



# PGA™

## 2021 MERCHANDISE SHOW

# JANUARY 26-29

## VIRTUAL EXPERIENCE & MARKETPLACE



# VIRTUAL SHOWROOM OVERVIEW

### COMPANY OVERVIEW

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

**PGA SHOW VIRTUAL SHOWROOM**  
Norwalk, United States  
pga.showroom.com

### COMPANY OVERVIEW

The PGA Merchandise Show traditionally welcomes professionals from around the world to the industry's leading primary events for the business of golf. The 88th edition of the PGA Show will shift to an all-virtual format for PGA. Professionals and golf industry visitors to engage with new



### PRODUCT IMAGES

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

### ALL PRODUCTS



### VIDEO

View product and/or promotional videos.



### PRODUCT CATEGORIES



### MARKETING CONTENT

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

### MARKETING CONTENT (5)



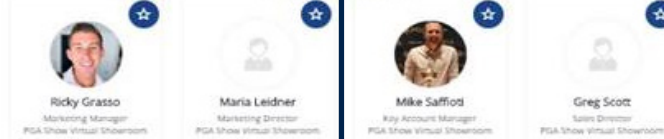
### Brands (3)



### PRODUCT CATEGORIES

Browse the types of products the exhibitor offers in this section.

### TEAM MEMBERS (4)



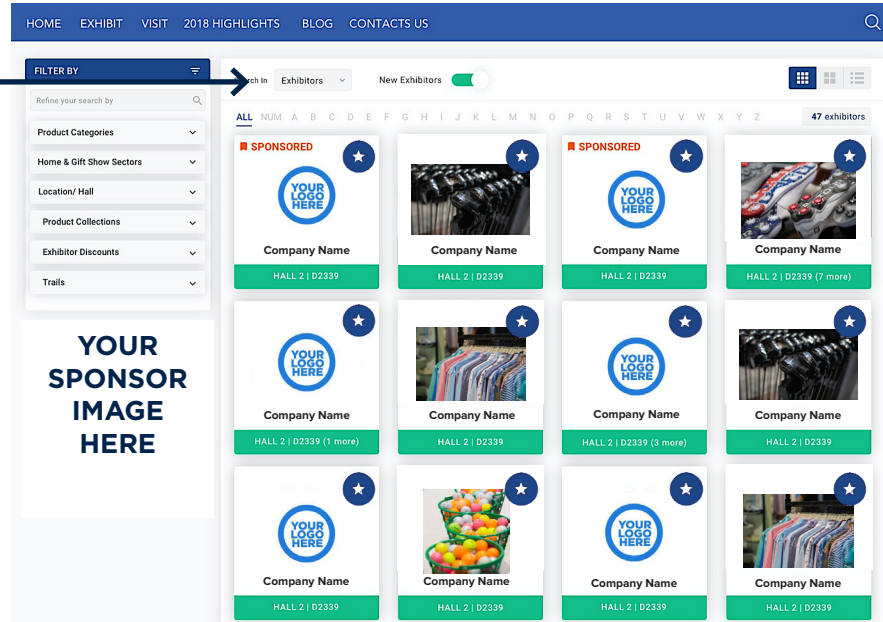
### BRANDS

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

# PGA SHOW ADDITIONAL FEATURES

## EXHIBITOR SEARCH

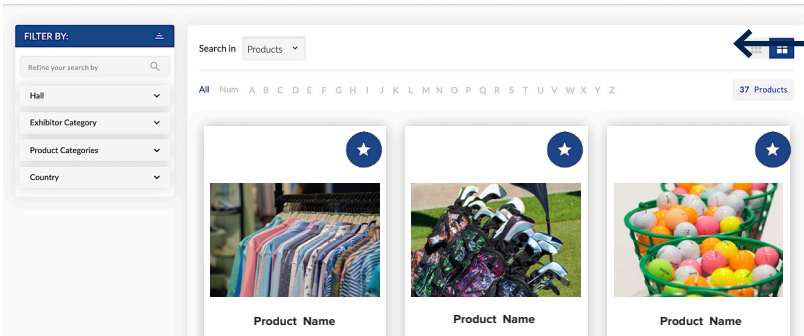
Search and find exhibitors easily through various filters and tags. Looking for a specific brand? View brands in applicable exhibitor showrooms or browse all of them through the brand directory.



YOUR SPONSOR IMAGE HERE

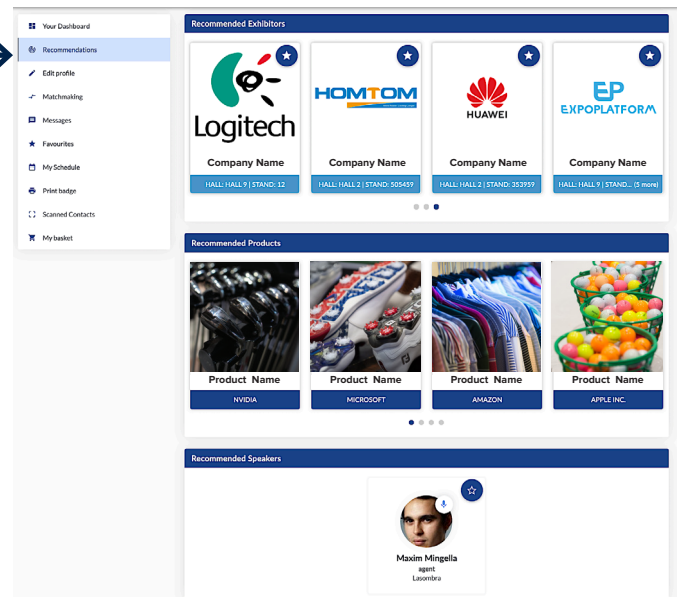
## PRODUCT SEARCH

Unique to our 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

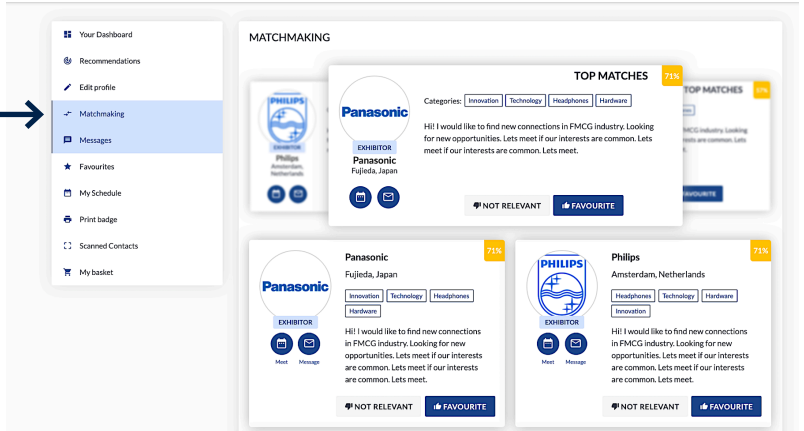
Receive personalized product and exhibitor recommendations. The PGA Show Virtual Recommendations section will match you with other similar companies and products you have favorited.



# PGA SHOW ADDITIONAL FEATURES CONTINUED

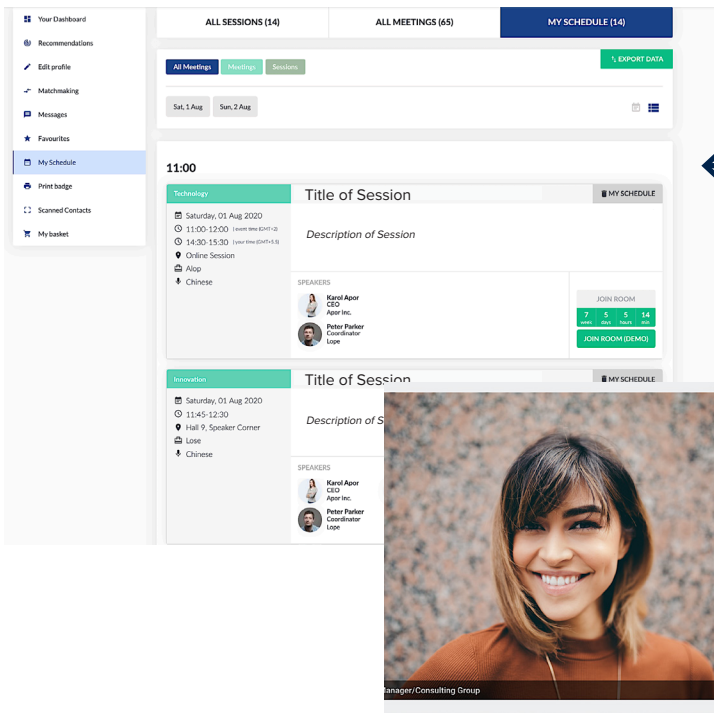
## MATCHMAKING

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

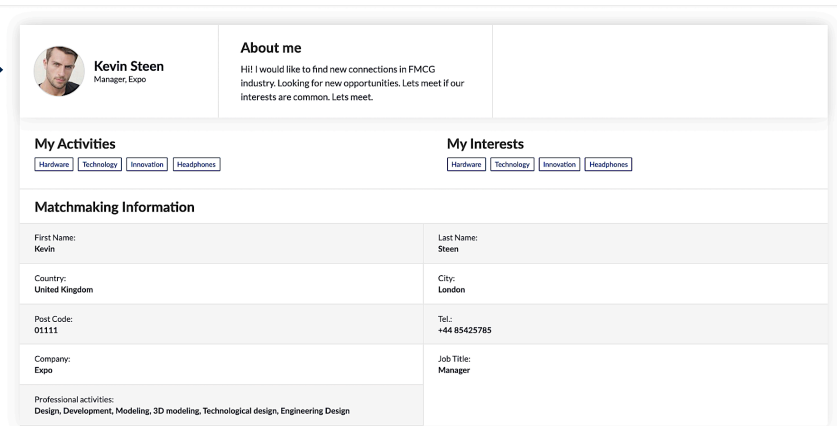
The PGA Show is focused on reconnecting you with the golf industry. Business meetings are encouraged and part of our slate of daily programming. Your registration gives you access to a meeting scheduler and video meeting room to use and connect with exhibitors.



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 1-on-1s to full team participation, this is your week to meet and reconnect.

## ATTENDEE PROFILE

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





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## PGA SHOW VIRTUAL MEDIA CENTER

### You will be able to:

- Access the Exhibitor Newsroom for exhibitor-submitted announcements and a blog of exhibitor news and notes
- Access the Exhibitor High-Resolution Product Image Archive
  - Registered editorial media access only
  - Register for access approval in the Virtual Media Center PRIOR to PGA Show event days in the Virtual Media Center
  - Exhibitor Image Portal is open Jan. 26 – Feb. 5, 2021
- View Exhibitor Media Events and Add to Your Calendar
- Connect with media peers in the Media Chat Room
  - Network with all registered media
  - Or, create a private group chat with your outlet team members or selected registered media.
- Access traditional Event Media Resources (fact sheet, releases, logo, event history, etc.)

### Also, access convenient Virtual Media Center links to:

- Exhibitor Marketplace
  - Browse companies, products and brands. Schedule and record interviews with manufacturers right in the platform.
- Show Week Schedule of Events
  - Browse all sessions or sort by specific track (Education, PGA Industry Presentations, Virtual Special Events, Exhibitor Media Events, etc.)
- Exhibitor Product Showcases/Spotlight Videos
- Your Personal Dashboard
  - Available on every page you visit and located in the top right corner.
  - Complete your full profile fields for the optimal virtual event experience
  - View your appointment calendar
  - Keep track of your “favorites” – companies, products, people, sessions, news & more
  - Discover your recommendations and vendor matches



Engage with #PGAShowVirtual | Follow on [Instagram](#), [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#)!

FOR QUESTIONS, CONTACT [PR@PGASHOWS.COM](mailto:PR@PGASHOWS.COM)