



PRESS RELEASE

Golf's major brands line up to support The Golf Show

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Golf's leading manufacturers have thrown their weight behind The Golf Show 2010, as it sets out to become Europe's largest golf trade show and educational event.

The sport's biggest brands will be attending the show, which will be held at the Harrogate International Centre from October 26-28.

Companies such as Acushnet, Ashworth, Callaway Golf, Glenmuir/Sunderland, Nike, PING, ProQuip, Srixon-Cleveland Golf and TaylorMade-adidas Golf have confirmed they will be attending the show, which is open to all the PGA's 6,000-plus members across Europe.

John Davis, The Golf Show co-ordinator, said: "There are now 29 suppliers and service providers confirmed as attending the show, with a large number on the verge of agreeing terms for exhibition space.

"The feedback from the trade has been phenomenal, The Golf Show has caused a real buzz with companies from all parts of the industry expressing an interest in attending."

For those suppliers and service providers attending, the show offers the perfect platform to display, demonstrate and sell new products to thousands of retailers face-to-face and under one roof.

Ken Graham, Titleist Director of Sales UK and Marketing Europe, said: "As a show that supports the green grass PGA professional, we are extremely pleased to be attending and look forward to presenting our latest package range."

"The green grass retailer is essential to our business," added Leslie Hepsworth, Srixon-Cleveland Golf Europe CEO. "The Golf Show will give us the opportunity to meet face-to-face with thousands of PGA professionals and let them see our latest equipment offerings, which we are very excited about. They can also try the new range out to understand what all the hype is about."

Leslie continued: "Business is all about partnership and we value our relationships very highly, we look forward to sharing our thoughts and discussing ways we can help our partners at Harrogate."

Mike Lucas, FootJoy Director of Sales, added: "It is exciting to have so many PGA professionals all under one roof, and to have the opportunity to personally present to them our outstanding new range of products."

The Golf Show will also give PGA professionals the opportunity to accumulate CPD points towards the Association's Lifelong Learning Programme, through an extensive range of conferences, educational seminars and short 'speaker's corner' presentations, delivered by industry experts and high-profile speakers.

PGA pros will also be able to sample the latest hardware on an indoor trial net, as well as viewing the newest apparel and services on offer from golf industry suppliers.

For further information and to book your place at The Golf Show 2010 visit the event's dedicated website at www.golftradeshow.co.uk.

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Press release issued on behalf of The Golf Show by Landmark Media International Ltd

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