

NEW FOR 2020 BIG BUCK TAG UPDATES



Day one of the Show is Buyer Day.

Offer a Show Special coupon in the Big Buck Tag Book to draw retailers to your booth.

By purchasing a Show Special coupon, you can increase your exposure to retailers at no additional charge. The ATA will include a Show Special icon next to your company's name in both the Exhibitor Listings and the Pocket Guide.

\$100 PER COUPON

\$1,000 FOR INSIDE FRONT COVER AD

\$1,000 FOR INSIDE BACK COVER AD

\$1,500 FOR INSIDE FRONT AND BACK COVER ADS

NEW GIVEAWAY COUPON

In an effort to draw even more attention to the Big Buck Tags coupon books and encourage on-site order-writing, the first page in the coupon book will be for a chance to win \$5,000.

To enter the drawing, retailers must first place \$5,000 in orders at the Show. Completed slips will be dropped at the MyATA area and each day, a name will be drawn to receive \$5,000 cash.

WIN \$5000 CASH

YOUR ATA IS REWARDING YOU FOR DOING BUSINESS AT THE SHOW.



Once you write \$5,000 in orders at #ATA2020 fill out this coupon and drop it off at the Info Booth in the MyATA area. Each day the ATA will pull a name to win \$5,000 cash.

SHOP NAME: _____
CONTACT NAME: _____
PHONE NUMBER: _____

Must be in attendance on the day your name is drawn to win. Retailers will be asked to provide proof of written orders if their name is drawn. \$5,000 check will be addressed to the company name and mailed to the winners after the Show. Once your name is drawn, \$5,000 check will be addressed to the company name and mailed to the winners after the Show. Once you submit your coupon, your name remains in the raffle throughout the duration of the Show.

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