



# PGA™

## 2009 MERCHANDISE SHOW

January 29 - 31, 2009  
Orange County Convention Center  
Orlando, Fla.

## The All NEW Fashion Gallery at the 2009 PGA Merchandise Show

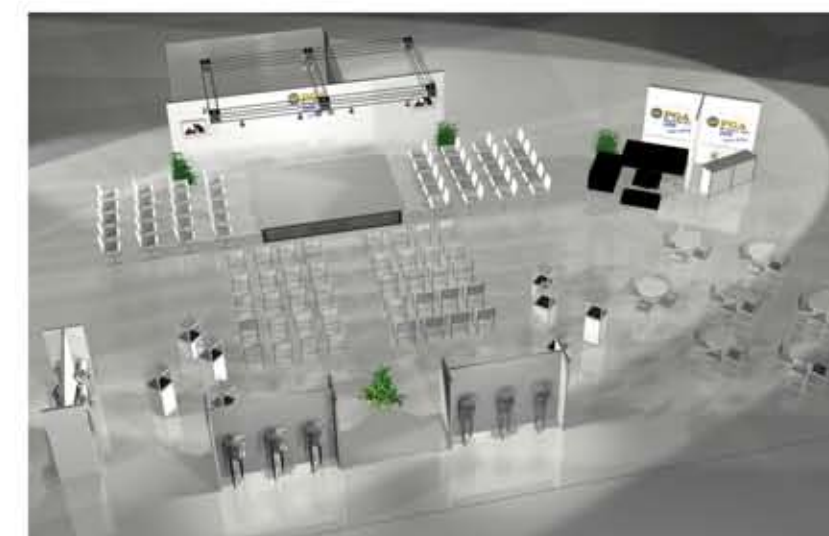
### The Epicenter of the Popular Apparel Hall

- \*Daily Exclusive Apparel Collection Viewings – by top brands and up-and-coming designers
- \*See the latest trends, collections and style technology by companies such as Ian Poulter Designs, Boo Weekley by Firethorn Tour, Puma, adidas, Nike, Gear for Sports, Iconic, Fila, Sundog Eyewear, Glovelt (Nicole Miller Collection) and more!
- \*Accessory Showcase – featuring all the latest golf apparel accessories and individual mannequins sponsored by Barr Display highlighting the latest lines
- \*Daily Fashion Presentations - "Elements of Style" featuring Annmarie Dodd and Argy Koutsothansis, leading experts in men's & women's luxury, designer and golf wear
- \*Celebrating LPGA "Girls Golf" 20th Anniversary and Teaching & Club Professionals 50th Anniversary
- \*"The Future of Women's Golf" sponsored by Nike
- \*Eco-Friendly Product Spotlight (Golf Green Gear, Tee Direct "Quiet Please")
- \*The AGM's tips on smartly and efficiently working the show floor presented by Ken Morton Jr. and Vicki Bernstein
- \*Art & Literature Area – daily book signings, meet-the-author opportunities including "Playing Through - A Guide to the Unwritten Rules of Golf" by Peter Post (Author of the New York Times Bestseller "Essential Manners for Men")
- \*Interactive contests hosted by PUMA and featuring Kasey Kahne, NASCAR Driver, Briana Vega, Big Break Contestant, Johnny Damon, NY Yankee and Erica Blasberg, LPGA Player.

### The World's Largest Gathering of Golf Industry Professionals:

- 10 miles of show aisles.
- 1 million square feet of interactive exhibit, product demonstration and industry presentation space.
- 45,000 influential PGA Professionals, manufacturing executives, VIP retailers, industry leaders & top decision-makers
- 1,100+ equipment, apparel, accessory and golf services vendors
- And, 3 days to discover, learn, resource, and drive the golf business into the 2009 season.

### PGA Merchandise Show - Fashion Gallery



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