



PGA
SHOW CONNECTS

CONTENT | CONNECTIONS | MARKETPLACE



VIRTUAL MEDIA OUTREACH



PGA Shows will promote media participation to more than 2,000 golf, sports, business and lifestyle media and provide them with access to a robust, easy-to-use Virtual Media Center within the virtual PGA Show platform. Media will be able to browse new products, discover new exhibitors, schedule video meetings/interviews with companies, attend product launch events, participate in exhibitor media events, access high-resolution product images & product press materials, attend education and exhibitor sessions and much more.

MAKING THE MOST OF YOUR SHOWROOM

Your virtual showroom provides media with one-stop, all-access to your company. Maximize your showroom by completing all available fields - logo/branding, company description, product photos and videos, marketing/press documents, team members for meetings and an optional, upgraded custom background.

Media Tips:

- Company News Releases
 - Upload to the marketing content section of your showroom
 - Submit news releases in the exhibitor manual to appear in the event's Exhibitor Newsroom (accessible by all attendees and media). Note - only administrators have access to the exhibitor manual. The initial showroom administrator can directly submit news releases or assign additional administrator rights to the company's media team member.
- Product Photos
 - While the showroom accepts web-resolution photos, exhibitors should upload high-resolution photos of products in the exhibitor manual for media to use in their coverage of your company/products.
 - The secure, password-only Exhibitor Images Archive is available exclusively to editorial media, beginning Jan. 26 through Feb. 5, 2021. (This is a highly requested asset by media.)
 - Note - only administrators have access to the exhibitor manual. The initial showroom administrator can directly upload high-resolution product photos or assign additional administrator rights to the company's media team member.

MAKING THE MOST OF YOUR SHOWROOM CONTINUED

- Special Events
 - If you are hosting a special event or virtual media event in your showroom, add the event in the exhibitor manual to appear in the event Show Week Schedule (accessible by all attendees and media).
 - Note - only administrators have access to the exhibitor manual. The initial showroom administrator can directly submit events or assign additional administrator rights to the company's media team member.
- Product Categories
 - Please select accurate product categories to help media find your products. Media will specify product categories of interest and the platform will provide company "matches" when media log in. Additionally, as media interact in showrooms, the platform will make additional product recommendations based on their interactions.

WHO WILL MEDIA CONTACT ON YOUR TEAM?

When adding team members to your showroom, be certain to identify a team member for media inquiries by including "media" in their title. This can be a team member dedicated solely to the media role or it can be a team member who is also accepting media inquiries, in addition to buyer meetings. If it is a team member with multiple responsibilities, include "+Media" in their title. For example: John Smith, Eastern U.S. Sales + Media.

- Additionally, submit you company representative for communication regarding event media partners and special media coverage opportunities in the exhibitor manual.
- Note - only administrators have access to the exhibitor manual. The initial showroom administrator can directly submit the company media contact information in the exhibitor manual or assign additional administrator rights to the company's media team member.

MEETINGS WITH MEDIA

Your virtual showroom allows you to manage, schedule and run video meetings (and media interviews) directly in the platform, at your convenience.

- The video meeting rooms are easy to use with no additional software installation required. Test your computer compatibility for video meeting rooms at <https://app.chime.aws/check>.
- Media may request meetings/interviews in your showroom with the team member designated for media inquiries. Exhibitors may send a virtual platform meeting request or chat with any registered media identified through matchmaking or showroom interaction. Additionally, exhibitors may send an invitation link outside of the platform to established media contacts who may have not yet registered for the virtual PGA Show.
- One company team member or multiple team members can attend media meetings/interviews. In the case of a group meeting, the system will check calendars of all selected team members and will display time slots (choose from 15 minutes to one hour) based on the availability for everyone.
- The meeting requestor can add products that they'd like to discuss to the scheduled meeting for the attendee and you can share your screen or your product directly during the video meeting.



DASHBOARD ANALYTICS

Your dashboard reveals attendee and media interactions with your showroom and products. Follow-up directly with those who view and “favorite” your content, while tracking meeting requests. You’ll also able to view and interact with your recommended leads in real-time through the platform.

EXHIBITOR MEDIA RESOURCES

- Free Easy-to-Use [Template](#) - Exhibitor News Release
- Know Your Media Attendee Classifications
 - Editorial Media - reporting personnel
 - Non-Editorial Media - non-reporting, marketing, advertising, public relations personnel

THE PGA SHOW VIRTUAL MEDIA CENTER

One-Stop Media Access to:

- Exhibitor Showrooms & Appointment Requests
- Show Week Calendar of Events + Media-Specific Exhibitor Events
- Exhibitor Product Showcases/Spotlight Videos
- Exhibitor & Event High-Resolution Photo Gallery (Registered editorial media access only)
- Exhibitor Newsroom
- Registered Media Chat Room
- Event Media Resources (fact sheet, releases, logo, etc)
- Social Hub - Engage with #PGASHOWVIRTUAL, follow on [Instagram](#), [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#)!