

# 2026 EVENT OVERVIEW



# MICHIGAN GOLF SHOW

PRESENTED BY

## ABC WAREHOUSE



— MARCH 6-8, 2026 —

[WWW.MICHIGANGOLFSHOW.COM](http://WWW.MICHIGANGOLFSHOW.COM)



# TABLE OF CONTENTS

**2**      **MESSAGE FROM MANAGEMENT**

**3**      **EVENT OVERVIEW**

**4**      **ADVERTISING & MARKETING**

**5-7**    **FEATURES**

**8**      **2026 FLOORPLAN & 2027 GOALS**

**10**     **EXHIBITOR & SPONSOR INFO**

**11**     **THANK YOU**



# MESSAGE FROM MANAGEMENT

The 2026 Michigan Golf Show presented by ABC Warehouse was an amazing weekend from start to finish! Huge thank you to our sponsors, partners, exhibitors, and everyone who came out, the energy on the show floor was unreal and it's what makes this event so special every year.

We're always looking for ways to level things up, bringing in top exhibitors from across the golf world and mixing in fun, interactive features to keep everyone engaged, whether it's hands-on experiences, skill-building, or hearing from the pros.

With strong support across social, TV, radio, and digital, we continue to see steady growth in both attendance and engagement, keeping the Michigan Golf Show the largest consumer show in the country. We're also proud to give back each year through our partnerships with charitable organizations.

Thank you to everyone who made it such a success, we can't wait to do it all again!

See you March 5–7, 2027

Joyce, Jackie, McKenzie, and Riley  
(pictured below in order)



# EVENT OVERVIEW

# 50,000+

VISITORS

WE DROVE RECORD CROWDS FRIDAY & SATURDAY  
SUNDAY HIT A BIT OF A WATER HAZARD

BETWEEN THE CITY WATER ISSUE AND HIGH TEMPS,  
MANY SPENT THE DAY ON THE COURSE



# 221

EXHIBITORS

# \$25,405

COMMUNITY &  
CHARITABLE GIVEBACK

THE MICHIGAN GOLF SHOW PRESENTED BY ABC WAREHOUSE IS COMMITTED TO MAKING A POSITIVE IMPACT IN OUR COMMUNITY & LOCAL CHARITIES. OUR ONSITE ACTIVATIONS RAISE MONEY FOR CHARITABLE ORGANIZATIONS WITH A FOCUS ON VETERAN & YOUTH MISSIONS. ANOTHER WAY WE GIVE BACK IS THROUGH OUR VOLUNTEER PROGRAM, WE DEEPLY VALUE OUR VOLUNTEERS AND THEIR HARD WORK, AND IN RETURN, WE SUPPORT THEM THROUGH MEANINGFUL CONTRIBUTIONS. ADDITIONALLY, WE PROUDLY SUPPORT LOCAL GOLF OUTINGS AND TOURNAMENTS, HELPING TO GROW THE GAME AND CONTRIBUTE TO THE LOCAL GOLF COMMUNITY.

# MARKETING & ADVERTISING

## DIGITAL & SOCIAL MEDIA



**2M+**  
IMPRESSIONS



**740K**  
REACH

TOTAL FOLLOWING  
**14,569**

FOLLOWING INCREASE



**179%**



**69.9%**



**8.1%**

## TRADITIONAL MEDIA



**6.8M+**  
IMPRESSIONS

**THREE MONTHS  
COVERAGE**

**TWELVE TV  
APPEARANCES**

**20+ RADIO  
SEGMENTS**

**300K+  
IMPRESSIONS  
FROM ADDED  
VALUE PROMO  
CONTENT**

**281+ RADIO ADS**

**445 TV ADS**





# MICHIGAN

## HOLE-IN-ONE CHALLENGE

PRESENTED BY  **GARLAND** LODGE & GOLF RESORT

BENEFITING  **first tee** northern michigan

The 2026 Michigan Golf Show Hole-in One Challenge is always a hit! We raised \$8,960 for First Tee Northern Michigan. Out of the three finalists nobody sunk the Hole-in-One for the \$25,000 cash prize, but Garland gave the 1st place winner an Annual membership, our 2nd place winner a round of golf and complimentary stay, and our 3rd place winner received 4 complimentary 2026 Michigan Golf Show tickets and all 4 will get their first round at the Hole-in-One Challenge covered.

Special thanks for building out the Hole-In-One



## PUTTING CHALLENGE

PRESENTED BY

 **TRION SOLUTIONS**  
relyontrion.com

BENEFITING



The Putting Challenge at the Show was an overwhelming success, raising an impressive \$4,675 in support of Wounded & Returning Warriors. The three finalists were all rewarded with a coveted brand new putter from Detroit Putter Co., adding an extra layer of excitement to the event. With a lengthy queue of eager participants, the enthusiasm presented itself as everyone gathered for their chance to showcase their putting skills and contribute to a worthy cause.

**DETROIT**  
PUTTER CO.

Special thanks for donating putters to our closest to the pin finalist



**SOUTHWEST GREENS®**  
MICHIGAN  
GOLF & GRASS

Special thanks for building out the Putting Challenge





# GOLF

## CLOSEST TO THE PIN

PRESENTED BY



**Aw Custom Solutions**

Luxury Golf, Engineered for You



BENEFITING **FOLDS OF HONOR**

The closest to the pin simulator proved to be a crowd favorite at the Golf Show, drawing in participants eager to test their precision and skill. With each swing, players aimed to land their shot closest to the pin, igniting friendly competition and excitement throughout the event. We raised \$7,515 for Folds of Honor! Not only was it a hit among attendees, but it also served as a successful fundraiser for Folds of Honor, making every swing count for more than just a score.



## CLOSEST TO THE PIN

PRESENTED BY



The closest to the pin simulator, presented by Michigan Orthopaedic Surgeons & Team Rehabilitation Physical Therapy was a major hit at the show! With exciting, interactive gameplay and cutting-edge technology, it became a standout attraction, drawing in golf fans and attendees throughout the event.



World Long Drive added an exciting, high-energy element to the Michigan Golf Show, showcasing the power and entertainment side of golf. Their fast-paced, distance-focused format created a fun and memorable experience for attendees.



# SHOW



## 19TH HOLE PRESENTED BY ABC WAREHOUSE

The Golf Show's coolest hangout spot undoubtedly lies within the vibrant ambiance of the "19th hole". Adjacent to the Hole-in-One Challenge with the lively atmosphere of the event, this bar & lounge area offers a refreshing oasis for golf enthusiasts to unwind and socialize. With its comfortable seating, massive tvs, massage chairs, ZYN and the Michigan Lottery the 19th Hole transformed into a hub of excitement and camaraderie, adding an extra element of enjoyment to the Golf Show experience. We also had Trivia with prizes daily!



## MAIN STAGE PRESENTED BY MAKE THE TURN



Make the Turn Main stage was a true hub of energy all weekend long, packed with dynamic panels, live demos, and nonstop entertainment. Influencers led engaging conversations while industry professionals brought their expertise to life on stage, giving patrons something exciting to watch at every moment. Even between sessions, PGA Tour highlights kept the momentum going, so there was never a lull. From expert insights to pure golf entertainment, the stage delivered a well-rounded, high-energy experience that became the heartbeat of the show.



Special thanks to



for building out the stage!



# HIGHLIGHTS

## HITTING NETS

The hitting nets were in full swing at the show, giving patrons the perfect chance to try out clubs before making a purchase! Whether you're testing out the latest driver or dialing in your irons, the nets offered a hands-on experience to see how each club feels and performs. It was the ultimate way to make sure you're swinging the right gear—no guessing, just pure fun and performance!



## KIDS ZONE

BENEFITING



The Kids Zone was a delightful haven for young golfers-in-training. With its colorful setup and engaging activities, it provided an interactive space where children learned about the game while having fun. From miniature putting greens to playful golf-themed games, this zone sparks enthusiasm and fosters a love for the sport in the next generation of players.



## MINI GOLF

PRESENTED BY



The ABC Warehouse mini golf was a huge hit, bringing nonstop energy and excitement to the show floor. It was a fun, interactive attraction that kept families engaged and added a playful element everyone loved.





# 5 REASONS TO JOIN US!

SCAN HERE  
TO APPLY  
FOR A  
BOOTH  
SPACE



## 1. REACH 50,000+ VISITORS

CONNECT WITH A LARGE, ENGAGED  
AUDIENCE OF GOLF  
ENTHUSIASTS AND  
INDUSTRY PROFESSIONALS



## 2. TARGETED DEMOGRAPHICS

SHOWCASE YOUR PRODUCTS TO A FOCUSED  
CROWD OF GOLFERS, FROM CASUAL PLAYERS TO EXPERTS

## 3. NETWORKING OPPORTUNITIES

BUILD VALUABLE CONNECTIONS  
WITH INDUSTRY PROFESSIONALS AND POTENTIAL PARTNERS

## 4. INCREASED BRAND AWARENESS

ENHANCE VISIBILITY AND RECOGNITION AMONG GOLF LOVERS



SCAN HERE  
FOR  
SPONSORSHIP  
INFO

## 5. DIRECT SALES & LEADS

ENGAGE WITH CUSTOMERS ON-SITE FOR  
IMMEDIATE SALES AND FUTURE BUSINESS  
OPPORTUNITIES





PRESENTED BY



THANK YOU TO OUR PARTNERS & SPONSORS



MAKE THE TURN



Aw Custom Solutions  
Luxury Golf, Engineered for You



Presented by AlumniFi



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