



Your guide to help prepare for the 2024 PGA Buying Summit

ACTION		DEADLINE	COMPLETED
1	<p><b>Complete your Company Profile</b> Update your company profile to show attendees and media what your company has to offer. Through the Exhibitor Dashboard, you can add your company description, website link, social media channels, product offerings and more to help generate exposure and leads for your company.</p>	ASAP	
2	<p><b>Book Hotel &amp; Travel</b> Your sales representative will be in touch with the key contact for your company to understand hotel needs and next steps. For questions, please contact your Sales Representative or Customer Success Associate.</p>	ASAP	
3	<p><b>Order Booth Furnishings</b> Receive a discounted rate on booth furnishings (tables, chairs, carpeting and more) when you order through IMS, the official Show provider, before the deadline.</p>	7/5/24	
4	<p><b>Order Additional Booth Needs</b> Order Electrical, Internet, A/V and more.</p>	7/5/24	
5	<p><b>Review the Exhibitor Manual</b> The exhibitor manual is your go-to resource for everything you could possibly need at the Show. Review the information and order early to save on certain necessities.</p>	Discount deadline 7/10/24	
6	<p><b>Ship your Booth Materials</b> There are two shipping options: ship to the Advanced Warehouse or ship to Show Site. <i>Please note that you must select your shipping label based on when your packages will arrive in Frisco.</i></p>	<u>Warehouse:</u> 7/1/24 - 7/26/24 <u>Show Site:</u> by 7/29/24	
7	<p><b>Register Booth Staff</b> Your company's main contact should have received an email to Register Your Booth staff. Log into the Exhibitor Dashboard to complete this step.</p>	Ongoing	
8	<p><b>Review your Free Media &amp; Marketing Opportunities</b> Generate additional exposure by using our free media resources, which include press release submissions to The First Call &amp; The Golf Wire, and much more.</p>	Ongoing	

Have questions? Feel free to reach out to your dedicated Customer Success Associate below with any questions or concerns.

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