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2026  
**MAEKYUNG  
GOLF EXPO**  
Feb. 20 - 22, 2026 | coex



**U** UNEEKOR







### MK·KPGA GOLF EXPO 2025

- Period : Feb. 7-9, 2025
- Venue : COEX, Seoul, Korea
- Hosted by : Mael Business Newspaper, MBN, KPGA
- Managed by : K. Fairs Ltd.
- Supported by : KGA, KLPGA, KGBA, KPGCA
- Sponsored by : **U**NEEKOR
- Events
  - Golf Expo Challenge Zone — Inspired by Squid Game
  - TPC Rolling Putt Zone
  - KPGA Stage: Relay Talk Show for Golfers
  - Lesson Zone by UNEEKOR × KPGA
  - Golf Styling Survival: Influencer Battle
  - Beat the Pro! - Challenge with KPGA Star Golfer
  - Pro Golfer Autograph Session

## Review 2025

The 2025 MK· KPGA Golf Expo, co-hosted by Mael Business Newspaper, MBN, and the Korea Professional Golfers' Association (KPGA), was Korea's largest professional golf industry exhibition. The event brought together 54 exhibitors and over 25,000 visitors, including KPGA professionals, industry leaders, and golf enthusiasts creating a vibrant golf festival in the heart of Seoul.

Covering the entire golf ecosystem from the latest clubs, fitting systems, IT technologies, and golf apparel to tours and leisure services- the Expo showcased the full scope of the golf industry.

Diverse programs such as pro lessons, demo sessions, influencer talk shows, and interactive on-site events enhanced both professional depth and public engagement. Leveraging the powerful media network of Mael Business, MBN, and KPGA, the Expo delivered exceptional brand exposure for exhibitors and established itself as a practical business-matching platform connecting brands, buyers, and professionals.

Building on this success, the 2026 edition will expand its role as a global platform connecting international golf brands with the fast-growing Korean and Asian markets.





# Post Show Report

## 2025 Event Results

- Exhibitors: 54 companies | Total Booths: 288 (including 8 hitting bays, 32 demo stations)
- Major Exhibitors

Major Exhibitors	AutoFlex, Dunlop(Srixson/Cleveland), EvnRoll, Inrange Korea, Mizuno, OnOff, PacificLinks, Ping, Pxxg, RollingRolleye, STI, TaylorMade Korea, UNEEKOR etc.
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- Visitors: 25,648 (Total)

Feb 7 (Fri)	Feb 8 (Sat)	Feb 9 (Sun)	Total
8,108	9,300	8,240	25,648

## Media & Promotion

- Extensive nationwide media coverage through Maeil Business Newspaper, MBN, MK Golf, Golf Partner, SBS Golf, Golf People, and major online platforms such as NaverNews, MHN Sports, ITBiz News, and others.
- Active SNS marketing and influencer promotion: Over 40 golf influencers (each with 10K+ followers) participated in advance promotion and live coverage.
- Golf YouTuber collaborations and on-site events with popular creators and pro golfers driving strong audience engagement.





**Golf,  
Business & Festival  
in One Place!**



**MAEKYUNG  
GOLF EXPO**



## **The Premier Golf Business & Festival in Seoul, Korea**

Showcase your products to the fast-growing Korean and Asian markets and connect with over 3,000 KPGA, KLPGA professionals, buyers, and industry leaders.

Experience powerful brand exposure through business meetings, networking, demo sessions, and pro lessons.

**Join us at the 2026 MAKYUNG GOLF EXPO  
and seize your gateway to Asia's golf market.**





# Organizers



## Maeil Business Newspaper

Founded in 1966, MBN is Korea's most trusted business daily and a leading economic media channel.

- Direct access to top decision-makers and business leaders.
- Broad media reach to both business communities and the public.
- Organizer of the prestigious Maeil Business Newspaper Open Golf Championship, reinforcing its strong influence in the golf sector.



## Korea Professional Golfers' Association

The official body representing professional golf in Korea since 1968.

- A strong network of over 7,000 professional golfers and coaches.
- Operates golf clinics and coaching programs connecting pros with the public.
- Creates a dynamic environment where golf industry stakeholders and fans come together



## K. Fairs, Ltd.

A premier exhibition organizer with over 30 years of experience,

- Official partner of the PGA SHOW (USA), delivering proven global expertise
- Specialized in international trade shows and buyer-matching programs
- Provides exhibitors with direct access to global networks and new market opportunities



## RX

The world's largest exhibition organizer with 400+ events annually

- Organizer of the renowned PGA SHOW and other leading global golf industry events.
- Brings the latest global trends, market insights, and sponsorship opportunities to the Expo.
- Enhances the event's international profile by connecting worldwide exhibitors and sponsors.



# Expo Overview

KPGA·MK  
GOLF EXPO

- Title | MAEKYUNG Golf Expo
- Period | Feb. 20-22, 2026/3 days
- Venue | COEX Hall B, Seoul, Korea
- Organized by | Maekyung Business Newspaper, MBN, K. Fairs Ltd.  
Korea Professional Golfers' Association(KPGA), Korea Ladies Professional Gold Association)(KLPGA)
- Supported by | Korea Golf Association(KGA), Korea Golf Course Business Association(KGBA),  
Korea Public Golf Course Association(KPGCA)
- Sponsored by | U UNEEKOR





# What's In Golf Expo ?



## Golf Equipment

Clubs, Balls, Bags & Accessories



## Golf Apparel

Wear, Shoes, Gloves, Caps  
Smart accessories, etc.



## Technology & Training

Swing analyzers, Simulators  
Fitting & Academies, etc.



## Infrastructure & Facilities

Screen golf, Course management  
Turf solutions, etc.



## Travel & Services

Tour packages, Club  
memberships, Insurance, etc.



## Lifestyle

Automobiles, Cosmetics,  
F&B, Fitness, Golf goods, etc.

# Your Journey to Better Golf Starts Here. The Best Experience with Top Brands.

*The Premier Golf Business & Festival Hub in Asia, Driving Global Opportunities.*

## Why MAEKYUNG Golf Expo?

1

### Korea's Largest Golf Expo

Bringing together over 3,000 KPGA & KPLGA professionals and global golf industry leaders, the Expo is a premier platform for sharing trends and expanding business opportunities.

2

### A Golf Business Platform Expanding into Asia

MAEKYUNG Golf Expo is stepping up as a global platform leading the Asian golf market. Beyond Korea, it opens doors to the wider Asian market with future links to the PGA

3

### The Ultimate Experience and Business Solutions in One Place

Experience a wide range of programs and exhibitions for everyone, from golf professionals to passionate amateurs. Explore the latest golf technologies, products, and services. Discover innovative solutions to grow your business.





# Special Events



***One place, countless experiences  
–where golf business meets festival***

1

## KPGA, KLPGA Pro & Influencer Programs

One-Point Lesson Zone: Swing analysis and 1:1 lessons led by KPGA, KLPGA professionals  
Pro-Am Challenge Match: Special event rounds with KPGA, KLPGA players and amateur visitors  
Creator Meet & Talk: Live sessions with pro golfers, YouTubers, and Instagram influencers

2

## Experiential & Interactive Events

New Product Fitting Zone: Demo & fitting with the latest clubs  
Experience Virtual Matches through UNEEKOR Network Play and Meet Rising Golf Stars in Training  
Putting Contest: Mini putting games with prize giveaways  
K-Golf Hunters: Fun missions. Exciting contests. Entertainment reimaged in golf!

3

## B2B Business Programs

Industry Trend Seminars: Covering golf equipment, apparel, travel, and IT sectors  
Tech Showcase: Presentations of smart golf devices, AI training tools, and wearables  
VIP Lounge & Membership Program: Exclusive networking space for buyers, pros, and media

4

## Special Programs

Urban Golf Academy: Free introductory lessons for beginners  
Golf Lifestyle Zone: Explore golf travel, F&B, health & wellness, and premium mobility brands  
Golf History Pavilion: A Journey Through 100 Years of Golf and Beyond into Future Innovations



# Promotion Highlights



1

## Media & Press Coverage

- Joint promotion with Maeil Business, MBN, and KPGA & KLPGA
- Extensive exposure through TV, online channels, and newsletters
  - Features in leading golf magazines and interviews

2

## Online & Social Media Campaigns

- Newsletter promotions to 300,000+ premium contacts
- 50+ influencers (10K+ followers) invited for SNS promotion
- Golf YouTubers engaged for pre-show buzz & on-site events

3

## VIP Program

- Invitations for bank PB clients, department store VIPs, and KPGA members
- Premium welcome kits with exclusive goods
  - Dedicated VIP lounge and private lessons

4

## Ambassador Day

- Special sessions with K(L)PGA star players (mini lessons & Autograph Session)
- Exclusive VIP golf round events
- Premium tasting sessions (whisky, wine, champagne)

## The 2026 MAEKYUNG Golf Expo

strengthens pre-show promotion through online targeted advertising, partnerships with leading golf media, and newsletters reaching over 300,000 contacts, ensuring powerful brand exposure for exhibitors. Through invitations extended via bank PB networks, department store VIP memberships, and the KPGA community, combined with premium exclusive programs, the Expo offers exhibitors direct access to the most affluent and influential customers.

***INSIGHTS***

***NETWORK***

***CHANGE***



# Participation Guide



## Application Schedule

Early Bird

~Nov.28(Fri), 2025

Regular Application

~Jan.9(Fri), 2026

## Application Process

Complete and sign the participation contract



Submit the form via email. : kgolf@kfairs.com)



Pay 50% deposit within 7 days of invoice)



Pay remaining balance and utility fees by Jan. 9, 2026.

## Booth Type

(1 booth= 3mx3m, 9sqm)

Category	Space Only	Shell Scheme Booth	Premium Booth
			
			* Designs may be subject to change
Price	US\$ 2,520/1 booth	US\$ 2,870/1 booth	US\$ 3,220/1 booth
Remarks	Exhibitors must appoint a COEX -registered stand contractor for construction.(Minimum 2 booths)	Includes Exhibit space, Walls, Carpet, Fascia boards, Spotlights, 1 Information desk, 1Folding chair, 1 Socket	Includes upgraded booth construction by Expo's official stand contractor. *Inquiries : kgolf@Kfairs.com

## Discount Policy

1. Returning exhibitors receive a discount of US\$ 100 per booth.
2. Early applications submitted by Nov. 28, 2025 will receive a discount of US\$ 100 per booth.
3. Exhibitors applying for 3 or more booths receive US\$ 100 off per booth, and US\$ 200 off per booth for 6 or more. \*A maximum of 2 benefits may be combined.





# MAEKYUNG GOLF EXPO



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