

# 24<sup>th</sup> Annual ING Spring Conference Resorts Casino • June 1-4, 2014

## 2014 ING Spring Conference Tentative Schedule

DATE/TIME	EVENT	SITE
<b>SUNDAY, June 1</b>		
12:30 pm-7 pm		Conference Check-In/Info Desk Resorts - Atlantic Room
5:30 pm	First-Timers Orientation	Resorts - Academy Room
6:30 pm	Welcome Reception	Resorts - Horizon Room
7:45 pm	15 Seconds Of Fame	Resorts - Horizon Room
8:30 pm	Night Golf	Resorts - Beachfront
9 pm	ClubING	Resorts - Land Shark Bar
<b>MONDAY, June 2</b>		
6:30 am-11:30 am		Breakfast & Coffee Room Resorts - Capriccio Restaurant
8 am-10 am	Appointment Show Day 1	Resorts - Ballroom A
10:15 am	Social Media Seminar-Novice	Resorts - Horizon Room
10:15 am	Social Media Seminar-Advanced	Resorts - Starlight Room
11:15 am	Advertising/Marketing Seminar	Resorts - Horizon Room
11:15 am	State Of The Industry Panel LUNCH ON YOUR OWN	Resorts - Starlight Room
12:45 pm	BUS LEAVES FOR GOLF TOURNAMENT	
2 pm	Golf Tournaments	Blue Heron Pines
7:30 pm	ClubING	Resorts - Land Shark Bar
<b>TUESDAY, June 3</b>		
6:30 am-10:30 am		Breakfast & Coffee Room Resorts - Capriccio Restaurant
8 am-11 am	Appointment Show Day 2	Resorts - Ballroom A
11:45 am	BUS LEAVES FOR LUNCH & DEMO DAY	
12:30 pm	Committees Lunch	Atlantic City Country Club
2 pm-5 pm	Demo Lab	Atlantic City Country Club
5 pm	BUS LEAVES FOR RESORTS	
7:30 pm	ING Banquet	Resorts - Ballroom B
9:30 pm	ClubING	Resorts - Land Shark Bar
<b>WEDNESDAY, June 4</b>		
8 am-9:15 am	Mentor-ING Breakfast	Resorts - Capriccio Restaurant
9:30 am	Best Practices Presentation	Resorts - Ballroom A
11 am	Industry Breakouts	Resorts - Ballroom A, Academy
LUNCH ON YOUR OWN		
12:15 pm	BUS LEAVES FOR GOLF TOURNAMENT	
2 pm	Durland Cup	Seaview Resort Pines Course
6:30 pm	Golf Awards Happy Hour & Cookout	Seaview Resort
8 pm	ClubING	Resorts - Land Shark Bar
<b>THURSDAY, June 5</b>		
8:15 am	Board Meeting Breakfast	Resorts - Academy Room

## WHAT TO DO NEXT?

**We are staying at the recently renovated Resorts Casino Hotel on the Atlantic City boardwalk. Reservations must be made by calling 888-797-7700 before the cut-off date May 20, 2014. You must identify yourself with group code (VING14) in order to receive the group discount rate of \$83 per night plus tax and fees. Resorts requires a one-night's room deposit, per room, to guarantee individual accommodations.**

## QUESTIONS?

**Call:** 407-328-0500, ext. 1  
**email:** mike@jamisongolf.com  
**visit:** www.inggolf.com



## Why they LOVE



"Thanks again for a great conference."  
– **Dave Cordero, TaylorMade Golf**

"We appreciate the opportunities that the ING Conference offered to introduce our Rolling Out the Green Carpet™ certification program to so many influential people in the golf industry."  
– **Pam Swensen, CEO of the EWGA**

"Thank you for everything. I had a great first conference."  
– **Dominic Selba, Bridgestone Golf**

"Being a new member, we weren't quite sure what to expect, but the business and networking was far more than we had imagined. It was refreshing and overwhelming."  
– **Brent Pauley, CEO, Golfalyzer**

"Thanks for creating an environment again and again that is so conducive to productive connectivity and moving ideas forward."  
– **Debbie Waitkus, Golf For A Cause**

"This was the best move I have ever made, going to the Spring Conference. I met some of the top people in the golf business."  
– **Dan Bonomo, PSP Golf**

"I have worked with 35 people who were at the ING Spring Conference. It just makes it so much easier for me to line up interviews for the radio show, having met them at the ING Conference."  
– **Biggs Tabler, Those Weekend Golf Guys radio show**

"If you do one thing, you need to join ING. It's an amazing organization that will get you some great connections in the industry."  
– **AJ Ali, Golf To End Cancer**



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**Resorts Casino Hotel**  
Atlantic City, NJ





# What Is An ING Spring Conference?

## One-On-One Appointment Show

Private meetings between business executives and media to create promotional programs that benefit the publication or show, the company and the audience. A setting like no other in golf.

## Product Launches

Dozens of companies have chosen the ING stage to launch new products. A couple of the bigger ones were the TaylorMade R7 Series Driver, the Tour Edge Exotics brand and the Top-Flite XL golf ball.



## Educational Opportunities

Catch up on the latest marketing techniques; hear from the leading Social Media experts; become a more accomplished interviewer; learn about golf's future; become a better putter - the subjects are endless.

## ING Demo Lab

Manufacturers of all shapes and sizes display their latest offerings for all the attendees to test in a three-hour program on the practice range. Cameras are rolling during this session.



## Golf Events

OK, we do take time to enjoy the outstanding resort courses, and we give you choices. You can compete in "play-your-own-ball" formats or team it up in more relaxing "scramble" events. You may even qualify for an expenses-paid trip to the WGAT National Championship.

## Networking, Networking, Networking

There are numerous opportunities to meet new people, enhance existing relationships, or simply spread your business card around. You always meet the right people at ING.



# WHO SHOULD ATTEND

**WRITERS/BROADCASTERS/EDITORS/BLOGGERS:** Test new products; conduct interviews with executives in a relaxed, productive environment; save time and travel money (they're all here!).

**PUBLISHERS/PRODUCERS:** Meet privately with decision makers at resorts, manufacturers and other golf businesses in the One-On-One Appointment Golf Show. It's where you create Win-Win programs.

**EQUIPMENT COMPANIES:** Network with golf media and industry leaders; Display product at unique ING Demo Lab; Generate publicity and create exciting promotional concepts during the One-On-One Appointment Golf Show.

**RESORTS/COURSES/DESTINATIONS:** Promote your facility to golf & travel media; Interact with corporate executives; Learn about industry issues that affect your bottom line. You can get a year's worth of business done in the One-On-One

Appointment Golf Show at ING!

**PR & ADVERTISING PROFESSIONALS:** Spend four days with dozens of media, developing relationships and gaining exposure for your company or clients; Network with prospective clients.

**ASSOCIATIONS:** Deliver your message directly to media and the golf industry executives who depend on you; Learn first-hand what is happening in other areas of the business.

**INSTRUCTORS/SCHOOLS/TRAINING AIDS:** Spend four days with dozens of media, developing relationships and gaining exposure for your company or products; Network with prospective clients, investors.

**INDIVIDUALS OF ALL TYPES:** Meet business prospects in a casual setting; Share time with media who can gain exposure for you, your products or your services. Network the Golf Industry!



John J. Glozek, Jr.  
President

## From the President

There are so many reasons to join ING and attend the 24th Annual ING Spring Conference, but the number one reason I have been a member for over two decades is *relationships!* Simply stated ING introduced me and helped me develop relationships with the most influential individuals (and companies) in the golf industry -- both

on the media and industry side. If you want to start a relationship or continue to grow the relationships you already have -- the ING 24th Annual Spring Conference is where you want to be. I'm excited that we will be heading to Atlantic City and I hope I will see you there.

**WE'RE HEADING TO ATLANTIC CITY**

# REASONS TO JOIN ING

- 10 • Timely and informative educational seminars and workshops.
- 9 • It's the best networkING, motivatING, and relationship buildING organization and event you could be a part of.
- 8 • World-class golf courses await your best shot.
- 7 • Media Member? New products, services and companies are there to meet you.
- 6 • Business Member? Your company goes face-to-face with content-needy publications and shows.
- 5 • ING Members are your golf industry family, ready to lend a helping hand.
- 4 • You can win awards -- ING Media Awards or ING Industry Honors.
- 3 • ING is doing it right, having been in the business for 24 years.
- 2 • It pays to be an ING member -- literally -- with savings on products, events, and more!
- 1 • **YOUR NEXT GREAT BUSINESS RELATIONSHIP IS WAITING TO MEET YOU THERE.**

# SPECIAL OPPORTUNITIES

**EXCLUSIVE MEAL SPONSOR** - Want the stage all to yourself for up to 25 minutes? The audience is yours in this exciting promotional and dining concept. Make a presentation as the meal winds to a close. Price: \$3,500.

**WELCOME GIFT BAG** - Your logo is printed on the side of the welcome gift bag that goes to 175 attendees, and your marketing material is placed inside it. Price: \$950.

**TUESDAY NIGHT TABLE SPONSOR** - Choose the attendees with whom you will dine at this ING banquet. Your company logo will appear on the table sign. Price: \$195.

**GOLF TOURNAMENTS SPONSOR** - Your banner hangs at each of the golf events, and you'll make an on-stage presentation at the Golf Awards Dinner on Wednesday night. Price: \$3,500.

**COFFEE BREAK SPONSOR** - Signage on the serving tables at all coffee breaks during the conference. Price: \$450.

**NOTE PAD SPONSOR** - Your logo on top of the note pads at the Monday morning and Wednesday morning educational sessions. Price: \$250

**CONFERENCE BOOKLET ADVERTISING** - Cover: \$1,000; Full Page: \$750; Half Page: \$500.

**PLATINUM SPONSORSHIP** - Everything above in one neat package. Plus, signage at most conference functions, and logo on the major sponsors banner. AND, complimentary display table in the ING One-On-One Appointment Show. Price: \$10,000.

**Wear-ING APPAREL SPONSOR** - Your company will be the Apparel Company of the Day. Key hotel staff and servers at the hotel and conference center will wear your shirt, and you'll have a few minutes at the microphone to describe the line. Price: 24 Shirts.

## DISPLAY OPPORTUNITIES

**REGISTRATION DISPLAY** - Your product and material will be on display in the ING Registration Room throughout the four days. And on opening day, a representative of your company can be on hand to help greet attendees and explain your

product. Display Price: \$2,000.

**ONE-ON-ONE APPOINTMENT SHOW** - Called by one attendee "the best golf function he has participated in" during his 20 years in golf. We will schedule up to 15 meetings, 15 minutes in length, with media and/or business associates of your choice. Private time, at your display table, one-on-one, to brainstorm and create win-win scenarios. Display Price: \$900.

**DEMO LAB** - Attendees test your products in action and media attendees gather story material and do interviews. Great time to launch a product. Demo Lab Display Price: \$1,050.

**SPONSOR TABLE** - Your marketing material is on display throughout the conference on the Sponsor Table. **COMPLIMENTARY** for all companies registered at the Appointment Show level or above.

# MEMBER BENEFITS

- Invitation to ING Conference & Fall Forum
- Subscription to ING E-Newsletter
- One Complimentary Classified Ad
- Eligibility to play the Razor Golf Pick Your Pro Contest
- Complimentary Boxgroove Value Membership
- Discounted entry fee for Golf.Com World Amateur
- Listing in and Copy of ING Directory
- Opportunity to Join PGA Credit Union
- ING Member2Member Discount Program