



Messe München
International

GOLF EUROPE 2009

EUROPE'S LARGEST GOLF EXHIBITION



ONE SHOT. ALL INNOVATIONS.

27-29 SEPTEMBER 2009



PROVEN GREEN —PERFECT GAME!

NEW LOCATION: M,O,C, MUNICH | NEW LOCATION: M,O,C, MUNICH | NEW LOCATION: M,O,C, MUNICH



Those who move, are successful movers and shakers: This year, GOLF EUROPE welcomes you back to a proven location with optimal playing conditions for the golf business—the Munich Order Center M,O,C,. It is one of Europe's premium locations for industry events and its concept is ideal for the golf industry's requirements thanks to a well-defined structure, modern ambiance, and generous dimensions. Come and explore about 30,000 square meters of innovations by well-known manufacturers as well as market leaders, and quickly and conveniently optimize your store's selection for the upcoming season.

The new tee time promises new inspiration:

Europe's leading golf business exposition opens its doors from Sunday, September 27th, to Tuesday, September 29th, 2009. The new schedule provides you with the opportunity to get to know new trends and products from all areas even earlier than before. A visit to this year's GOLF EUROPE is a must for your golf business score card!

GOLF EUROPE—where innovations come into play!

MARKET IN ONE: THE TOP SPOT FOR EUROPE'S GOLF INDUSTRY

- » The industry's top event: Europe's largest golf trade show
- » Platform for premieres: innovations by leading brand manufacturers
- » Expanded selection: 500 sports and footwear brands permanently installed at M,O,C,
- » Professional meeting place: central ordering forum for Europe's golf industry
- » Attractive side event program: first-hand professional information
- » Ideal timing for pros: Sunday to Tuesday



GUARANTEED SCORE —THE RIGHT SELECTION

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Over the course of the last years golf has become a popular sport with enduring potential for golf retail. The market volume steadily continues to increase —on one hand simply due to increases in numbers, on the other hand due to factors of quality:

» **EXPANDABLE BASIS:** the number of players throughout Europe increases steadily. Another characteristic specific to golfers is the high level of loyalty to the sport.

» **CUSTOMIZED EQUIPMENT:** all hardware segments exhibit a trend towards specialized products for individual requirements—which translates into an increased range. Come to GOLF EUROPE to view the entire spectrum of leading brands.

» **UPGRADE—SALES POTENTIAL:** trendy innovations will attract customers to your shop. New players are not the only ones who want the latest in equipment, experienced golfers are just as excited about state-of-the-art innovations with high-tech elements.

» **MORE DRIVE WITH LIFESTYLE:** the latest in hardware and sports fashion design attracts women and affluent youngsters in particular.

2008—INTERNATIONAL INDUSTRY PLATFORM

285 exhibitors from 26 countries presented their collections at GOLF EUROPE 2008. Counting 4,636 visitors from 52 countries, GOLF EUROPE once again validated its leading role throughout Europe.

2009—A NEW SWEET SPOT: GOLF EUROPE AT THE M,O,C,!

At its new venue, the Munich Order Center, M,O,C, the exposition will offer its visitors an even more comprehensive market overview. Visiting industry professionals will find 300 trade show exhibitors as well as 500 renowned sports and footwear labels who make the M,O,C, their permanent home. A unique opportunity to get the latest information on all industry trends and product innovations from all segments:

- » Golf equipment
- » Golf apparel and fashions
- » Golf accessories
- » Golf literature
- » Golf tourism
- » Golf magazines/publishers

LIST OF CHAMPIONS—THE BRANDS ON LOCATION:

Adams | adidas | Animo | Arnold Palmer | Ashworth | Back Tee | Ben Hogan | Bridgestone | Callaway | Chervo | Daily I etonic | Galvin Green | Genuin | Geox | Golfino | Honma | Izzo | Jucad | Komperdell | Kramski | Lloyd | Masters | MDC | Mizuno | Motocaddy | Nancy Lopez | Nike | Odyssey | Ogio | Precept | Röhnisch | Srixon | Sunice | Stewart Golf | Taylor Made | TiTec | Tommy Armour | Top-Flite | Wilson | Yes

DOUBLE BIRDIE: GOLF EUROPE AND ISPOCARD

NEW LOCATION: M,O,C, MUNICH | NEW LOCATION: M,O,C, MUNICH | NEW LOCATION: M,O,C, MUNICH

Your personal ispodcard offers a plethora of privileges for the Professional Sports Community. At GOLF EUROPE—and all partner events. The card is reserved exclusively for sports industry professionals and considerably simplifies visiting industry shows. In addition, you will also benefit from a number of discounted services year-round, such as special offers for dining, car rental, travel, and more.

Your ispodcard is valid for free access to the following trade shows:

- » GOLF EUROPE
- » Sports Source Europe
- » GO Outdoors
- » ispo winter
- » Sports Source Asia
- » Slide
- » ispo china
- » The Park
- » NZSIF
- » Bike Expo
- » Planetfulbol
- » SOTA

Detailed information is available at www.ispodcard.com.

- » One-time registration and instant access without waiting in line
- » Keycard with entry function
- » Complimentary show catalogue
- » Complimentary airport shuttle and use of public transportation during the event
- » Up to 20% discount at exposition venue restaurants
- » Special terms at partner hotels

The benefits of membership are guaranteed to impress you. Don't delay—order your personal ispodcard now at:

Germany: (+49) 800-47 76 22-73

International: (+49 89) 9 49-1 14 08



**GREAT BENEFITS,
SMALL PRICE:
ONLY EUR 77.00 PER YEAR!**

PROFESSIONAL AND UP-TO-DATE: THE SIDE EVENT PROGRAM

The multi-faceted side event program at GOLF EUROPE 2009 offers visitors and exhibitors valuable first-hand information. Well-known presenters will provide up-to-date insider know how on trends and issues that affect the golf market. This is your chance to determine how to provide your business with additional impulses for the upcoming season. And—this expert service is, of course, free to our visitors.

- » Albrecht GOLF EUROPE ProAm Tournament
Saturday, September 26th, 2009
- » Visitor and Exhibitor Get-Together
Monday, September 28th, 2009
- » PGA of Europe: Business seminars for pros and buyers on current industry topics
- » GOLF EUROPE Product Awards: the year's best golf innovations, selected by a jury of industry professionals



Detailed information will be published in August in our Show Guide, or online at www.golf-europe.com.



A NEW COURSE AT A GLANCE

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DATES AND FACTS, EXHIBITION HALLS AND PRICING

EVENT

GOLF EUROPE 2009, Munich
17th International Trade Fair for Golf

LOCATION

M,O,C,
Halls 1 to 4, Atrium 3
Lilienthalallee 40
80939 München, Germany

DATES

Sunday, September 27th to
Tuesday, September 29th, 2009

OPENING HOURS

Sunday/Monday 9:00 am to 6:00 pm
Tuesday 9:00 am to 5:00 pm

GOLF EUROPE is open only to
registered professionals from the
various sectors of the golf industry.

ONLINE TICKETS

Conveniently order your tickets
online at www.golf-europe.com

Discounted advance ticket prices
are valid only for online orders
prior to the event (on or before
September 26th, 2009).

Day Ticket (online) EUR 10.00

All-Event Ticket (online) EUR 20.00

BOX OFFICE

Day Ticket EUR 28.00

All-Event Ticket EUR 40.00

CATALOGUE

Included in ticket price;
pick-up at show.

HOTLINE

Tel. (+49 89) 9 49-1 14 08

TRAVEL TIPS

FROM THE AIRPORT

Shuttle-Service: shuttle buses run directly from Munich Airport to the M,O,C, every thirty minutes. The bus stops at Terminal 2, Terminal 1 Area A and Central Area.

Cost: one-way EUR 7.00, round-trip EUR 12.00

S-Bahn: Take train line S 1 or S8 from the airport to Marienplatz. Change to subway U6 direction Garching-Hochbrück, disembark at the Kieferngarten stop for direct access to the M,O,C, in about five minutes' walking distance.

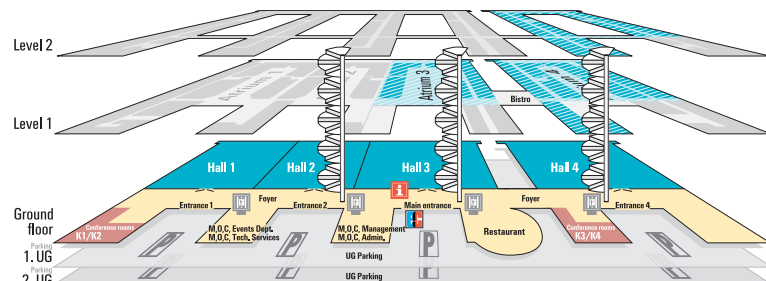
BY CAR

Leave Autobahn A9 at exit München-Freimann. Merge onto Heidemannstrasse direction. After 500 meters turn left onto Lilienthalallee. The M,O,C, offers over 1,500 parking spaces. Address to enter into your GPS Navigation System:

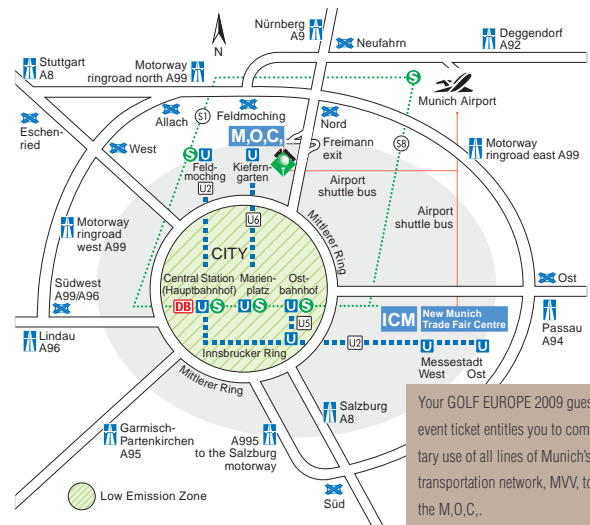
Lilienthalallee 40, 80939 München.

BY TRAIN

Take S-Bahn train from Hauptbahnhof (Central Station) to Marienplatz. Change to subway U6 Garching-Hochbrück, disembark at Kieferngarten.



- Event space
- Conference rooms
- Showcase concept
- Entry area/Restaurant/Admin.
- Stairs
- Elevator
- Permanent tenants



Your GOLF EUROPE 2009 guest or event ticket entitles you to complimentary use of all lines of Munich's public transportation network, MVV, to and from the M,O,C.

MUNICH: SEASON GOALS FOR GOLF PROFESSIONALS

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A ZEST FOR LIFE: UNDER WHITE AND BLUE SKIES

Munich, Bavaria's capital city, is one of Europe's most popular exhibition locations. Here it is tradition to take a little more time to enjoy life—whether for a relaxed stroll through the historical city, a stop-over at one of the many restaurants, or to attend a cultural event. In September, during the GOLF EUROPE 2009, the famous Oktoberfest invites you to enjoy a few hours at this traditional Bavarian event.

ACCORDING TO PLAN: ACCOMMODATION AND TRAVEL SERVICES

Munich offers many different hotel and private room categories at various price levels. Please contact our tourism partners to discuss your travel and reservation requirements:

HOTEL ROOMS:

TRADEFAIRS.com

Tel. (+49 69) 95 88 36 16

Fax (+49 69) 95 88 36 13

messe-muenchen@tradefairs.com

www.tradefairs.com

PRIVATE ROOMS/B&B

CHECK-IN! Zimmerservice

Tel. (+49 89) 43 73 97 89

Fax (+49 89) 43 73 97 88

Handy (+49) 170 3 51 42 62

info@checkin-muenchen.de

www.checkin-muenchen.de

A Product of:

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Emil-von-Behring-Str. 6

60424 Frankfurt am Main, Germany

Statthotel OHG

Reservations from within

Germany:

Tel. 01805 30 55 30*

Fax 01805 30 55 40*

* EUR 0.14 per minute

International reservations:

Tel. (+49 87 09) 92 60-0

Fax (+49 87 09) 92 60-26

info@statthotel.de

www.statthotel.de

WWW.**GOLF-EUROPE.COM**

ORGANIZER

Messe München GmbH, Munich, Germany

EVENT LOCATION

M,O,C, München-Freimann

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80939 München, Germany

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PARTNER

PGAs of Europe



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