

a demonstration area specifically for PGA professionals. More than 4,000 invited PGA professionals, media and 60 companies will fill 120 hitting bays, two putting greens and a short-game area. Top PGA teaching professionals will lead clinics throughout the day.

The Enhanced Equipment Test Center (ETC) will be located in a 200,000-plus square-foot indoor driving range in Hall A of the Orange County Convention Center. Successfully launched last year it will include a new stadium featuring grandstands and a live demonstration area, two putting greens, an elevated chipping green and dedicated hitting bays for PGA professionals and journalists. Supported by top industry equipment manufacturers, the ETC will feature 40 hitting bays to provide attendees with extensive hands-on and practical testing of equipment and range products.

The entire show will be broadcast for the first time by the Golf Channel, with live and taped features. Other features of the show include the PGA Business of Golf conference, PGA employment center, awards night and golf memorabilia display. The inaugural Dream Golf Shop will spotlight top golf apparel designers.

An expanded education conference schedule featuring eight new professional tracks of 76 seminars will be offered throughout the show. The professional development programs are presented for PGA professionals, retailers and business leaders, teaching ways to expand business and advance careers. A sample of the seminars include club management,

health and fitness, merchandising to women, trends in sport merchandising, increasing profit margin and many more. Attendance at these seminars expands each year, according to the PGA.

Conference registration for educational sessions is required. A full conference pass is \$275. A conference day pass, which includes unlimited sessions on the selected day, is \$150. The PGA of America's PGM students receive a special rate of \$150 for a full conference pass. PGA Members can also register online at www.pgalinks.com.

This year's "Business of Golf" conference will be a panel discussion featuring top executives, covering a wide range of topics of importance to the golf industry.

Golf industry associations represented at the conference include the PGA of America, LPGA, Golf Course Superintendents Association of America, Club Managers of America, Golf Writers Association, National Golf Course Owners Assoc., and many more.

The PGA Merchandise Show, organized in partnership with The PGA of America, is one of four leading golf trade shows in PGA Worldwide Golf Exhibitions' global golf portfolio including the PGA Fall Expo in Las Vegas; the Ontario PGA Golf Merchandise Show in Toronto, Canada; and the PGA Merchandise Show of Australia in Queensland.

For more information call Reed Expo at 800-840-5628, or visit the Web site at www.pgamerchandiseshow.com. Online registration is available.
 - Mary Hall

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