ASSOCIATION OF GOLF MERCHANDISERS

2027 AGM RETAIL CONFERENCE

SPONSOR GUIDE

Tuesday, January 26, 2027 • Orange County Convention Center, Orlando, FL

The AGM Retail Conference brings golf retail professionals together for one day of education and connection, the day before the PGA Show floor opens. Sponsoring the Conference puts your brand in front of the buyers who decide what golf shops carry.

agmretailconference.com

Association of Golf Merchandisers

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For more information, contact

Cindy Belden
Director of Sales
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SPONSORSHIP OPPORTUNITIES

Why Sponsor?

Enhance your visibility among 300+ of the nation's most prominent golf retail merchandisers, buyers, and golf professionals. These are the people who decide what goes on the shelf.

DATE
Tuesday, January 26, 2027

LOCATION
Orange County Convention Center,
Orlando, FL

Sponsorship Categories

Product Preview | **Learning Tracks** | **Food & Refreshments** | **SWAG Bags**

Sponsorship at a Glance	Availability	Investment
AGM Product Preview Reception	One sponsor only	$15,000
Learning Track Sponsorship	One per track. Three available.	$5,000 ea.
Morning Mimosa Sponsorship	One sponsor only	$5,000
Afternoon Refreshment Sponsorship	One sponsor only	$5,000
Lunch Sponsorship	Multiple available	$2,500
Coffee Break Sponsorship	One sponsor only	$2,500
Breakfast Sponsorship	Multiple available	$1,500
SWAG Bag Sponsor	One sponsor only	Sponsor provides bags
SWAG Bag Product Placement	Multiple available	Min. 350 items, $10+ ea.
Custom Sponsorship	Let's build your package	Tailored

Experience that Speaks Volumes

"Being in golf retail for over 30 years and attending numerous conferences, I can attest the AGM Retail Conference was the most informative and insightful one I've ever attended. **If there is any conference you need to attend, this is it!"**

— Joe Costa, Director of Operations, NGBA

BECOME A SPONSOR
Tailored opportunities are available.
Let's find the right fit for your brand.

CONTACT US

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SPONSORSHIP OPPORTUNITIES

BE MORE THAN A SPONSOR

Be part of the conversations, connections, and ideas moving golf retail forward.

AGM Product Preview Reception Sponsorship — $15,000

One Sponsor Only

The Product Preview Reception is where PGA Show week starts. 800+ guests, 115 vendor tables, and two hours before a single appointment has been taken on the show floor.

It is also the most productive room in golf retail. **91% of attendees placed or will place orders. 97% visit those vendors during the PGA Show. The median attendee discovers five new vendors in one evening.**

One sponsor owns it.

- Presenting sponsorship: the Reception carries your name in all AGM promotion, on the website, in the printed program, and on event signage
- Verbal recognition at the Reception opening
- Premium table location in the room
- Logo on Reception signage and on every table sign
- Promotion in AGM emails, newsletter, website, and social media through the full registration campaign
- Four (4) Conference registrations
- Networking luncheon access for up to four (4) guests
- Participation in an afternoon roundtable discussion
- Opportunity to include a branded item or brochure in attendee bags
- Named in AGM's post-Conference recap to all member lists

Product Preview participation requires the company to be a 2027 PGA Show exhibitor and an AGM vendor partner. Sponsor provides branded signage.

The Product Preview Reception will take place Tuesday, January 26, 2027, 5:00 to 7:00 pm. at the Orange County Convention Center, in West A Lobby Level 1.

Learning Track Sponsorship — $5,000

One sponsor per track: Marketing, Management, Merchandising

Connect your brand with the people shaping the future of golf retail through sponsorship of an AGM education track in Marketing, Management, or Merchandising.

- Naming rights for one Learning Track: Marketing, Management or Merchandising
- Promotion in AGM emails, website, newsletter, and select social media
- Logo on event signage and attendee materials
- Sponsor slide prominently displayed throughout your Learning Track
- Two (2) Conference registrations
- Networking luncheon access for up to four (4) guests
- Participation in afternoon roundtable discussions
- Product/display space in your Learning Track room
- Priority table location at the Product Preview Reception, attended by 800+ guests
- Optional branded apparel for the room coordinator to wear as an "AGM Member in Motion" model
- Opportunity to include a branded item or brochure in attendee gift bags

The Product Preview table benefit requires the company to be a 2027 PGA Show exhibitor and an AGM vendor partner. The Learning Track sponsorship itself does not.

SPONSORSHIP OPPORTUNITIES

Morning Mimosa Sponsorship — $5,000

One Sponsor Only

Own the moment the day starts. The morning mimosa is the first thing attendees talk about and the most photographed twenty minutes of the Conference.

- The break carries your name in the printed program, on the schedule, in pre-Conference emails, and on the AGM Retail Conference website
- Verbal recognition from the stage during the morning welcome
- Logo on event signage, slide deck, and attendee materials
- Space for a display or brand activation at the mimosa service
- Your brand in AGM's post-Conference recap photos and social content
- Mimosa service access for two (2) company representatives
- Opportunity to include a branded item or brochure in attendee bags
- Promotion on the AGM Retail Conference website and select social media

Sponsor may supply branded napkins or cups for the service, coordinated with AGM in advance. A non-alcoholic option is served alongside.

Afternoon Refreshment Sponsorship — $5,000

One Sponsor Only

The last thing attendees eat before the Product Preview Reception. For 2027 AGM is significantly expanding the afternoon spread, and one sponsor owns it.

- The break carries your name in the printed program, on the schedule, and on the AGM Retail Conference website
- Logo on event signage, slide deck, and attendee materials
- Space for a display or brand activation at the afternoon break
- Afternoon refreshment access for two (2) company representatives
- Opportunity to include a branded item or brochure in attendee bags
- Promotion on the AGM Retail Conference website and select social media

Sponsor may supply branded napkins or cups for the service, coordinated with AGM in advance.

Lunch Sponsorship — $2,500

Multiple Opportunities Available

Prominently showcase your brand while strengthening relationships across the AGM community.

- Promotion in AGM emails, website, newsletter, and select social media
- Logo on event signage, slide deck, luncheon table signage and attendee materials
- Verbal recognition during the luncheon
- Luncheon access for two (2) company representatives
- Opportunity to place a branded item or brochure in attendee bags or on luncheon tables

SPONSORSHIP OPPORTUNITIES

Coffee Break Sponsorship — $2,500

One Sponsor Only

Connect with 300+ attendees during a dedicated break between education sessions.

- Promotion on the AGM Retail Conference website and select social media
- Logo on event signage, slide deck, and attendee materials
- Space for a small display or activation during the coffee break
- Coffee break access for two (2) company representatives
- Opportunity to include a branded item or brochure in attendee gift bags

Breakfast Sponsorship — $1,500

Multiple Opportunities Available

Reach 300+ attendees as they gather before Conference education begins.

- Promotion on the AGM Retail Conference website and select social media
- Logo on event signage, slide deck, and attendee materials
- Space for a small brand display or activation during breakfast
- Breakfast access for two (2) company representatives
- Opportunity to include a branded item or brochure in attendee gift bags

SWAG Bag Sponsor — Sponsor provides the branded bags

One Sponsor Only

Your logo on every attendee bag, carried through the Conference, onto the PGA Show floor, and home afterward. In exchange for supplying the bags, you receive:

- Logo on every Conference attendee bag
- Pre-Conference promotion in AGM emails, website, and newsletter
- Participation in afternoon roundtable discussions

Bag quantity, specification, and delivery date confirmed with AGM by December 1, 2026.

SWAG Bag Product Placement

Place your product in the hands of every conference attendee. Minimum of 350 pieces valued at $10 or more, each.

Custom Sponsorship — Let's build your package

Reach out to Cindy Belden to customize your sponsorship. **cindy@agmgolf.org** | 972-523-1597