



# PGA™

## 2014 MERCHANDISE SHOW

PGA Show Demo Day: January 21, 2014  
PGA Show Days & Education: January 22-24, 2014  
Orange County Convention Center • Orlando, FL

## INTRODUCING THE ALL NEW WELLNESS VILLAGE AT THE PGA MERCHANDISE SHOW

Presented by:



The PGA Merchandise Show Wellness Village, part of FIT to W.I.N, within the equipment section for health, wellness & nutrition products will feature a new live demonstration area

FIT to W.I.N answers a growing need for the attendee to become more resourceful to their members regarding instruction, fitness, training aids, health, wellness & nutrition

### THE WELLNESS VILLAGE EXHIBITOR PACKAGE INCLUDES:

- Space for Product display
- 4' draped table with 1 Chair
- 22x28 Individual Company Branded Sign
- Carpeting
- Listing in the Show Directory (deadline Nov. 26)
- Listing on the [www.pgashow.com](http://www.pgashow.com)

5x10: \$3,300

10x10: \$5,275

10x20: \$9,225



*"As a writer, there's only one story I really want to tell -- that's the story of how we all came together to end cancer through wellness and cancer prevention. As an avid golfer, I'm honored to be part of the Golf To End Cancer movement to help create a healthier America and world. We are proud to partner with the 2014 PGA Merchandise Show to create the first-ever Wellness Village, where we will promote wellness to the leaders of the golf industry.*  
-- A.J. Ali, writer, producer, TV host and Co-Founder of Golf To End Cancer



### PGA MERCHANDISE SHOW FAST FACTS

- **90%** of Attendees found the New Products they were looking for at the Show
- **48%** of Attendees Plan to Purchase Fitness, Health & Wellness Products over the Next Year
- **32%** of Attendees have a budget to spend during the year of more than \$100,000

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