

PGA Merchandise Show 2007



EVENT AUDIT

**DATES OF EVENT:**

Conference: January 25 – 27, 2007
Exhibits: January 25 – 27, 2007

LOCATION:

Orange County Convention Center, Orlando, FL

EVENT PRODUCER/MANAGER:

Company Name: Reed Exhibitions
Address: 383 Main Avenue, Norwalk, CT 06851
Phone: (203) 840-4800
Website (Show): www.pgashow.com

REGISTRATION COMPANY:

CompuSystems, Inc.

YEAR EVENT ESTABLISHED:

1954

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: January 17 – 19, 2008
Exhibits: January 17 – 19, 2008
LOCATION: Orange County Convention Center, Orlando, FL

1. STATEMENT OF MARKET SERVED

Golf organizations, manufacturers, retailers, and buyers.

Qualified attendees are golf professionals and buyers, club managers, superintendents, and retail buyers.

2. STATEMENT OF VERIFICATION METHODOLOGY:

In addition to on-site registrants' badges, all advance registrants' badges were printed on-site and then entered into the system as verified.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Registered Exhibitors, Non-Exhibiting Sponsors and their Support Staff	Total
2007	Orlando, FL	789	29,077	29,866	40	1,047	14,460*	45,413
2006	Orlando, FL	830	29,627	30,457	40	1,010	12,042**	43,549

* Not audited. Counts provided by Reed Exhibitions.

** Not audited. Verified and on-site counts taken from registration database provided by the registration company.



4a. REGISTRATION CATEGORY		
REGISTRATION CATEGORY	TOTAL ATTENDEES	PERCENT OF TOTAL
PGA Professional	14,278	47.8
PGA Professional	3,445	11.5
PGA Head Professional	2,222	7.4
PGA Apprentice	690	2.3
PGA Apprentice Head Professional	98	0.3
PGM Student	112	0.4
PGA Buyer	2,699	9.0
PGA Family without Buying	1,631	5.5
PGA Guest without Buying	1,517	5.1
International PGA Professional	407	1.4
PGA Sectional Personnel	158	0.5
PGA Staff	48	0.2
PGA Family with Buying Authority	613	2.0
PGA Guest with Buying Authority	470	1.6
Student	168	0.6
NON-PGA	14,398	48.2
Buyer	10,356	34.7
Golf Professional	931	3.1
Board Member	429	1.4
Supplier	196	0.7
Independent Sales Rep	1,635	5.5
Distributor	851	2.8
OTHER	1,181	4.0
Attendee No Badge	5	<0.1
Guest	1,151	3.9
Non PGA Guest	25	0.1
Total Conference and Exhibit Only Attendees Identified by Registration Category	29,857	100.0
Total Conference and Exhibit Only Attendees Not Identified by Registration Category	9	<0.1
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	29,866	100.0

4b. TYPE OF BUSINESS			
TYPE OF BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF BUSINESS
Private Course	4,040	13.5	20.4
Public Course	2,397	8.0	12.1
Semi-Private Course	1,635	5.5	8.3
Golf Course Management Company	425	1.4	2.1
Off Course Golf Shop or Chain	2,052	6.9	10.4
Retail Shop or Chain	2,006	6.7	10.1
Golf Range	591	2.0	3.0
High School/College/University	606	2.0	3.1
Corporation/Group	1,252	4.2	6.3
Website	385	1.3	1.9
Military	196	0.7	1.0
Non-Profit	345	1.1	1.7
Manufacturer/Service Provider	1,813	6.1	9.2
Other	2,070	6.9	10.4
Total Conference and Exhibit Only Attendees Identified by Type of Business	19,813	66.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Business	10,053	33.7	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	29,866	100.0	100.0

5. JOB TITLE			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
Buyer (On-Course)	1,859	6.2	9.1
Buyer (Off-Course)	2,119	7.1	10.4
Buyer (Corporate)	856	2.9	4.2
Owner/CEO/President	3,257	10.9	16.0
VP/GM/Dir/Management	2,001	6.7	9.8
Tournament Director/Organizer	334	1.1	1.6
Architect/Developer	57	0.2	0.3
Superintendent	51	0.2	0.3
Club Maker	286	1.0	1.4
Board Member	349	1.2	1.7
Student	454	1.5	2.2
PR/Advertising Agency	72	0.2	0.4
Golf Consultant	379	1.3	1.9
Golf Manufacturer	144	0.5	0.7
Business Agent/Manager	229	0.8	1.1
Financial Institution/Resource	44	0.1	0.2
Independent Sales Rep	480	1.6	2.4
Company Sales Rep	402	1.3	2.0
Non-Editorial Media	21	0.1	0.1
Director of Golf	1,009	3.4	5.0
Head Professional	2,726	9.1	13.4
Assistant Head Professional	200	0.7	1.0
Food and Beverage Director	31	0.1	0.2
Tour Player	49	0.2	0.2
Assistant Golf Professional	1,159	3.9	5.7
Golf Clinician	38	0.1	0.2
Golf Administrator	58	0.2	0.3
Coach	97	0.3	0.5
Rules Official	4	<0.1	<0.1
Club Fitting/Repair	23	0.1	0.1
Employed in the Golf Industry	25	0.1	0.1
Master Professional	105	0.3	0.5
Life Member	55	0.2	0.3
Retired PGA Member	34	0.1	0.2
Other	1,329	4.4	6.5
Total Conference and Exhibit Only Attendees Identified by Job Title	20,336	68.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	9,530	31.9	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	29,866	100.0	100.0

6. PRODUCT INTEREST			
PRODUCT INTEREST	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRODUCT INTEREST
Accessories	12,362	41.4	64.9
Apparel	11,761	39.4	61.7
Art/Jewelry/Gifts	4,786	16.0	25.1
Awards	5,185	17.4	27.2
Bags & Luggage	7,030	23.5	36.9
Balls & Accessories	9,995	33.5	52.5
Carts & Cars	4,842	16.2	25.4
Clubs/Club Accessories/Components Equipment	9,569	32.0	50.2
Club Management	3,620	12.1	19.0
Computer/Web/Technology	5,592	18.7	29.4
Equipment	11,868	39.7	62.3
Facilities/Clubhouse Needs	3,891	13.0	20.4
Fitting Equipment	7,127	23.9	37.4
Food & Beverage	2,858	9.6	15.0
Footwear	8,524	28.5	44.8
Healthcare Products & Services	2,424	8.1	12.7
Instruction/Teaching & Training Aids	7,303	24.5	38.3
Logo Golf Balls	5,480	18.3	28.8
Professional Services	3,945	13.2	20.7
Printing and Printed Material	3,455	11.6	18.1
Range & Practice	6,306	21.1	33.1
Tournament & Outing Supplies, Gifts, Services	6,444	21.6	33.8
Travel & Tourism	3,503	11.7	18.4
Turf/Course Maintenance	2,865	9.6	15.0
Other	228	0.8	1.2
None of the above	24	0.1	0.1
Total Conference and Exhibit Only Attendees Identified by Product Interest	19,047	63.8	-
Total Conference and Exhibit Only Attendees Not Identified by Product Interest	10,819	36.2	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	29,866	100.0	-

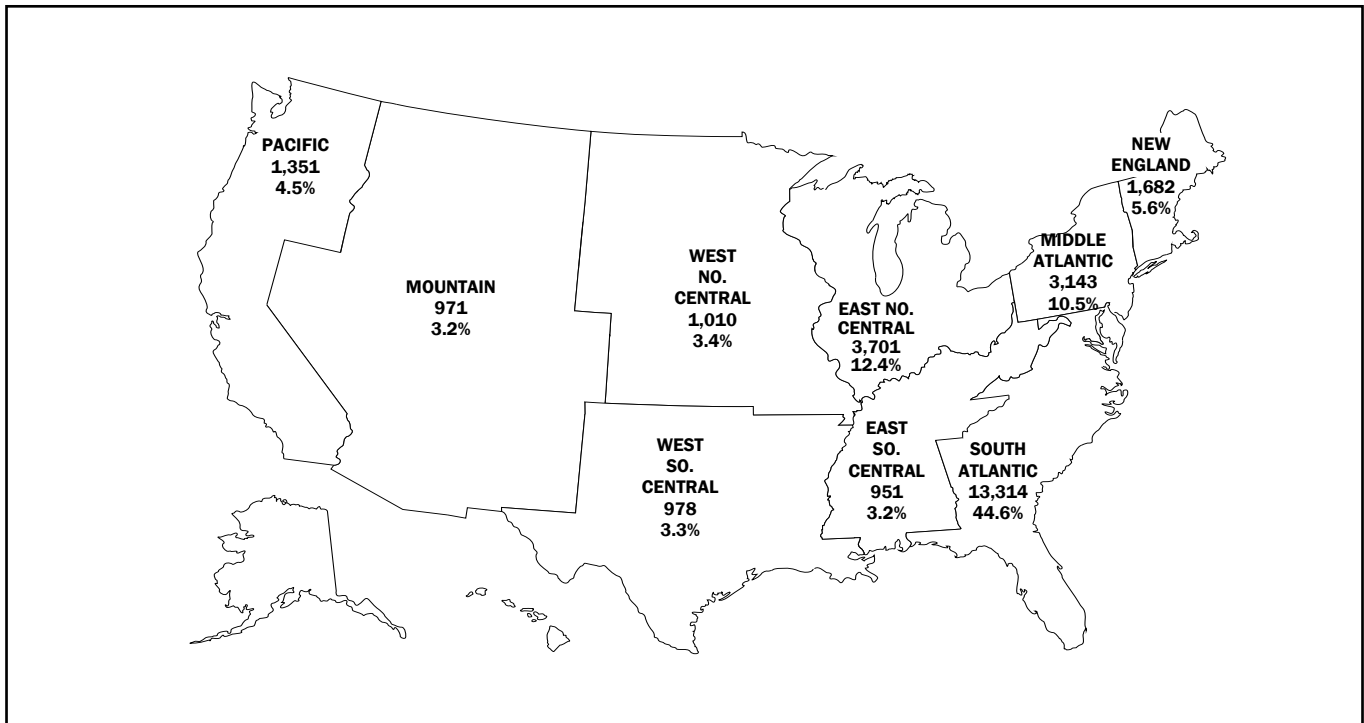
The above counts and percentages are based on 29,866 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

7a. BUYING RESPONSIBILITY			
BUYING RESPONSIBILITY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY BUYING RESPONSIBILITY
Yes	19,914	66.7	75.2
No	6,580	22.0	24.8
Total Conference and Exhibit Only Attendees Identified by Buying Responsibility	26,494	88.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Buying Responsibility	3,372	11.3	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	29,866	100.0	100.0

7b. IF YES, WHICH CATEGORIES DO YOU BUY FOR?			
CATEGORIES YOU BUY FOR	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY CATEGORIES YOU BUY FOR
Apparel	12,673	63.6	74.6
Equipment	13,858	69.6	81.6
Accessories	13,642	68.5	80.3
Food & Beverage	3,276	16.5	19.3
Total Conference and Exhibit Only Attendees Identified by Category You Buy For	16,986	85.3	--
Total Conference and Exhibit Only Attendees Not Identified by Category You Buy For	2,928	14.7	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	19,914	100.0	--

The above counts and percentages are based on 19,914 Conference and Exhibit Only Attendees with a Buying Responsibility. Since any one attendee may have checked more than one response, the total number of responses exceeds the total with a Buying Responsibility and should not be added together.

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES					
STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	1,682	5.6	EAST SO. CENTRAL	951	3.2
Maine	102		Kentucky	262	
New Hampshire	149		Tennessee	391	
Vermont	127		Alabama	196	
Massachusetts	702		Mississippi	102	
Rhode Island	102		WEST SO. CENTRAL	978	3.3
Connecticut	500		Arkansas	75	
MIDDLE ATLANTIC	3,143	10.5	Louisiana	127	
New York	1,409		Oklahoma	86	
New Jersey	654		Texas	690	
Pennsylvania	1,080		MOUNTAIN	971	3.2
EAST NO. CENTRAL	3,701	12.4	Montana	40	
Ohio	956		Idaho	50	
Indiana	401		Wyoming	31	
Illinois	934		Colorado	357	
Michigan	1,030		New Mexico	81	
Wisconsin	380		Arizona	248	
WEST NO. CENTRAL	1,010	3.4	Utah	67	
Minnesota	338		Nevada	97	
Iowa	141		PACIFIC	1,351	4.5
Missouri	247		Alaska	14	
North Dakota	19		Washington	83	
South Dakota	45		Oregon	97	
Nebraska	87		California	1,096	
Kansas	133		Hawaii	61	
SOUTH ATLANTIC	13,314	44.6	UNITED STATES	27,101	90.7
Delaware	94		INTERNATIONAL	2,765	9.3
Maryland	413		Canada	894	
Washington, DC	27		Mexico	67	
Virginia	669		Other International	1,804	
West Virginia	72		Total Conference & Exhibit Attendees	29,866	100.0
North Carolina	927				
South Carolina	692				
Georgia	977				
Florida	9,443				





Registration Form

January 25-27, 2007 • Orange County Convention Center • Orlando, FL
www.pgashow.com/2007

First name _____ Last Name _____
 Title _____
 Company _____
 Address 1 _____
 Address 2 _____
 City _____
 State _____ Zip/Postal Code _____ Country _____
 Phone (Do NOT include international dialing Code) _____ OS
 Fax (Do NOT include international dialing Code) _____
 E-Mail _____
 PGA Member # _____ PGA Section _____

3 Ways to Register!

1. On-Line at www.pgashow.com/2007
2. Fax: (708) 344-4444
3. Mail: 2007 PGA Merchandise Show/CSI
 P.O. Box 581 • Broadview, IL 60513-0581

Questions: Call 1-800-840-5628 or 1-203-840-5628
PGA Badge Policy: The PGA Show Badge is not to be given or sold to another individual. Should misuse or abuse be brought to the attention of Show Management, PGA Exhibitions/Reed Exhibitions reserves the right to reclaim the badge, without obligation or refund any payment for said badge, and refuse that individual further entry into the 2007 PGA Merchandise Show. No one will be admitted to the 2007 PGA Merchandise Show without an official PGA badge.
Visitors may only be registered on-site by a badged attendee. A \$50 visitors fee will be applied. All children over 12 must wear a badge.

The PGA Merchandise Show is not open to the general public. You must complete 1-4 to register.

**On-site registration cost is \$20 for all attendees (excluding PGA Members).
 On-site fee for suppliers/non-buyers is \$100.**

1. Badge Category

- AA. Buyer
- AB. PGA Professional
- AC. PGA Head Professional
- AD. PGA Apprentice
- AE. PGA Apprentice Head Professional
- AF. PGM Student
- AG. PGA Buyer
- AM. International PGA Professional
- AN. Golf Professional
- AP. Board member
- AQ. Supplier/Non-buyer (\$100 Fee)
- AR. Independent Sales Rep

2. Type of Business

- A. Private Course
- B. Public Course
- C. Semi-Private Course
- D. Golf Course Management Company
- E. Off Course Golf Shop or Chain
- F. Retail Shop or Chain
- G. Golf Range
- H. High School/College/University
- J. Corporation/Group
- K. Website
- M. Military
- N. Non-Profit
- P. Manufacturer/Service Provider
- Q. Other (Please specify): _____

3. Job Title

- AA. Buyer (On-Course)
- AB. Buyer (Off-Course)
- AD. Buyer (Corporate)
- AE. Owner/CEO/President
- AF. VP/GM/Dir/Management
- AG. Tournament Director/Organizer
- AH. Architect/Developer
- AJ. Superintendent
- AK. Club Maker
- AM. Board Member
- AN. Student
- AP. PR/Advertising Agency
- AQ. Golf Consultant
- AR. Golf Manufacturer
- AS. Business Agent/Manager
- AT. Financial Institution/Resource
- AU. Independent Sales Rep

- AV. Company Sales Rep
- AW. Non-editorial Media
- AX. Director of Golf
- AY. Head Professional
- AZ. Assistant Head Professional
- BA. Food and Beverage Director
- BB. Tour Player
- BC. Assistant Golf Professional
- BD. Golf Clinician
- BE. Golf Administrator
- BF. Coach
- BG. Rules Official
- BH. Club Fitting/Repair
- BP. Other (Please specify): _____

4. Do you have Buying Responsibility? Yes No

- If yes, which categories do you buy for?
 A. Apparel B. Equipment
 C. Accessories D. Food and Beverage

5. What product categories are you interested in?

- (Check all that apply)
 AA. Accessories
 AB. Apparel
 AC. Art/Jewelry/Gifts
 AD. Awards
 AE. Bags & Luggage
 AF. Balls & Accessories
 AG. Carts & Cars
 AH. Clubs/Club Accessories/Components Equip.
 AJ. Club Management
 AK. Computer/Web/Technology
 AL. Equipment
 AM. Facilities/Clubhouse Needs
 AN. Fitting Equipment
 AP. Food & Beverage
 AQ. Footwear
 AR. Healthcare Products & Services
 AS. Instruction/Teaching & Training Aids
 AT. Logo Golf Balls
 AU. Professional Services
 AV. Printing and Printed Material
 AW. Range & Practice
 AX. Tournament & Outing Supplies, Gifts, Services
 AY. Travel & Tourism
 AZ. Turf/Course Maintenance
 BA. Other (Please specify): _____

7. Enter up to 5 words or phrases that represent your major interests at the show. (Example: woods, irons, networking)

8. SAVE TIME!

- Check here to register today for the 2007 PGA Fall Expo

9. Conference

- Non-Member Conference Pack \$295
- PGA Member Conference Pack \$250
- PGA Member Full Conference \$280
- Non-Member Full Conference \$295
- One Day Conference \$175

10. References (Required for Buyers, Golf Professionals, Industry Affiliates). Please provide your tax ID number or 3 references who will validate your status as a retail buyer or golf industry professional. If an allied associate member,* please give organization and member number only.

Name of reference with phone number/e-mail or association name* and membership number, only.

1. _____
 2. _____
 3. _____

*PGA, AGM, ASGCA, CFTG, CMAA, GCAA, GCSAA, GEMA, GRAA, GWAA, GTAA, LPGA, NGBA, NGCOA, NGSAA, PGA, PCS, WIGI.

12. Payment Information

- MC Visa AMEX Check # _____

Name (as it appears on card) _____

Card Number _____

Expiration Date _____

Signature _____

(I agree to pay the total amount according to my credit card issuer agreement. Cancellation policies apply.)

Attendees must provide references to show proof of golf industry or retail affiliation at Registration.

Cancellation Policy: Cancellations received prior to January 2, 2007 are subject to a \$25.00 service charge. Cancellations must be in writing and all badges/tickets/confirmations must be returned before a refund can be processed. All cancellations are subject to review and will not be processed until (2) weeks after the show ends. Cancellations received on or after January 2, 2007 and "no shows" are subject to the full registration fee. Conferees assume all risk incidental to participation in all activities, loss or damage to property, and release management, its employees and agents against any claims. Submit your cancellation to: Attn: 2007 PGA Merchandise Show, REFUNDS, Reed Exhibitions, 383 Main Avenue, Norwalk, CT 06851

Privacy Statement: We collect this data in order to provide you with information about PGA Golf Exhibitions and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.pgashow.com or call our Privacy Administrator at 888-306-2344, or from outside the US at 203-840-5810.

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www.exhibitsurveys.com



Founded in 1963, Exhibit Surveys, Inc. is a full service research firm dedicated to providing market intelligence and measurement for the exhibition and events marketing industry. Having researched over 10,000 exhibits and over 4,000 events, Exhibit Surveys, Inc. has led the industry in developing the most comprehensive database of normative data for events and the most sophisticated diagnostic and measurement tools available.

STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY EXHIBIT SURVEYS, INC.

We have examined the attendee records of subject show/event for the date and location of the show/event as reported in this Exhibit Surveys, Inc. Event Audit Report. Our examination was made in accordance with generally accepted event auditing standards. This audit complies with standards set forth by the Exhibition and Event Industry Audit Commission (EEIAC), a not for profit commission organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, post event confirmations of attendance, examination of accounting records, and any other auditing procedures considered necessary.

Based on such examinations, the statements set forth in this report present fairly and accurately the total attendance of this event in conformance with generally accepted event measurement principles.

Exhibit Surveys, Inc.
 Red Bank, NJ