

# Off The Fringe

## Odds on Vegas



### STILL ONE MONTH AWAY, 2012 GIS ALREADY SURPASSING 2011 IN ATTENDEES, VENDORS

By Seth Jones

**T**he GCSAA Conference and Show hasn't made an appearance in Las Vegas since 1997. Early figures on the show seem to be pointing to the GCSAA walking away from Vegas as so few are able to do — as a winner.

"We're already above (our numbers) from Orlando, and that's never happened before," says Julia Ozark, senior manager, tradeshow and activation, for the GCSAA and a 12-year veteran of the association. "We're above on both goals of total qualified

buyers (6,000) and square footage (180,000 square feet)."

Ozark said the goals for the 2012 Golf Industry Show in Las Vegas were set at the same levels as the 2011 show in Orlando. Though last year's show in Orlando was almost 40 percent smaller than it was when the show was there in 2008, Orlando is typically known as the best attended show for the GCSAA.

"Everyone is really excited for Las Vegas — it's been 15 years," Ozark says.

"I think the positive vibe on the show floor last year helped us out. It wasn't doom and gloom last year. People were ready to get back to business."

Why Las Vegas has been out of the rotation for the last 15 years has always been a popular topic of gossip among attendees. Is it because GCSAA members party too much in Sin City? Or maybe *not enough*?

"There's nothing specific that's kept us from Las Vegas," says GCSAA president Robert Randquist, CGCS. "We've been there numerous times before. You're always curious how the attractions will affect attendance, but we're not worried — our members are committed to being there for the right reasons."

But that doesn't mean the GCSAA will be back in Las Vegas any time soon. And that information is coming from Las Vegas, not the GCSAA.

"It would be difficult but not impossible (to return soon)," Ozark tells *Golfdom*. "They have shows that return to Las Vegas every year. January through March is their busy time. From what they tell us, the dates we want aren't available."

But one thing is for sure: Go all-in on a better-attended and bigger Golf Industry Show in 2012 in Las Vegas than what was held in 2011 in Orlando.

