

THE GLOBAL GATHERING

FOR THE BUSINESS OF GOLF



- Products from nearly 1,000 golf and golf lifestyle brands
- High-level industry presentations
- Education and career workshops
- Ideal opportunity to connect in person with fellow PGA of America Golf Professionals

WHAT TO EXPECT AT THE 2024 PGA SHOW:

SHOW FEATURES

Demo Day
Career Zone
Golf Leadership Summit
Indoor Equipment Testing Center
PGA Industry Stage
Live Fashion Show
NEW! PGA Show Winter Jam
(An after-hours concert experience)

ENRICHED NETWORKING OPPORTUNITIES

Introduction of Collegt, a smart and efficient way for attendees to share their contact information with exhibitors and collect product information

SHOW FLOOR IMPROVEMENTS

Relocation of key areas, making it easier than ever to discover new and emerging companies and products

The Club Amenities area has been enhanced and renamed the Clubhouse, featuring opportunities for brand discovery, education sessions, and networking, all related to how facilities are attracting and retaining members

EXCLUSIVE RESOURCES FOR PGA PROFESSIONALS

PGA of America Hub
PGA Member Business Center
(with dedicated registration desk)
PGA Professional Lounges
Education Conference Discounts
OCCC Concessions Discount
Perkspot PGA Member Benefit Program

Learn More at
pgashow2024.com/Resources



SHOW

JAN 23
JAN 24-26

PGA SHOW DEMO DAY &
EDUCATION CONFERENCE
PGA SHOW EXHIBITS &
EDUCATION CONFERENCE

ORLANDO, FL

PGA SHOW EDUCATION CONFERENCE

Grow your business & career, capitalize on current innovations, and be the first to know of emerging trends in the golf industry. Build a schedule that meets your needs—all-access education passes and single sessions will be available. PGA Professionals can earn PDR Credits.

Discounted early bird pricing ends **DECEMBER 1.**

LEARNING TRACKS



EXECUTIVE MANAGEMENT

Provides leadership and organizational structure while managing all business operations of the facility.



GOLF OPERATIONS

Learn how to increase job impact from industry experts in customer service, tournament management, tee time services, merchandising and staff training & more.



TEACHING & COACHING

Discover the tools you need to plan your teaching business, categorize your player programs and develop your marketing & communication tactics for an integrated teaching & coaching experience.



NEW - PARTNER ASSOCIATIONS

Sessions include presentations on technology solutions, food & beverage operations, retail strategies, marketing practices, branding for your facility, public relations, and more.

DISCOUNTED PRICING FOR PGA OF AMERICA GOLF PROFESSIONALS

EXHIBIT HALL

\$0

- Exhibit Hall admission is free to PGA Professionals and up to 5 guests through the Show.

SINGLE SESSION

\$100

Per Session

- After December 1, 2023: \$150*
- Choose single education conference sessions a la carte

ALL ACCESS PASS

\$675

All-Inclusive!

- After December 1, 2023: \$825*
- Includes Demo Day Workshops in addition to all PGA Show Education Conference sessions

**BEST
BUY**

PGA of America Golf Professionals can register up to five (5) guests to attend the PGA Show

REGISTRATION IS OPEN!

[PGASHOW2024.COM/NEWENGLAND](https://pgashow2024.com/newengland)