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Golf Inc.™

January 2004

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ROUTING SLIP

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- head pro
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Use this routing slip to circulate this magazine through your golf course.

What's new at this year's

PGA Show

From new golf cars to striking apparel, get the inside scoop on this year's best new products, and save yourself the hassle of visiting all 1,200



Advertise in your customer's lap

A billboard on the outfield wall of Pro Player Stadium where the Florida Marlins played the World Series last fall gained national attention for Miccosukee Golf & Country Club.

Not every facility has that kind of opportunity, of course, but golf operators looking for a new way to reach potential customers might want to consider a presence at major sports and entertainment venues.

One new way to do that is with a product called Stadium Tray, says George Poston, president of the company that carries the same name as the product.

The trays are handed out free for customers to carry their purchases at stadium and arena concessions. The laminated,



Stadium trays can get advertisers in front of up to 70,000 people.

corrugated cardboard surface offers a full-color ad space right in the hands — literally — of as many as 70,000 potential customers at a time.

The trays cost more than some advertising choices — 20,000 trays to serve 70,000 people at a major event go for about \$10,000. But Poston said the return on investment can be significant.

— Rebecca Luczycki

Demo Days program to promote game

The PGA of America, PGA Magazine and Reed Exhibitions will team up to sponsor "Play Golf America" Demo Days in 2004 in what are expected to be three locations during the year.

Christopher McCabe, vice president and show manager for Reed Exhibitions, said approximately 40 manufacturers of golf equipment will participate at each demo day.

The demo days will feature clinics, tune-up lessons, skill challenges and contests for players of all abilities. The program is designed to provide exposure to the game and new

equipment for both existing and potential new players.

Members of the PGA and its local sections will conduct the clinics and lessons, with manufacturers' representatives on hand as well.

"We all feel at the core it will be a fun experience for golfers, but also a great opportunity to get golfers from all abilities out there to experience first hand these manufacturers' products," McCabe said.

The locations of the 2004 events are expected to be announced later this month. Organizers expect to add additional demo days in the future.

— Jim Dunlap

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