



golf industry show

February 10 – 11, 2010
San Diego Convention Center

Two days. One focus.



Reaching Attendees Through My Planner

www.golfindustryshow.com



PRESENTING PARTNERS



PARTICIPATING PARTNERS

What is My Planner?

- Customized/Personalized Event Planning Tool
 - Interactive Floor Plan
 - **Search the show** by exhibitor, product category or keyword
 - Communicate directly with exhibitors to schedule in-booth appointments
 - Add exhibitors to “My Planner”
 - Add Education Sessions and Seminars
 - **Browse education catalog** and register for seminars
 - Add Education to “My Planner”
 - Schedule Personal Events
 - Add dinners, special events and **meetings** with exhibitors and peers to “My Planner”

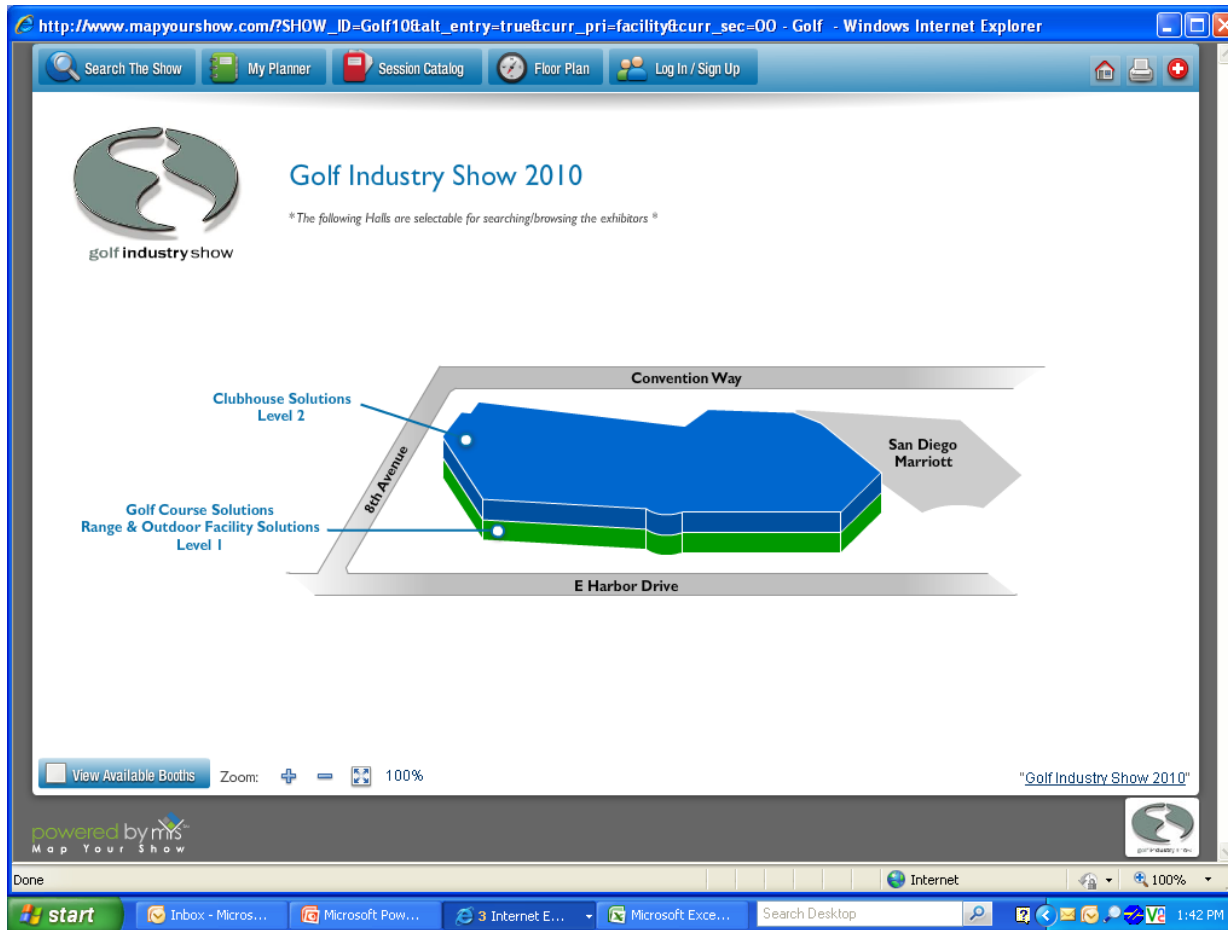
Interactive Interface

The screenshot shows the website for the Golf Industry Show and Education Conferences. The browser window title is "Golf Industry Show: Two Days. One Focus. Success. - Windows Internet Explorer". The address bar shows "http://www.golfindustryshow.com/". The website header includes the logo and the slogan "Two days. One focus. Success." with a magnifying glass icon. The navigation menu lists "SHOW INFO", "EXHIBITORS", "DISTRIBUTORS", "NEWSROOM", "GCSAA CONFERENCE", "NGCOA CONFERENCE", and "CMAA CONFERENCE". The "SHOW INFO" sidebar on the left includes links for "HOME", "Exhibit Hall", "List of Exhibitors", "Show Activities", "Special Events", "Attendee Resources", "Meet Me in San Diego", "Master Schedule", "Silent Auction", and "Registration". The main content area features a "my Planner" section with a calendar and a "Launch My Planner" button. Below this is a "news" section with several headlines. To the right, there are sections for "For Exhibitors" with links for reserving spots, upgrading listings, and requesting badges, and a "Schedule at a Glance" section with a calendar for February 2010. A blue arrow points to the right side of the page.

Interactive Interface



Interactive Interface

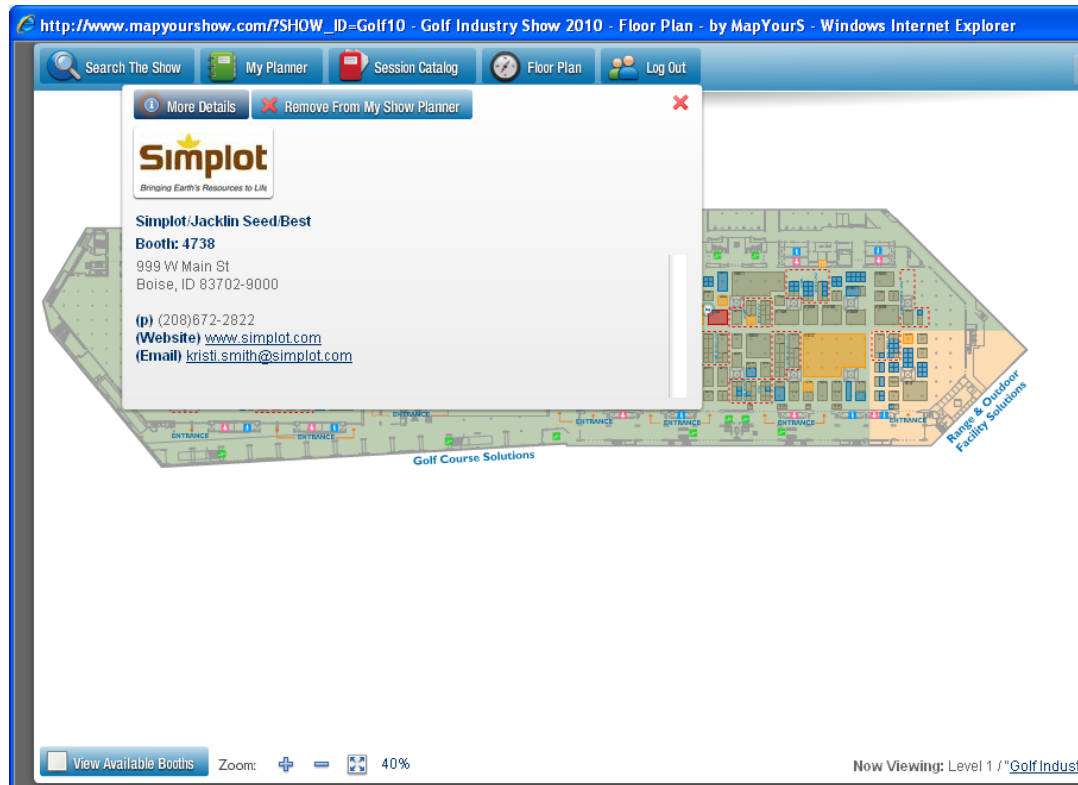


Exhibitor Benefits

- Live, web based interactive floor plan designed to help exhibitors and attendees **CONNECT** before, during and after the show
- Increase your **visibility year-round**, to attendees and non-attendees
- Instantly **update** your online exhibitor listing at any time
- **Highlight** your products/services online
- Targeted, opt-in sales leads give you the names of **qualified prospects** who want to connect with your company, allowing you to arrange in-booth meetings and making your time in San Diego more efficient

Exhibitor Upgrade Options

Featured Package



http://www.mapyourshow.com/?SHOW_ID=Golf10 - Golf Industry Show 2010 - Floor Plan - by MapYourS - Windows Internet Explorer

Search The Show My Planner Session Catalog Floor Plan Log Out

More Details Remove From My Show Planner

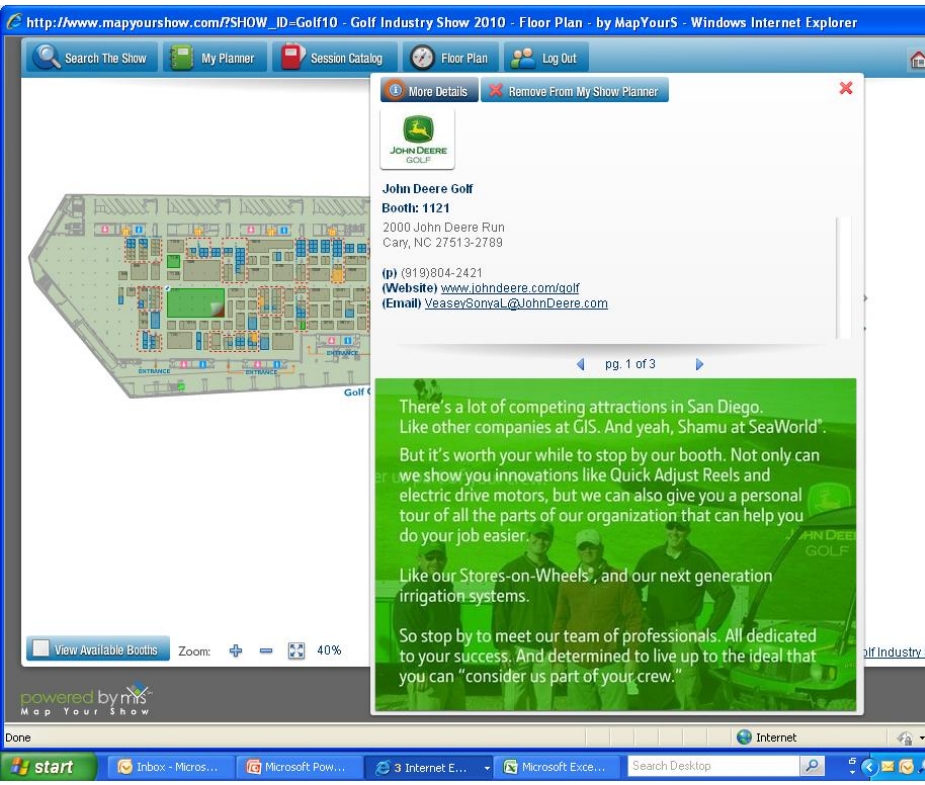
Simplot
Bringing Earth's Resources to Life

Simplot/Jacklin Seed/Best
Booth: 4738
999 W Main St
Boise, ID 83702-9000

(p) (208)672-2822
(Website) www.simplot.com
(Email) kristi.smith@simplot.com

View Available Booths Zoom: 40% Now Viewing: Level 1 / "Golf Indust

Exhibitor Upgrade Options Featured Plus Package



http://www.mapyourshow.com/?SHOW_ID=Golf10 - Golf Industry Show 2010 - Floor Plan - by MapYourS - Windows Internet Explorer

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JOHN DEERE GOLF

John Deere Golf
Booth: 1121
 2000 John Deere Run
 Cary, NC 27513-2789

(p) (919)804-2421
 (Website) www.johndeere.com/golf
 (Email) VeaseySonyaL@JohnDeere.com

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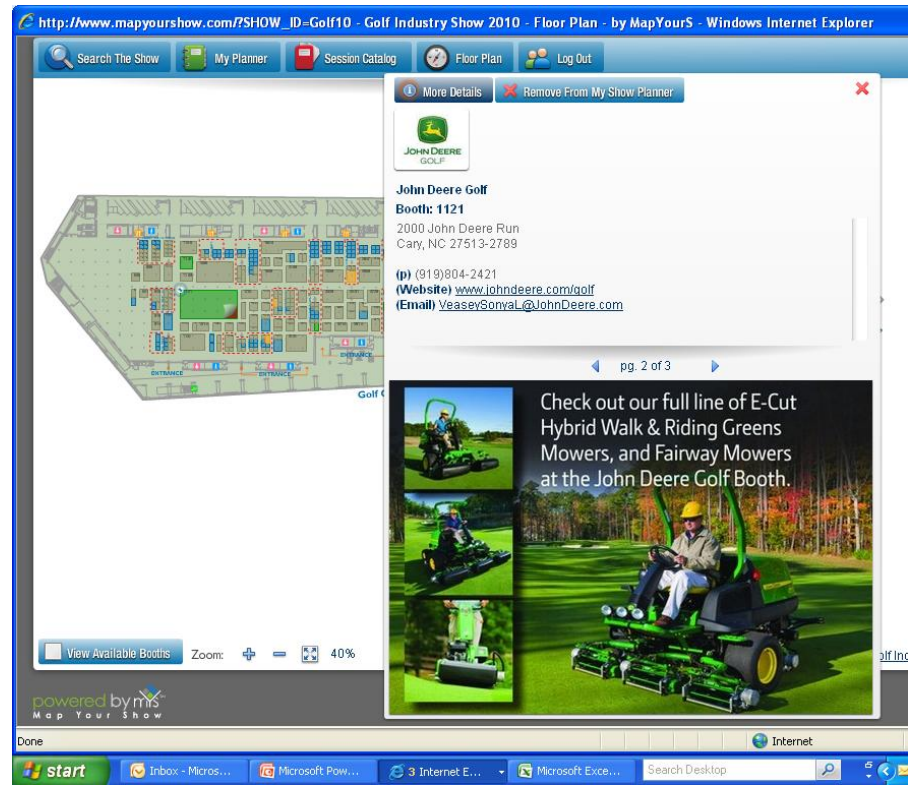
There's a lot of competing attractions in San Diego. Like other companies at GIS. And yeah, Shamu at SeaWorld®. But it's worth your while to stop by our booth. Not only can we show you innovations like Quick Adjust Reels and electric drive motors, but we can also give you a personal tour of all the parts of our organization that can help you do your job easier.

Like our Stores-on-Wheels®, and our next generation irrigation systems.

So stop by to meet our team of professionals. All dedicated to your success. And determined to live up to the ideal that you can "consider us part of your crew."

View Available Booths Zoom: 40%

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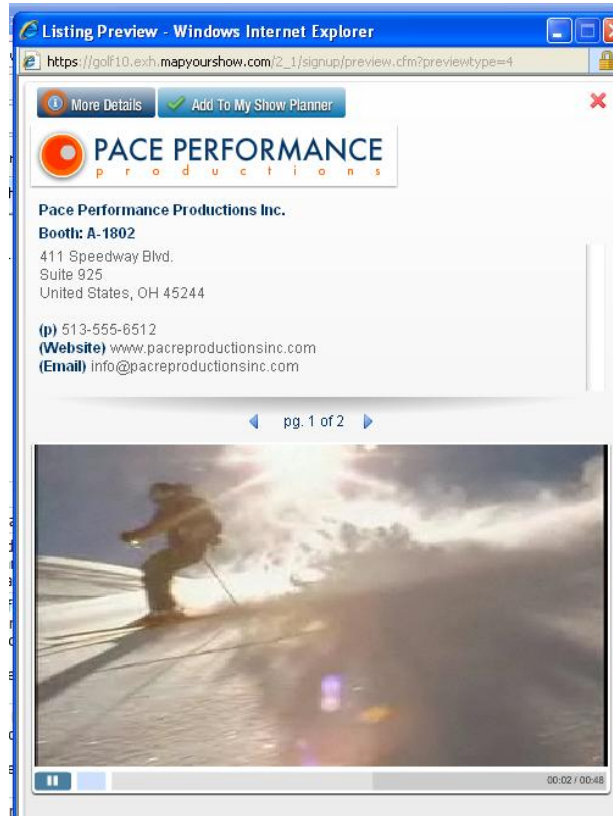
Check out our full line of E-Cut Hybrid Walk & Riding Greens Mowers, and Fairway Mowers at the John Deere Golf Booth.

View Available Booths Zoom: 40%

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Exhibitor Upgrade Options

Pinnacle Package



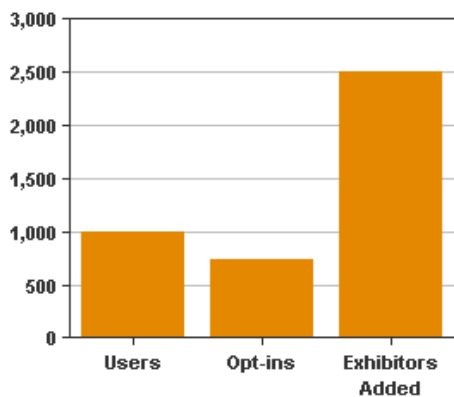
Exhibitor Dashboard

Reports/Stats

MYSHOW USERS

EXHIBITORS ADDED TO MYSHOW USER AGENDAS

*click chart for more reports



As of 10/27/09

Total Registered Users: 992

Users opting to connect with exhibitors: 765

Total Floor Plan Visits: 2,081 (10/1-10/27)

Date Registered	Name	Company	Email	MyShow Count	Times On	Last On	Allow Contact
10/26/2009	Joe Mendez	Radley Run Country Club		13	2	10/26/2009	Yes
10/24/2009	Thomas Narozonick	Santa Barbara Club		86	1	10/24/2009	Yes
10/24/2009	Nicholas Conlin	Maidstone Club		22	2	10/24/2009	Yes
10/24/2009	Richard	Campey Turfcare		11	1	10/24/2009	Yes
10/22/2009	chris lomas	The Berkshire Golf Club		10	2	10/22/2009	Yes
10/22/2009	Todd Pope	Arizona Spray Equipment		10	1	10/22/2009	Yes
10/22/2009	Tom Gaston	The Pacific-Union Club		88	1	10/22/2009	Yes

Enhanced Listings Perform Better

Dashboard Home
Data Maintenance
Reports/Statistics
Users
Sales

ADMIN HOME

Statistics

Report Generation

Choose report:

Choose date range:

From:

To:

Results
 Report Type: **Average Exhibitor Stats**
 From Date: **10/01/2009**
 To Date: **10/27/2009**

[Export to Excel](#)

Package	No of Exhibitors	Avg Views	Avg Links to Website	Avg Added to Agenda	Avg Shared Info	Avg Emails
	494	4	0	2	1	0
Featured Listing	15	10	2	3	2	0
Featured Plus Listing	3	90	6	10	8	0

Questions/Comments

Contact a member of Golf Industry Show management:

GCSAA
800.472.7878

NGCOA
800.933.4262

CMAA
703.739.9500