



BRITISH  
GOLF  
SHOW

in association with

**PGA**<sup>®</sup>

The Professional Golfers'  
Association

17 - 18 September 2021 | Wycombe Air Park, Buckinghamshire

The British Golf Show will showcase the best products and services from the leading golf suppliers with emphasis on equipment, technology and travel, whilst also offering the opportunity for all visitors to hit the clubs on our driving range and simulators.

We are delighted to offer exhibitors and visitors the opportunity to try out all of the latest products from the biggest brand names. Take the short shuttle ride to the outdoor driving range area and test your skills and the latest products on our 300 yrd driving range



The event will offer the latest and best GPS and Laser devices, gadgets, apps, software and training aids in golf – at a unique and exciting venue.

Furthermore, visiting golfers will gain insight as to where to play, through the variety of British and International brands showcasing their venues and destinations.



## UNIQUE VENUE, GUARANTEED AUDIENCE

The British Golf Show is co-located with The Elite Events - London, a well-established luxury lifestyle exhibition packed with amazing cars, aircraft, boats and experiences. With over 3,500 affluent visitors, The Elite Events - London provides a ready-made, upscale audience for British Golf Show exhibitors.

Add 6,000+ golfers with their families to The Elite Events - London's in-built audience, and you've got a Golf Show full of atmosphere and energy.

Our venue, Wycombe Air Park, has spacious aircraft hangars which are the ideal exhibition space. With exciting sights, sounds and activities everywhere you look, the British Golf Show promises a memorable day out for the whole family.

Sited just 90 minutes from central London, and under two hours from Birmingham and Bristol, the British Golf Show will attract golfers from across the Midlands and South.



## THE DEMO-FRIENDLY EXHIBITION

Showcase your 2021 golf tech in our demo-friendly environment, with space adjacent to the exhibition hall to take your customers outside. Or walk your customer over to the Driving Range, just three minutes from your booth.

- DMDs and shot tracking
- Launch Monitors
- Training Aids
- Powered Trolleys
- Technical Apparel & Footwear
- Apps and More



GOLF  
TECHNOLOGY

## TWO DEMO DAYS IN SEPTEMBER 2021

To equipment brands we offer a huge Driving Range with ample Tour Truck space. Why not build two days at the British Golf Show into your September 2021 Demo Day programme?

We recommend that you also take a booth in our Exhibition space to greet potential customers as they walk around the Show – and then invite them out onto the Range to try your latest equipment.

- 300+ yard Driving Range
- Ample parking for your Tour Truck
- Three minutes from Exhibition space
- Free transport to/from Range provided



GOLF  
EQUIPMENT

---

## GOLF TRAVEL & VENUES

---

### YOUR 2021 SALES DRIVE

If you're a venue – home or abroad – the British Golf Show creates the environment to showcase your facilities for the remainder of the 2021 season, and into 2022.

Use the British Golf Show to drive sales for:

- Memberships
- Group golf
- Green fees
- 2021 Special Offers
- Ex-UK golf travel



## YOUR 2021 COLLECTION

Show and sell your Summer/Autumn 2021 collection at the British Golf Show.

Promote the innovative technical fabrics which you use. Show the features, fabric technology and unique designs which elevate your apparel brand above the competition.

- Waterproofing, Showerproofing and Wind Resistance
- Insulation and Breathability
- Swing Functionality
- UV protection properties
- Stretchability
- New Designs

---

GOLF  
APPAREL

---



## VISITOR EXPERIENCES

### A DAY OUT FOR GOLFERS – AND MUCH MORE

- Outdoor Driving Range – hit the latest clubs on a 300-yard range, out on the airfield
- Indoor Cages/Nets – test the latest equipment in our indoor demo zone
- Golf Simulators – test your skills in our cutting-edge virtual challenges
- Browse the Show – meet 100+ golfing brands, venues, and experience their products
- Demo Area – enjoy outdoor demonstrations of 2021's hottest golf technology
- On-site Experiences – including Supercar Test Drives, Helicopter Flights and Classic Car displays and over 200 Luxury Lifestyle brands at The Elite Events - London.





## CO-LOCATED WITH THE ELITE EVENTS - LONDON

The Elite Events - London is 'London's combined Lifestyle showcase'. A collection of 7 show sections featuring 200 + lifestyle related products and services across different lifestyle sectors, including 20 + amazing experiences, all at one place.



*PRIVATE FLYER*



**SUPERCAR  
SHOWCASE**




LUXURY BRAND SHOW



**The  
Marine  
Showcase**




**EXCLUSIVELY  
HOME & PROPERTY**

GOLF  
SHOW WITH A  
DIFFERENCE

## BOOK YOUR SPACE

Early bird booking discount  
before April 30th 2021.  
Increased amount applies  
thereafter.

3 X 2m = £1,000/£1,300+VAT

3 X 3m = £1,450/£1,900+VAT

6 X 2m = £1,900/£2,500+VAT

6 X 3m = £2,800/£3,700+VAT

9 X 3m = £4,150/£5,500+VAT

Prices include; space, stand  
structure, carpet and  
complimentary tickets.

Outdoor Demo Bays /  
Demo Truck area = 1,000+VAT

Open space bookings at 6 X 6m  
or larger. Priced at £130 per m<sup>2</sup>





The PGA was formed in 1901 and is the world's oldest professional golfers' association. The PGA now has more than 8,000 members including more than 1,600 working overseas in more than 80 different countries. The PGA is one of golf's leading bodies and committed to growing and developing the game nationally and internationally through the expertise of its professionals.



HowDidiDo holds the scores from over 50 million rounds of golf, from over 1.2 million UK golf club members.

HowDidiDo is free for all members of clubs using Club Systems International software.



The UK golf federation has a large membership of golf clubs and promotes open access to the sport. The UKGF both helps golfers to find user-friendly venues, and also helps & supports golf venues which provide open access to golfers.

---

OUR  
SUPPORTERS

---



## SECURE YOUR PLACE

Alex

+44 (0) 203 740 6085  
alex@theliteevents.com

Roxy

+44 (0) 203 740 6086  
roxana@theliteevents.com

Andy

+44 (0) 203 740 6082  
andrew@theliteevents.com

[WWW.BRITISHGOLFSHOW.CO.UK](http://WWW.BRITISHGOLFSHOW.CO.UK)

British Golf Show, Palmers Barn, Station Road, Long Marston, Tring, Hertfordshire, HP23 4QS