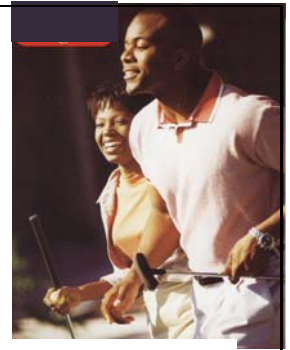


Golf Merchants JOIN US...

Build & Brand Your Business!



During our 6th Year of Successful Participation!

At the PGA Merchandise Show & Convention “Diversity Pavilion”

Orange County Convention Center

**Orlando, FL
January 28, 29, 30, 2010**

Exhibit your product or service with us onsite at the *African American Golfer's Digest* (AAGD) **Diversity Pavilion** during the 57th PGA Merchandise Show & Convention. Over **40,000 industry leaders, suppliers, buyers, merchandisers, trainers and PGA professionals** attend this annual trade Show in 2009 and this year, even more are expected. This expo is the leading golf trade showcase and unmatched in the country.



BE THERE WITH US! *The American Golfer's Digest Diversity Pavilion* offers your company the opportunity to participate as a **PREMIER ADVERTISER** with the magazine and receive enhanced benefits that include an exclusive **MARKETING OPPORTUNITY** for exhibit space with us in the Products & Services section on the PGA Show floor. This golf-wide marketplace opportunity is affordably priced and specifically welcomes companies that are either owned by minorities and women or have expertise in reaching them. Our Diversity Pavilion provides the opportunity for face-to-face dialogue with key buyers, representatives and many other industry professionals who will be in attendance at the PGA Show.

representatives and many other industry professionals who will be in attendance at the PGA Show.

RESERVE YOUR SPACE TODAY!

Participation provides your company with tremendous “Extra Value” benefits including year-round national marketing and advertising with the *African American Golfer's Digest*, --designed to maximize your business's trade show experience all year long.



“Don't miss out on promoting your golf business at the Diversity Pavilion. Just being there helped me to reach hundreds of people that I otherwise never would have had the time, or opportunity, to meet!”
—Glennon Bazzle, Golf Trainer & Author.

Your Easy All- Inclusive Rate Secures Your Annual Business Advertising, Marketing and Show Space!

For additional information contact:

**Debert Cook, CMP
Telephone: (212) 571-6559
E-mail: DebertCook@aol.com**

PGA Merchandise Show & Convention "Diversity Pavilion" Exhibit Opportunity

Orange County Convention Center * Orlando, FL
January 28, 29, 30, 2010

African American
GOLFER'S
Digest

Yes! -- Your Marketing & Advertising Package Includes All of This:

- One Exhibitor **Entry badge**
- **One individual covered table** (provided to you)
- **Chair, carpeted floor**, equal share of booth space with front and rear floor space to demonstrate your product or service and to distribute literature.
- **Electricity** (plug in for your lights, laptop, video, etc.)
- **Lead Tracker Use** (captures booth visitor details & information)
- **Equal share** of the 10' draped, vertical, back air wall for hanging signage representing your product or service.
- **Editorial profile article** of your company with photo and/or logo and up to 200 words of text in the *African American Golfer's Digest* "PGA Show Highlights" edition that is published Spring/March 2010.
- Onsite participation by your company representative during the *African American Golfer's Digest* **Press Conference** at the Show
- Copy of the 2010 Official **PGA Show Directory**
- Complimentary **one-year subscription** to the *African American Golfer's Digest*
- **12-month ad listing** of your logo with hotlink on the *African American Golfer's Digest* website (\$1,020 value)
- **12-month ad listing** with hotlink in the *African American Golfer's Digest* Monthly E-Newsletter (\$3,600 value)
- **12-month classified ad** (size: 2.5" x 3") in the *African American Golfer's Digest* (\$1,800 value)
- PGA Show **arranged discounts on air and hotel rates** to attend the PGA Show
- Premier opportunities to attend our exclusive networking events with **PGA Show Buyers, Media & Merchants.**



***"Learn, Network, Demonstrate and Build Business Relationships
at this Leading Golf Show in the United States."***

2009 PGA Merchandise Show Highlights:

3-Full Days. More than **40,000** industry professionals traveled from every U.S. state and more than 70 countries to preview the latest and most technologically advanced golf equipment, apparel, training aids, gadgets, accessories and services from more than **1,200 exhibitors** and manufacturers of golf-related merchandise in **1-Million** net square feet of space and **10 miles of aisles**. In addition to discovering the thousands of products attendees benefited from demo events, interactive and classroom education programs, exhibitor learning labs, business networking functions, industry expert demonstrations, daily fashion shows, competitive tournaments and more.

For more information contact: Debert Cook, CMP at (212) 571-6559, ext. 11
African American Golfer's Digest 139 Fulton Street, Suite 209, New York, NY 10038
Tel: (212) 571-6559 Fax: (212) 571-1943 www.AfricanAmericanGolfersDigest.com

**PGA Merchandise Show & Convention
"Diversity Pavilion"**

**Orange County Convention Center * Orlando, FL
January 28, 29, 30, 2010**




Exhibit hall open: 8:30 a.m. – 6:00 p.m.
(No exhibit hall hours on Sunday)

GREAT SPACE & RATES!

**Advertising, Marketing & Space
Reservation Form**

Please complete and **FAX BACK THIS FORM**
immediately to **212-571-1943** to ensure your space.

✓Select Your Marketing Package	Square Footage (wide/deep)	Booth Space Size	Includes	*Rates
___Package A	3' x 10'	1/3 space (1-person)	<ul style="list-style-type: none"> • pipe & draped booth • one 2' table, floor carpet and 1 chair 	\$2,000.00
___Package B	5' x 10'	1/2 space (2-persons)	<ul style="list-style-type: none"> • pipe & draped booth • one 4' table, floor carpet and 1 chair 	\$2,800.00
___Package C	10' x 10'	Full booth (4 persons)	<ul style="list-style-type: none"> • pipe & draped booth • one 6' table, floor carpet and 2 chairs 	\$3,450.00
___Package D	10' x 20'	Double booth (8 persons)	<ul style="list-style-type: none"> • pipe & draped booth • two 6' tables, floor carpet and 4 chairs 	\$6,650.00

___ I cannot attend the PGA Show, but I wish for you to distribute my product literature onsite at the Show for me! 
Flat Distribution Rate: \$500.00 includes the valuable contact lead list of all attendees who visit our booth! (Excel and MS Word format)
I will ship you _____ (QTY):
___ post cards ___ pens
___ brochures ___ caps
Other: _____
Quantity: _____

***BOOK NOW- RATES SUBJECT TO CHANGE WITHOUT NOTICE.**

Yes, please also include me in the PGA Show **New Product Center** for all three days (Jan. 28, 29, 30) at an additional cost of **\$450.00**. This high traffic area and extra visibility opportunity is only available to booth participants. This special section on the Show floor provides a "hands-on" experience with your product at the Show. Buyers stay longer-and return for frequent visits.

Yes, include me in both the PGA Show **New Product Center** with my product description and logo (or product photo) AND in The PGA Show **New Product Brochure** that will be distributed at the Show for a **total cost of just \$800. (!BEST DEAL!!)**

NOTE: New Product Center items must be delivered to the New Product Center on **January 27** between 10am-4pm. All products must be picked up by the Exhibitor on Sunday, **January 30**, bet. 12pm-3pm.

I, the undersigned, understand that if I wish to ship my merchandise items "Direct to the booth" at this Show, that I must make my own arrangements for extra labor and additional service-related costs OR, as an alternative, I agree to walk or roll in my shipment from the front or rear entry doors to avoid any extra charges.

**Exhibit hall schedule and New Product Center cost is still being established and subject to change until final notification on 9/23/10.*

REGISTRATION, DEPOSIT AND PAYMENT

Company: _____

Contact Person: _____

Title: _____

Address: _____

Email: _____

Name on Card: _____

Card No: _____ **Exp.** _____

Signature: _____

Deposits and payments are non-refundable.

Day Phone: _____

Cell Phone: _____

Fax: _____

Payment Method: **Check Enclosed**

Bill My: **AMEX** **VISA** **Mastercard**

Total Amount Due: \$ _____

Deposit: \$ _____ **(non-refundable)**
(credit card payments will include a **8% processing charge** and charges will appear on your card by our affiliate company Event Planners Plus.)

Balance Due by September 1, 2010

For more information contact: Debert Cook, CMP at (212) 571-6559, ext. 11
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