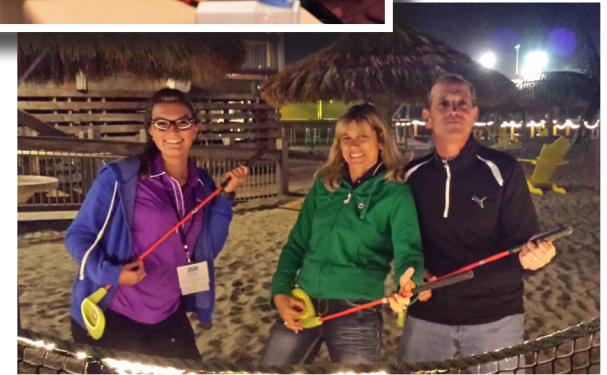


REASONS

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 an annual ING Spring Conference. ING has a presence at the PGA Fashion & Demo Experience in Las Vegas, the PGA Merchandise Show in Orlando and the Myrtle Beach World Amateur.

- 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, Zeus Digital Marketing

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

ESouthernGolf.com

Fairways Magazine

FORE 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

NCGA News

New England Golf Monthly

Pacific NW Golfer

PGA Magazine

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, PGA TOUR



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.

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 say**ING** 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

Tour/Edge

GOLF'S MOST SOLID INVESTMENT



jaylorivade



*Jan
Stephenson
Wines*

RaZor
PLAY THE EDGE
Golf

HIGH HEATTM
UNLIKE ANY OTHER DRIVER. FAIRWAY WOOD OR HYBRID



ZERO FRICTIONTM

PRODUCT LAUNCHES

Dozens of companies have utilized the ING Conference to launch new products and services. And why not? Two to three dozen golf writers and broadcasters 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 32 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.**

CONTACT INFO



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