



PGATM

Merchandise Show

PGA MERCHANDISE SHOW

60TH PGA MERCHANDISE SHOW

JANUARY 24 - 26, 2013

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 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 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 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 Outdoor Demo Day, the comprehensive PGA Education Conference, the national PGA Awards Night, the Pro-Pro Tournament Series, Indoor Demo Days at the Equipment Test Center on the Show floor, the PGA Forum Stage, specialty exhibitor pavilions, professional networking events, multiple New Product Zones, the Inventor's Spotlight pavilion, and the Super Saver attendee cost savings program.

In 2012, the industry's new Golf 2.0 Strategic Plan was introduced by golf leaders on the PGA Forum stage as the keynote address to open the PGA Merchandise Show. Legendary golfer Jack Nicklaus was joined at the opening event by baseball great Ken Griffey Jr., a member of the Board of Governors of the Boys and Girls Clubs of America. Also, the new Business Leadership Series was introduced and new Show Floor-featured destinations such as the Golf Business Solutions Zone, a Live Fashion E-Studio and the International Clubmakers Guild Connections Center made their first appearance.

More than 42,000 PGA Professionals, golf retailers and industry executives from some 80 countries and all 50 U.S. states came to the 59th PGA Merchandise Show to launch the business of golf for 2012 — packing nearly 10 miles of Show aisles, some 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, fashion shows, designer panels, teaching clinics, education seminars, career workshops, celebrity appearances, 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.

In 2011, a new partnership of the PGA World Alliance, China Golf Association and PGA Worldwide Golf Exhibitions was announced to organize the PGA Merchandise Shows—China, Asia. The new partnership has the official support of The PGA of America, the Golf Course Superintendents Association of America, the Golf Course Builders Association of America and the Club Managers Association of America—China Chapter.