



Buying Summit *Frisco*



JULY 28, 2025

EDUCATION, ONE2ONE SUMMIT,
WELCOME RECEPTION & FASHION SHOW

JULY 29-30, 2025

BALLROOM EXHIBITS &
SUMMER JAM GOLF FESTIVAL

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

Experience the PGA Buying Summit, an exclusive midseason golf industry event designed to inspire and connect PGA of America Golf Professionals and buyers at the Home of the PGA of America. Begin with expert-led education sessions offering actionable strategies, followed by two days of access to emerging and established global brands showcasing spring 2026 apparel, innovative products, and cutting-edge solutions. Evenings feature a welcome reception, a vibrant fashion show, and the unforgettable Summer Jam—a lively golf festival fostering community and connection. Don't miss this unique opportunity to expand your network, gain industry insights, and stay ahead of trends.

LEARN MORE AT

PGABUYINGSUMMIT.COM





Buying Summit Frisco

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OMNI PGA FRISCO RESORT | FRISCO, TX

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 2026 Collections from over 150 golf brands showcasing their newest apparel, accessories, and products.

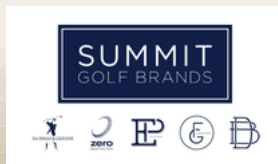
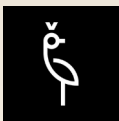
PGA Buying Summit Education sessions are expertly crafted to enrich your professional journey across teaching & coaching, executive management, golf operations, and golf retail & sales strategies—sessions will be offered at the Home of the PGA of America and at the Omni PGA Frisco Resort.

Network and Fun Under the Stars with nighttime golf and experiential events, including the Welcome Reception & Fashion Show in the upscale PGA Omni Frisco Resort Pavilion on July 28 and the Summer Jam Golf Festival, featuring live music, complimentary golf, fun brand activations and community networking across the PGA District on July 29.

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



BRAND SAMPLING



REGISTER at WWW.PGABUYINGSUMMIT.COM





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SHOW HOURS & EVENTS

Sunday, July 27

4:30PM - 6:00PM	Welcome Reception	Omni PGA Frisco Resort
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Monday, July 28

9:00AM - 3:00PM	Curated ONE2ONE VIP Buyer appointments (invitation only)	Wadkins, Elder & Palmer Rooms, Omni PGA Frisco Resort
11:00AM - 4:30PM	PGA Buying Summit Education	PGA Professional Development Center at the Home of the PGA of America & Omni PGA Frisco Resort
5:00PM - 7:00PM	Fashion Show & Reception	Panther Creek Pavilion, Omni PGA Frisco Resort

Tuesday, July 29

8:30AM - 6:00PM	Ballroom Exhibits	Wanamaker & Ryder Cup Ballrooms, Omni PGA Frisco Resort
7:00PM - 11:00PM	Summer Jam Golf Festival - Featuring Live Music, Golf Entertainment, Games & Contests, Vendor Tabletop Displays, Complimentary BBQ & Drinks	PGA District

Wednesday, July 30

8:30AM - 3:00PM	Ballroom Exhibits	Wanamaker & Ryder Cup Ballrooms, Omni PGA Frisco Resort
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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 and preview apparel and accessory lines from emerging and top designers as brands showcase their newest collections in the high-energy, Fashion Show on Monday, July 28.



PGA DISTRICT

The 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 Summer Jam, a nighttime golf festival experience featuring live music, taking place on Tuesday, July 29.

