

August 13-14, 2019
The Venetian Hotel & Topgolf Las Vegas
PGALasVegas.com



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.

Exhibits of the PGA Fashion & Demo Experience

Palazzo Ballroom, The Venetian Hotel, Las Vegas

- Tuesday, Aug. 13 – 8:30 a.m. – 6 p.m.
- Wednesday, Aug. 14 – 8:30 a.m. - 3 p.m.

Upscale presentation of the latest golf lifestyle apparel and accessories, plus the newest golf equipment, products and technology exhibits, simultaneous to multiple fashion trade shows during Las Vegas Fashion Week.

Fashion Show & Networking Party

TAO Nightclub, The Venetian Hotel, Las Vegas

- Tuesday, Aug. 13 – 6 p.m. – 8 p.m.

The popular Fashion Show moves to Tao Nightclub in 2019 and features the latest lifestyle, resort, golf and accessories brands coming to life on the runway, immediately followed with an industry networking event in the nightclub.

Technology Forum

The Venetian Hotel, Las Vegas

- Tuesday, Aug. 13
 - 1 – 2 pm | Golf Entertainment Technology = New Revenue (NGCOA)
 - 4 – 5 pm | Facility Management Technology to Boost Spending & Engagement (NGCOA)
- Wednesday, Aug.
 - 11 am – 12 pm | Technology Best Practices in Teaching Golf (PGA Professional Panel)

PGA Education Conference

The Venetian Hotel, Las Vegas

- Tuesday, Aug. 13 – 7:30 a.m. – 12:15 p.m.
- Wednesday, Aug. 14 – 7:30 a.m. – 1:30 p.m.

The annual comprehensive education conference provides learning opportunities to develop skills and insights in the areas of executive management, teaching & coaching, and golf operations. PGA Professionals have access to more than 20 MSR education credits.

PGA Demo Experience & Closing Reception

Topgolf Las Vegas

- Wednesday, Aug. 14 – 4 p.m. - 8 p.m.

Equipment & technology testing, product demonstrations and industry networking in the fun, dynamic setting of Topgolf Las Vegas. Additionally, PGA/LPGA Professionals can compete in the Topgolf Tour Qualifier during the PGA Demo Experience for an additional purse of \$6,500, sponsored by PGA Golf Exhibitions.

Attendance & Registration

Event details, industry registration and travel savings are available at PGALasVegas.com.

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