



# IP Casino Resort & Spa

May 20 - 23, 2018

## TENTATIVE ING SPRING SCHEDULE

TIME	EVENT
<b>SUNDAY, May 20</b>	
12 pm -7 pm	Conference Check-In & Office
4 pm	ING Advisory Board Meeting
6 pm	Conference Orientation
7 pm	Welcome Reception
9 pm	ClubING
<b>MONDAY</b>	
8:15 am	Breakfast At Demo Lab
9 am -Noon	Demo Lab
12:15 pm	Lunch
2 pm	Golf Tournaments: WAGT Qualifier & Team Scramble
8 pm	ClubING
<b>TUESDAY</b>	
8 am	Breakfast & Guest Speaker
9:45 am-Noon	Appointment Show Part 1
12:15 pm	Committees Lunch
2 pm-5:15 pm	Appointment Show Part 2
7:30 pm	Conference Banquet
9:30 pm	ClubING
<b>WEDNESDAY</b>	
8 am	Mentor-ING Breakfast
9:15 am	ING Talks 1
9:15 am	ING Talks 2
9:40 am	ING Talks 3
9:40 am	ING Talks 4
10:15 am	ING University 1-Social Media Roundtables
11 am	ING University 2-Media Relations & Marketing Roundtables
2 pm	Durland Cup Golf Tournament
6:30 pm	Golf Awards Reception
8:30 pm	ClubING
<b>THURSDAY-Checkout Day</b>	
8:30 am	Advisory Board Breakfast

## WHAT TO DO NEXT?

The IP Casino Resort & Spa in Biloxi, MS, is an exciting entertainment and conference facility along the beautiful Mississippi coastline. It is a quick 20-minute drive from Gulfport-Biloxi International Airport and a little over an hour from New Orleans International.

**RESERVATIONS:**  
To receive the discounted ING rate of \$69 ++ per room per night at the IP, we recommend making reservations online by going to the website, [www.ipbiloxi.com/groups](http://www.ipbiloxi.com/groups) and insert the Group Code S180224. Or call 888-946-2847, press 1 for reservations, identify yourself with the Group Code S180224 and present a credit card number to hold the reservation.

## QUESTIONS?

Call: 407-328-0500  
email: [mike@jamisongolf.com](mailto:mike@jamisongolf.com)  
visit: [www.inggolf.com](http://www.inggolf.com)

## What they are SayING about ...



"So many leads from the ING Spring Conference, it's hard to know where to start, but that's a good problem to have! Look forward to seeing you in Mississippi next year."  
*--Edmund Woronicz, Premier Irish Golf Tours*

"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, World Golf Hall Of Fame*

"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*

"I really enjoyed my first ING Conference. I met some great contacts, learned some new tricks and got to play a little golf too. Not a bad week!"  
*--Jason Wittmer, Florida's First Coast of Golf*

"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. This group is by far my favorite to converse with."  
*--Dr. Lindsey Sams, SNAG Golf*

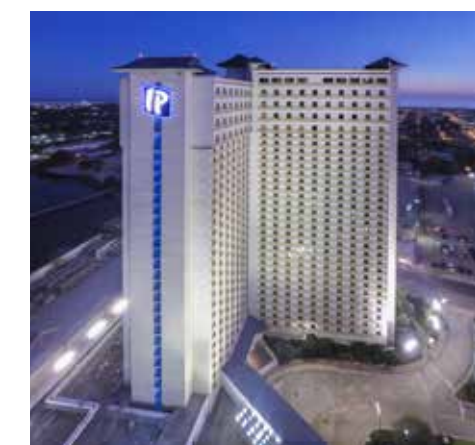
"From the Spring Conference, our firm was able to secure a few new clients. We look forward to continuing to connect with other ING members."  
*--Steve Ryan, RyTech, LLC*



# JOIN US at the 28<sup>th</sup> Annual ING Spring Conference



IP Casino Resort & Spa • Biloxi, Mississippi • May 20-23, 2018





# 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 NETWORKING NETWORKING NETWORKING NETWORKING NETWORKING

# 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 Biloxi

Biloxi, Mississippi... Have you ever been? I will be returning for the third time. It is a wonderful place -- fabulous food, entertainment, and casinos. But those are not the only reasons to go there. The number one reason to go now is the 2018 ING Conference will be there. I'll be there, will you? You should! ING is celebrating its 28th year of bringing 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 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.



and golf media together. If you are a part of either of those categories the ING Conference is where you want to be. It's easy to get there -- take a flight to either New Orleans (this would be the perfect time to extend your stay and visit NOLA) or Gulfport, Mississippi (just 20 minutes away from the Conference). Sign up today and I'll see 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: \$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