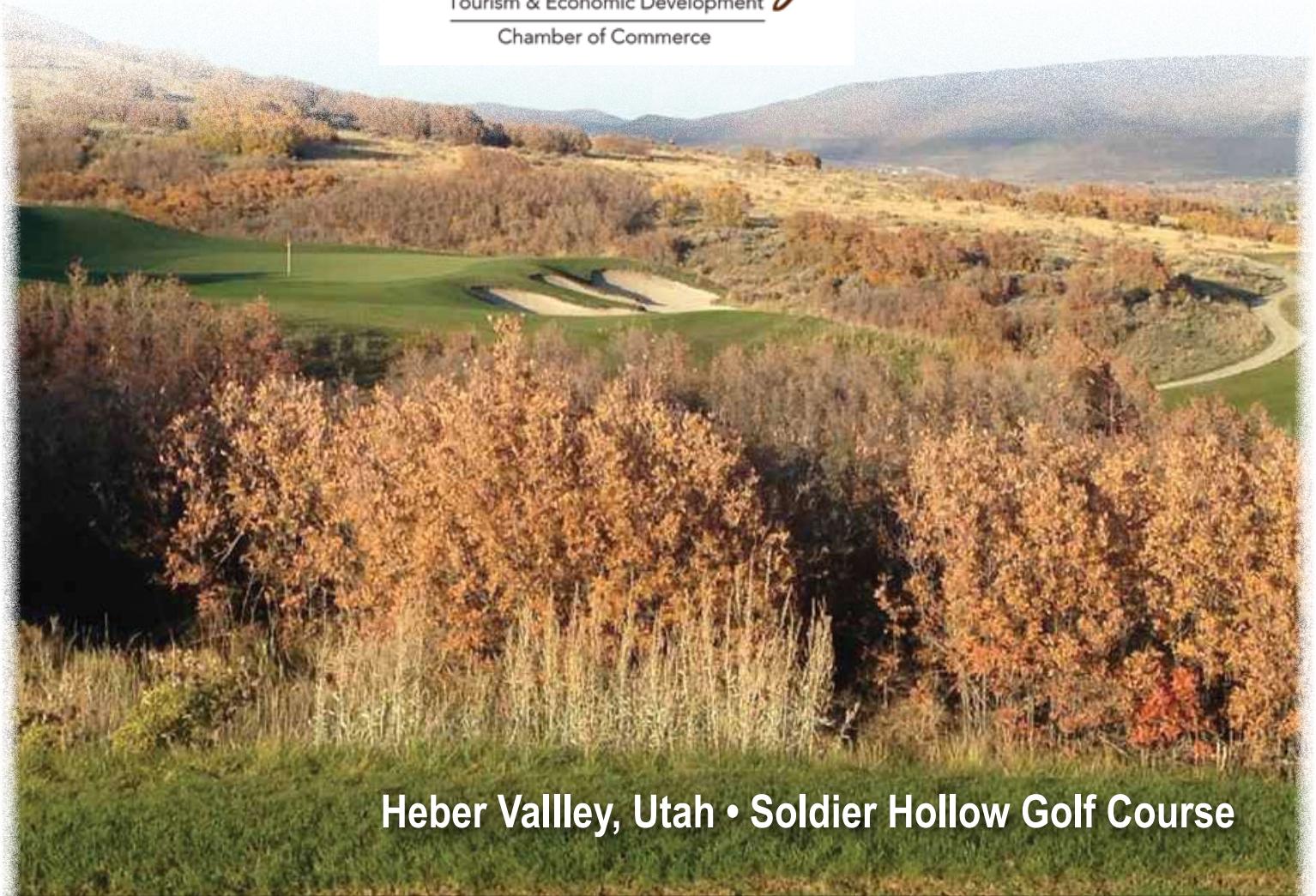
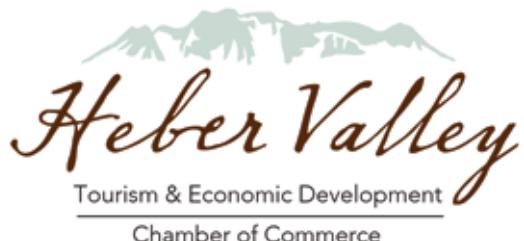


# JOIN US at the 26th Annual ING Spring Conference

**Heber Valley, Utah**  
**The Zermatt Resort**  
**May 22-26, 2016**



Heber Valley, Utah • Soldier Hollow Golf Course



# 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

# NETWORKING NETWORKING NETWORKING NETWORKING NETWORKING NETWORKING NETWORKING

# What Is An ING Spring Conference?

## One-On-One Appointment Show

The most popular element of the ING Conference. A series of private meetings between exhibitors and media or other business executives of their choice. A setting like no other in golf.

## Product Launches

Dozens of companies have utilized the ING Conference to launch new products and services. And why not? Approximately 60 members of the media and high profile industry executives are there to take notice and spread the word.



## 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 WAGT 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!

# 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 25 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

A handwritten signature in black ink, appearing to read "John J. Glozek, Jr."

## From the President

### We're Heading to Heber Valley UTAH

Where is Heber Valley you might ask. Well I asked the same thing. Here it is in a nutshell. You land in Salt Lake City, take a short 45-minute beautiful scenic ride to Park City and just go to the other side of the mountain and you are there. Where? Heber Valley... And it is GORGEOUS. I cannot begin to tell you how excited I

am that ING is heading west and west to such a fabulous destination. After spending a few days there I can honestly tell you -- YOU DON'T WANT TO MISS THIS CONFERENCE.

**Sign up today and I look forward to seeing 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:

- Conference attendance fees for two individuals
- Display Table in One-On-One Appointment Show
- Display Area in the Demo Lab
- Major Press Release announcing the sponsorship
- Corporate Membership into ING for the calendar year.
- Signage at most conference functions
- Logo on the major sponsors banner. Price: \$15,000.

**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 18 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: \$1,200.

**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
- 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

# We're Celebrat**ING**!

**Heber Valley, Utah • May 22 - 26, 2016**

TENTATIVE ING SPRING SCHEDULE, 2016

## TIME                    EVENT

### SUNDAY, May 22

12 pm -7 pm	Conference Check-In
3:30 pm	ING Advisory Board Meeting
6 pm	Conference Orientation
7 pm	Welcome Reception
9 pm	ClubING

### MONDAY, May 23

7 am-1 pm	Conference Check-In
7:45 am	Breakfast & Mellinials Panel
9:10 am	Workshop 1: Sales & Marketing
9:10 am	Workshop 2: Travel In Today's World
10:30 am	Appointment Show Day 1
2 pm	Golf Tournaments: <i>WAGT Nat'l Qualifier &amp; Scramble</i>
7 pm	ClubING

### TUESDAY, May 24

7 am-Noon	Conference Check-In
7:30 am	Breakfast
8 am	Appointment Show Day 2
Noon	Committees Lunch
2 pm	Demo Lab
7:30 pm	Awards Dinner
9:30 pm	ClubING

### WEDNESDAY, May 25

7 am-1 pm	Conference Check-In
8 am	Mentor-ING Breakfast
9:45 am	Workshop: Social Media
11 am	Workshop: Media Relations
2:15 pm	Durland Cup Golf Tournament
6:45 pm	Golf Awards Reception
8:30 pm	ClubING

### THURSDAY, May 26 - Checkout Day

8:30 am	Advisory Board Breakfast
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## WHAT TO DO NEXT?

We are staying at the quaint Zermatt Resort, which serves up a slice of the Swiss Alps in western USA. With the Wasatch Mountains as a spectacular backdrop, Zermatt Resort is only 45 minutes and one stop light from the Salt Lake City International Airport. In order to secure the highly discounted ING rate of \$90 ++ per room per night, call 866-937-6288, then when prompted, choose Option 1 and identify yourself as an ING Conference attendee. Deadline for securing the rate is April 21, 2016. Visit [www.zermattresort.com](http://www.zermattresort.com) for more information about the resort.

## QUESTIONS?

**Call:** 407-328-0500

**email:** [mike@jamisongolf.com](mailto:mike@jamisongolf.com)

**visit:** [www.inggolf.com](http://www.inggolf.com)



# Why they LOVE

"Thank you for everything. I had a great first conference."

– **Dominic Selfa, Bridgestone Golf**

"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**

"Thank you so much for a wonderful few days!"

– **Leslie Main, TaylorMade Golf**

"I was so impressed with the cohesive environment ING provides everyone, old or new. It was truly the first time I've ever experienced such a family-like atmosphere since my introduction to the golf industry a few years ago."

– **Dr. Lindsey Sams, SNAG Golf.**

"Thanks to you and the ING team for the amazing opportunity. I have been like a busy bee ever since the conference with the connections and new opportunities that have come about."

– **Amy Yanda-Lee, CHASE54**

"We had a spectacular time, complete with a healthy balance of business and fun! It was an unforgettable experience."

– **Lizzie Jae, Golf Skate Caddy**

"The media sessions were very beneficial."

– **William Perry, Gary Gilchrist Golf Academy**

Soldier Hollow GC

