



# RETAILER MEMBER FAQs

## Who are retail members of the ATA?

Retail members of the ATA have a physical location with published store hours where consumers can see, touch and purchase archery and hunting related products and services. Some retailers have a pro shop while others focus on their ranges and programs. All retailers must be able to provide a business license, pictures of their shop and two invoices from suppliers each over \$1,000.00.

## What should I do to become a member?

The first step in becoming a member is to submit an application. The retail membership application is available on our website [www.archerytrade.org](http://www.archerytrade.org). Download the application, complete the required fields and return with the verification documents listed to [registration@archerytrade.org](mailto:registration@archerytrade.org). We'll give you a call to discuss your shop, goals for membership and the membership category that best fits your business. Applications received without verification documents will not be processed.

## When should I apply?

The ATA membership year runs April 1- March 31 and dues are not prorated, so apply early to take advantage of a full year of member benefits. Membership is required to attend the ATA Trade Show.

## How much is membership?

Membership cost varies on the type of retail shop you operate. Basic retailers, archery pro shop retailers, online resellers and archery range memberships range from \$55.00 per year to \$135.00 per year. Multi-Channel retailers are based on the number of buyers attending the ATA Trade Show and range from \$220.00-\$660.00 per year. We'll discuss the options for your shop when we call to complete your application.

## Why should I become a member?

As an ATA member, your dues contribute significantly to the growth of the sport and ultimately our industry. Check out this link to learn more about your benefits. Here are just a few:

- Member Directory Listing
- Official use of the ATA logo
- Trade Show badges
- Trade Show incentives
- Archery Instructor Certification
- ATA Connect
- Welcome packet along with ATA member certificate and window cling
- MyATA Service Providers like MAP, Legal Resources, Websites, ATA ePRO, and much more!
- [www.archery360.com](http://www.archery360.com) store locator listing
- [www.bowhunting360.com](http://www.bowhunting360.com) store locator listing
- Trade Magazine subscriptions
- Retail Growth Initiative
- Trade Show Seminars
- Legislative Voice