

# REASONS

WHY YOU SHOULD JOIN



*“Where the media and golf industry connect!”*





# WHY YOU SHOULD JOIN...

**ING is the golf industry's only media-based networking organization. Regardless of where you hang your hat in the golf industry or media, you should become a member of the ING family.**

## **Key Facts:**

- ING is a non-profit, and has been networking the golf industry since 1990.
- ING conducts the ING Spring Conference, the next of which will be at the IP Casino Resort & Spa in Biloxi, MS May 20-23, 2018.
- ING has a presence at the PGA Fashion & Demo Experience in Las Vegas and the PGA Merchandise Show in Orlando.
- ING can provide discounts to play in or exhibit at the Myrtle Beach World Amateur in late August in South Carolina.

- Need an answer about nearly anything in the golf industry? ING can provide it.
- Need a job done, or a person hired, or a place to vacation, or a new training tip, the latest driver or a story placed? ING can set you up.

***Many times in life, it is who you know that counts. And ING introduces you to the right people at the right time.***



# WHAT THEY ARE SAYING ABOUT ING

*"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***

# WHAT THEY ARE SAYING ABOUT ING

*"Just wanted to say thanks for making Dave Pelz and Pelz Golf a part of the ING Spring Conference. Dave really enjoyed his time there and all the great networking and conversations. Your entire organization is first-rate and gives a humbling effort."*

***– Carl Mickelson, Pelz Golf***



# MEETING THE MEDIA

**Augusta Golf Show**

**Back 9 Boys Radio Show-ESPN**

**Colorado Avid Golfer**

**Deseret News**

**ESouthernGolf.com**

**Fairways Magazine**

**Front Page Golf**

**GearEffectGolf.com**

**Global Golf Post**

**Golf.Com**

**Golf Gear Weekly**

**Golf Central Magazine**

**Golf Insiders Radio Show**

**Golf Minnesota**

**Golf Oklahoma**

**Golf Talk Live**

**Golf Tips magazine**

**GolfBucksCounty.com**

**Golfstyles Magazine**

**Golfing Magazine**

**GolfObsessed.com**

**GolfWRX/CBS Radio**

**inet Golf**

**IntoTheGrain.com**

# JOIN THESE AND OTHER MEDIA LEADERS

**Met Golfer**

**Myrtle Beach Golf Channel**

**New England Golf Monthly**

**Pacific NW Golfer**

**PGA Magazine**

**Philadelphia Daily News**

**Product Showcase Radio**

**ProGolfWeekly.com**

**Southern NE Golfer**

**Sports Illustrated**

**Sports Innerview**

**Talking Golf Getaways**

**The A Position**

**The Golf Director Radio**

**The Golf Show**

**The Morning Read**

**The Traveling Golfer**

**TL Golf Services**

**Traveling Golfer Canada**

**Virginia Golf Report**

**Western Mass Golf**



# ONE-ON-ONE APPOINTMENT SHOW





# 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.**

## ***What they are sayING about ING***

*"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***



# 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.**

## ***What they are sayING about ING***

*"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, Worldwide Elevated***

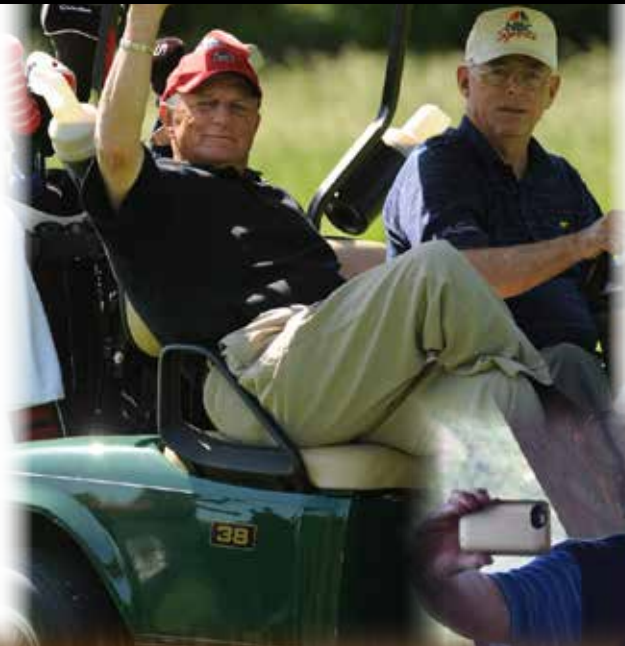


# ING DEMO LAB





# GOLF EVENTS





# 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.

## ***What they are say**ING** about ING***

*“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***



# 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.

## ***What they are sayING about ING***

*"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***



# EDUCATIONAL OPPORTUNITIES



# Networking, Networking, Networking





# 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.

## ***What they are sayingING about ING***

*"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***



# PRODUCT LAUNCHES



CHASE 54



*Jan  
Stephenson  
Wines*



ZERO FRICTION™

# 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.



# 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!





# TOP 10 REASONS YOU SHOULD JOIN

- 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.**

JOIN US FOR THE 2018 CONFERENCE

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





# JOIN US FOR THE 2018 CONFERENCE

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



# SPECIAL CONFERENCE 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.



# SPECIAL CONFERENCE OPPORTUNITIES

## 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



# ING SPRING CONFERENCE SITES THROUGH THE YEARS

1991	Westin Port Royal	Hilton Head Island
1992	Port Royal Plantation	Hilton Head Island
1993	Westin Port Royal	Hilton Head Island
1994	Sea Trail Plantation	Sunset Beach, NC
1995	Various Properties	Myrtle Beach, SC
1996	Fripp Island Resort	Fripp Island, SC
1997	Litchfield Beach Resort	Myrtle Beach, SC
1998	Mid Pines/Pine Needles	Pinehurst, NC
1999	Various Properties	Daytona Beach, FL
2000	Mid Pines/Pine Needles	Pinehurst, NC
2001	Treetops Resort	Gaylord, MI
2002	Mid Pines/Pine Needles	Pinehurst, NC
2003	Keystone Resort	Keystone, CO
2004	Eagle Ridge Resort	Galena, IL

# ING SPRING CONFERENCE SITES THROUGH THE YEARS

2005	World Golf Village	St. Augustine, FL
2006	The National GC	Pinehurst, NC
2007	Turning Stone Resort	Verona, NY
2008	Sheraton Hotel	Atlantic City, NJ
2009	French Lick Resort	French Lick, IN
2010	Pinehurst Resort	Pinehurst, NC
2011	Innisbrook Resort	Palm Harbor, FL
2012	Embassy Suites Resort	Greenville, SC
2013	Reunion Resort	Orlando, FL
2014	Resorts International	Atlantic City, NJ
2015	Mission Inn	Orlando, FL
2016	Zermott Resort	Heber Valley, UT
2017	World Golf Hall of Fame	St. Augustine, FL



# CONTACT INFO



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