

# RETAILER MEMBER FAQs

## Who are retail members of the ATA?

ATA-member retailers have a physical location with published store hours. Consumers can see, touch and purchase archery and hunting-related products and services at their store. 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 of over 1,000.00 from their suppliers.

## What should I do to become a member?

First, submit an application. The retail membership application is available on our website at [www.archerytrade.org](http://www.archerytrade.org). Download the application, complete the required fields and return it with your verification documents to [registration@archerytrade.org](mailto:registration@archerytrade.org). We'll give you a call to discuss your shop and 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 to March 31. Membership dues are not prorated, so apply early to take advantage of member benefits year-round. 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 to \$135.00 per year. Membership dues for multi-channel retailers are based on the number of buyers attending the ATA Trade Show. They range from \$220.00 to \$660.00 per year. We'll discuss your shop's options 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. [Click here](#) to learn more about your benefits. ATA-member benefits include:

- **Educational opportunities** – Get certified to teach archery and create business-boosting archery programs.
- **Access to resources** – Get free images, guides and documents to help you run your business.
- **Advocacy efforts**– ATA advocates for you on important issues like land access, hunting regulations and chronic wasting disease.
- **My ATA Service Providers** – My ATA Service Providers offer expert support and service discounts.
- **Access to program curriculum**– ATA's Explore Bowhunting and Explore Bowfishing programs help retailers attract new customers and increase archery participation.
- **Business growth**– ATA's consumer websites, Archery360.com and Bowhunting360.com, drive customers to your store.
- **Access to industry data**– Get exclusive research on industry trends and market demographics.
- **Networking opportunities**– Connect online with peers and industry professionals through ATA Connect, or in person at the ATA Trade Show.
- **Business support**– Get coaching and information on critical issues like counterfeiting, intellectual property and federal excise taxes.
- **ATA staff support** – ATA staff dedicate themselves to serving members and providing assistance.