



Buying Summit *Frisco*



JULY 29-31, 2024

AT THE HOME OF THE PGA OF AMERICA
OMNI PGA FRISCO RESORT
FRISCO, TX

At the three-day PGA Buying Summit - Frisco, meaningful professional interactions fill your days and evenings to drive success for your business at the Home of the PGA of America.

Meet with curated brands showcasing the latest fashion, products, trends and innovations, learn transformative business strategies, and network with fellow industry members. Create valuable connections, gain key insights to stay ahead of the curve, and celebrate the passion for the game of golf within the fun, experiential atmosphere of the spectacular PGA Frisco campus and the Omni PGA Frisco Resort.

REGISTER at WWW.PGABUYINGSUMMIT.COM





Buying Summit Frisco

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MARK YOUR CALENDARS

The PGA Buying Summit is a unique mid-season chance to spend three days learning the latest retail trends, gathering vital business insights, and connecting with the golfing community. It's where passion for golf meets industry innovation excitement.

Exclusive Access to Spring 2025 Collections from over 150 golf brands showcasing their newest apparel, accessories, and products.

Innovative Education Sessions by the PGA of America, new golf retail sessions, and complimentary equipment and technology sessions providing exclusive access to the PGA Coaching Center Powered by T-Mobile.

Network and Fun Under the Stars with nighttime golf and experiential events, including the annual Live Fashion Show, the all-new Summer Jam, a nighttime golf festival featuring live music, complimentary golf and networking across the Monument Realty PGA District!

Connect with Fellow Golf Industry Professionals sharing the love for golf and building professional relationships in a celebratory environment.



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BRAND SAMPLING





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SHOW HOURS & EVENTS

Monday, July 29, 2024

8:30AM - 4:00PM	Curated ONE2ONE VIP Buyer appointments (invitation only)	Wadkins/Elder Meeting Rooms, Omni PGA Frisco Resort
11:00AM - 4:30PM	PGA of America Education Conference & Buyer Retail Education	Professional Development Center at the Home of the PGA of America, Omni PGA Frisco Resort
5:00PM - 6:30PM	Industry Welcome Reception & Live Fashion Show	Panther Creek Pavilion, Omni PGA Frisco Resort
7:00PM - 10:30PM	Summer Shootout Golf Tournament & After-Hours Industry Networking	The Swing, The Dance Floor & Dining Destinations in the Monument Realty PGA District

Tuesday, July 30, 2024

8:00AM - 5:00PM	Ballroom Exhibits	Omni PGA Frisco Resort
8:00AM - 4:00PM	Walk-Up Tours of the Home of the PGA of America (Every Hour, on the Hour)	Home of the PGA of America
2:00PM - 6:00PM	Complimentary Equipment & Technology Education	PGA of America Coaching Center Powered by T-Mobile
7:00PM - 10:30PM	Summer Jam Golf Festival - Featuring Live Music, Golf Entertainment, Games and Contests, Vendor Tabletop Displays, Complimentary BBQ & Drinks	Monument Realty PGA District
7:00PM - 10:30PM	Open House	PGA of America Coaching Center powered by T-Mobile

Wednesday, July 31, 2024

8:00AM - 2:00PM	Open Exhibit Ballrooms	Omni PGA Frisco Resort
8:00AM - 4:00PM	Walk-Up Tours of the Home of the PGA of America (Every Hour, on the Hour)	Home of the PGA of America



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ABOUT PGA FRISCO



THE HOME OF THE PGA OF AMERICA

The Home of the PGA of America is unique and stands out as a world-class facility built to celebrate the over 30,000 PGA of America Golf Professionals and inspire the future of the game for years to come. The Home of the PGA of America fosters a spirit of collaboration and features a commitment to PGA Professional lifelong learning against three focused career tracks: Teaching & Coaching, Golf Operations, and Executive Management.



OMNI PGA FRISCO RESORT

The Omni PGA Frisco Resort is at the heart of modern golf culture and delights from tee time to cocktail hour. The Summit Ballroom Exhibits, which feature 150+ emerging and top golf brands showcasing the latest innovations and trends in apparel, accessory, gift and award, and golf lifestyle products are located at the Omni PGA Frisco Resort. Additionally, stop by the Panther Creek Pavilion to network with peers at the Welcome Reception and preview apparel and accessory lines from emerging and top designers as brands showcase their newest collections in the high-energy, live Fashion Show on Monday, July 29.



MONUMENT REALTY PGA DISTRICT

The Monument Realty PGA District, which features a 10-hole short course, boutique shopping, casual restaurants and bars, and exciting entertainment is the destination for after-hour fun and networking at the PGA Buying Summit. Check out the Dance Floor, one of the largest natural-grass putting courses in the U.S. with long putt and 9-hole putting contests during the Summit. Make sure to take note of this location for the all-new Summer Jam, a nighttime golf festival experience featuring live music, taking place on July 30.