



## **The 2024 PGA Show will be the 71<sup>st</sup> Edition of Golf's Longest Running and Largest Global Business Gathering**

### **The History of the PGA Show:**

The PGA Show, formerly the PGA Merchandise Show, now the world's largest and 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 Show moved when the Association'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 BallenIsles Country Club); and in 1974, moved back to Port St. Lucie, still under a circus-sized tent.

The PGA Show and winter tournaments moved again in 1975, this time to Orlando, Fla., where the Show was indoors for the first time at the Disney Contemporary Resort. In 1982, The PGA of America relocated to the new PGA National in Palm Beach Gardens, a mile from its former headquarters. The PGA 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 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 (RX), the world's leading trade show organizer. In partnership, The PGA and RX, under the umbrella of PGA Golf Exhibitions, produce and manage the PGA Show in Orlando each January and the mid-season PGA Show Buying & Education Summit in Frisco, Texas – at the Home of the PGA of America, in July.

Since the PGA/RX partnership, the PGA 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 right on the show floor, national awards presentations, fashion features, player development programs, professional networking events and more.

Several industry programs have been added to the PGA Show since the partnership that remain valuable resources for the industry today including vendor and buyer appreciation programs (1999), the New Product Zone (2001), Demo Day (2003), the indoor Equipment Test Center (2004), specialty exhibitor pavilions and the PGA Forum – now the PGA Industry Stage – (2007), PGA Mentor Lunch and AGM Product Preview & Reception (2008), the Inventors Spotlight Pavilion (2011), Outdoor Instructional Workshops, Golf Fitness, Wellness & Instruction Pavilion & Stage (2013), live Golf Channel daily broadcast (2014), *PGA Show Insider* (2016), streamlined topic tracks in the PGA Show Education Conference (2018), Adaptive Golf Center (2018) and the co-located National Golf Course Owners Association Golf Business Conference (2020).

(more)

The 2021 PGA Show was held virtually during the COVID-19 pandemic. Event enhancements continued when the PGA Show returned in 2022 at a smaller scale as the pandemic was winding down, including educational programming on club fitting, coaching and range operations at PGA Show Demo Day; a redesign of event branding and the Show Floor; a new PGA of America Hub, a pavilion for Association programming, partner resources and Member networking; a new short game product testing area; and an enhanced Fashion Lounge for buyers and the popular Live Fashion Show.

In 2023, enhancements included the Career Zone, offering career workshops and industry employment interviews; the new Golf Leadership Summit, an invitation-only conference for industry leaders to address trends, opportunities and challenges impacting the growth of the sport; and a new Club Amenities pavilion – enhanced in 2024 as The Clubhouse to include exhibitors and programming focused on facility capital improvements and facility member engagement. Also in 2024, Show Week will now feature the new PGA Show Winter Jam, an after-hours concert experience with a major music artist, on Thursday evening, with complimentary admission to all registered PGA Show attendees.

Learn more at [www.PGAShow.com](http://www.PGAShow.com).