



# PGA

## 2021 MERCHANDISE SHOW

# VIRTUAL EXPERIENCE & MARKETPLACE

## JANUARY 26-29

## Fact Sheet

Prioritizing the health and well-being of the global golf community during the ongoing pandemic, the PGA Merchandise Show shifts to an all-virtual format in 2021.



The 68th edition of the PGA Merchandise Show will instead drive business, education and networking through a cutting-edge, highly-interactive virtual experience and marketplace, featuring:

- New Product Launch Events
- Dynamic Exhibitor Showrooms
- Commerce Applications
- Education Sessions
- Industry Presentations
- One-to-One Meetings
- Group Networking
- Special Events
- Golf Celebrity Appearances
- Influencer Engagement Programs



Virtual PGA Show Week - January 26-29, 2021

The easy-to-use platform will become available for appointment scheduling in mid-December, with full content provided live during PGA Show Week, and available on-demand for an extended period of time after the Show concludes. Company Showrooms in the PGA Show Exhibitor Marketplace will remain open on an ongoing basis to help exhibiting companies and buyers drive commerce throughout 2021.



PGA Professionals, golf retailers, industry leaders and manufacturers from around the globe will be able to attend the show from the safety of their homes, facilities or offices.



**Registration & Additional Details:**

[www.PGAShow.com](http://www.PGAShow.com)

The PGA Merchandise Show is organized by PGA Golf Exhibitions, a division of Reed Exhibitions, in partnership with the PGA of America.

## The PGA Merchandise Show 1954-2020

From the trunks of cars in 1954 to the industry's most comprehensive international golf business event, the PGA Show traditionally features:

- Some 1,000 leading golf companies and brands within nearly 10 miles of Show aisles.
- One million square feet of interactive exhibit, product demonstration and industry presentation space at the Orange County Convention Center in Orlando, Florida.
- PGA Show Demo Day featuring 100 golf companies within 200+ hitting bays, practice greens, golf cart test track and the vendor village of the 42-acre Orange County National Golf Center in nearby Winter Garden, Florida.
- Nearly 40,000 influential PGA Professionals, manufacturing executives, retailers, global industry leaders and top decision-makers.
- Countless opportunities for new product discovery, new equipment and technology testing, golf fashion introductions, merchandise sourcing, education programs and professional networking.

**2022 Save the Date**  
**PGA Merchandise Show**  
**January 25-28, 2022**  
**Orlando, Florida**

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