

World Golf Hall of Fame

May 21 - 25, 2017



TENTATIVE ING SPRING SCHEDULE 2017
Golf: Yesterday • Today • Tomorrow

TIME	EVENT
SUNDAY, May 21	
12 pm -7 pm	Conference Check-In
4 pm	ING Advisory Board Meeting
6 pm	Conference Orientation
7 pm	Welcome Reception & Fashion Show
9 pm	ClubING
MONDAY, May 22	
7 am-10 am	Conference Check-In
8 am	Breakfast & ING University
10 am	Appointment Show - Day 1
2 pm	Golf Tournaments: WAGT Nat'l Qualifier & Team Scramble
7 pm	ClubING
TUESDAY, May 23	
7:30 am-Noon	Conference Check-In
7:45 am	Breakfast
8:30 am	Demo Lab
Noon	Committees Lunch
2:pm	Appointment Show - Day 2
7:30 pm	Conference Banquet
9:30 pm	ClubING
WEDNESDAY, May 24	
8 am	Mentor-ING Breakfast
9:15 am	ING University 2
10:30 am	ING University 3
2 pm	Durland Cup Golf Tournament
6:30 pm	Golf Awards Reception
8 pm	ClubING
THURSDAY-Checkout Day, May 25	
8:30 am	Advisory Board Breakfast

WHAT TO DO NEXT?

We are staying at the Renaissance Resort at the World Golf Village. This is a full-service resort and conference facility that offers fantastic views of the Slammer & Squire golf course, the World Golf Hall of Fame and the World Golf Village. The resort is a short drive from the USA's oldest city, St. Augustine, and is easily accessible from the Jacksonville International Airport, and less than two hours from Orlando. To secure the special ING rate of \$95 plus tax per room, call 800- 468-3571 and mention that you are an ING Conference attendee. For more information on the World Golf Village, visit <http://www.worldgolfvillage.com>.

QUESTIONS?

Call: 407-328-0500
email: mike@jamisongolf.com
visit: 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**

"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 are big supporters of ING and its mission to connect industry professionals for the purposes of learning better business practices and strengthening relationships."

--**David Cordero, World Golf Hall of Fame & Museum.**

Slammer & the Squire



"It was such an honor to be a part of the conference, but more importantly is the desire to be a part of ING. We enjoyed our time very much."

- **Seth Saunders, SoulKix**

"Thank you for creating such a fantastic and positive environment to talk about golf and its future. I've had numerous people follow up from the conference, wanting to spread the word. This group is by far my favorite to converse with."

- **Dr. Lindsey Sams, SNAG Golf**

"I really had no expectations for this event going in because it was all so new to me. It is now clear and evident how important these connections are I made this week thanks to ING."

- **Thomas Kotter, TK International**

"Thanks for making all of us at 18Birdies feel welcome. We really enjoyed our time in Utah. What a great group of people. I can see why this organization is close to your heart!"

- **Kris Tschetter, 18Birdies**

JOIN US at the 27th Annual ING Spring Conference



**World Golf Village and the
World Golf Hall of Fame
May 21-25, 2017**



Golf: Yesterday • Today • Tomorrow





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!



John J. Glozek, Jr.
President

From the President

We're Heading to the Hall of Fame

After almost fifty years I could still remember going to the Baseball Hall of Fame in Cooperstown. Memories that last a lifetime are born at places like that. I'd also have to think that any hall of fame is memorable and for a golfer and those of us in the golf business the World Golf Hall of Fame is special. I cannot begin

to tell you how excited I am that ING is heading to such a fabulous destination -- Jacksonville and the World Golf Hall of Fame. After having been there several times I can honestly tell you -- YOU DON'T WANT TO MISS THIS CONFERENCE. **Sign up today! I look forward to seeing you there.**



REASONS TO JOIN ING

- 1 • Timely and informative educational seminars and workshops.
- 2 • It's the best networkING, motivatING, and relationship building organization and event of which you could be a part -- or member of.
- 3 • World-class golf courses await your best shot.
- 4 • Media Member? New products, services and companies are there to meet you.
- 5 • Business Member? Your company goes face-to-face with content-needy publications and shows.
- 6 • ING Members are your golf industry family, ready to lend a helping hand.
- 7 • You can win awards -- ING Media Awards or ING Industry Honors.
- 8 • ING is doing it right, having been in the business for 27 years.
- 9 • It pays to be an ING member -- literally -- with savings on products, events, and more!
- 10 • **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:
• 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 four years.
• Signage at most conference functions.
• One feature story in magazine is guaranteed.
• 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: \$1,500.

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: \$750.

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
- 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
- ING Member2Member Discount Program

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
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