



PGA

BUYING & EDUCATION SUMMIT

Exhibitor Success Checklist

Your guide to help prepare for the 2023 PGA Buying & Education Summit

ACTION		DEADLINE	COMPLETED
1	Complete your Company Profile 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. View the How-To Guide for some help getting started.	ASAP	
2	Book Hotel & Travel 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 Manager.	ASAP	
3	Review the Exhibitor Manual 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. Click here to review the information.	Discount deadline 7/5/23	
4	Order Booth Furnishings Receive a discounted rate on booth furnishings (tables, chairs, carpeting and more) when you order through IMS, the official Show provider, before the deadline. Click here to access the order forms.	7/5/23	
5	Order Additional Booth Needs Order Electrical, Internet, A/V and more by clicking here.	7/5/23	
6	Ship your Booth Materials There are two shipping options: ship to the Advanced Warehouse or ship to Show Site. Click here for shipping information. <i>Please note that you must select your shipping label based on when your packages will arrive in Frisco.</i>	Warehouse: 6/26/23 - 7/24/23 Show Site: after 7/29/23	
7	Register Booth Staff In the coming weeks, your company's main contact will receive an email to Register Your Booth staff. More information will be provided shortly.	Ongoing	
8	Review your Free Media & Marketing Opportunities Generate additional exposure by using our free media resources , which include press release submissions to The First Call & The Golf Wire, product submissions to PGA Magazine, and much more. Check out additional free marketing resources here , to help you generate leads before the Show.	Ongoing	

Have questions or need assistance?

Contact Nick Gioffre

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