



Chateau Elan May 19 - 23, 2019

TENTATIVE ING SPRING SCHEDULE

TIME	EVENT
SUNDAY, May 19	
12 pm -7 pm	Conference Check-In
4 pm	ING Advisory Board Meeting
6 pm	Conference Orientation
7 pm	Welcome Reception
9 pm	ClubING
MONDAY	
7 am-8:30 pm	Conference Check-In
8:45 am	Breakfast On Your Own
2 pm	Golf Tournaments
3:30 pm-5:30 pm	Lunch with Guest Speaker
8 pm	Appointment Show Session 1
	Dinner On Your Own
	ClubING
TUESDAY	
7 am	Conference Check-In
8:30 am	Breakfast
9:30 am -Noon	Demo Lab
12:45 pm	Committees Lunch & 2020 Site Announcement
2:15 pm-5:15 pm	Appointment Show Session 2
7:30 pm	Conference Banquet
9 pm	ClubING
WEDNESDAY	
8:45 am	Breakfast On Your Own
1:45 pm	Durland Cup
3 pm	Mentor-ING Lunch
4 pm	ING University 1
5:15 pm	ING University 2
5:15 pm	ING Talks 1
6 pm	ING Talks 2
7:30 pm	Golf Awards Reception
	ClubING
THURSDAY (Extend Your Stay)	
8:30 am	Advisory Board Breakfast
Throughout The Day	Special Activities, Tours & Golf
Evening	Drag Racing and Track Tour



WHAT TO DO NEXT?

The Chateau Elan Hotel & Conference Center in Sebring, Florida overlooks one of the most famous racetracks in the world, Sebring International Raceway. It features well-appointed rooms, ample meeting space and a race-themed lounge that will be a great home for ClubING. To receive the discounted ING rate of \$79 + tax per room per night at the Chateau Elan, call 888-844-6835 and identify yourself as an ING attendee for May 19. Deadline for reserving your room at this rate is April 27, 2019. We will be utilizing two outstanding golf courses in the region – Highlands Ridge North (www.highlandsridgegolf.com/) and Sun 'N Lakes Golf Club (www.sunlakegolfclub.com/). Deadline for reserving your room at this rate is April 27.

QUESTIONS?

Call: 407-474-0531
email: mike@jamisongolf.com
visit: www.inggolf.com

What they are SayING about ...



"ING is an important organization in the golf industry, bringing media and industry executives together. We've benefited immensely in several ways from our participation in the ING Spring Conference the past six years."
-- Steve Trattner, Co-Founder, Knuth Golf

"ING does a fantastic job connecting media and golf. Networking opportunities existed throughout the conference. The connections we've made through ING have proven to be extremely beneficial. Anyone in the golf industry could benefit by becoming an active member."
-- Jeff Gilder, iNet Golf

"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, PGA Tour

"Thanks for making Dave Pelz and Pelz Golf a part of the ING Spring Conference. Your entire organization is first-rate and gives a humbling effort."
-- Carl Mickelson, Pelz Golf

"Thanks for making all of us at 18Birdies feel welcome. What a great group of people."
-- Kris Tschetter, 18Birdies



"The ING Spring Conference was a great experience for me and I am very much looking forward to seeing everyone next year."
-- Sheila Barnard, SCNS Sports Foods

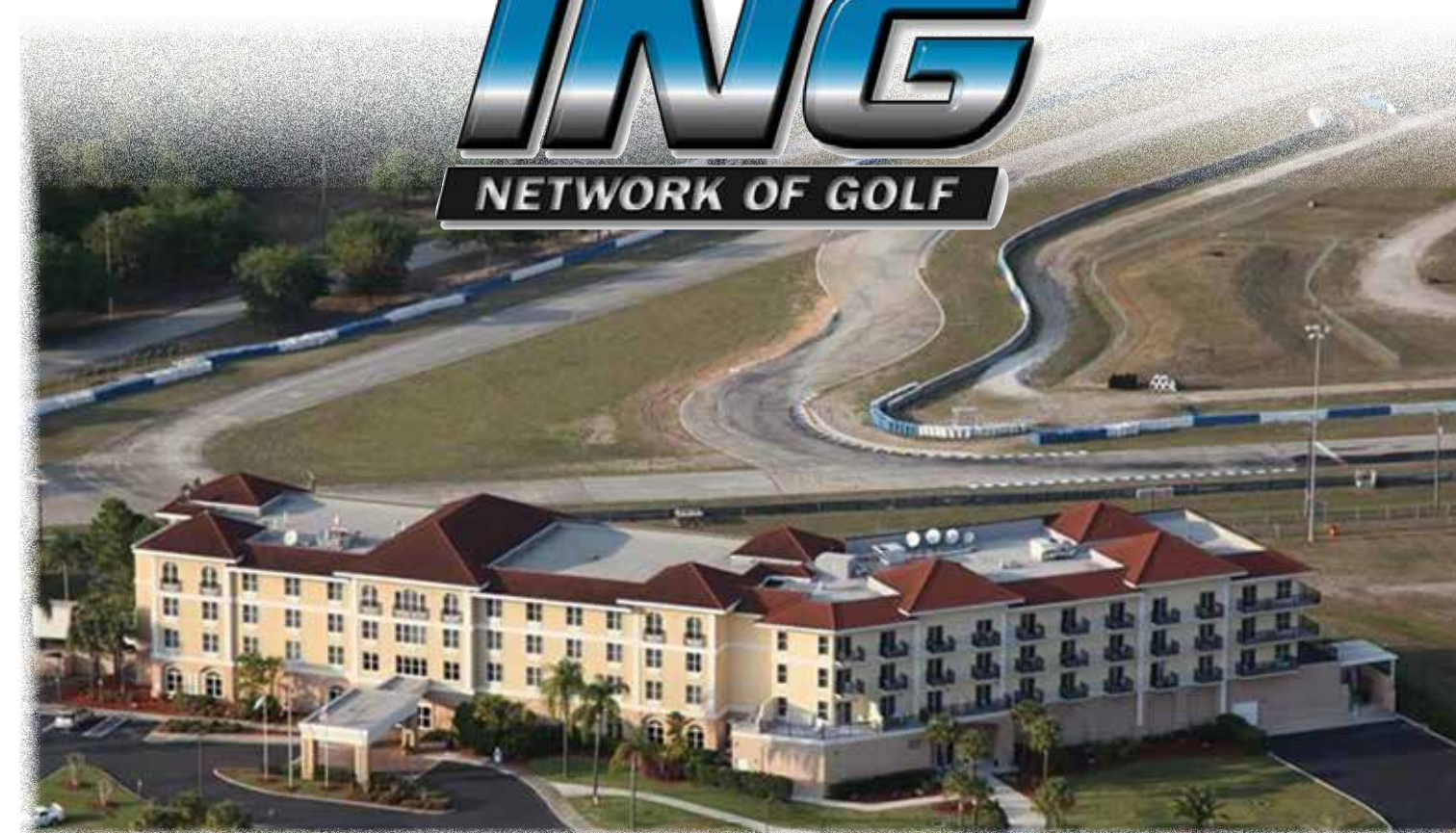
"The ING Spring Conference was a great experience. Certainly worthwhile for Leupold, and I even picked up a couple of tips that will help my golf game!"
-- Jeff Patterson, Leupold

"Thanks for a fabulous ING Conference! I met some incredibly interesting people that I look forward to working with in the future."
-- Anna Roy, Public/Media Relations Manager, Visit Mississippi Gulf Coast

"The amount of publicity we've received from our participation in ING is amazing. Every company in the business can benefit from being a part of the ING Spring Conference."
-- John Iacono, Owner, Zero Friction

"From the Spring Conference, our firm was able to secure a few new clients. We look forward to continuing to connect with other ING members."
-- Steve Ryan, RyTech, LLC

JOIN US at the 29th Annual ING Spring Conference



Chateau Elan • Sebring, FL • May 19-23, 2019





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.

**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
- ING Talks

**NETWORKING
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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 & DIGITAL MARKETING: 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 Start Your Engines

The site of the 2019 ING Spring Conference cannot be more centrally located in the state of Florida than to take place in Sebring, Florida. If you were to connect the dots from Tampa, to Orlando, from Fort Myers to West Palm, and drop a pin right in the middle of the state, that's where you'll find Sebring. So it's easy to get to regardless of where you fly into.

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 27 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.



Known for it's vast orange groves and the Sebring Racetrack it is a fabulous destination to host this year's conference. I hope you will join me and other ING members as we spend the week together, networking, developing relationships, and growing our businesses. 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: \$2,500.

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: \$2,500.

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: \$1,500.

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
- Free entry into Tour Edge ING Fantasy Golf Game
- Discounted entry fee for Golf.Com World Amateur
- Listing in and Copy of ING Directory
- ING Member2Member Discount Program