

Exhibitors – updated May 9
(Descriptions provided by the companies)

18Birdies

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18Birdies is the premier integrated golf platform powering the next generation of golf technology and reimagining the golf experience. 18Birdies aims to inspire golfers of all ages and skill levels by managing their games, challenging and motivating them through competition, and sharing their experiences with other golfers. 18Birdies provides a simple and intuitive experience that harnesses the power of technology, gaming and social to make golf more innovative, fun and engaging. The 18Birdies mobile golf platform enhances the experience between golfers and the courses they play, growing the golf community.

Bridgestone Golf

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Founded in 1931 by Shojiro Ishibashi, Bridgestone has always been guided by the philosophy of its founder to "Serve Society with Superior Quality." The pursuit of superior quality has resulted in Bridgestone becoming the global market leader in the rubber industry and in polymer science technologies. Ishibashi converted his golf passion into a commercial success when Bridgestone first produced golf balls in 1935. Along with technical developments in tire technology came breakthroughs in golf ball technology that have led Bridgestone to be the number one golf ball producer in Japan, and the No. 1 golf ball fitter in the industry. Design and production of golf clubs followed in 1972 with the same passion for excellence propelling Bridgestone to a leadership position in the current marketplace.

CHASE54

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54. The Perfect Score. Is it even possible? If we only attempted what we knew was possible, guaranteed, 100%...well, we'd never get anywhere. CHASE54 is golf apparel designed to push the limits of what's considered possible. In fit. In feel. In fashion and performance. Our garments are

made to shatter your expectations of what golf apparel can be, both on and off the course. With over 30 years of manufacturing experience under our belt, we strive for unprecedented excellence in each and every piece of clothing we make. This passion and dedication can be found in every precise stitch and unique feature of each and every garment. From integrating the greatest fabrics and latest technologies, to designing the most striking styles and original looks, we push closer to perfection with each piece of clothing we create.

eduKaytion golf

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eduKaytion golf, established in 2002, is the Northeast's #1 golf education company and the home of Golf 8.5. Director of Instruction, Kay McMahon created Golf 8.5, a simplistic approach to golf instruction, easing the confusion that golf is difficult to learn. McMahon and partner Eloise Trainor teach Golf 8.5, only 4 things to do before the swing and only 4.5 things in the swing, to counter the myriad of thoughts planted in people's minds, making golf easy and quicker to learn and improve. McMahon and Golf 8.5 won the 2015 ING Industry Honor for player development. McMahon has an illustrious teaching career, reflected by her LPGA Teaching Hall of Fame status. Trainor is an LPGA member and Founder of the FUTURES Golf Tour, now the LPGA Symetra Tour.

Golf GameBook

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Headquartered in Espoo, Finland, Golf GameBook has been making golf more fun and social since its inception in 2010. It is the digital scorecard that gives you a gallery of fans every time you're on the golf course and a diary to store your golf memories – like a clubhouse in your pocket. Supporting 25 different game formats, Golf GameBook is the most effective and social way to keep score in golf, allowing golfers to connect and share live results, comments, photos and videos – no matter where they are, on and off the golf course. The Golf GameBook app is available on the App Store for free.

Golf Mesquite Nevada

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Golf Mesquite Nevada is the golf-marketing co-op for courses and hotels in the Mesquite area, making it easy for golfers to plan their perfect golf getaway. Golf Mesquite Nevada is the perfect place to customize your next Mesquite, Nevada golf getaway. Mesquite is about 80 miles northeast of Las Vegas on Interstate 15. Memorable golf with spectacular elevation change, casino gambling and a variety of accommodations and dining options combine for a complete golf getaway.

Golf Overnight

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Golf Overnight is here to make traveling with your clubs easy and affordable. With flat rate shipping you always know what you will pay! We are less expensive than anyone else, and we use FedEx and UPS to ship. Golf Overnight can pick up from your house, office, golf course, or anywhere with an address. We offer ground and overnight shipping, so if you need your bag delivered the next day or next week we can help!

Golf Skate Caddy

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The Golf Skate Caddy is a new personal golf transport product that's revolutionizing the way we play and think about golf. The new product is taking the place of golf carts everywhere because of its many benefits, including less turf damage and optimal physical support for players. The Golf Skate Caddy is also innovating the way golf is played—instead of chasing after everyone's golf balls in a golf cart, players can go directly to their ball and focus on their game, speeding up play time by up to 25 percent. Like skating on an electric caddy, the Golf Skate Caddy provides a smooth ride that seamlessly transports players and their clubs.

Heber Valley Tourism & Economic Development

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Heber Valley is one of Utah's most beautiful gems and is home to three state parks, five pristine mountain golf courses, blue-ribbon fishing, a Swiss-themed town, family-friendly events, and so much more. With only one stoplight between the Heber Valley and the Salt Lake International Airport, access to endless recreation amenities is less than 50 minutes from Salt Lake City and only 15 minutes from Park City. Among accommodation choices is Zermatt Resort, an upscale, European lodge-themed hotel at the foothills of the Wasatch Mountains. Top golf courses include Soldier Hollow and Wasatch Mountain.

Knuth Golf, Inc.

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Knuth Golf's High Heat Driver was launched at the 2015 PGA Merchandise Show to rave reviews, being named on more media "top products" lists than any other driver, and eventually earning the ING Industry Honors award in the Product Ingenuity category. Gary Van Sickle called High Heat with its 25% deeper and 18% lower center of gravity, and 24% higher MOI compared to major brands, "the most significant technological innovation in golf equipment from this year's PGA Merchandise Show," adding that High Heat is "a game changer" for amateur golfers. This year Knuth introduced fairway woods and hybrids that have the same technological advances, and they too took the PGA Show by storm. Dean Knuth, the primary inventor of the USGA Course Rating and Slope Rating Systems, designed High Heat specifically for amateurs. Based on tests conducted by Golf Laboratories, High Heat is longer and more accurate than the major brands.

PerryGolf

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PerryGolf provides expertly personalized golf & lifestyle travel experiences to twelve of the world's most desirable destinations; Scotland, Ireland, England, Wales, Portugal, Spain, France, Italy, South Africa, Australia, New Zealand and Canada. We are uniquely qualified with over 30 years of practice to arrange every aspect of a seamless itinerary whether you prefer the legendary links of St Andrews or a safari with your play in South Africa. Today, PerryGolf has extended its reach throughout the globe to offer the same complete and uncompromising experience with escorted trips to Asia, South Africa, Italy & the South Pacific. Our Golf Cruise programs in conjunction with SeaDream Yacht Club and Azamara Club Cruises have become industry standards for exceptional and seamless golf cruise experiences.

PGA Golf Exhibitions

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In partnership with the PGA of America, PGA Worldwide Golf Exhibitions organizes two important industry business gatherings in the U.S. each year. The PGA Merchandise Show, held each January in Orlando, hosts some 43,000 industry professionals and more than 1,000 golf-related companies and brands participating in product exhibitions, demonstrations, educational seminars and special events. For more information visit www.pgashow.com. The PGA Fashion & Demo Experience in Las Vegas, Aug. 15-17, 2016, features an upscale presentation of golf fashion, equipment and technology merchandise, plus the PGA Outdoor Demo Experience to test the newest equipment, a full education conference and numerous industry networking events. For more information visit www.pgalasvegas.com.

SNAG Golf

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SNAG® Golf (Starting New At Golf) is the world's best first-touch program to effectively teach golf to people of all ages. SNAG® Golf offers the versatility to learn and play golf in almost any environment, indoors or outdoors. SNAG® contains all the elements of golf but in a modified form, making it an easy and fun way to learn and play the game of golf. Over the past 12 years, SNAG® has become the program of choice in 42 countries and over 10,000 schools and park facilities worldwide. SNAG® is designed for four main target audiences nationally and globally: School PE Professionals; Parks and Recreations Professionals; Golf Course Professionals; The Consumer. The system builds on strong and educational proven fundamentals of putting, chipping, pitching and full swing to develop playing ability quickly and effectively. SNAG's Goal is to get rid of all of its Customers . . . and turn them into Golfers.

Soldier Hollow Golf Course

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Soldier Hollow Golf Course offers a championship, 36-hole complex built on the mountainside above Midway. A part of gorgeous Wasatch Mountain State Park, Soldier Hollow was a major venue during the 2002 Winter Olympics.

The Gold Course layout sits at some of the highest elevations of the complex offering stunning views of the Heber Valley below. The Gold Course is a mountain or foothills course with significant elevation change throughout the course and dramatic elevation changes within each hole

The Silver Course is a par 72 that is composed of six par 5's, six par 4's and six par 3's. While flatter in elevation than the Gold, the Silver offers views of Mount Timpanogos that are stunning.

SoulKix

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SoulKix was founded on a passion for bringing together the uniqueness of art with the practicality of a product people use every day, shoes. From our taglines of Express the Soul and Think Outside the Shoebox to the simplicity of explaining our business model of You Design It, We Print It, SoulKix is quickly becoming a popular brand and for all the right reasons. We are an innovative shoe team that encourages the quirky/ the weird/ the artistic/ the different/ the inspired/ the "off-beaten" soul to create their own path of shoe they wear. Engaging customers creates the opportunity for increased branding, customer loyalty and a greater sense of community. SoulKix has the ability to put your logo

on our comfortable, durable and convenient shoes. Now you can promote your golf course, events, products, tournaments and everything in a unique way through custom SoulKix Shoes.

TaylorMade Golf (Demo Only)

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Headquartered in Carlsbad, California, TaylorMade-adidas Golf Company sells golf clubs, balls, clothing and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. For years TaylorMade Golf has led all companies in the number of drivers played on the professional tours.

TK International, LLC

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Since 2000 we have helped over 40 golf companies get distribution set up in Japan and other countries. We pride ourselves on building strong relationships with the best distribution channels in these countries. As we continue to maintain a strong presence with exporting golf products overseas, in 2016, TK International made a decision to import a highly successful golf product from Japan. We debuted the product at the PGA Show in January and received a great response. The name of the product line is "GUMBEE GOLF". We coined this name because it brings up images of being limber and flexible. This is exactly what this product does for any golfer at any level. It also helps with the basic mechanics of the golf swing. This product is simple to use and understand, very effective and inexpensive. Over 600,000 units were sold in Japan in a matter of 18 months!

Tour Edge Golf

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Tour Edge manufactures and sells golf clubs under both the Exotics and Tour Edge brands. Exotics golf clubs are for those who demand the finest performing golf clubs in the world. With experienced designers and smaller production runs, Exotics by Tour Edge brings futuristic technologies to the marketplace months, even years, ahead of its time. Exotics' manufactures the finest quality, high-technology golf clubs and hand-assembles them one club at a time. Tour Edge clubs have forged a name for itself as a producer of high-quality golf clubs that are sold at unbeatable prices. The company's clubs are distributed throughout the United States and the world.

Visit Central Florida

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Golfers who live in Central Florida already know, and more visitors are beginning to learn, some truly fantastic golf opportunities abound throughout Central Florida's Polk County, with more than 40 public access courses. Many of the top designers, including Donald Ross, Bill Coore/Ben Crenshaw and Tom Doak have left an indelible mark on the region, by providing a wide variety of course design styles, including spectacular resort layouts, undulating links-style courses and tree-lined parkland tracks. From Streamsong Resort's highly ranked modern courses to five courses that appear on Florida's Historic Courses trail, Polk County will accommodate golfers of all abilities and budgets. No matter what type of golf experience you are seeking, you are sure to find that the area's courses will surely make your golf vacation a memorable one.

Wasatch Golf Course

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The 36-hole facility Mountain and Lake courses at Wasatch Mountain State Park are consistently ranked among the most popular, affordable and scenic in Utah. At an elevation of 6,000 feet, golfers enjoy cooler temperatures during summer months.

The Lake Course: It's season-long pastoral beauty, with tree lined fairways and eight lakes and ponds, offers just the right setting to make the Lake Course a favorite for both high and low handicappers.

The Mountain Course: The Mountain Course is a classic mountain-style layout. Golfers enjoy occasional sightings of roaming deer, elk, wild turkeys, moose, and other wildlife

Wizard Golf (Demo Only)

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At Wizard Golf LLC, we are dedicated to helping others achieve their best golf score ever. It was that same passion which inspired the invention of the *Swing Wizzard™*. It is our goal to help keep this sport and its values alive for generations to come. We will continue to strive to bring you quality golf products that will help keep this great game fun and enjoyable! After all, it is a game, and we should have fun playing.

World Golf Hall of Fame & Museum

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The World Golf Hall of Fame & Museum preserves and honors the history of golf and the legacies of those who have made it great. The Hall of Fame & Museum, located at World Golf Village in St. Augustine, Florida, serves as a steward of the game through engaging, interactive storytelling and exhibitions featuring artifacts, works of art, audio, video and photography significant to the history of golf and its members. The Hall of Fame is a 501(c)(3) nonprofit institution and is allied with 26

national and international golf organizations. Its founding partner, Shell Oil Company, provides financial support and plays the lead role in charitable initiatives aimed at introducing golf to young people, and through the golf experience promotes scholastic achievement, community service and those values intrinsic to the game of golf: honesty, integrity and sportsmanship.

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Zermatt Utah. All seasons beauty in 8,000-12,000 foot mountains on the Wasatch Back. Swiss styled architecture. Inviting atmosphere, 330 guest rooms and 65,000 feet of conference, exhibition and performance space. Full service catering, two restaurants. Event support for every season and every business or leisure purpose, for 10 people or 1,000. Just 45 minutes east of Salt Lake City International Airport, adjacent to Park City. Minutes from unlimited adventure and relaxation experiences. Cost efficient pricing that extends your budget. Everything here, nothing missing! Unique in Utah and the world. Come - be inspired at Zermatt Utah. Where Swiss Meets West.