



PGA

BUYING & EDUCATION SUMMIT

IS GOING TO PGA FRISCO

JULY 31 – AUGUST 2, 2023

OMNI PGA FRISCO RESORT, FRISCO, TX



Be among the first in the industry to experience the Omni PGA Frisco Resort at PGA Frisco, and the new Home of the PGA of America, as the new host venue for the 2023 PGA Buying & Education Summit in Frisco, TX.

The event is designed exclusively for PGA Professionals and key buyers to meet with a curated group of emerging and top golf brands showcasing the latest innovations and trends in apparel, accessory, gift and award, equipment, technology, and golf lifestyle products. The Summit will feature focused buying appointments, open ballroom exhibits, education at the NEW PGA Professional Development Center, and experiential networking opportunities across the expansive PGA Frisco campus. Each evening will offer PGA Professionals, buyers, and exhibitors a chance to unwind and stay connected.



The new home of the PGA of America is situated on a 30-acre practice facility and overlooks the entire PGA Frisco campus. Inside the 106,621-square foot, first-of-its-kind golf laboratory is a comprehensive Professional Development Center. The remainder of the 600-acre PGA Frisco campus features unique destinations including: Fields Ranch at PGA Frisco; a world-class clubhouse; a 30-acre practice facility; a coaching performance center; the Omni PGA Frisco Resort; and the Monument Realty PGA District, an experiential golf, entertainment, dining and retail destination.

REGISTRATION FOR THE 2023 PGA BUYING & EDUCATION SUMMIT WILL BE AVAILABLE IN MAY

For more information, and to stay up to date on event announcements, visit:

WWW.PGABUYINGSUMMIT.COM



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EVENT FEATURES



ONE2ONE SUMMIT

The PGA Buying & Education Summit will kick off with the ONE2ONE Summit on Monday, July 31. This single day Summit held prior to Ballroom Exhibits opening, is designed to facilitate introductions between facilities and curated brands in a focused setting. This is an invitation-only event for VIP Buyers with minimum annual wholesale purchasing power for their facilities. For inquiries on the VIP Buyer program and qualifications, please contact Lisa Langas at lisa.langas@rxglobal.com.



BALLROOM EXHIBITS

80+ brands across apparel, accessory, gift and award, equipment, technology, and golf lifestyle products will fill two ballrooms at the Omni PGA Frisco Resort. Ballroom exhibits will open to all attendees beginning Tuesday, August 1 through Wednesday, August 2.



PGA EDUCATION CONFERENCE

Take part in education sessions held at the state-of-the-art PGA Professional Development Center, complete with hybrid indoor/outdoor hitting bays, simulator bays, an indoor short-game area, a putting lab, modern classrooms, and a full-size driving range. PDR Credits will be available for PGA Members. Education session information will be available in May.



EVENTS & EXPERIENCES

In addition to opportunities for sourcing products and learning new business strategies, the three-day event will offer multiple opportunities for networking with industry peers during fun experiential events across the PGA Frisco campus and the Monument Realty PGA District golf entertainment spaces. More information will be available at www.pgabuyingsummit.com.



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PURCHASE PRODUCTS

Take advantage of this early opportunity to place orders for new 2024 spring apparel lines and access the latest innovations and trends from a curated group of apparel, accessory, gift and award, equipment, technology, and golf lifestyle exhibitors.



LEARN

Take part in education sessions held at the state-of-the-art PGA Professional Development Center, complete with hybrid indoor/outdoor hitting bays, simulator bays, an indoor short-game area, a putting lab, modern classrooms and a full-size driving range.



NETWORK

Connect and network with exhibitors and fellow peers in multiple industry networking events throughout the duration of the Summit. Events will take place at the golf-centered entertainment and dining area of the Monument Realty PGA District.

SAMPLING OF BRAND PRESENCE

7D
7 DIAMONDS



an original
Penguin
by
Munsingwear

aheadΔ

ANTIGUA
A

Ashworth

Callaway
APPAREL

DUNNING
G O L F



GC G/FORE

GN

HARLESTONS

HOLDERNESS & BOURNE

JOHNSTON & MURPHY

KJUS

PETER MILLAR

Pukka

TRUE linkswear™

UNDER ARMOUR



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SHOW HOURS & EVENTS

Monday, July 31, 2023

9:00am - 5:00pm	ONE2ONE (Invite Only)	Omni PGA Frisco Resort
11:00am - 5:00pm	PGA Education Conference	PGA Professional Development Center
5:00PM - 6:30pm	Fashion Show & Welcome Reception	Omni PGA Frisco Resort
7:00pm - 9:00pm	The Dance Floor Putting Contest	Monument Realty PGA District
7:00pm - 10:00pm	The Swing Par 3 Tee Times	Monument Realty PGA District
9:00pm - 11:00pm	After Hours at Lounge by Topgolf & The Icehouse Entertainment District	Monument Realty PGA District

Tuesday, August 1, 2023

8:30am - 6:00pm	Ballroom Exhibits	Omni PGA Frisco Resort
1:00pm - 5:00pm	Equipment & Technology Education	PGA Coaching Center, Monument Realty PGA District
5:00pm - 9:00pm	Demo Night	PGA Coaching Center, Monument Realty PGA District
7:00pm - 9:00pm	The Dance Floor Putting Contest	Monument Realty PGA District
7:00pm - 10:00pm	The Swing Par 3 Tee Times	Monument Realty PGA District
9:00pm - 11:00pm	After Hours at Lounge by Topgolf & The Icehouse Entertainment District	Monument Realty PGA District

Wednesday, August 2, 2023

8:30am - 3:00pm	Ballroom Exhibits	Omni PGA Frisco Resort
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**Subject to change*

The newly formatted event at PGA Frisco combines the former Dallas Premier Show with the PGA Buying & Education Summit, which launched in Las Vegas in 2021.





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ABOUT PGA FRISCO



OMNI PGA FRISCO RESORT

Located 30 miles north of downtown Dallas, the Omni PGA Frisco Resort will open in spring 2023. Guests can expect experiences that exude the local Texas flavor through authentic design, amenities and services including four pools, a destination spa, restaurants and more. This is where a majority of the PGA Buying & Education events including Ballroom Exhibits will be held.

**Hotel booking will be available once registration opens in May 2023.*



PGA FRISCO CAMPUS

The PGA Campus, home to the new Home of the PGA of America, spans 660 acres including two championship-level 18-hole golf courses, the Clubhouse featuring a golf shop, Ryder Cup Grille and an exclusive members-only level, boutique shopping, casual restaurants and bars, and exciting entertainment.



MONUMENT REALTY PGA DISTRICT

The Monument Realty PGA District includes: The Dance Floor, a lighted 2-acre putting course; The Swing, a 10-hole, lighted par-3 short course; the PGA Coaching Center, offering coaching, club fitting and fitness elements to golfers from PGA Professionals; restaurants, children's play areas, and shopping options for the public to enjoy, such as the PGA Shop, Ice House, Gimme Toys, Blue Lacy Mercantile, Vineyard Vines, Margaret's Cones & Cups and Lounge by Topgolf.