



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. Download the application, complete the required fields and return with the verification documents listed to 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
- Member Service Providers like MAP, Legal Resources, Websites, ATA ePRO, and much more!
- www.archery360.com store locator listing
- www.bowhunting360.com store locator listing
- Trade Magazine subscriptions
- Retail Growth Initiative
- Trade Show Seminars
- Legislative Voice