



the
scottish
golf
Show 2016



The Scottish Golf Show

SECC GLASGOW
Friday 18th - Sunday 20th March 2016
www.thescottishgolfshow.co.uk



The Scottish Golf Show is the biggest event of its kind in the UK...

The show

Following on from the growing success of the past 11 shows, The Scottish Golf Show 2016 is set to be the best yet. With much more visitor experience on offer, golfers will stay longer ultimately giving you more opportunity to speak to them.

18,000 golfers are set to converge on the SECC in Glasgow and if last year's show is anything to go by, these golfers will spend well over £1m. This is now your chance to grab some of that action and give your season a fantastic kick start!

The exhibitor

The Scottish Golf Show offers a unique platform to demonstrate, sample and sell your product to a captive and targeted audience. As an exhibitor you will be associated with a trusted brand and join over 100 of the industry's best respected companies.

Why exhibit?

- *Sell your products to a high-spending audience*
- *Sample and demonstrate to a targeted audience*
- *Meet customers face-to-face*
- *Launch new products and test the market place*
- *Build a client base and generate post-event sales*
- *A great platform to promote your business in a national venue*



For customer experience, we stand out from the crowd

The experience

The Scottish Golf Show is famed for its customer experience and the 2016 show will have more on offer than ever. The following is a sample of what's available and highlights why golfers stay for almost 5 hours at the show:

- 32-bay indoor driving range
- Over 100 exhibition stands to visit
- Putt on over 200sqm of putting greens
- Free golf lessons from PGA professionals
- Tuition seminars
- Visit tour trucks
- Long putt competitions
- Short game skills challenge

The marketing

Our experienced marketing & PR team have devised a promotional campaign that will deliver affluent, high-end golfers to the show. The Scottish golfer is recognised worldwide as the most educated golfer. For 11 years we have delivered these golfers to the show and our 2016 marketing & PR campaign will ensure that 18,000 high-end golfers will attend the 2016 show.

We will be investing heavily in radio, press, magazines, on-line, databases and PR.

SECC is found in Glasgow and is easily accessible within two hours of other major cities like Edinburgh, Dundee, Aberdeen and Perth. The Scottish Golf Show aims to attract over 18,000 visitors across 3 days.

Be part of the Scottish Golf Show

The costs

Shell scheme is £245 per square metre.

- Please add a 10% surcharge for a corner stand
- Please add £100 for an electrical package which includes lights, and a wall socket.
- Please add £25.00 for wifi access



For further information, call our team on +44 141 353 2222
or email: sales@psp.uk.net

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