

## From Dunedin to Orlando, 65+ Years of Moving the Golf Business Forward



### The History of the PGA Show:

The PGA Show, formerly the PGA Merchandise Show, now the world's largest and most influential golf business event, grew from humble beginnings in Dunedin, Fla., in 1954, when a handful of golf merchandisers assembled in the PGA National Golf Club parking lot during a series of PGA winter tournaments. By 1957, the number of manufacturers' representatives had become so large, approximately 50 by then, that PGA officials leased a tent.

The PGA Show moved when the Association's winter tournaments relocated to Florida's East Coast. In 1963, the Show was held at the Port St. Lucie (Fla.) Country Club; from 1964–73 at PGA National in Palm Beach Gardens, Fla. (now BallenIsles Country Club); and in 1974, moved back to Port St. Lucie, still under a circus-sized tent.

The PGA Show and winter tournaments moved again in 1975, this time to Orlando, Fla., where the Show was indoors for the first time at the Disney Contemporary Resort. In 1982, The PGA of America relocated to the new PGA National in Palm Beach Gardens, a mile from its former headquarters. The PGA Show was subsequently moved to the Miami Beach Convention Center, where it remained for three years.

Due to the continuing demand for increased space capacity, The PGA moved the Show to the new Orange County Convention Center (OCCC) in 1985 and again the Show was quickly filled to capacity. As the PGA Show grew so did the West Building of the Convention Center, which added 200,000 gross square feet in 1989 and nearly doubled in size to 1.1 million gross square feet in 1996.

In 1998, The PGA of America sold an equity share of its golf shows to Reed Exhibitions, the world's leading trade show organizer. In partnership, The PGA and Reed, under the umbrella of PGA Golf Exhibitions, produce and manage the PGA Show in Orlando, regional PGA Show Buying & Education Summits and the digital PGA Connects platform.

Since the PGA/Reed partnership, the PGA Show has evolved to become an all-encompassing global platform for the introduction of new products, indoor & outdoor product testing, wide-ranging education seminars, industry symposiums right on the show floor, national awards presentations, fashion features, player development programs, professional networking events and more.

Several industry programs have been added to the PGA Show since the partnership that remain valuable resources for the industry today including vendor and buyer appreciation programs (1999), the New Product Zone (2001), Demo Day (2003), PGA Magazine Invitational Tournament and the indoor Equipment Test Center (2004), specialty exhibitor pavilions and the PGA Forum – now the Golf Industry Stage – (2007), PGA Mentor Lunch and AGM Product Preview & Reception (2008), the Inventors Spotlight Pavilion (2011), event mobile app (2012), Outdoor Instructional Workshops, Golf Fitness, Wellness & Instruction Pavilion & Stage (2013), live Golf Channel *Morning Drive* daily broadcast - now live *Golf Today* daily programming – (2014), the Performance Textile Fair pavilion (2016), *PGA Show Insider* (2016), streamlined topic tracks in the PGA Show Education Conference (2018), Adaptive Golf Center (2018) and the co-located National Golf Course Owners Association Golf Business Conference (2020). In 2021, the PGA Show was held virtually to allow the golf industry to participate from the safety of their homes, facilities or offices during the COVID pandemic.

The 69<sup>th</sup> edition of golf's longest-running, and most influential business event will reunite the global golf community in person at the Orange County Convention Center for the first time since January 2020. The PGA Show will follow all [health and safety standards](#), based on CDC guidelines, local public health guidance and host venue protocols, to support a safe and comfortable experience at the 2022 PGA Show.

Learn more at [www.PGAShow.com](http://www.PGAShow.com).