

We're Celebrat**ING!**

Celebrating

25

INTERNATIONAL
ING
NETWORK OF GOLF

Years

JOIN US at Our 25th Anniversary!

25th Annual ING Spring Conference
Mission Inn Resort • Howey-In-the-Hills, FL
May 31- June 3, 2015





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.

**A Fast-Paced
Gathering of People
With a Common
Goal - Improving
Their Standing In
The Golf Industry**



- One-On-One Appointment Show
- Product Launches
- Educational Opportunities
- ING Demo Lab
- Golf Events
- Golf Expo

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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!

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 of which you could be a part -- or member 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.**



John J. Glozek, Jr.
President

From the President

Let me first say HAPPY ANNIVERSARY ING! It has been a long and exciting road and I am looking forward to a fabulous anniversary conference.

Whether you are a longtime member, just joined in the past few years, or attending your first; the 25th Anniversary ING Spring Conference WILL BE the BEST yet. Believe me -- you don't want to miss it.

If I sound excited, that's because I am.

25 years -- that is HUGE. The ING 25th Anniversary Spring Conference is where you want to be at the end of May. Whether you are a current member or not a member if you have any questions on how exciting it will be or why you should be there, feel free to contact me. I'm thrilled that we will be heading to Mission Inn Resort and I hope I will see you there.

WE'RE HEADING TO FLORIDA

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

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Mission Inn • May 31 - June 3, 2015

TENTATIVE ING SPRING SCHEDULE 2015

TIME	EVENT	PLACE
SUNDAY, May 31		
11 am-7 pm	Conference Check-In/Info Desk	La Fontana
3:30 pm	ING Advisory Board Meeting	El Moro
6 pm	First-Timers Orientation	La Paloma
7 pm	Welcome Reception	El Gitano
9 pm	ClubING	La Magarita
MONDAY, June 1		
8 am	Golf Tournaments	El Campeon
1 pm	Lunch & State of Industry Panel	Legends
3:00 pm	Workshop: Marketing /PR	La Paloma
3:00 pm	Workshop: Subject TBD	El Moro
4:30 pm	Appointment Show Day 1	Ballroom
8 pm	ClubING	La Magarita
TUESDAY, June 2		
7:45 am	Breakfast	Driving Range
8:30 am	Demo Lab	Driving Range
Noon	Committees Lunch	Legends
2 pm	Appointment Show Day 2	Ballroom
7:30 pm	25-Year Reunion Dinner	Ballroom
9:30 pm	ClubING	La Magarita
WEDNESDAY, June 3		
8 am	Durland Cup	Las Colinas
1 pm	Mentoring Lunch -- Topics: TBD	El Gitano
2 :45 pm	Social Media Workshops	Ballroom A
4:30 pm	Media/Business Breakouts	Ballroom B/El Moro
6:30 pm	Golf Awards Dinner	Ballroom A
8 pm	ClubING	La Magarita
THURSDAY, June 4		
8:30 am	Advisory Board Breakfast	La Paloma B

WHAT TO DO NEXT?

We are staying at the recently renovated and historic Mission Inn Resort & Club in Howey-in-the-Hills, FL, near Orlando. Reservations must be made by calling 800-874-9053. You must identify yourself as an ING Spring Conference attendee in order to receive the discounted rate of \$95 per room per night, plus tax and fees. Registration deadline to guarantee this special rate is May 1, 2015.

QUESTIONS?

Call: 407-328-0500

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 Selfa, 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**

"ING truly does a fantastic job connecting media and golf. Networking opportunities existed throughout the conference, but the One-On-One Appointment Show was the highlight for me. The connections we've made through ING have proven to be extremely beneficial. Anyone in the golf industry could benefit as well by joining ING and becoming an active member. I'll be making advance reservations for the next ING Conference!"
– **Jeff Gilder, TheGolfDirector.com**

"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**

"We didn't really know what to expect from the ING Spring Conference. By end of day four it became clear on how special an event it is. Everyone is there for everyone else. Sort of a golfing brotherhood. Smart interesting people from all corners of the golfing community sharing their knowledge. And sharing freely. No one is selling...just sharing. And from it true magic has happened."
– **Mark Zander, EyeLoc 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**

