



## PRESS RELEASE

### **TGI Golf and The PGA join forces to create Europe's largest golf trade show**

*(Harrogate, UK – November 5, 2009 )* TGI Golf, one of Europe's leading buying groups for golf professionals, has joined forces with The PGA to create what is set to become Europe's largest golf trade show and education event.

The event, which will build on the success of TGI Golf's own trade show, now in its sixth year, will be open to the PGA's 6,000-plus members in Europe, bringing the golf industry together at England's Harrogate International Centre, from October 26-28, 2010.

The combined trade exhibition and educational event will move to larger exhibition halls at the HIC.

PGA professionals will be able to accumulate everything they need for the Association's Lifelong Learning Programme through an extensive range of conferences and educational seminars, which will be delivered by experts and high-profile guest speakers.

For suppliers, there will be the opportunity to display and sell new products to thousands of retailers face-to-face.

Eddie Reid, TGI Golf managing director, said: "We see this show as a huge opportunity for both suppliers and PGA members. The PGA has recognised the success of the TGI Golf Show and the potential to develop this event as a platform for a larger, pan-industry trade exhibition and education event over the long term."

Reid continued: "We wanted to evolve the TGI Golf Show and move it forward to reflect the complex market in which we work. We have been listening to our members, who have said they want and need more educational opportunities. So, The PGA has become involved to provide all the pro's educational needs, while TGI Golf will continue to provide an exhibition that fulfils the needs of the members and partner suppliers."

Commenting on the partnership, PGA chief executive, Sandy Jones, said: "The PGA is always looking for new initiatives to bring benefits to its membership.

"There is no doubt the partnership with TGI Golf will bring new and exciting opportunities to all PGA members everywhere.

“Having their business and buying environments plus the PGA education programmes under one roof in Harrogate means the partnership will be able to deliver many of the requirements PGA members need in their everyday business lives. As a result, I believe the new show will be a huge attraction for PGA members.

“We are excited to be working with TGI Golf, a group which has always been at the forefront of the members’ retailing programmes. I am constantly impressed by TGI’s dynamic and visionary approach in this sector of the golf business.

“The PGA looks forward to being in partnership with TGI Golf for the foreseeable future. We believe that, by working together, we will be able to evolve and develop what is already a first class show to an even higher level of excellence.”

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**Press release issued on behalf of TGI Golf and The PGA by Landmark Media International Ltd**

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