



## Golf Exhibitions

### ■ 56th PGA Merchandise Show

**Dates:** Jan. 29-31, 2009

**Site:** Orange County Convention Center  
Orlando, Fla.



The PGA Merchandise Show, now the world's 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 Merchandise Show moved when The PGA of America'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 known as BallenIsles Country Club); and in 1974, moved back to Port St. Lucie, still under a circus-sized tent.

The PGA Merchandise Show and winter tournaments moved to Orlando, Fla., in 1975, where the show was indoors for the first time. In 1982, The PGA of America relocated to the new PGA National in Palm Beach Gardens, a mile from its former headquarters. The PGA Merchandise 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 Merchandise 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 produce and manage the PGA Merchandise Show in Orlando and the PGA Fall Expo in Las Vegas.

Since the Reed/PGA partnership, the PGA Merchandise 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 valuable industry programs have been added since the partnership including the VIP Buyer & Exhibitor Program in 1999; the New Product Center in 2001; comprehensive PGA Education Conference, Outdoor Demo Day and the Show floor's '19th Hole' in 2003; the PGA Employment Center, the national PGA Awards Night, the Pro-Pro Tournament Series and the Indoor Demo Day at the Equipment Test Center on the Show floor in 2004; the Play Golf America Conference and PGA Teaching Best Practices in 2006; the PGA Equipment Forum and industry presentations, plus the PGA Short Game Testing Center in 2007; the PGA Mentor Lunch and PGA/AGM New Product Preview & Reception in 2008; and in 2009 the daily fashion shows evolved into the all new Fashion Gallery complete with collection viewings, accessory showcases and a full schedule of special events, celebrity appearances and fashion presentations.

More than 41,000 PGA Professionals, golf retailers and industry executives from 74 countries and all 50 U.S. states attended the 56th PGA Merchandise Show to launch the business of golf in 2009. They filled 10 miles of Show aisles, more than 1,100 golf vendor booths and participated in a full schedule of special events. Product presentations by golf's top market leaders combined with indoor and outdoor Demo Days, multiple fashion shows, designer panels, teaching clinics, education seminars, career workshops, industry awards, networking receptions and more. PGA Professionals took the lead on a variety of education programs held at the PGA Equipment Forum.

Now more than ever before, the PGA Merchandise Show is the ideal, global platform that industry leaders, top manufacturers, PGA Professionals and golf organizations utilize to grow the business, participation and interest in golf.

For more information regarding the PGA Merchandise Show, visit the official Web site at [pgashow.com](http://pgashow.com) or call (800) 840-5628. For PGA Merchandise Show travel assistance, please call (800) PGA-EXPO.

Future PGA Merchandise Show Dates: Jan. 28-30, 2010

## ■ 2009 PGA Fall Expo

**Dates:** Sept. 1-2, 2009

**Site:** Mandalay Bay Convention Center  
Las Vegas



For more than 20 years, the PGA Fall Expo has served as an important marketplace for the global golf industry to gather in the second-half of the season on the West Coast.

The PGA Fall Expo is packed with product discovery from more than 400 exhibitors, indoor and outdoor equipment testing, valuable education programs, exciting networking events and opportunities to source unique vendors and merchandise.

In 2008, more than 4,000 PGA Professionals, retailers and industry leaders from 48 U.S. states and 27 countries came to preview the latest merchandise from some 400-plus exhibitors within 54,000 net square feet of interactive exhibit space at the Mandalay Bay Convention Center. Exhibitors included more than 120 top apparel brands, more than 20 golf equipment leaders and a wide variety of accessories, training aids, golf management software, golf services and lifestyle products.

The PGA Fall Expo Golf Tournament and Demo Day teed off Expo week and was followed by a busy schedule of exhibits, education seminars, industry networking reception and concert, plus a busy show floor with programs including the indoor equipment testing center, New Product Center, fashion designer roundtables, complimentary business seminars and PGA Town Hall Meeting among the exciting vendor displays.

The PGA Fall Expo, formerly named the PGA International Golf Show until 2001, has been held in Las Vegas since 1995. The Show was at the Sands Expo and Convention Center from 1995-1997, and at the Las Vegas Convention Center since 1998. Prior to Las Vegas, the Show was staged at the Anaheim (Calif.) Convention Center from 1992-1994, and at the Long Beach Convention Center, as the West Coast Golf Show, from 1984-1991.

For information regarding the PGA Fall Expo, visit the official Web site at [pgaexpo.com](http://pgaexpo.com), or call (800) 840-5628. For PGA Fall Expo travel assistance, please call (800) PGAEXPO.

Future PGA Fall Expo: Fall 2010, Las Vegas