



PGA™

Worldwide Golf Exhibitions

PGA Shows Cancels In-Person PGA Fashion & Demo Experience and Announces New Series of Virtual Programs to Facilitate Business Beginning in June 2020

NORWALK, Conn. (May 13, 2020) – After careful consideration and with guidance from health authorities and industry stakeholders, the PGA Fashion & Demo Experience, originally scheduled for August 18-19, 2020, at the Venetian Resort Las Vegas, will instead facilitate business connections through a series of digital programs starting in June with additional online offerings continuing throughout 2020. The new platforms will aid the golf industry by helping to connect buyers and exhibitors leading up to the 2021 PGA Merchandise Show, January 26-29, 2021, at the Orange County Convention Center in Orlando.

“Our top priority is to ensure the health and safety of the golf community at PGA Show events. We are simultaneously steadfast in our dedication to help support the golf industry right now,” said PGA Golf Exhibitions Event Vice President Marc Simon. “In partnership with the PGA of America, we will introduce details soon regarding a number of virtual and digital options to help connect and re-engage the golf industry, and support PGA Professionals, attendees, exhibitors and associations.”

“We are thankful to the PGA of America and industry partners for providing key insights and guidance, as well as to the Southwest PGA Section and the Venetian for their ongoing support. These important partnerships, combined with the global capabilities of Reed Exhibitions worldwide, are vital in our work to offer innovative solutions that will help strengthen relationships and jump-start the business of golf. Together, we will evolve and have the opportunity to emerge stronger and better connected than ever.”

Reed Exhibitions also announced today a contribution on behalf of PGA Shows to the Golf Emergency Relief Fund, established to provide short-term assistance to workers in the golf industry who are the backbone of the sport and face significant financial hardship.

“While we certainly wish we could stage this year’s PGA Fashion and Demo Experience, the health and well-being of everyone involved is our highest priority,” said PGA President Suzy Whaley. “Situations like these spark innovation and new solutions, and we’re excited to partner with Reed Exhibitions to present creative strategies for the golf industry. We value their global business resources and are working together to develop new opportunities for our PGA Professionals, industry buyers and exhibitors to interact and prepare for the industry’s rapid changes. Additionally, we sincerely appreciate Reed Exhibition’s donation to the Golf Emergency Relief Fund, in support of golf industry professionals who are facing financial hardship.”

For more information on the Golf Emergency Relief Fund, or to donate, visit [Relief.Golf](https://www.reedexhibitions.com/Relief.Golf).

About the PGA Merchandise Show

The PGA Merchandise Show, organized by Reed Exhibitions in partnership with the PGA of America, traditionally welcomes some 1,000 golf companies and brands and nearly 40,000 industry professionals from around the world to the industry's annual global summit for the business of golf. The 68th edition of the PGA Merchandise Show is scheduled for Jan. 26-29, 2021, in Orlando. www.PGAShow.com

About the PGA of America

The PGA of America is one of the world's largest sports organizations, with 29,000 professionals who daily work to grow interest and participation in the game of golf. For more information about the PGA of America, visit PGA.org, follow @PGAofAmerica on [Twitter](https://twitter.com/PGAofAmerica) and find us on Facebook.

About Reed Exhibitions

Reed Exhibitions is a leading global events business. It combines face-to-face with data and digital tools to help customers learn about markets, source products and complete transactions at over 500 events in almost 30 countries across 43 industry sectors, attracting more than 7 million participants. Our events, organized by 35 global offices, leverage industry expertise, large data sets and technology to enable our customers to generate billions of dollars of revenues for the economic development of local markets and national economies around the world. Reed Exhibitions is part of RELX, a global provider of information and analytics for professional and business customers across industries. www.reedexhibitions.com

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