA Planning Special Events, Access for Members

This year's virtual PGA Show will include a number of special events available to watch live or on-demand during the week.

Events were still being added at press time, though the lineup is scheduled to include top PGA Professionals, industry leaders and influential PGA/LPGA Tour players sharing insights on Association objectives, the surging interest in golf, industry initiatives and the PGA's 2021 Championship events.

Attendees will also be able to experience a virtual Fashion Show, a comprehensive golf fitness education track led by TPI – which includes morning and afternoon workout sessions – and unique exhibitor-sponsored education content. The Fashion Show, similar to the popular virtual format presented this August by PGA Golf Exhibitions, will feature designers, brand ambassadors, models and event brand staff modeling the latest collections on Wednesday afternoon, Jan. 27.

The golf fitness programming will be led by PGA Professional Dave Phillips, the co-founder of TPI, and include two daily sessions with TPI Certified Instructors on power, recovery & sleep, neuroscience, health & wellness, and nutrition. In addition, more special education webinar sessions will be offered from exhibitors like aboutGolf, FlightScope, Lightspeed, TechnoGym, Toptracer and Trackman, who will share successful business strategies related to game improvement technology.

There will also be multiple programs presented especially for PGA Professionals, such as an update on PGA Frisco and an overview of PGA Career Services programs, as well as short presentations throughout the week on topics such as PGA Jr. League, PGA WORKS and Inclusion & Diversity. PGA Members will receive one MSR credit for every 35 minute session attended live. The sessions



will also be available on-demand, and to receive the MSR credit, PGA Professionals would simply need to complete a short quiz at the end with a passing score.

“We’re making a strong attempt to have all the PGA Member-driven content that you would normally get by being at the PGA Show in Orlando,” says PGA Professional John Easterbrook Jr., the PGA’s Chief Membership Officer. “Member Services is always an important part of the PGA Show, and that’s no different this year. We’re going to have open lines of communication to make sure PGA Members will find that our team is available to

provide whatever information they need.”

That includes the PGA Education Conference sessions. With the entire PGA Show going virtual, a positive byproduct is the ability for even more PGA Members to take classes as their schedules allow.

“All three career paths will be represented, and the interface is very easy to use – it might even be simpler to navigate than any system we’ve had,” Easterbrook

## SMILE for the CAMERA

The virtual showrooms have built-in video meeting rooms that allow you to conduct virtual meetings without leaving your browser window, and audio-only meetings are also available.

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**“The virtual platform will give us flexibility in allowing us to tailor our schedules around our other duties at the facility, which is very important during these challenging times.”**

**— Jim Schouler, PGA**

says. “PGA Education has been virtual for months now, and it’s worked out very successfully. This year’s PGA Show gives you the ability to get your staff members to participate in these sessions, and you can even suggest some subjects that are appropriate for where they are in their careers.”

Given all the opportunities available to PGA Professionals throughout the week of the 2021 PGA Merchandise Show, many are preparing to spend substantial time planning for and attending the virtual event to make sure they have everything they need for what could be another busy golf season.

Paul Ramee, PGA Director of Golf at Bull’s Bridge Golf Club in South Kent, Connecticut, plans to treat the 2021 PGA Show exactly as he normally approaches the in-person event. Ramee says he’ll take part in PGA Education seminars, watch special events and spend time each day meeting with exhibitor reps and placing orders.

“My main goal is to meet with vendors I will not be able to see at my facility in northwestern Connecticut,” he says.

Ramee plans to also peruse the list of exhibitors using the online PGA Show Exhibitor Directory and make appointments to discuss new products and buying programs. Without having to budget for travel and time away, he expects more of his staff to participate.

“I will be able to have more staff members get involved and will employ the ‘divide and conquer’ mentality to touch base with as many of the exhibitors as possible,” Ramee adds. “I will break up the various product categories and ask my staff members to be responsible for viewing and making recommendations on the various products they view and learn about.”

Ramee also plans to take part in the PGA Teaching & Coaching Summit presented by OMEGA prior to the PGA Show, and also take advantage of exhibitor education and certification opportunities.

A similar sentiment belongs to Steve Smith, the PGA Director of Golf at the 36-hole Greystone Golf & Country Club in Birmingham, Alabama. Smith is determined to involve his entire staff in the long list of education seminars, buying and sourcing opportunities, and special presentations in January.

“The virtual format will allow all of our staff professionals to participate in the PGA Show in one form or another,” says Smith. “The biggest advantage that I can see is that all of my professional staff will be able to participate in all of the programs, rather than just the few who would travel to Orlando. There is a savings to our budget as well that will positively affect the bottom line.”

Smith plans to make appointments to meet virtually with vendors old and new, and plans to earn MSR credits during and immediately following the PGA Show.

“It looks like we will be able to virtually attend all of the programs, presentations and seminars that we would normally attend in-person,” says Smith. “Merchandising education is what I normally tend to at the PGA Show, and I plan to sit in on as many PGA and AGM seminars and presentations as possible. Those I can’t watch live, I will watch later since they will also be available on-demand after PGA Show Week.”

PGA Professional Sienna Fucci is also looking forward to experiencing the virtual elements of the 2021 PGA Merchandise Show after attending six previous in-person PGA Shows. As one of the PGA Assistant Professionals at The Patterson Club in Fairfield, Connecticut, she is planning to use this year’s event to further her education and better serve the 350 golf members at her club.

“Our team is super grateful that the PGA is offering something like this year’s virtual event after all the adjustments of this past year,” Fucci says. “We’ve looked at the schedule and plan to attend some education seminars, and two of us will take part in the PGA Teaching & Coaching Summit.”

Fucci says she’ll also browse the virtual showcase for teaching and training aids, and take the opportunity to catch up with vendors and sales reps.

“The biggest thing I get out of the PGA Show is getting a clearer picture of how companies are marketing their products so I know how to talk with our members about them,” Fucci says. “The virtual PGA Show format is new to all of us, but we’re open to see how much we’re going to be able to take away from this year’s event.” ■

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