

# PGA Merchandise Show 2008



## EVENT AUDIT

**DATES OF EVENT:**

Conference: January 17 – 19, 2008  
Exhibits: January 17 – 19, 2008

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

**REGISTRATION COMPANY:**

CompuSystems, Inc.

**YEAR EVENT ESTABLISHED:**

1954

**FREQUENCY:**

Annual

**DATES OF NEXT EVENT:**

Conference: January 29 – 31, 2009  
Exhibits: January 29 – 31, 2009  
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
2008	Orlando, FL	709	28,447	29,156	16	1,056	14,283*	44,511
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.



4. REGISTRATION CATEGORY		
REGISTRATION CATEGORY	TOTAL ATTENDEES	PERCENT OF TOTAL
<b>PGA Professional</b>	<b>14,787</b>	<b>50.7</b>
PGA Professional	3,246	11.1
PGA Head Professional	2,235	7.7
PGA Apprentice	693	2.4
PGA Apprentice Head Professional	76	0.2
PGM Student	609	2.1
PGA Buyer	2,628	9.0
PGA Family without Buying Authority	1,363	4.7
PGA Guest without Buying Authority	1,753	6.0
International PGA Professional	434	1.5
PGA Sectional Personnel	116	0.4
PGA Staff	92	0.3
PGA Family with Buying Authority	555	1.9
PGA Guest with Buying Authority	505	1.7
Student	283	1.0
PGA & You Student/Guest	199	0.7
<b>NON-PGA</b>	<b>13,508</b>	<b>46.4</b>
Buyer	9,005	30.9
Golf Professional	926	3.2
Board Member	401	1.4
Supplier/Non-Buyer	177	0.6
Independent Sales Rep	1,778	6.1
Distributor	1,221	4.2
<b>OTHER</b>	<b>843</b>	<b>2.9</b>
Show Guest	817	2.8
Non PGA Guest	26	0.1
Total Conference and Exhibit Only Attendees Identified by Registration Category	29,138	100.0
Total Conference and Exhibit Only Attendees Not Identified by Registration Category	18	<0.1
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>29,156</b>	<b>100.0</b>

5. TYPE OF BUSINESS			
TYPE OF BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF BUSINESS
Private Course	4,305	14.8	22.4
Public Course	2,258	7.7	11.7
Semi-Private Course	1,680	5.7	8.7
Golf Course Management Company	398	1.4	2.1
Off Course Golf Shop or Chain	1,837	6.3	9.6
Retail Shop or Chain	1,480	5.1	7.7
Golf Range	517	1.8	2.7
High School/College/University	728	2.5	3.8
Corporation/Group	909	3.1	4.7
Website	387	1.3	2.0
Military	165	0.6	0.9
Non-Profit	284	1.0	1.5
Manufacturer/Service Provider	1,278	4.4	6.6
Distributor	904	3.1	4.7
Ad Agency	111	0.4	0.6
Financial Institution/Resource	95	0.3	0.5
Other	1,887	6.5	9.8
Total Conference and Exhibit Only Attendees Identified by Type of Business	19,223	66.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Type of Business	9,933	34.0	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>29,156</b>	<b>100.0</b>	<b>100.0</b>

6. JOB TITLE			
JOB TITLE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
Buyer (On-Course)	1,781	6.1	9.2
Buyer (Off-Course)	2,043	7.0	10.6
Buyer (Corporate)	630	2.2	3.3
Owner/CEO/President	2,943	10.1	15.3
Vice President/General Manager/Director/Management	1,875	6.4	9.7
Tournament Director/Organizer	269	0.9	1.4
Architect/Developer	55	0.2	0.3
Superintendent	59	0.2	0.3
Club Maker	208	0.7	1.1
Board Member	298	1.0	1.5
Student	600	2.1	3.1
Golf Consultant	360	1.2	1.9
Golf Manufacturer	118	0.4	0.6
Business Agent/Manager	216	0.7	1.1
Independent Sales Rep	544	1.9	2.8
Company Sales Rep	382	1.3	2.0
Non-Editorial Media	30	0.1	0.2
Director of Golf	1,029	3.5	5.3
Head Professional	2,573	8.8	13.3
Assistant Head Professional	228	0.8	1.2
Food and Beverage Director	33	0.1	0.2
Tour Player	37	0.1	0.2
Assistant Golf Professional	1,095	3.8	5.7
Golf Clinician	32	0.1	0.2
Golf Administrator	57	0.2	0.3
Coach	81	0.3	0.4
Rules Official	2	<0.1	<0.1
Club Fitting/Repair	25	0.1	0.1
Employed in the Golf Industry	30	0.1	0.2
Master Professional	91	0.3	0.5
Life Member	199	0.7	1.0
Retired PGA Member	17	0.1	0.1
Other	1,337	4.6	6.9
Total Conference and Exhibit Only Attendees Identified by Job Title	19,277	66.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Title	9,879	33.9	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>29,156</b>	<b>100.0</b>	<b>100.0</b>

<b>7. PRODUCT INTEREST</b>			
PRODUCT INTEREST	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRODUCT INTEREST
Accessories	11,204	38.4	61.5
Apparel	10,776	37.0	59.2
Art/Jewelry/Gifts	3,857	13.2	21.2
Awards	4,636	15.9	25.5
Bags & Luggage	5,870	20.1	32.2
Balls & Accessories	9,115	31.3	50.1
Carts & Cars	4,185	14.4	23.0
Clubs/Club Accessories/Components Equipment	9,039	31.0	49.6
Club Management	2,810	9.6	15.4
Computer/Web/Technology	4,960	17.0	27.2
Equipment	10,399	35.7	57.1
Facilities/Clubhouse Needs	3,014	10.3	16.6
Fitting Equipment	6,461	22.2	35.5
Food & Beverage	2,158	7.4	11.9
Footwear	7,418	25.4	40.7
Healthcare Products & Services	1,736	6.0	9.5
Instruction/Teaching & Training Aids	6,838	23.5	37.6
Logo Golf Balls	4,571	15.7	25.1
Professional Services	3,185	10.9	17.5
Printing and Printed Material	2,406	8.3	13.2
Range & Practice	5,619	19.3	30.9
Tournament & Outing Supplies, Gifts, Services	5,882	20.2	32.3
Travel & Tourism	2,497	8.6	13.7
Turf/Course Maintenance	2,106	7.2	11.6
Total Conference and Exhibit Only Attendees Identified by Product Interest	18,206	62.4	-
Total Conference and Exhibit Only Attendees Not Identified by Product Interest	10,950	37.6	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>29,156</b>	<b>100.0</b>	<b>-</b>

The above counts and percentages are based on 29,156 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.

<b>8a. BUYING RESPONSIBILITY</b>			
BUYING RESPONSIBILITY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY BUYING RESPONSIBILITY
Yes	18,821	64.5	75.6
No	6,062	20.8	24.4
Total Conference and Exhibit Only Attendees Identified by Buying Responsibility	24,883	85.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Buying Responsibility	4,273	14.7	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>29,156</b>	<b>100.0</b>	<b>100.0</b>

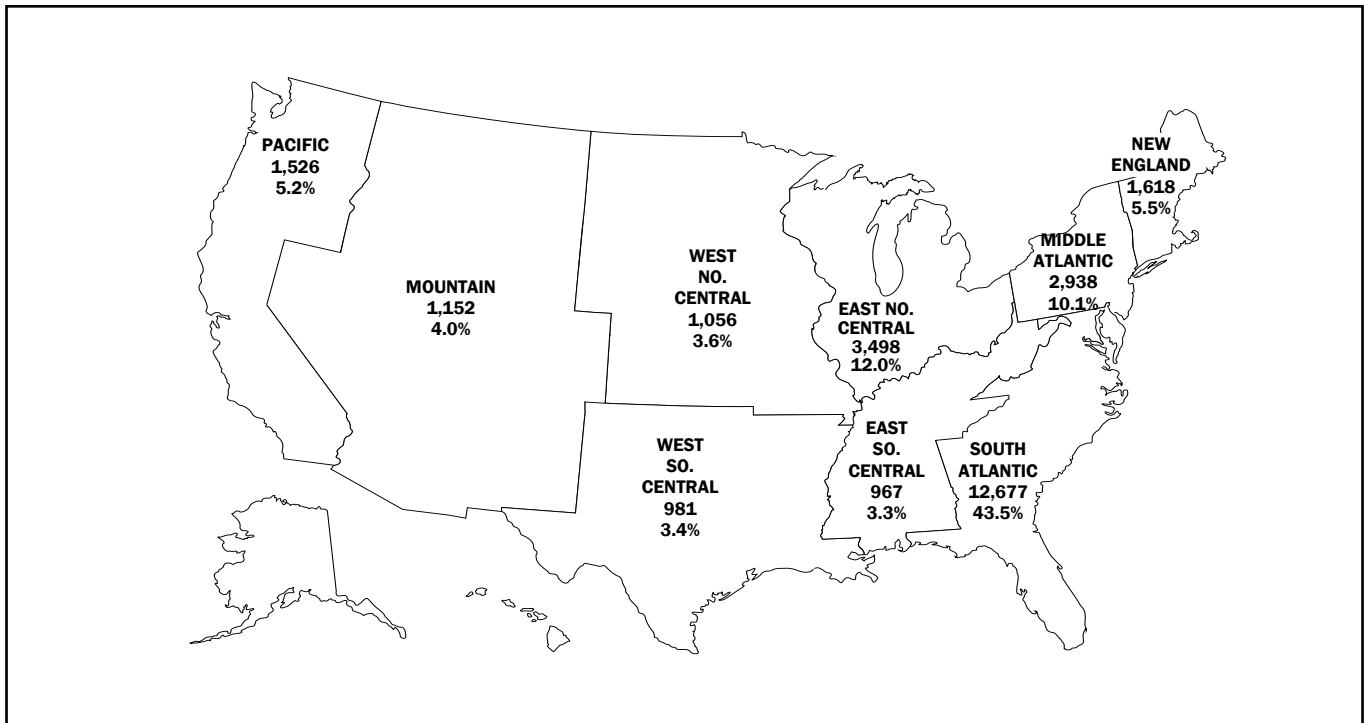
<b>8b. IF YES, WHICH CATEGORIES DO YOU BUY FOR?</b>			
CATEGORIES YOU BUY FOR	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY CATEGORIES YOU BUY FOR
Apparel	13,305	70.7	75.6
Equipment	14,213	75.5	80.7
Accessories	14,146	75.2	80.3
Food & Beverage	3,689	19.6	20.9
Total Conference and Exhibit Only Attendees Identified by Category You Buy For	17,610	93.6	--
Total Conference and Exhibit Only Attendees Not Identified by Category You Buy For	1,211	6.4	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>18,821</b>	<b>100.0</b>	<b>--</b>

The above counts and percentages are based on 18,821 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.

**9. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES**

STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>1,618</b>	<b>5.5</b>
Maine	114	
New Hampshire	161	
Vermont	109	
Massachusetts	641	
Rhode Island	111	
Connecticut	482	
<b>MIDDLE ATLANTIC</b>	<b>2,938</b>	<b>10.1</b>
New York	1,378	
New Jersey	589	
Pennsylvania	971	
<b>EAST NO. CENTRAL</b>	<b>3,498</b>	<b>12.0</b>
Ohio	928	
Indiana	454	
Illinois	901	
Michigan	900	
Wisconsin	315	
<b>WEST NO. CENTRAL</b>	<b>1,056</b>	<b>3.6</b>
Minnesota	348	
Iowa	120	
Missouri	280	
North Dakota	16	
South Dakota	45	
Nebraska	101	
Kansas	146	
<b>SOUTH ATLANTIC</b>	<b>12,677</b>	<b>43.5</b>
Delaware	76	
Maryland	368	
Washington, DC	32	
Virginia	543	
West Virginia	56	
North Carolina	992	
South Carolina	640	
Georgia	954	
Florida	9,016	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>967</b>	<b>3.3</b>
Kentucky	297	
Tennessee	355	
Alabama	216	
Mississippi	99	
<b>WEST SO. CENTRAL</b>	<b>981</b>	<b>3.4</b>
Arkansas	96	
Louisiana	112	
Oklahoma	92	
Texas	681	
<b>MOUNTAIN</b>	<b>1,152</b>	<b>4.0</b>
Montana	72	
Idaho	60	
Wyoming	20	
Colorado	413	
New Mexico	98	
Arizona	292	
Utah	90	
Nevada	107	
<b>PACIFIC</b>	<b>1,526</b>	<b>5.2</b>
Alaska	11	
Washington	86	
Oregon	115	
California	1,261	
Hawaii	53	
<b>UNITED STATES</b>	<b>26,413</b>	<b>90.6</b>
<b>INTERNATIONAL</b>	<b>2,743</b>	<b>9.4</b>
Canada	758	
Mexico	63	
Other International	1,922	
<b>Total Conference &amp; Exhibit Attendees</b>	<b>29,156</b>	<b>100.0</b>





# Registration Form

January 17-19, 2008 • Orange County Convention Center • Orlando, FL  
www.pgashow.com

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone (Do NOT include international Dialing Code) \_\_\_\_\_

Fax (Do NOT include international Dialing Code) \_\_\_\_\_

E-Mail \_\_\_\_\_

PGA Member# \_\_\_\_\_ PGA Section \_\_\_\_\_

Priority Code: CS

## 3 Ways to Register!

1. On-Line at: [www.pgashow.com](http://www.pgashow.com)
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 2008 PGA Merchandise Show. No one will be admitted to the 2008 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. Distributor
- R. Ad Agency
- S. Financial Institution/Resource
- T. Other (Please specify): \_\_\_\_\_

### 3. Golf Shop/Facility Type

- A. On-Course
- B. Off-Course
- C. Other (Please specify): \_\_\_\_\_

### 4. 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
- AR. Golf Consultant
- AS. Golf Manufacturer
- AT. Business Agent/Manager
- 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
- BP. Other (Please specify): \_\_\_\_\_

### 5. 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

### 6. 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. Real Estate/Development
- AY. Tournament & Outing Supplies, Gifts, Services
- AZ. Travel & Tourism
- BA. Turf/Course Maintenance
- BB. Other (Please specify): \_\_\_\_\_

### 7. Are you a member of an association?

- A. Yes (please indicate association and member number) \_\_\_\_\_
- B. No

### 8. SAVE TIME!

- Check here to register today for the 2008 PGA Merchandise Show (January 17-19, 2008).

### 9. Conference Hours

Sept. 11 - 8:00am to 2:00pm • Sept. 12 8:00am to 1:00pm

### 9. Conference Pricing

- 2 Day Pass (includes all sessions and materials)
- \$100 - Members  \$125 - Non-Members
- 1 Session (includes one session and its materials)
- \$50

### 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, NGBA, PCA, PCS, WIGL

### 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:** All cancellation requests must be made by completing the Cancellation Request Form and submitted by 12/17/07. Cancellation requests submitted after this date will not be accepted or considered. Supplier Fee is non-refundable. On Site Fees are non-refundable. All cancellation requests submitted on or before 12/17/07 will be processed after PGA Merchandise Show beginning in February in the form of a credit rollover. You will receive notification of your credit rollover within 60 days of processing. Credit rollovers are valid for 2009 PGA Merchandise Show or 2008 PGA Fall Expo Continuing Education only. Credit rollovers cannot be transferred to another person. PGA Member's MSR hours are not awarded if a credit rollover is issued. Credit will expire if not used by PGA Fall Expo 2008. No refunds will be given if the credit rollover is not used in full. Submit your cancellation to: Cancellation - The 2008 PGA Merchandise, c/o 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](http://www.pgashow.com) or call our Privacy Administrator at 888-306-2344, or from outside the US at 203-840-5810.

Two Corporate Drive, Ninth Floor  
 Shelton, CT 06484-6259  
 Phone: +1 203.447.2800  
 Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)



A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

7 Hendrickson Avenue  
 Red Bank, NJ 07701  
 Phone: +1 800.224.3170  
 Fax: +1 732.741.5704  
[www.exhibitsurveys.com](http://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