



PGA
EXPO | 2012

PGA EXPO

AUGUST 20 - 22, 2012

The Venetian | Las Vegas, Nev.

For more than 20 years, the PGA 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 Expo is packed with product discovery from nearly 200 exhibitors, indoor and outdoor equipment testing, valuable education programs, exciting networking events and opportunities to source unique vendors and merchandise.

Buyers from 46 states and 30 countries filled the aisles to preview the latest golf products among some 200 exhibits and demonstrations at the 2011 PGA Expo, Aug. 23-24, in the heart of Las Vegas “fashion week” at the Venetian Resort Hotel Casino. In addition to traditional golf buyers, the PGA Expo also attracted hundreds of apparel and specialty retail buyers from fashion week shows. 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 2011 PGA Expo began with a well-attended Demo Night, social golf outing and industry networking party at the Callaway Golf Center, just off the Las Vegas Strip, on Aug. 22. During show days, attendees were able to see more than 200 golf companies and brands on the show floor; participate in the comprehensive education conference; and sit in on numerous main stage presentations by industry leaders, golf fashion designers and PGA Professional instructors. Well-known golf instructor Butch Harmon and veteran NBC/Golf Channel broadcaster Mark Roling were among main stage presenters.

The apparel hall of the PGA Expo added a new Fashion FOREward Spotlight, which offered fresh programming each day to provide a forum to focus on new trends, styles and designs. Attendees also could test equipment right at the indoor range and putting green of Golf Performance & Training Center; explore professional development opportunities in the PGA Expo Career Center; and uncover the newest merchandise at the New Product Zone. The busy event was complete with numerous vendor special events and networking events including the annual industry welcome reception at TAO Nightclub.

The PGA Expo, formerly named the PGA International Golf Show until 2001, has found a home in Las Vegas since 1995, with the only exceptions being Reno, in 2002; and San Diego, in 2003. Prior to 1995 the Show was staged at the Anaheim (Calif.) Convention Center from 1992-94; and at the Long Beach Convention Center, as the West Coast Golf Show, from 1984-91.

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 Expo in Las Vegas.