



IMMEDIATE RELEASE

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VESSEL TO EXHIBIT AT 2017 PGA FASHION & DEMO EXPERIENCE AND SHOWCASE NEW LITE STAND BAG

(CARLSBAD, CALIF). – VESSEL, leading premium custom golf bag company, announced today plans to exhibit at the 2017 PGA Fashion & Demo Experience, Aug. 14-16, in Las Vegas for the first time and showcase a new VESSEL stand bag.

“As Vessel’s first time attending the show, we are excited for the golf industry to see what we have been working on,” comments Vessel CEO, Ronnie Shaw.

During the PGA Fashion & Demo Experience, Aug. 15-16, 2017, at The Venetian Hotel in Las Vegas VESSEL will premier their new Lite Stand Bag to accompany the already successful luxury golf line. The complete collection showcases subtle VESSEL branding with a laser etched reflective VESSEL V on side panels. The Vessel Lite stand bag will weigh only 3.5 lbs and offer the unique carbon fiber legs.

Other unique features include:

- 4-way top
- Total of 6 pockets including a cooler pocket, a velour-lined valuables pocket and large garment pocket
- 4-point adjustable back strap
- Premium YKK water resistant zippers.

VESSEL will be located in the Venetian Hotel, Level 5, booth #514 displaying both custom golf bags and luxurious travel accessories for off the course travel.

About VESSEL Bags

Headquartered in Carlsbad, VESSEL is trusted by more than 70 PGA and LPGA professional athletes and over 20 celebrities. Each bag is handcrafted through quality and innovation to reflect the unique personality of every Vessel customer. In addition to each bag purchase, VESSEL gives a school backpack to a child in need. To date, VESSEL has committed to donate over 18,000 backpacks.

2017 PGA Fashion & Demo Experience

The PGA Fashion & Demo Experience, Aug. 14-16, 2017, in Las Vegas, is a golf merchandising, product testing and professional education event, exclusively for golf industry professionals and golf lifestyle apparel retailers, presented in a modern, sophisticated setting and organized by the PGA of America and PGA Worldwide Golf Exhibitions. In addition to product presentations by more than 200 companies and brands, the annual industry event features a Pro-Pro Tournament at TPC Las Vegas, the new PGA Demo Experience at Topgolf Las Vegas, an evening Fashion Show and Industry Reception, plus a comprehensive three-day Education Conference. Event details and registration are available at PGALasVegas.com.

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