FEATURED PRODUCTS SHOWCASE BEST IN SHOW AWARDS



A new addition to the popular Featured Products area at #ATA2020, retail buyers will vote on their favorite products displayed in the Featured Product Showcase.

Make sure to reserve your space in Featured Products before December 10 to guarantee a spot and have your product included in the voting.

Gold, Silver and Bronze *Best In Show* Awards will be given in 5 categories:

- 1. Women
- 2. Youth
- 3. Archery Accessory
- 4. Bowhunting Accessory
- 5. Innovation Breakthrough (product/technology is new to market within last 12 months)

Exhibitors may choose to enter the awards program and can select a category when they purchase their Featured Products space. It is free to enter the awards program when you purchase Featured Products space.

How to Register for Featured Products.

Exhibitors who choose to enter their product for consideration for the awards, will have their products identified in the Featured Products Showcase.

Voting in Featured Products will take place on day 1 of the Show, Buyer Day. Voting will close at 5pm.

Winners will be announced and presented at the ATA Buzz Center with press coverage.

The winning products will be identified through special display and location in Featured Products Showcase for viewing on Show Days 2 & 3.

Enter your product now!

As always, all product categories may participate in the Feature Products Showcase. It is not limited to the voting categories or only new products. Any product an exhibitor would like to highlight can be displayed in the Featured Products Showcase, you then choose if you want to be considered for the *Best In Show* Awards.

Questions? Please contact Sarah Haala, Trade Show Coordinator at 866-266-2776 ext 101 or sarahhaala@archerytrade.org

How to Purchase Space in Featured Product Showcase



Including option to enter Best in Show Awards.

1 Click the "MyATA LOGIN" button, located in the upper right-hand corner on ARCHERYTRADE.ORG and enter your login information. If this is your first time logging in, use your email address for the user name and follow the "forgot password" link. You will receive an email prompting you to create your unique password.

	MyATA LOGIN						
MEMBERSHIP TRADESHOW LEARN NEWS PARTNERS ABOUT US CONTACT US							
2 Go to MyATA member Dashboard and select "Sponsorships."	3 Go to Featured Products and "Add to Cart" the desired space that fits your product. The sizes are 6'x2', 4'x2',2'x2'						
	of tabletop space. We also have floorspace available if your						
Sponsorships Exhibitors can view and purchase sponsorship opportunities, including Featured Products, Goodie Bag inserts, banner sponsorships and more!							
Questions? Please contact Jill Schaben at jillschaben@archerytrade.org.	Featured Products 4x2 Table Top Space \$150/space Featured Products 4x2 Table top space. Note: There is a height restriction of 3.5'						
 Kew this year? When parchasing a space you have the option to enter your product in the best in show award voting. There are a categories to choose from; Women, Youth, Archery Accessory, Bowhunting Accessory, and Breakthough Innovation. The buyers vote on their favorite product in each category, awarding a gold, silver, and bronze award. The winners wil be announced at the ATA Buzz Center On Friday, Jan.10th. Select the best category that represents your product and click "Next." 							
Featured Products 6'x2' Table Top Space: \$150/space							
The Featured Products Showcase serves as a product preview for attendees. Retailers and media members frequent this are	a to evaluate the latest products. Purchasing this space allows you a 6 'x 2' table top space. Note: There is a height restriction of 3.5						
NEW in 2020! Buyers who visit the Featured Products Showcase will vote for the "Best in Show" in five categories. A Gold, Si	ilver and Bronze winner will be awarded in each area.						
Enter NOW to include your product in the "Best In Show" award voting. Check the box below that best describes your product	ct category. You can pick only one category per product.						
Best In Show Category: No, thanks! I'd rather not pa Women Youth Archery Accessory Breakthrough Innovation (F	rspace for caunproduct. articipate Product/Technology is new within last 12 months)						
Questions? Please contact Sarah Haala at sarahhaala@archerytrade.org or 866-266-2776 xt 101.							

How to Purchase Space in Featured Product Showcase (cont)



7 Click the "Check Out" button.

Item		Quantity	Item Price	Item Total	Remove	
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8 Apply payment information and enter email address if you would like to receive a payment receipt and then click "Submit Your Order."

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Send confirmation email to:	registration@archerytrade.org	
Send a copy to:		
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