

2027 AGM VENDOR PARTNER OPPORTUNITY

AGM + NGBA GOLF RETAIL SHOW

October 11-13, 2027 • Westin Chicago • Lombard, Illinois

Association of Golf Merchandisers (AGM) and the National Golf Buyers Association (NGBA) have joined forces to produce the most powerful golf retail trade event of the year — one floor, two networks, and two full days reaching the decision-makers who drive green-grass retail purchasing nationwide. **100 total vendor booths — 50 AGM vendors + 50 NGBA vendors on a shared Grand Ballroom floor**

100

TOTAL VENDOR
BOOTHS

150⁺

BUYERS ON
THE FLOOR

2

FULL EXHIBIT
DAYS



AGM + NGBA - A FIRST-OF-ITS-KIND PARTNERSHIP

Two networks. One floor.

The Association of Golf Merchandisers and the National Golf Buyers Association have partnered to produce a joint exhibit floor – the first time these two organizations have combined their buyer networks under one roof. For AGM, this is our first foray into this format, and we chose this partnership precisely because of the NGBA's culture: vendors and buyers treated as one community, in a room that is intentionally intimate, welcoming, and relationship-driven. One trip. Two networks. A room where relationships come first.

What makes this showcase different?

- ✓ Intentionally intimate – deliberately kept small so every interaction matters and no vendor gets lost in the crowd
- ✓ The NGBA has built a culture where vendors and buyers are treated as one – welcoming, warm, and relationship-driven
- ✓ 100 total vendor booths across a shared 19,000 sq ft Grand Ballroom
- ✓ Combined NGBA + AGM buyer pool: 150-170 qualified buyers anticipated across both exhibit days
- ✓ AGM education day Monday – buyers arrive Tuesday engaged and ready to purchase
- ✓ Post-show AGM member survey results shared with participating vendors
- ✓ Complimentary tables, chairs, and parking – no nickel-and-diming

AGM and NGBA members are buyers, directors of retail, merchandisers, golf professionals, and independent shop owners responsible for apparel, equipment, accessories, and in-shop purchasing at green-grass facilities and golf retail shops nationwide.

THE AGM DIFFERENCE

For AGM, this is our first event of this kind – and we are entering it with the NGBA's philosophy already in hand: vendors and buyers belong in the same room, not on opposite sides of a transaction. Every day of the showcase includes hosted events designed to make that happen – a Welcome Reception Monday evening, an Evening Reception on the exhibit floor Tuesday, and seated breakfasts and lunches both days. All included in your booth price. There are no extras to buy to be part of this community. You show up, and you are already in it.

AGM EDUCATION DAY – MONDAY, OCTOBER 11

AGM hosts a full-day of retail education for AGM members on Monday. Vendors are welcome to attend. (Additional fees apply.) More importantly, buyers arrive on the floor Tuesday having spent a full day focused on retail strategy – motivated, informed, and ready to do business.

Who will be in the room:

70-90

 AGM MEMBER
BUYERS

80+

 NGBA MEMBER
BUYERS

150+

 TOTAL BUYERS
ON FLOOR

THE NGBA ADVANTAGE

The NGBA show has always been special – and the reason is cultural. Vendors and buyers are treated as one. The event is welcoming, warm, and built on mutual respect in a way that is rare in the trade show world. While all NGBA members are also AGM members, the NGBA show draws a concentrated, loyal audience – many of them independent shop owners who control their own purchasing decisions and attend specifically to build vendor relationships and find product. AGM vendors already know this community through membership. This showcase gives you two full days inside it, on their floor, at their show.

OCTOBER 11-13, 2027 • WESTIN CHICAGO LOMBARD, ILLINOIS

Three days. Built around you.

Vendors arrive Monday for setup and the Welcome Reception, then work the floor Tuesday and Wednesday alongside 150+ motivated buyers from both the AGM and NGBA networks. Every meal, every reception, every coffee break is hosted – built into the cost of your booth, not billed on top of it.

TIME	EVENT	WHO
SUNDAY, OCTOBER 10 – OPTIONAL EARLY ARRIVAL		
All day	Hotel check-in available. Westin Chicago Lombard group rate: \$184/night. Book through the link provided at registration.	OPTIONAL
MONDAY, OCTOBER 11 – SETUP & WELCOME		
All day	AGM Education Day – full-day education for AGM member buyers (Magnolia Room). Vendors welcome. This program primes buyers for productive floor conversations Tuesday and Wednesday. (Additional fees apply)	AGM BUYERS
12:00pm–5:00pm	Vendor booth setup & load-in – Grand Ballroom. Time to get your space ready.	VENDORS
6:30–8:30pm	Welcome Reception – Junior Ballroom & Terrace. All vendors and all buyers. Hosted bar and food. The floor opens tomorrow, so start building relationships tonight.	ALL
TUESDAY, OCTOBER 12 – EXHIBIT DAY 1 (GRAND BALLROOM, 19,000 SQ FT)		
8:00–9:00am	Breakfast – vendors & buyers (Lilac Room)	ALL
9:00am–12:00pm	Exhibit floor open – NGBA and AGM buyers on the floor.	SHOW
12:00–1:00pm	Lunch – combined NGBA and AGM vendors and buyers (Lilac Room)	ALL
1:00–5:00pm	Exhibit floor continues.	SHOW
5:00–7:00pm	Evening Reception – Grand Ballroom Foyers. Hosted. Booths remain open. Extend the conversation into the evening.	ALL
WEDNESDAY, OCTOBER 13 – EXHIBIT DAY 2 (FINAL DAY)		
8:00–9:00am	Breakfast – vendors & buyers (Lilac Room)	ALL
9:00am–12:00pm	Exhibit floor open.	SHOW
12:00–1:00pm	Lunch – combined NGBA and AGM vendors and buyers (Lilac Room)	ALL
1:00–4:00pm	Exhibit floor – final hours.	SHOW
4:00–8:00pm	Vendor teardown and departure	VENDORS



agmgolf.org
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Ste. 170 #331
Rocklin, CA 95765

Questions about
eligibility, booth selection
or sponsorships?
We are here to help.

CONTACT: Cindy Belden – Director of Sales
cindy@agmgolf.org • 972-523-1597

Jennifer Morton – Chief Executive Officer
jennifer@agmgolf.org • 602-604-8250

BOOTH PRICING

Valuable networking opportunities.

This is a deliberately intimate scale to encourage buyers to visit every booth. You are part of a curated community where the culture is that vendors and buyers are treated as one.

BOOTH	PRICE
10x8	\$5,200
20x8	\$9,500
EARLY BIRD discount Available until December 31, 2026, or until the first 15 spots are reserved - whichever comes first. In addition, first-choice of booth location.	SAVE \$1000

Booths are open to AGM Vendor Partners who are not current NGBA vendor partners. If unsure of your eligibility, **contact Cindy Belden at cindy@agmgolf.org** before reserving. Booths are limited and will sell out. A waitlist will be maintained if demand exceeds availability.

AGM is selling 50 of the 100 booths on the joint floor – the other 50 are reserved for NGBA vendor partners. NGBA maintains their own pricing and inclusions.

Your booth price covers the full show experience, and AGM does not charge extra to be part of this community. The items below are optional, third-party, or usage-based services, billed only if you use them.

AGM Education Day (Monday) – our full-day retail education event. Vendors are welcome to attend for an additional registration fee.

Electrical service – through Encore Presentation Services. Order two weeks out to avoid a late premium.

Convention services & drayage – material handling for shipped freight, through the official service vendor (TBA).

Shipping – your responsibility.

Hotel rooms – book directly through the group link. \$184/night, cut-off September 20, 2027.

What's included in every booth:

- ✓ **10x8 (or 20x8) pipe & drape booth** in the 19,000 sq foot Grand Ballroom
- ✓ Complimentary table and chairs – no rental fee
- ✓ Complimentary parking for all vendor staff
- ✓ Dedicated Monday setup and load-in time in the Grand Ballroom
- ✓ Monday Welcome Reception – hosted bar and food
- ✓ Tuesday and Wednesday exhibit floor – full days
- ✓ Tuesday breakfast, lunch, and Evening Reception
- ✓ Tuesday and Wednesday Hydration Station
- ✓ Wednesday breakfast and lunch
- ✓ Post-show AGM member survey results



BOOTH PRICING

\$5,200 - \$9,500*

*deduct \$1,000 with Early Bird Registration

SHOW DATES

Oct 11-13, 2027

Westin Chicago Lombard, IL

\$1000 OFF

DEC 31, 2026

LIMITED AVAILABILITY

For the best location and the best price, book your booth today!

Questions about eligibility, booth selection or sponsorships? We are here to help.

Cindy Belden - Director of Sales
cindy@agmgolf.org • 972-523-1597

ADDITIONAL OPPORTUNITIES

Introduce yourself, with impact.

Sponsorships put your brand directly in front of our highly targeted audience of potential customers who are already engaged and interested in your product. It builds credibility and visibility, helping your company stand out from competitors while creating opportunities for meaningful connections and future sales.

SPONSORSHIP	PRICE
Monday Welcome Reception Sponsor Logo on event signage and printed materials	\$2,500
Tuesday Evening Reception Sponsor Logo on event signage and printed materials	\$2,500
AGM Education Day Sponsor Logo on education materials and signage	\$2,500
Exhibit Floor Lunch Sponsor Tuesday and/or Wednesday Logo on table materials and signage	\$2,500 PER DAY

All sponsorships are non-exclusive. Multiple sponsors welcome per opportunity. **Contact Cindy Belden to reserve - cindy@agmgolf.org**



AGM Education Monday. Come early. Leave better.

Join AGM for a high-impact, single-track education experience designed to sharpen your thinking and elevate your performance across the three areas that matter most: **Merchandising. Marketing. Management.**

This is a full day of focused learning built for real-world application. No fluff. No filler. Just proven strategies, fresh ideas, and honest insights from leaders who are shaping the future of golf retail.

You'll leave with:

- ✓ New merchandising ideas you can execute immediately
- ✓ Smarter marketing approaches that actually drive traffic and sales
- ✓ Practical leadership insights to strengthen your team and culture

Walk into the show Tuesday with clarity, ideas, and a plan.

Additional registration required. Space is limited.



PLANNING AHEAD

What happens, when.

The showcase runs October 11-13, 2027. Here is exactly what to expect between now and show week.

Key dates for your calendar

AUGUST 2026

- **Prospectus released – Early Bird window opens**

Reserve your booth, select your floor location, and lock in the \$1,000 discount. Signed contract and deposit due within 14 days.

DECEMBER 31, 2026

- **Early Bird window closes**

The \$1,000 discount and first-pick booth selection end on this date or when the first 15 booths are reserved – whichever comes first.

JANUARY 2027

- **Registration opens**

Remaining booths released at standard pricing. Floor map published showing remaining availability. First-come, first-served. A waitlist will be maintained if demand exceeds availability.

SEPTEMBER 2027

- **Final booth assignments confirmed**

All vendors receive official floor map, booth number, full logistics packet, shipping and drayage instructions, and hotel booking reminder.

SEPTEMBER 20, 2027

- **Hotel room block cut-off**

Book your Westin rooms before this date to guarantee the group rate of \$184/night.

OCTOBER 11-13, 2027

- **Show week – see you in Chicago**

Monday setup and Welcome Reception. Tuesday and Wednesday on the floor with qualified buyers.



HOTEL – WESTIN CHICAGO LOMBARD

Group rate \$184/night (plus taxes and fees). Vendors book and pay directly through the group link provided at registration. AGM strongly encourages staying on property – the conversations that happen in the hotel lobby bar are part of what makes this event valuable.

Cut-off date: September 20, 2027.

Complimentary parking included.



Register Now



agmgolf.org
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Ste. 170 #331
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