

A better than par partnership drives the golf industry's largest and most successful event. How can we help you get your show on the road?

The PGA Merchandise Show is the largest tradeshow within the golf industry occupying over 500,000 square feet of exhibit hall space. This event attracts golf's most influential organizations, manufacturers, retailers and buyers, including over 1,100 exhibiting companies and over 41,000 industry professionals. The PGA Merchandise Show also features an education program with 60 educational conferences.

Working in partnership with the PGA of America, PGA Golf Exhibitions' global golf portfolio is an international forum for the introduction of golf products and services, marketing campaigns, professional development programs and annual business meetings.

ASSOCIATION PARTNER: PGA of America

INDUSTRY SERVED: Golf

YEARS IN BUSINESS: Launched in 1953

MANAGEMENT: Managed by Reed Exhibitions since 1998

LOCATION(S): Orlando and Las Vegas

SQUARE FEET: PGA Merchandise Show (Orlando): 505,000

TYPES OF EXHIBITORS: Exhibitors include equipment manufacturers, golf products and services, golf and resort apparel, footwear and headwear, golf course management, travel companies, computer software, teaching and coaching aids, golf cart manufacturers, fitness companies, turf management companies, and fixture and signage companies

TYPES OF ATTENDEES: Attendees include members of the PGA, golf and retail buyers, golf club owners, manufacturers, distributors, suppliers of golf products and services, professional golfers, golf/course facilities management, golf tournament directors, and club managers