



golf industry show

# ORLANDO 2020

CONNECT. DISCOVER. ELEVATE.

**Who** will be there?  
**What** are exhibitors saying?  
**How** do I get in the game?

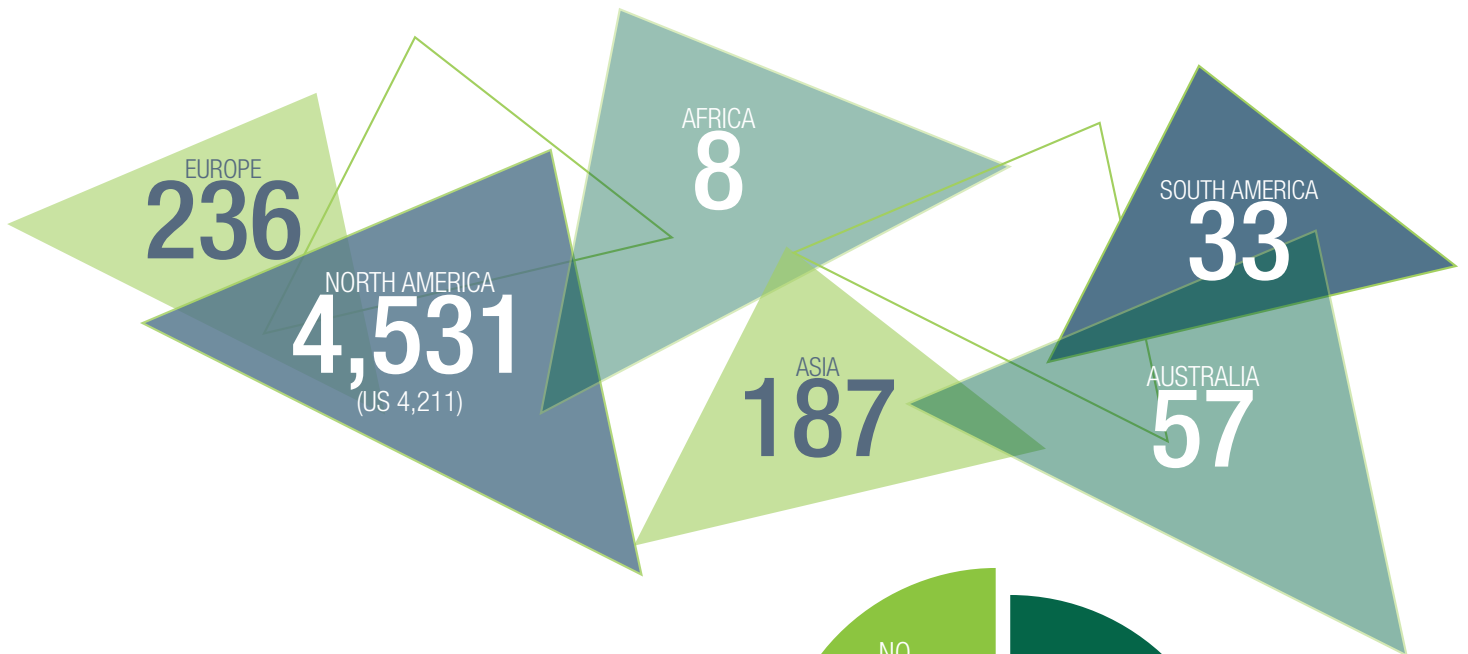
**JANUARY 25-30** [GOLFINDUSTRYSHOW.COM](http://GOLFINDUSTRYSHOW.COM)



## CONNECT.

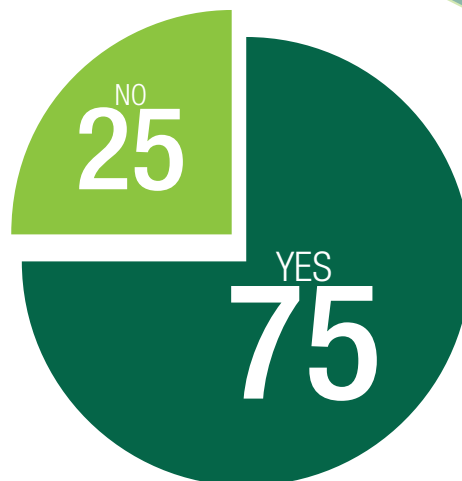
### Who will be there?

The fastest-growing group of qualified buyers at the Golf Industry Show has come from beyond the borders of the United States. In fact, nearly one in five qualified buyers are international.



### PURCHASE INTENT AFTER TRADE SHOW

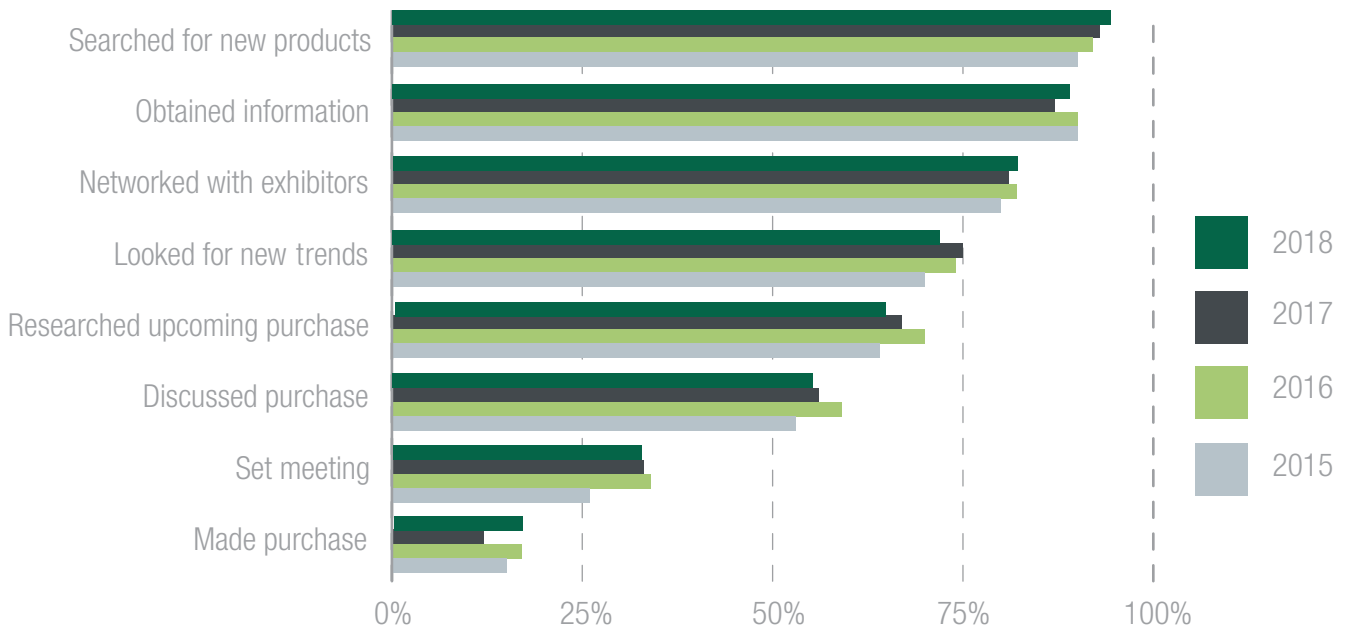
For those qualified buyers who did not make a purchase at show, 75% intend to make a purchase based on what they saw at the Golf Industry Show.





## QUALIFIED BUYER BEHAVIOR

Qualified buyers at the Golf Industry Show are looking for the latest innovations and researching purchases.

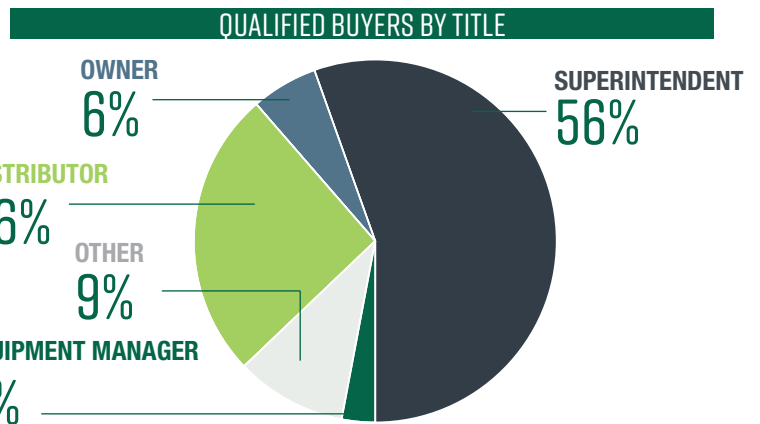


The Trade Show at the Golf Industry Show is the game's premier learning and networking marketplace. No other single event attracts more key decision-makers from every aspect of the golf course and facility management industry under one roof.

## MOVE YOUR BUSINESS FORWARD

Exhibiting at the 2020 Golf Industry Show is a cost-effective way to reach qualified buyers.

- Identify new customers and generate leads
- Strengthen relationships with current clients and network with other industry professionals
- Promote brand awareness
- Expand to new/global markets



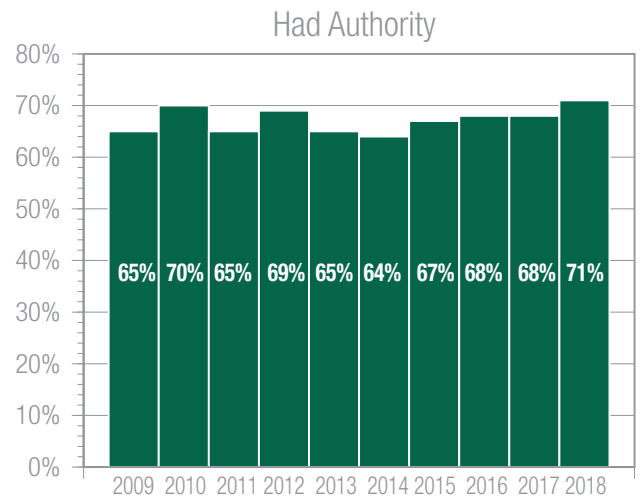
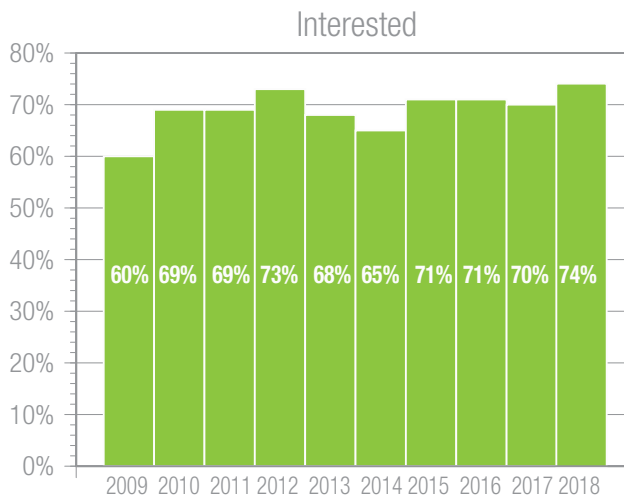
AT THE 2018 SHOW WE HAD **11,475** ATTENDEES AND **5,377** QUALIFIED BUYERS



# What are exhibitors saying?

## EXHIBITOR PERCEPTION OF ATTENDEES

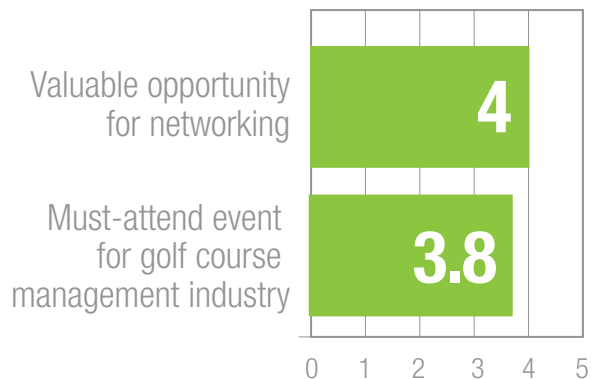
When asked to estimate the percentage of booth visitors who had an "interest in" the exhibitor's product/service and/or "decision making authority" for purchasing products/services, exhibitors estimated that 74% and 71% of booth visitors had each of these qualities, respectively.



BOTH OF THESE RESULTS REPRESENT **10 YEAR HIGHS** FOR THESE MEASURES

## EXHIBITOR PERCEPTION OF VALUE

Measurements of the value exhibitors derive from the 2018 event track closely with 2017. According to survey results, GIS is a "must attend event" with great opportunities for networking.





# How do I get in the game?

## SIGN-UP PROCESS FOR ORLANDO

GIS management provides you with an easy-to-use single sign-on dashboard that allows you to do the following:

- Enter your exhibit space contract
- Upgrade/purchase GIS marketing opportunities
- Print and pay invoices
- Manage online booth
- Order services from vendors
- View online floor plan for booth selection
- Order badges for your booth personnel
- Edit your directory listing

## PRIORITY POINT DEADLINE: JUNE 15, 2019

Submit your contract and a 50% deposit by June 15 to use priority points for booth selection at the 2020 Golf Industry Show in Orlando. New exhibitors with no priority points are encouraged to send in the contract and deposit prior to the June 15 deadline to take advantage of early booth selection.

*Booth includes: show site material handling, five (5) badges per 100 nsf for personnel to work the booth, New Product Showcase entry, Freeman concierge service, complimentary meeting space, basic directory listing in print, online and mobile app, and complimentary lead retrieval.*

## MAKE YOUR PLANS TODAY

Exhibiting at the 2020 Golf Industry Show will provide you with tremendous exposure to thousands of key decision-making professionals in the industry. Don't miss this opportunity to grow your business! Visit [golfindustryshow.com/exhibitor](http://golfindustryshow.com/exhibitor) to sign up.



### PARTICIPATING PARTNERS

