



DRIVE YOUR COMPANY  
TO THE FORE OF THE  
IRISH GOLF MARKET

IRISH GOLF EXPO 2014

SALES BROCHURE







## The King's Hall, Belfast will host Irish golf's largest exhibition on 20-21 September 2014

---

The Irish Golf Expo is a new and exciting event that will provide golf enthusiasts from across Ireland the opportunity to attend a large scale golf exhibition. The exhibition will bring together global organisations to promote their products to a captive audience.

The event will also offer the opportunity for visitors to get up close and personal with golf professionals who will be on hand throughout the event to provide demonstrations and workshops. The Irish Golf Expo is designed to provide a truly interactive experience for golfers of all ages with informed expert advice, free PGA tuition, an indoor 22 bay driving range, custom fitting, club testing, simulators and the latest golf gadgets, and will be supported by some of the biggest and best household names in golf.

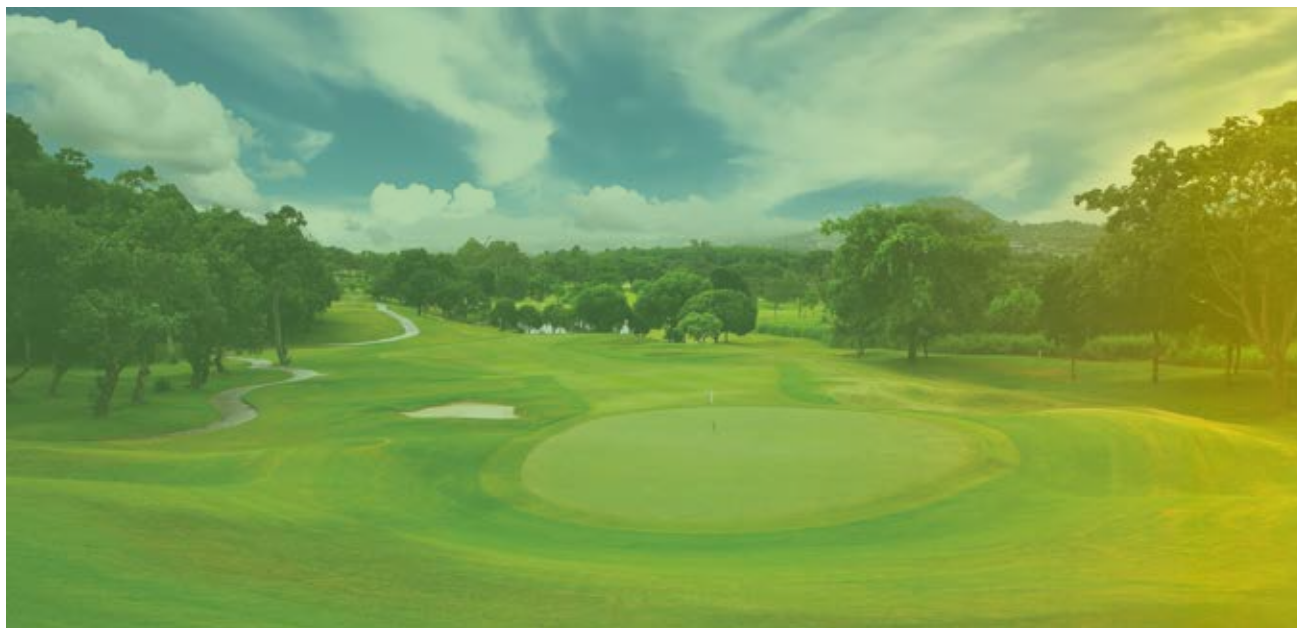
Interest in Irish Golf has never been greater with seven golfing majors being won by Irish golfers in

the last decade. Golf is now the second highest participated sport in the Republic of Ireland, with only football boasting higher TV viewer-ship figures. This was clearly demonstrated at the 2012 Irish Open at Royal Portrush Golf Club, with a record attendance of 112,000 over the four tournament days. This figure surpassed the 2013 British Open and was the highest ever recorded attendance at a European Tour event.

Become a part of the Irish Golf Expo 2014 and find out why Ireland is now seen as the golfing capital of the world.







As Title Partner of the Irish Golf Expo 2014 we offer unrivaled access to the Irish golf market providing opportunities to significantly interact with 5000+ attendees. We aim to tailor a sponsor package to fulfill your company's aspirations in providing maximum exposure to the marketplace.

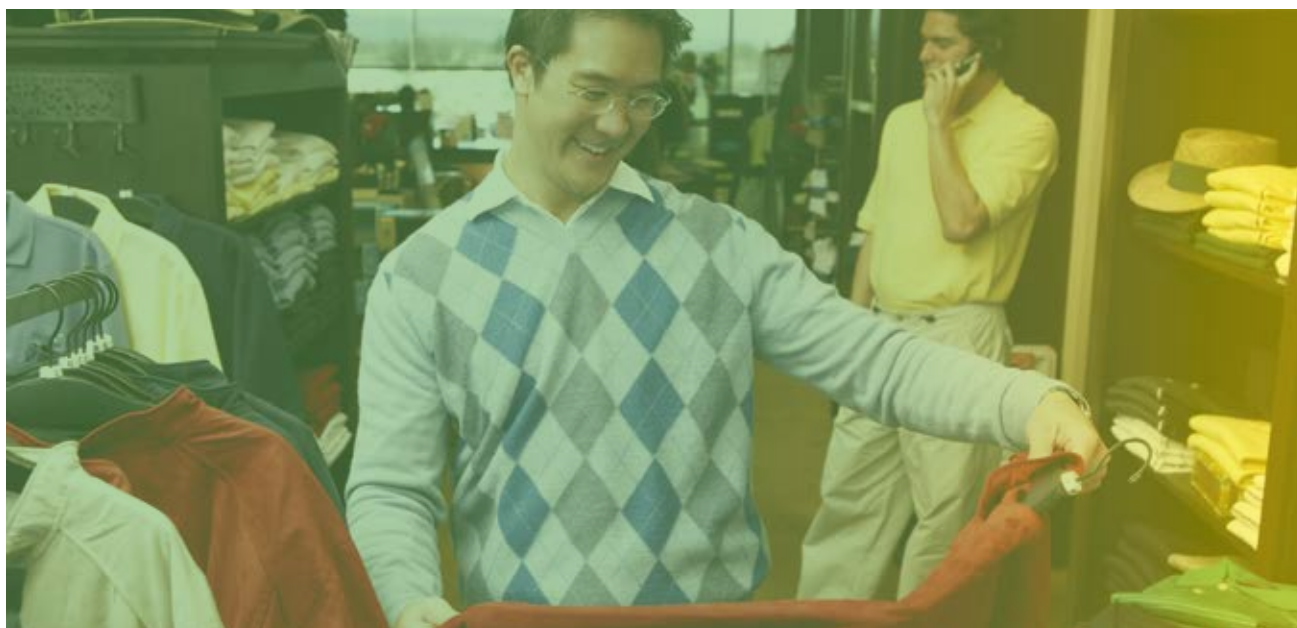
While we understand that any final agreement will be negotiated to meet the needs of the partner and deliver maximum return on investment; the core rights are made up of the following:



Stage Area

- **Designation as Title Partner of the Irish Golf Expo 2014**
- **Brand exposure**  
Significant signage and branding opportunities at the 2 day event, including the rights to place branding at the event entrance hall. The company name will be clearly viewed as the Title Partner on all marketing literature, social media, website and digital brochures.
- **Main stage branding**  
Exclusive branding at the backdrop of the main stage – the focal point of the event. A full timetable of seminars, demonstrations and workshops will run throughout the day therefore your company will gain unrivaled brand exposure.
- **Main stage presence**  
Opportunity to showcase your company's attributes to the marketplace via speeches and workshops through considerable stage presence.
- **Market exclusivity**  
The Irish Golf Expo will have no other Title Partner.
- **Involved in a robust marketing campaign pre, during and post event**  
Emails, website and social media utilized for a contracted period of time.
- **Exhibiting**  
A 4m x 2m exhibition booth in a premier location.
- **Ticketing**  
Provision of 100 complimentary tickets.
- **Attendance at a unique launch event at a prestigious Northern Ireland location**





As the Retail Partner of the Irish Golf Expo 2014, your company will have access to an expected audience of 5,000 golf enthusiasts. You will have sole access to the event's 150sqm retail area including sales counter & changing facilities. The partnership also includes the exclusive rights to sell irons and woods at the event along with the opportunity to sell clothing, bags, accessories and custom fit products from the on-site driving range.

While we understand that any final agreement will be negotiated to meet the needs of the partner and deliver maximum return on investment; the core rights are made up of the following:

- **Designation as Retail Partner of the Irish Golf Expo 2014**
- **Brand exposure**  
Company's logo will be clearly viewed as the Retail Partner on all marketing literature, social media, website and digital brochures. The Retail Partner will have goody bag rights to allow further branding opportunities.
- **Exhibiting**  
15m x 10m golf shop with changing rooms & counter providing the opportunity to sell clubs, clothing, bags and accessories with *exclusive rights to sell irons & woods at event.*
- **A1 location**  
The Retail Partner will have a premier location to sell products next to the stage and driving range.
- **Market exclusivity**  
The Irish Golf Expo will have no other Retail Partner.
- **Involved in a robust marketing campaign pre-event**  
Emails, website and social media utilized for a contracted period of time.
- **Ticketing**  
Provision of 50 complimentary tickets.
- **Attendance at a unique launch event at a prestigious Northern Ireland location**







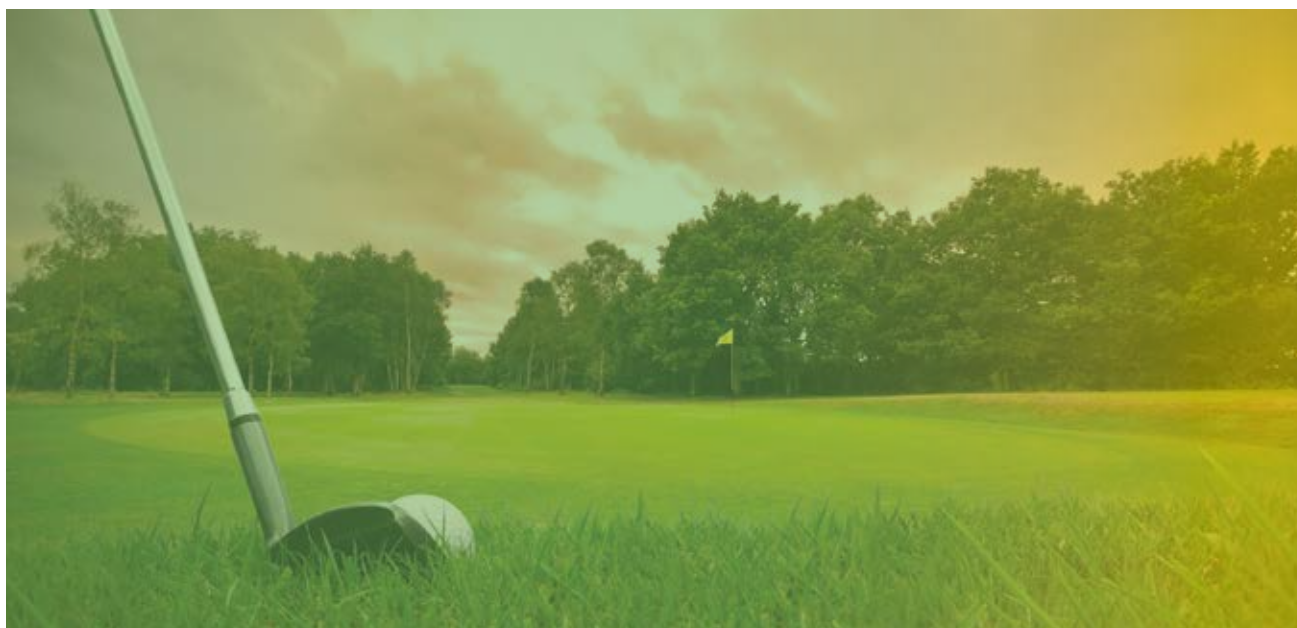
The Apparel Partner will have the unique position to showcase their products at the Irish Golf Expo 2014 to a fashion conscious market. Your company will have the opportunity to deliver fashion shows on the main stage and be located at a premier location adjacent to the main stage. All event staff will also wear your company's fashion range to further promote your product.

While we understand that any final agreement will be negotiated to meet the needs of the partner and deliver maximum return on investment; the core rights are made up of the following:

- **Designation as the Apparel Partner of the Irish Golf Expo 2014**
- **Brand exposure**  
Company's logo will be clearly viewed as the Apparel Partner on all marketing literature, social media, website and digital brochures.
- **Staff Uniforms**  
The partner will have exclusive rights to supply staff apparel with Irish Golf Expo logo, and the opportunity to sell such items.
- **Exhibiting**  
4m x 4m exhibition booth to showcase the company's fashion range.
- **A1 location**  
The Apparel Partner will have a premier location to showcase products next to stage.
- **Stage presence**  
Opportunity to deliver fashion show 2 times daily throughout the course of the Expo.
- **Market exclusivity**  
The Irish Golf Expo will have no other Apparel Partner.
- **Involved in a robust marketing campaign pre-event**  
Emails, website and social media utilized for a contracted period of time.
- **Ticketing**  
Provision of 50 complimentary tickets.
- **Attendance at a unique launch event at a prestigious Northern Ireland location**



# Short Game Partner



The Irish Golf Expo 2014 Short Game Partner will have unique branding opportunities at the event's indoor and outdoor short game areas. Custom fitting at the outdoor short game area will help place your brand as a market leader and deliver instant sales revenue.

While we understand that any final agreement will be negotiated to meet the needs of the partner and deliver maximum return on investment; the core rights are made up of the following:



Short Game Area

- **Designation as Short Game Partner of the Irish Golf Expo 2014**
- **Brand exposure**  
Significant signage and branding opportunities at the 2 day event, including branding rights at the short game area and outdoor area. Company logo will be clearly viewed on all marketing literature, social media, website and digital brochures.
- **Practical demo space**  
Exclusive access to a large outdoor grass area at the event for wedge fitting and demonstrations. Further access to an indoor 100sqm turf short game area.
- **Main stage presence**  
Opportunity to showcase your company's attributes to the marketplace via speeches and workshops through considerable stage presence.
- **Market exclusivity**  
The Irish Golf Expo will have no other Short Game Partner.
- **Involved in a robust marketing campaign pre event**  
Emails, website and social media utilized for a contracted period of time.
- **Exhibiting**  
A 4m x 2m exhibition booth in a premier location adjacent to the short game area.
- **Ticketing**  
Provision of 50 complimentary tickets.
- **Attendance at a unique launch event at a prestigious Northern Ireland location**



# Putting Partner



The Putting Partner at the Irish Golf Expo 2014 will have exclusive branding rights at both the event's putting greens. Majority access to the putting green will allow direct contact with potential customers with an adjacent exhibition space providing an area to showcase your products.

While we understand that any final agreement will be negotiated to meet the needs of the partner and deliver maximum return on investment; the core rights are made up of the following:

- Designation as Putting Partner of the Irish Golf Expo 2014
- **Brand exposure** – Significant signage and branding opportunities at the 2 day event, including branding rights at both putting greens. Company logo will be clearly viewed on all marketing literature, social media, website and digital brochures.
- **Practical demo space** – majority access to the putting green area for demonstrations and club fitting.
- **Main stage presence** – Opportunity to showcase your company's attributes to the marketplace via speeches and workshops through considerable stage presence.
- **Market exclusivity** – The Irish Golf Expo will have no other Putting Partner.
- **Involved in a robust marketing campaign pre event** Emails, website and social media utilized for a contracted period of time.
- **Exhibiting** – A 4m x 2m exhibition booth in a location adjacent to the putting green.
- **Ticketing** – Provision of 50 complimentary tickets.
- **Attendance at a unique launch event at a prestigious Northern Ireland location**



Long Putt Area





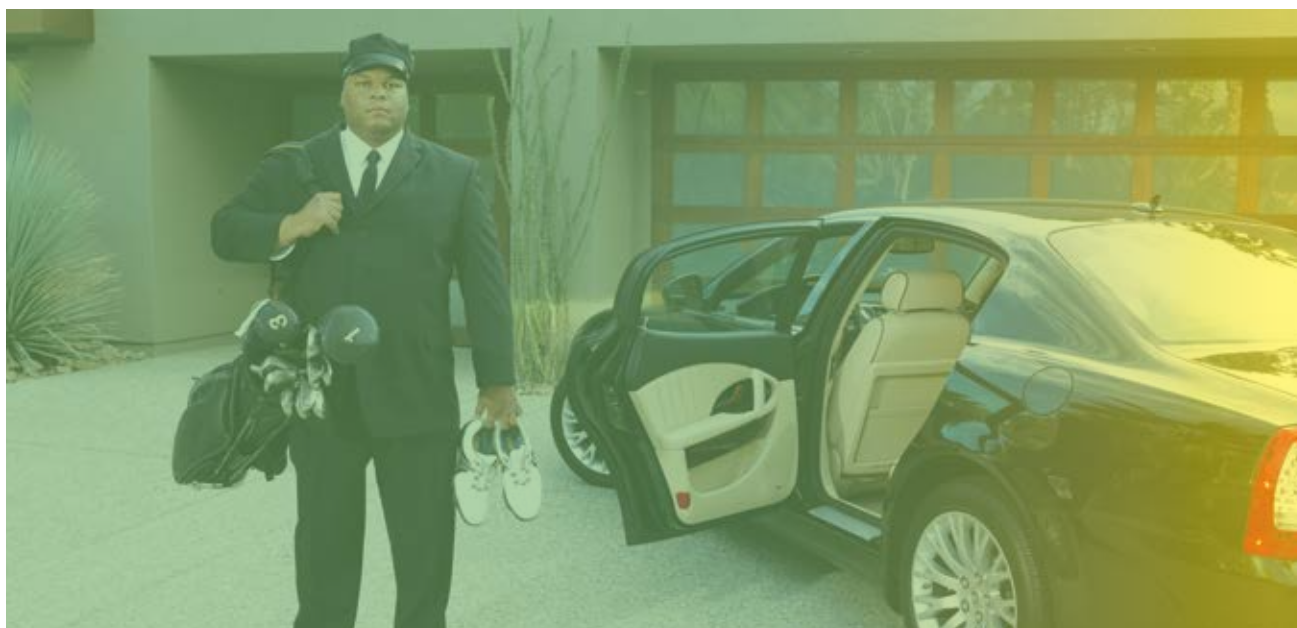


As Hotel Partner of the Irish Golf Expo 2014 you will have access to a number of lucrative forums to advertise and promote your product. You will have access to the Irish Golf Expo website and social media to engage with the Irish golf market.

While we understand that any final agreement will be negotiated to meet the needs of the partner and deliver maximum return on investment; the core rights are made up of the following:

- **Designation as Hotel Partner of the Irish Golf Expo 2014**
- **Brand exposure**  
Significant signage and branding opportunities at the 2 day event. Company logo will be clearly viewed on all marketing literature, social media, website and digital brochures.
- **Main stage presence**  
Opportunity to showcase your company's attributes to the marketplace via speeches and workshops through considerable stage presence.
- **Market exclusivity**  
The Irish Golf Expo will have no other Hotel Partner.
- **Involved in a robust marketing campaign pre event**  
Emails, website and social media utilized for a contracted period of time.
- **Advertising opportunities**  
Use of website to advertise overnight stay and play offers and similar deals.
- **Exhibiting**  
A 4m x 2m exhibition booth in a premier location.
- **Ticketing**  
Provision of 50 complimentary tickets.
- **Attendance at a unique launch event at a prestigious Northern Ireland location**





The Automotive Partner will have a dominant presence at the Irish Golf Expo. Your company will have opportunity to advertise products at prime locations to ensure maximum return on investment. Your company will be involved in a robust marketing campaign which will put you “in the driving seat” in attracting new customers within the golf market.

While we understand that any final agreement will be negotiated to meet the needs of the partner and deliver maximum return on investment; the core rights are made up of the following:

- **Designation as Automotive Partner of the Irish Golf Expo 2014**
- **Brand exposure**  
Significant signage and branding opportunities at the 2 day event. Company logo will be clearly viewed on all marketing literature, social media, website and digital brochures.
- **Showcase**  
Opportunity to place vehicles at a prime location at the event, including the venue entrance and outdoor short game area.
- **Main stage presence**  
Opportunity to showcase your company's attributes to the marketplace via speeches and workshops through considerable stage presence.
- **Market exclusivity**  
The Irish Golf Expo will have no other Automotive Partner.
- **Involved in a robust marketing campaign pre event**  
Emails, website and social media utilized for a contracted period of time.
- **Exhibiting**  
A 4m x 2m exhibition booth in a premier location.
- **Ticketing**  
Provision of 50 complimentary tickets.
- **Attendance at a unique launch event at a prestigious Northern Ireland location**







The Irish Golf Expo is an ideal occasion to market your company as a leader in the travel industry. As Travel Partner your company will be involved in a number of marketing tools to promote your presence at the Expo. Your company will have the opportunity to use the comprehensive Irish Golf Expo website in promoting offers and advertising your company. Involvement in our robust media campaign will help put your business to the 'fore' of the golf travel market.

While we understand that any final agreement will be negotiated to meet the needs of the partner and deliver maximum return on investment; the core rights are made up of the following:

- **Designation as Travel Partner of the Irish Golf Expo 2014**
- **Brand exposure**  
Significant signage and branding opportunities at the 2 day event. Company logo will be clearly viewed on all marketing literature, social media, website and digital brochures.
- **Main stage presence**  
Opportunity to showcase your company's attributes to the marketplace via speeches and workshops through considerable stage presence.
- **Market exclusivity**  
The Irish Golf Expo will have no other Travel Partner.
- **Involved in a robust marketing campaign pre event**  
Emails, website and social media utilized for a contracted period of time.
- **Advertising opportunities**  
Use of website to advertise golf travel offers.
- **Exhibiting**  
A 4m x 2m exhibition booth in a premier location.
- **Ticketing**  
Provision of 50 complimentary tickets.
- **Attendance at a unique launch event at a prestigious Northern Ireland location**





The Irish Golf Expo 2014 will provide an excellent platform for your company to network with consumers and share financial products to a captive audience. Premier exhibition space will provide you with an ideal location to display and advertise your products.

While we understand that any final agreement will be negotiated to meet the needs of the partner and deliver maximum return on investment; the core rights are made up of the following:

- **Designation as Finance Partner of the Irish Golf Expo 2014**
- **Brand exposure**  
Significant signage and branding opportunities at the 2 day event. Company logo will be clearly viewed on all marketing literature, social media, website and digital brochures.
- **Main stage presence**  
Opportunity to showcase your company's attributes to the marketplace via speeches and workshops through considerable stage presence.
- **Market exclusivity**  
The Irish Golf Expo will have no other Finance Partner.
- **Involved in a robust marketing campaign pre event**  
Emails, website and social media utilized for a contracted period of time.
- **Exhibiting**  
A 4m x 2m exhibition booth in a premier location offering the opportunity to promote current financial products.
- **Ticketing**  
Provision of 50 complimentary tickets.
- **Attendance at a unique launch event at a prestigious Northern Ireland location**



# Footwear Partner



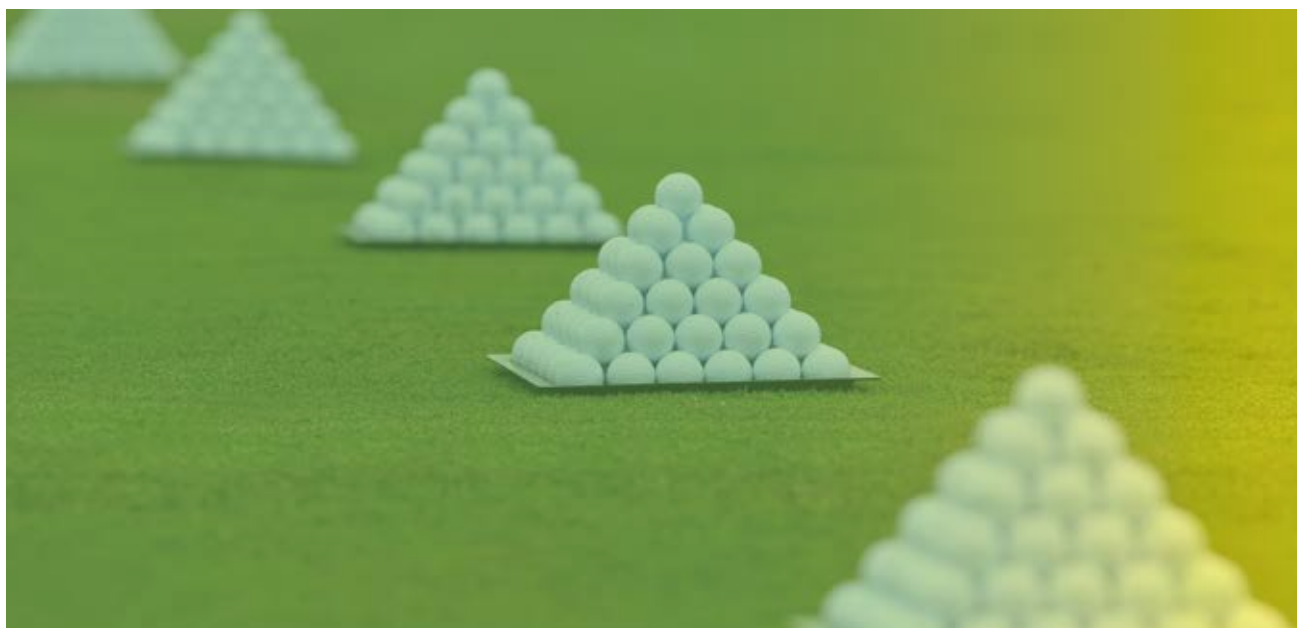
As Footwear Partner at the Irish Golf Expo 2014 you will have the opportunity to gain brand exposure to 5000+ attendees. You will have access to the main stage to showcase your products. We guarantee market exclusivity as the sole Footwear Partner and will provide an A1 location exhibition space. All event staff will wear your product to allow further brand exposure to potential customers.

While we understand that any final agreement will be negotiated to meet the needs of the partner and deliver maximum return on investment; the core rights are made up of the following:

- **Designation as Footwear Partner of the Irish Golf Expo 2014**
- **Brand exposure**  
Significant signage and branding opportunities at the 2 day event. Company logo will be clearly viewed on all marketing literature, social media, website and digital brochures. Your company will also have rights to supply branded footwear to event staff.
- **Stage presence**  
Opportunity to deliver fashion show once daily throughout the course of the Expo.
- **Market exclusivity**  
The Irish Golf Expo will have no other Footwear Partner.
- **Involved in a robust marketing campaign pre event**  
Emails, website and social media utilized for a contracted period of time.
- **Exhibiting**  
A 4m x 4m exhibition booth in a location adjacent to the stage.
- **Ticketing**  
Provision of 50 complimentary tickets.
- **Attendance at a unique launch event at a prestigious Northern Ireland location**







As Golf Ball Partner at the Irish golf Expo 2014 you will have exclusive rights to the supply of golf balls to the 22 indoor driving bays. Your company will have access to a prime location exhibition booth to provide further exposure of your company and its products.

While we understand that any final agreement will be negotiated to meet the needs of the partner and deliver maximum return on investment; the core rights are made up of the following:

- **Designation as Golf Ball Partner of the Irish Golf Expo 2014**
- **Brand exposure**  
Significant signage and branding opportunities at the 2 day event. Company logo will be clearly viewed on all marketing literature, social media, website and digital brochures.
- **Driving Range**  
Provider of golf balls at the on-site driving range.
- **Main stage presence**  
Opportunity to showcase your company's attributes to the marketplace via speeches and workshops through considerable stage presence.
- **Market exclusivity**  
The Irish Golf Expo will have no other Golf Ball Partner.
- **Involved in a robust marketing campaign pre event**  
Emails, website and social media utilized for a contracted period of time.
- **Exhibiting**  
A 4m x 2m exhibition booth in a location adjacent to the driving range allowing attendees the chance to be custom fitted.
- **Ticketing**  
Provision of 50 complimentary tickets.
- **Attendance at a unique launch event at a prestigious Northern Ireland location**





Exhibiting at Irish Golf Expo provides a unique platform to position your organization in front of a captive audience of all ages. Presence at the Irish Golf Expo will showcase your products & services at the only golf focused event of its kind anywhere in Ireland.

Exhibiting will significantly support new business and marketing strategies, whilst enabling new contacts to be made and new business secured.

- Take a leading role at the only golf focused conference and exhibition in Ireland
- Position your company directly in front of the Irish golf market
- Showcase your products and services to a captive audience
- Meet an anticipated audience of 5,000+ golf focused attendees
- Personally demonstrate and deliver your product message to key targeted customers
- Associate your company with some of the biggest brands within the golf industry

Each exhibition package includes the following:



- Shell scheme as standard
- Electricity supply and consumption
- Name board including company logo and fascia light
- Company exhibiting announced as latest news story on the Irish Golf Expo
- Social Media outlets
- Company listing on [www.irishgolfexpo.com](http://www.irishgolfexpo.com) with a direct link to your company website
- Profile and company logo in the event brochure
- Listing on the event floor plan
- Provision of 10 complimentary tickets
- Furniture package including chairs, table and table cloth available on request



## Customer Experience Partners



As a Customer Experience Partner of the Irish Golf Expo 2014, you will have the opportunity to be directly involved in the event, interacting with over 5000 attendees. Having presence at the Irish Golf Expo will allow you to showcase your product and in doing so provide a truly interactive customer experience. Being a Partner will significantly support new business and you will be able to demonstrate and deliver your product message to the Irish Golf market.

The event will feature a number of exciting activities to get involved in including:

- Long drive competition
- Hole-in-one contest
- Long putt competition
- Crazy golf
- Snag golf

## Manufacturing Partners



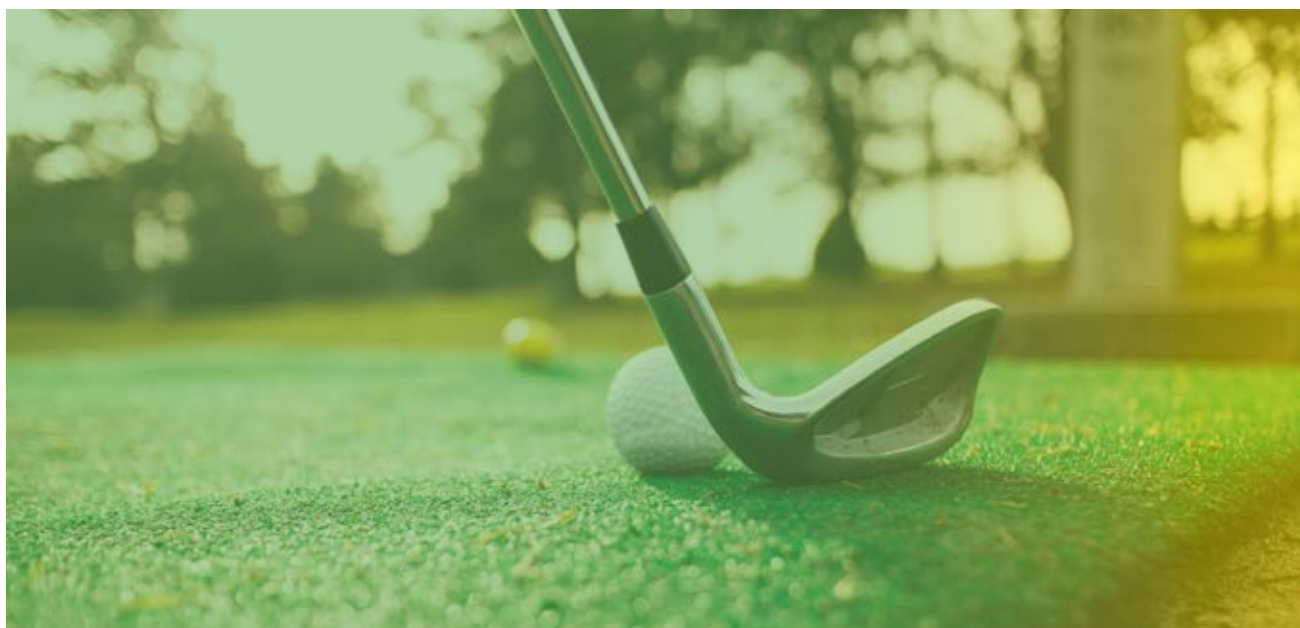
The Manufacturing Partner will have unrivalled access to the Irish Golf Market and the Irish Golf Expo audience. Our 22 bay indoor driving range will give your company an opportunity to promote your latest products to the biggest gathering of golf enthusiasts under one roof in Ireland. Each testing bay will allow attendees a chance to trial equipment, with your expert fitters on hand to guide golf enthusiasts through the fitting process. Customers will come away with a full recommendation and specification of their club or clubs which can then be purchased at our onsite golf superstore.

### Benefits of exhibiting:

- Interact with over 5000 golf enthusiasts
- Give the golf market the opportunity to test equipment
- Place your company in front of a captive audience
- Showcase new products and services
- Associate your company with Ireland's biggest golf show
- Educate the golf audience on the importance of custom fitting
- Promote your brand as a market leader







## HAWKEYE<sup>®</sup>

MANAGEMENT

For further information please contact  
[info@irishgolfexpo.com](mailto:info@irishgolfexpo.com)

