



# PGA

2010 MERCHANDISE SHOW

## **IMMEDIATE RELEASE**

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# **LARGEST PROFESSIONAL GOLF EQUIPMENT TESTING EVENTS IN THE WORLD RETURN TO THE 57<sup>th</sup> PGA MERCHANDISE SHOW**

## **Indoor and Outdoor Demo Days Offer Exclusive Preview & Testing of New Equipment**

PALM BEACH GARDENS, Fla. – Influential PGA Professionals and golf retailers from around the globe will come to the world's largest professional golf equipment testing events during the 57<sup>th</sup> PGA Merchandise Show, January 28-30, in Orlando, Fla. The Outdoor and Indoor Demo Days annually provide retail decision-makers with an exclusive preview and personal hands-on testing opportunity to determine the hottest equipment and accessories that will help drive golf retail sales in the upcoming season.

Market leaders such as Callaway Golf, Titleist, Cobra, PING, Cleveland Golf/Srixon, Nike Golf, Bridgestone, Mizuno, Adams, Wilson Golf and more count on the product-testing Outdoor & Indoor Demo Days of the PGA Merchandise Show to showcase the attributes of their newest equipment lines.

### **8<sup>th</sup> Annual Outdoor Demo Day, January 27<sup>th</sup>**

On Wednesday, Jan. 27, the 8<sup>th</sup> Annual Outdoor Demo Day, exclusive to PGA Professionals, invited VIP retailers and media, will feature more than 90 top golf equipment, training aids, performance wear and golf accessory companies within 100+ hitting bays, practice greens and the vendor village of the 42-acre practice facility of Orange County National Golf Center and Lodge (OCN) in Winter Garden, Fla.

Thousands of PGA Professionals, VIP retailers and media traditionally attend Outdoor Demo Day's packed schedule of manufacturer special events and demonstrations, plus PGA TOUR and LPGA player appearances. In 2010, the popular PING Clubfitting events will return as will the Titleist short game area and the Nike Golf player demonstrations. Cleveland Golf/Srixon will introduce their new Cleveland Golf Scoring Clinics and Callaway Golf and Odyssey will offer demonstrations of their entire 2010 product lines. Additionally, Egan Golf and Piranha Golf will attempt to break the current Guinness World Record for the most golf balls hit in a continuous 12-hour period during this year's Outdoor Demo Day. The Folds of Honor Foundation, which provides post-secondary educational scholarships to the spouses and children of service members disabled or killed as a result of their military service, has been designated the benefitting charity for the world record attempt special event.

The Outdoor Demo Day is open exclusively to PGA Professionals and media from 9:00 a.m. to noon with invited VIP retailers joining the event until closing at 5:00 p.m. Special events details will be updated regularly at

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

Shuttles will run from Orange County Convention Center (OCCC) to OCN every 20 minutes beginning at 8:00 a.m. through 5:00 p.m. Shuttle transportation is strongly encouraged as parking is restricted. Vehicles without a parking pass will be directed to the auxiliary parking lot located ½ mile away from Orange County National Golf Center with continuous shuttle service throughout the day to OCN. The last shuttle buses departing OCN for the parking field and OCCC will be at 6:00 p.m.

The Outdoor Demo Day is presented by PGA Golf Exhibitions and *PGA Magazine* and sponsored by Aldila. Page & Tuttle and Sunice as outerwear sponsors, Pukka Headwear as the headwear sponsor, Pride Sports as the tee sponsor and Lampkin Corporation as the grip sponsor.

PGA Professionals will receive four MSR credits for participating in this event. For a detailed list of participating companies, visit [www.pgashow.com/demoday](http://www.pgashow.com/demoday).

### **Indoor Demo Days at the ETC, January 28<sup>th</sup> – 30<sup>th</sup>**

The Indoor Demo Days at the Equipment Test Center, located right on the PGA Merchandise Show floor, is the country's largest indoor golf range and open to all of the more than 40,000 attendees each Show day, January 28-30. The scalloped layout of some 47 hitting bays, a putting green and a PGA Short Game Challenge Area provide hands-on testing of the newest equipment and the latest advances in technology and design from leading golf manufacturers.

More than 250,000 balls were hit at the ETC last year. Within the ETC, PGA Professionals will once again have the opportunity for bragging rights among their peers by testing their chipping and putting skills in the PGA Section Short Game Challenge right on the Show floor. Supported by PGA partners Callaway Golf, PING and Titleist, the PGA Section Short Game Challenge features a \$7,500 total purse, with all prize money going to the winning PGA Sections.

Range Servant and Fiberbuilt are the Equipment Test Center mat sponsors and are joined by Eagle One as the divider sponsor, Golf Balls Only as the golf ball sponsor and Par Aide as the PGA Short Game Challenge accessory sponsor. For a detailed list of companies participating in the sold-out ETC, visit [www.pgashow.com](http://www.pgashow.com).

### **About the PGA Merchandise Show**

Since its inception in 1954, the PGA Merchandise Show has become the world's most influential golf trade show and the global summit for the business of golf. In January 2010, influential golf manufacturers will exhibit; international leaders will address industry issues; timely education seminars and relevant best practices will be offered; new golf employment initiatives will be launched; and professional networking will build important relationships.

More than 40,000 industry professionals from some 75 countries will source the newest golf merchandise from nearly 1,000 golf vendors within one million gross square feet of interactive exhibit space of the Orange County Convention Center, Jan. 28-30, 2010. On January 27th, the 8th Annual Outdoor Demo Day provides the setting for the world's largest professional testing event as nearly 90 golf vendors demonstrate product attributes exclusively for PGA Professionals and invited retailers at the 42-acre practice facility of Orange County National Golf Center.

Additional announcements regarding new and enhanced PGA Merchandise Show programs will be made. For more information and to register to attend the 57th PGA Merchandise Show, visit [www.pgashow.com](http://www.pgashow.com).

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*The PGA Merchandise Show, organized in partnership with The PGA of America, is one of three leading golf trade shows in PGA Worldwide Golf Exhibitions' golf portfolio including the PGA Fall Expo in Las Vegas and the Ontario PGA Golf Merchandise Show in Toronto, Canada.*

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