

2019 ATA REGISTRATION FORM

JANUARY 10-11, 2019 – 8:30 AM - 6PM

JANUARY 12, 2019 – 8:30 AM - 4PM

Kentucky Exposition Center, Louisville, KY



Company _____ Contact _____ Title _____

Mailing Address _____ Email _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____ Website _____

Attendees

	NAME	EMAIL (A unique email address is required for each attendee)	JOB TITLE* CODE	COST**
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____
5.	_____	_____	_____	_____
6.	_____	_____	_____	_____
7.	_____	_____	_____	_____
8.	_____	_____	_____	_____

* **Job Title Codes:** 1) Customer Service, 2) Manager, 3) Manufacturing, 4) Marketing, 5) Media, 6) Non-Employee Booth Staff, 7) Owner, 8) Personnel, 9) President / CEO, 10) Product Development / Engineer, 11) Pro-Staff, 12) Purchasing, 13) Sales, 14) Support Staff

** **Cost:** Please refer to Badge Categories & Pricing on page 2 of this form.

Demographic Questions – Required for Archery Pro Shop Retailers, Basic Retailers, and Multiple Channel Retailers ONLY

- Does your shop have a Point of Sale system (POS)? Yes No
- Are you considering an update to your existing website? I don't have a website Yes No Maybe
- What portion of your archery business is bowhunting vs. target archery? 90-100% bowhunting 75-89% bowhunting
 About 50% bowhunting/target archery 75-89% target archery 90-100% target archery
- Do you offer 'fun shoots' (pumpkin shoots, cosmic archery, etc.)? Yes No Don't know
- Which of the following would you do to help grow your business? (select all that apply) Read articles in archery trade magazines
 Read ATA website articles Attend seminars at ATA Show Participate in online seminar Watch 3-5 minute videos
 Listen to a podcast Attend regional trainings No time for any of these

PAYMENT BY CREDIT CARD

Type: VISA MC AMEX DISCOVER CHECK

Credit Card Number _____

Exp. Date & CVC Code _____

Name _____

Total Cost _____

Signature _____

Please mail, fax or e-mail registration and payment to:

Mail: Archery Trade Association
 PO Box 70
 New Ulm, MN 56073-0070

Fax: (507) 233-8140

Email: registration@archerytrade.org

You must be an ATA member who has been verified as a legitimate operating business in the archery and bowhunting industry to register for the ATA Trade Show.

Your attendance at the ATA Trade Show is governed by ATA's Trade Show Attendee Rules and Regulations. By registering you agree to comply with and be bound by these Rules and Regulations. Attendee Rules and Regulations are located at www.archerytrade.org under Trade Show or contact the ATA office to request a copy.



2019 ATA REGISTRATION FORM

JANUARY 10-11, 2019 – 8:30 AM - 6PM

JANUARY 12, 2019 – 8:30 AM - 4PM

Kentucky Exposition Center, Louisville, KY

BADGE CATEGORIES & PRICING

RETAILER / BUYER BADGE

Archery ProShop Retailer / Range members – (4) free badges with current membership
Basic Retailer members – (2) free badges with current membership
Archery Reseller members – (2) free badges with current membership
Multiple Channel Retailer members – Number of free badges provided is based on paid membership dues

COST PER BADGE

\$40 for each additional badge, limit (2)
Additional badges not available for purchase
\$40 for each additional badge, limit (2)
\$40 for each additional badge, no limit

EXHIBITOR BADGE

Regular Manufacturer members – Number of free badges provided is based on total booth space*
Basic Manufacturer members – (2) free badges with Innovation Zone participation
Regular Distributor members – Number of free badges provided is based on total booth space*
Media members – Number of free badges provided is based on total booth space*
Non-Profit members – Number of free badges provided is based on total booth space*
Outfitter/Guide members – Number of free badges provided is based on total booth space*
Supporting members – Number of free badges provided is based on total booth space*

COST PER BADGE

\$125 for each additional badge, no limit
\$125 for each additional badge, limit (2)
\$125 for each additional badge, no limit
\$150 per badge for the first (4), then
\$200 for each additional badge, no limit
\$50 for each additional badge, no limit
\$150 for each additional badge, no limit
\$150 for each additional badge, no limit

* Free badges are distributed in a two-tiered allotment based on booth space:

For booths 100 to 1,000 square feet: (4) free badges for each 100 square feet of space, and (2) free badges per shooting lane

For booths larger than 1,000 square feet: (4) free badges for each 100 square feet of space for the first 1,000 square feet, and (1) badge for each additional 100 square feet of space, and (2) free badges per shooting lane

DISTRIBUTOR BADGE

Regular Distributor members who have not purchased booth space – (6) free badges with current membership
International Distributor members who have not purchased booth space – (2) free badges with current membership

COST PER BADGE

\$55 for each additional badge, limit (2)
\$55 for each additional badge, limit (4)

MANUFACTURER BADGE

Regular Manufacturer members who have not purchased booth space

COST PER BADGE

\$75 per badge, limit of (4)

OUTFITTER/GUIDE BADGE

Outfitter/Guide members who have not purchased booth space

COST PER BADGE

\$100 per badge, limit of (8)

SALES AND SERVICES BADGE

Media and Supporting members who have not purchased booth space

COST PER BADGE

\$100 per badge, limit of (8)

SALES REP BADGE

Sales Representative members – Number of free badges provided is based on paid membership dues

COST PER BADGE

\$110 for each additional badge, no limit

SUPPLIER BADGE

Manufacturer's Supplier members

COST PER BADGE

\$200 per badge, limit (5)