

# What a KICK!



What happens in Vegas stays in Vegas? Not at the **2012 Golf Industry Show**. Here's *Golfdom's* rundown of the greatest show on turf.

BY THE  
**GOLFDOM**  
STAFF

**I**t was the first day of the Golf Industry Show, and the Las Vegas Convention Center was *packed*. To get from booth A to booth B took the skill of a NASCAR driver. (And if booth B was the Direct Solutions booth, well, you could pretend to be a NASCAR driver in their life-size simulator.)

Though overall attendance was slightly down — 14,707 attendees compared to 14,772 attendees last year in Orlando — qualified buyer attendance was up 2.6 percent.

“Going from a traditionally strong draw in Orlando to a western location the next year generally results in a drop off in attendance, but that was not the case this year,” GCSAA CEO Rhett Evans said. “I think that speaks to the value of the event

and the belief the industry is gaining some strength. I sensed a much better mood from both attendees and exhibitors.”

One of the biggest buzzes of the show was created at the blowout Jacobsen party at the Las Vegas Hotel, where attendees got to dance the night away with Dean Martin and Sammy Davis Jr. look-a-likes.

Indeed, of the many meetings *Golfdom* held, (see *Golfdom's* GIS Quick Stats, page 25) only one vendor told us that the 2012 show was slower than the 2011 show. One vendor even said the traffic in their booth increased from Wednesday to Thursday, even though the crowd was visibly smaller on the second day of the show.

Without further ado, here is *Golfdom's* rundown of some of the highlights of the 2012 GIS. Look for our product roundup story on the GIS in next month's issue.

