



## Golf Exhibitions

### ■ 57th PGA Merchandise Show

**Dates:** Jan. 28-30, 2010

**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 in 1996 to 1.1 million gross square feet.

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 plat-

form for the introduction of new products, indoor and 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 of America 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 2010 the inaugural PGA Merchandise Show Career Fair will offer wide-ranging employment services, job postings, career workshops and interviews by major industry employers.

Some 40,000 PGA Professionals, golf retailers and industry executives from 76 countries and all 50 U.S. states came to the 57th PGA Merchandise Show to launch the business of golf for 2010 – packing nearly 10 miles of Show aisles, nearly 1,000 golf vendor booths and 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.

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:  
2011 PGA Merchandise Show – Jan. 27-29 – Orlando, Fla.

## 2010 PGA Fall Expo

**Dates:** Aug. 17-18, 2010

**Site:** The Venetian, 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 200 exhibitors, indoor and outdoor equipment testing, valuable education programs, exciting networking events and opportunities to source unique vendors and merchandise.

In 2009, thousands of PGA Professionals, retailers and industry leaders from all 50 U.S. states and 16 countries came to preview the latest merchandise at the Mandalay Bay Convention Center. Exhibitors included top apparel brands, 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, the all-new complimentary education seminars, career fair 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.

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.

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 2011, Las Vegas

## PGA Golf Properties

### PGA Golf Properties

PGA Golf Properties Inc., founded as a wholly owned subsidiary of The PGA of America in 1994, advances The PGA's objectives to promote enjoyment and involvement in the game of golf, by providing accessible world-class Championship golf courses, learning centers, research, education, licensing and advisory services.

Since the forming of PGA Golf Properties, The PGA has acquired and developed world-renowned golf properties, including PGA Village in Port St. Lucie, Fla., home to the PGA Golf Club, PGA Center for Golf Learning and Performance (formerly PGA Learning Center), PGA Historical Center and PGA Education Center; and its newest venture, PGA Golf Club Cat Island, The Bahamas.

In addition, PGA Golf Properties owns and operates private golf clubs including: Valhalla Golf Club in Louisville, Ky., which has played host to some of the most compelling events in golf history – highlighted by the 2008 Ryder Cup, 2000 PGA Championship and 1996 PGA Championship; and

the PGA Country Club in Port St. Lucie, designed by George and Jim Fazio.

These properties benefit PGA members, allow the Association to host many of its own Championships and serve as model facilities within the industry.

A signature clocktower welcomes golfers to PGA Village, in Port St. Lucie; a community built around learning and playing the game of golf. The first public facility owned and operated by The PGA of America, PGA Village also serves as the winter home to PGA Professionals.

Ranked No. 51 among the “75 Best Golf Resorts in North America” by *Golf Digest*, PGA Golf Club offers the Ultimate Golf Experience to Stay, Play, Live and Learn the game, with 54 holes of Championship golf by legendary golf architects Tom Fazio and Pete Dye, in addition to a six-hole short course designed for families and beginners.

The facility completed the first phase of renovation to its Fazio courses in 2006, renaming the North and South Courses as the Ryder and Wanamaker Courses, respectively. The Dye Course, following a restoration project guided by the course's namesake, reopened in 2007. PGA Golf Club St. Lucie proudly carries the Audubon International “Signature” status on its three premier courses.

Open to the public year round, PGA Golf Club also offers a new private deposit membership program that guarantees access to at least 54 holes of golf and the PGA Center for Golf Learning and Performance.

Providing the Ultimate Learning Experience for golfers of all levels, the PGA Center for Golf Learning and Performance is a 35-acre, state-of-the-art golf park that offers practice areas for every type of conceivable golf shot. The prototype facility is listed among the Top 10 in the world by *Golf Digest* and has been ranked among the “Top 100 Golf Ranges” by *Golf Range Magazine* each year since the facility’s inception in 2000. There are putting greens and courses, chipping areas, a variety of bunker styles that simulate play worldwide and more than 100 practice stations, providing visitors an opportunity to learn the game under the expert guidance of PGA Professionals.

Home to PGA of America Golf Schools, the facility also features state-of-the-art motion and clubfitting technology, such as the MAT-T System by TaylorMade, Dynamic Balance System, Titleist Launch Monitor, SAM PuttLab, LinxTracker/PGA PAR System and TrackMan Shot Performance, as well as the new PGA Center for Fitness and Performance.

The PGA Historical Center, dedicated on Dec. 4, 2002, and opened to the public on Feb. 27, 2003, is located between the PGA Education Center and PGA Center for Golf Learning and Performance. The 8,300-square-foot facility is home to the PGA Golf Professional Hall of Fame, which was dedicated on Sept. 8, 2005. The golf museum is a showcase for the history of the game of golf, as paralleled by the advancements of The PGA. The current home to the Ryder Cup Trophy, along with golf’s four major Championship trophies, the PGA Historical Center features memorabilia from throughout golf history, in addition to displays honoring many of the Association’s foremost PGA Professionals; the oldest known written reference to golf from the Articles of Parliament in the 1600s; and Donald Ross’ workbench from 1900. The PGA Historical Center also houses the Probst Library, considered one of the world’s foremost golf reference libraries.

The 23,650-square-foot PGA Education Center, was dedicated on Nov. 8, 2001, to serve as the training forum for PGA apprentice professionals. The Center features nine classrooms, which can accommodate nearly 450 students; a 1,600-square foot computer testing and club repair laboratory; and office and administrative support facilities for full-time and adjunct instructors.

Just east of the golf complex is the PGA Country Club. All PGA Professionals are currently associate members of this private club. The PGA Country Club course is also part of the Audubon Cooperative Sanctuary Program for Golf, which protects wildlife habitats on golf courses.

The PGA of America also owns the magnificent Valhalla Golf Club in Louisville, Ky. Ranked as one of “America’s 100

### PGA Golf Club Awards and Designations

2009-10	75 Best Golf Resorts in North America 2009-10 (No. 51)	<i>Golf Digest</i>
	America’s Top Golf Courses 2009-10 (All 3 courses rated “excellent”)	ZAGAT
2009	Top 50 Public Courses (No. 30) - Reader’s Choice Awards	<i>Golf World</i>
	Top Golf Courses Near You in Florida - Wanamaker (No. 19)	<i>GOLF Magazine</i>
	Golf Digest 4 ½ Stars - Wanamaker and Ryder Courses	<i>Golf Digest</i>
2007-08	75 Best Golf Resorts in North America 2007-08 (No. 57)	<i>Golf Digest</i>
	Top 50 Courses for Women - Dye Course (No. 37)	<i>Golf for Women</i>
	America’s Top Golf Courses 2007-08 (All 3 courses rated “excellent”)	ZAGAT
	2007 Readers Choices - The Best Winter Golf Destinations	<i>The Best of Northeast Golf</i>
2005-06	Top 50 Courses for Women - Ryder Course (No. 35)	<i>Golf for Women</i>
2004	America’s Best Residential Golf Courses - Ryder Course (No. 83)	<i>Golfweek</i>
2003	Audubon International Signature Status - Dye Course	<i>Audubon</i>
	Editors’ Picks’ Top Golf Destinations for 2003	<i>Golf World</i>
2002	Fodor’s Places to Play (4 ½ stars)	<i>Golf Digest</i>
2001-02	The 10 Best under \$100	<i>Travel &amp; Leisure Golf</i>
2001	Best in State (Wanamaker Course)	<i>Golf Digest</i>
	Where Women Want to Play - Top 5 Courses that Deliver	<i>Golf Digest Women</i>
2000	Best New Course of 2000 (Dye Course - tied for No. 1)	<i>Florida Golf News</i>
	Fodor’s Places to Play (4½-star rating)	<i>Golf Digest</i>
	Florida’s 50 Finest:	<i>Travel &amp; Leisure Golf</i>
	– Wanamaker Course (No. 19)	
	– Dye Course (No. 20)	
	– Ryder Course (No. 22)	
	Top 100 Fairways Women-Friendly Course Award	<i>Golf for Women</i>
1998	Best of Places to Play	<i>Golf Digest</i>
1997	Top 10 Courses You Can Play	<i>Golf Magazine</i>
1996	No. 1 Best New Affordable Public Course (Wanamaker Course)	<i>Golf Digest</i>
	No. 7 Best New Affordable Public Course (Ryder Course)	<i>Golf Digest</i>
	Audubon International Signature Status (Ryder & Wanamaker Courses)	<i>Audubon</i>
	Best of Golf Award	<i>Links Magazine</i>
	Top 10 Application Award	<i>Automatic ID News</i>

### PGA Center for Golf Learning and Performance Awards and Designations

2009	75 Best Practice Areas (No. 10)	<i>Golf Digest</i>
2000-09	Top 100 Golf Ranges in America	<i>Golf Range Magazine</i>
2007	Best Practice Facility in Florida	<i>Golf Odyssey</i>
2001	Best of the Best Award	<i>Best Golf Network, Inc.</i> (operator of bestgolfnetwork.com)

### PGA Country Club Awards and Designations

1998	Audubon Cooperative Sanctuary Program Member	<i>Audubon</i>
	Service Ace Award	<i>Golf Digest</i>
	The Best of Places to Play	<i>Golf Digest</i>
1996-97	Top 10 Great Value Places to Play	<i>Golf Digest</i>

Greatest Golf Courses” by *Golf Digest*, Valhalla Golf Club has hosted the 1996 and 2000 PGA Championship, 2002 PGA Professional National Championship and the 2004 Senior PGA Championship. In 2006, The PGA of America partnered with five-time PGA Champion Jack Nicklaus, architect of Valhalla Golf Club, on a modification program, in order to support the golf experience for Valhalla members, as well as challenge the world’s finest players during the 37th Ryder Cup in 2008.

PGA Golf Properties’ newest venture is PGA Golf Club Cat Island, The Bahamas, which will become the first PGA of America owned-and-operated facility to be built outside of the United States. The facility will feature a Rees Jones-designed golf course when it makes its grand debut. The property sits on 1,906 acres of pristine Bahamian beachfront. Located 325 miles southeast of Miami and 130 miles southeast of Nassau/Paradise Island, Cat Island – the sixth-largest isle in The Bahamas – offers the country’s highest elevations, with unmatched views of the ocean and surrounding islands. The facility broke ground on construction in April 2009.

All of the golf facilities owned and operated by The PGA of America comply with the requirements of the Americans with Disabilities Act.