

The Venetian Hotel,  
TPC Las Vegas & Topgolf Las Vegas  
August 13-15, 2018  
[PGALasVegas.com](http://PGALasVegas.com)



**PGA**<sup>TM</sup>  
FASHION & DEMO  
EXPERIENCE

*The PGA Fashion & Demo Experience is a golf merchandising, product testing and professional education event, exclusively for golf industry professionals and golf lifestyle apparel retailers, presented in a modern, sophisticated setting, organized by the PGA of America and PGA Worldwide Golf Exhibitions.*

### **Pro-Pro Tournament**

*TPC Las Vegas*

- Monday, Aug. 13 – 8 a.m. Shotgun Start  
50 two-person teams in a four-ball, stroke-play format. Purse + hole-in-one, longest drive and closest-to-the pin contests.

### **PGA Demo Experience**

*Topgolf Las Vegas*

- Monday, Aug. 13 – 4 p.m. - 8 p.m.  
Equipment & technology testing, skills contests and prizes, product demonstrations and industry networking in the fun, dynamic setting of Topgolf Las Vegas

### **Exhibits of the PGA Fashion & Demo Experience**

*Palazzo Ballroom, The Venetian Hotel, Las Vegas*

The 2018 PGA Fashion & Demo Experience returns to the Venetian Resort Palazzo Ballroom with an upscale presentation of the latest golf lifestyle apparel and accessories, plus the newest golf equipment, products and technology exhibits. Co-located with multiple fashion trade shows during Las Vegas Fashion Week, PGA Professionals and buyers have an exceptional apparel and accessories showcase while sourcing a wide breadth of golf products.

- Tuesday, Aug. 14, 2018  
8:30 a.m. – 7 p.m. - Golf fashion, equipment, technology and products exhibits and special events  
5:30 p.m. - 6 p.m. - Fashion show and networking (Show floor remains open)
- Wednesday, Aug. 15, 2018  
8:30 a.m. - 4 p.m. - Golf fashion, equipment, technology and products exhibits and special events

### **Live Fashion Show**

*Palazzo Ballroom, The Venetian Hotel, Las Vegas*

The annual Live Fashion Show features the latest lifestyle, resort, golf and accessories brands coming to life on the runway. This lively fashion production is a great way to see what is trending in color, fashion, form and function from leading and up-and-coming brands.

- Tuesday, Aug. 14, 2018  
5:30 p.m. - 6 p.m. - Fashion show (5:30-6 p.m.) and networking (Show floor remains open until 7 p.m.)

### **PGA Education Conference**

*The Venetian Hotel, Las Vegas*

Certification programs, daily keynote presentations and classroom seminars focusing on executive management, teaching & coaching, and golf operations. PGA Professionals have access to more than 20 MSR education credits. Conference details are available at [PGALasVegas.com](http://PGALasVegas.com)

### **Attendance & Registration**

Event details and industry registration are available at [PGALasVegas.com](http://PGALasVegas.com). Travel and event hotel savings are available at [PGALasVegas.com/travel](http://PGALasVegas.com/travel) with reservation deadlines beginning July 12, 2018.

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