



the
scottish
golf
Show 2012



The Scottish Golf Show

Royal Highland Centre, Edinburgh
Friday 30th, Saturday 31st March &
Sunday 1st April 2012
www.thescottishgolfshow.co.uk

**NOW IN
EDINBURGH**



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 7 shows, The Scottish Golf Show 2012 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.

17,000 golfers are set to converge on RHC Edinburgh and if last year's show is anything to go by, these golfers will spend well over £1.25m. 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 industries 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

**NOW IN
EDINBURGH**

www.thescottishgolfshow.co.uk





For customer experience,
we stand out from the crowd

The experience

The Scottish Golf Show is famed for its customer experience and the 2012 show will have more on offer than ever. The following sample of what's available highlights why golfers stay for almost 5 hours at the show:

- 20-bay indoor driving range
- Over 100 exhibition stands to visit
- A 200sqm short-game zone
- Putt on over 200sqm of putting greens
- Free golf lessons from PGA professionals
- Trick-shot exhibitions
- Tuition seminars
- Visit tour trucks
- Long drive competitions
- Nearest the pin competitions
- Long putt competitions

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 6 years we have delivered these golfers to the show and our 2012 marketing & PR campaign will ensure that 17,000 high-end golfers will attend the 2012 show.

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

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

**NOW IN
EDINBURGH**

www.thescottishgolfshow.co.uk



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.



For further information, call Tom Lovering on 0141 353 2222
or email: tom.lovering@psp.uk.net

www.thescottishgolfshow.co.uk

