

## The 2023 PGA Show will be the 70<sup>th</sup> Edition of Golf's Longest Running and Largest Global Business Gathering



### 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). The 2021 PGA Show was held virtually during the COVID pandemic. The PGA Show returned in 2022 at a smaller scale as the pandemic was winding down, introducing a focus on clubfitting, coaching and range operations to the newly named PGA Show Demo & Fitting Day; a redesign of event branding and the Show Floor, featuring a new experiential pavilion for PGA Professionals (PGA Professional Hub), a new short game product testing area, and an enhanced Fashion Lounge for buyers and the popular Live Fashion Show.

(more)

In 2023, the PGA of America and PGA Golf Exhibitions are building upon previous enhancements by introducing:

- The return of the biennial PGA Teaching & Coaching Summit, introduction of a golf industry career fair and an industry-collaborative launch of a golf leadership summit.
- Technology driven exhibitor tools to provide data-driven performance insights, buyer incentives, sales leads and greater brand visibility.
- Technology driven attendee resources to impact product discovery, testing and purchasing, educational access, registration, and planning/logistics.
- Additional support services for attending PGA Professionals.
- Additional Show Floor improvements including enhancements to the Equipment Test Center, an expanded Golf Travel pavilion, additional golf fitness programming and the introduction of a new Club Amenities pavilion.

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