



WORLD CONFERENCE
& CLUB BUSINESS EXPO

FEBRUARY 24-28 • ORLANDO, FL

2023 CLUB BUSINESS EXPO

Club Business Expo | February 26-27
Gaylord Palms Resort & Convention Center | Orlando, FL

@clubmanagement1927 #CMAA2023



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CLUB BUSINESS EXPO

Where Club Management Meets



CMAA's Club Business Expo, the largest industry event for club management

- Two-day show
- Featuring 270+ industry-leading companies
- Showcase your products, services, and innovations

The Club Business Expo brings your prospects directly to you

- Provide solutions and demos
- Increase awareness of your brand and products
- Network to build business relationships
- Gather market intelligence

36%
AGM/Clubhouse

52%
CEO/COO/GM

88%
Decision
Makers

12%
Other
Management
Titles

More than **60%**
of attendees made
purchases from Club
Business Expo
exhibitors



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Where Buyers Enhance Their Club Member Experience

Every aspect of the club is represented at the Club Business Expo



Recreation & Amenities

- Fitness Center Design and Management
- Fitness Equipment
- Locker Room Equipment and Accessories
- Spa Equipment, Furniture, Accessories, and Services
- Swimming Pool Renovators, Accessories, and Supplies
- Tennis Equipment and Services
- Water Coolers / Drinking Fountains



F&B Services and Equipment

- Bars and Equipment
- Beverage Services
- Buffet Services and Equipment
- Food Service Facility Planners and Designers
- Inventory Control
- Menus and Menu Accessories
- Wine Serving and Storing Equipment



Club Technology

- Apps
- Club Management Software
- Computers (Software, Hardware)
- Telecommunications



Golf Course

- Driving Range Accessories, Equipment, and Enclosures
- Golf Course Architects/ Builders
- Golf Course Maintenance and Equipment
- Golf Course Management



Miscellaneous

- Consulting, Search Firms, Marketing/Management Services
- Social Media / Digital Marketing
- Architectural/Interior Design
- Indoor Furniture
- Outdoor Furniture



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Where Connections Start

Let CMAA bring buyers to you!

- Interactive activities bringing attendees together
- Dedicated show hours
- Meeting prospective buyers at the Club Business Expo is more cost-effective than making sales calls

