

# CINCINNATI GOLF EXPO

FEBRUARY 10-12, 2023 | Duke Energy Convention Center

First Floor | Hall A

**Friday, Feb 10**

1 pm - 8 pm

**Saturday, Feb 11**

9 am - 5 pm

**Sunday, Feb 12**

9 am - 2 pm



Presented by:



## Greater Cincinnati's **LARGEST GOLF SHOW EVER!**

*Over 90,000 sq. ft. of Golf Entertainment, Retail, and Travel Exhibitors!*

Long Putt Challenge

Glass Smash

Flop Shot Wall



Golf Darts

Miniature Golf Course

Golden Tee Lounge



VR Golf Experience

PGA Tour 2K Lounge

Golf Simulators



# CINCINNATI GOLF EXPO MARKETING SUMMARY

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## TV

Between November 28 through the expo, our commercial will have aired nearly 1,500 times on The Golf Channel, with impressions exceeding 125,000.

These included multiple commercials airing during:

QBE Shootout	Dec 10 & 11
Capital One's "The Match"	Dec 10

In addition, the commercial will air during these high-profile tournaments on CBS:

Farmers Insurance Open	Jan 27 & 28
AT&T Pebble Beach Pro Am	Feb 4 & 5
WM Phoenix Open	Feb 11 & 12

These airings will generate an additional 66,000 television impressions.

## TV Screenshots:

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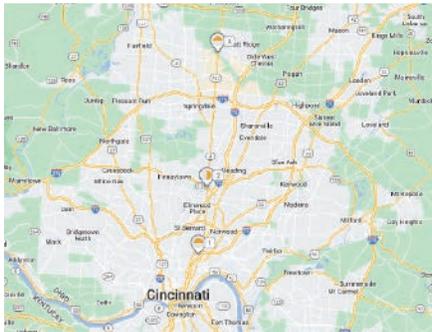


# Digital Billboards

We have purchased digital billboards throughout the city running 1/16 through 2/12.



## Locations



I-71 N/O BLAIR WL SF



CROSS COUNTY SL 1500  
W/O I-75 WF



STATE RT. 747 S/O  
UNION CENTER EL-SF

**Total Weekly Impressions: 419,281**

## Email



In addition to the Cincinnati Golf Expo attendee database that we began in 2020, we have paid agreements to send out emails to the golf consumer databases of the Greater Cincinnati Golf Association, Golf Exchange, and Tee Time Golf Pass. These databases contain over 60,000 email addresses combined.

# Posters

Posters are up in each physical Golf Exchange Location as their 50+ employees promote the Cincinnati Golf Expo and sell tickets to their in-store consumers. The combined golf consumer traffic over the month leading up to the show is several thousand unique individuals.



# Social Media

Cincinnati Golf Expo, Golf Exchange, Greater Cincinnati Golf Association and TeeTime Golf Pass will be utilizing their social media presence to promote the event including paid advertising. These efforts will generate tens of thousands of impressions.



# Operation/Promotion Director

The Cincinnati Golf Expo has hired a Director solely focused on the show's operation and promotion. This hire is an example of our continued efforts to grow the show and make it a successful event for all exhibitors.

