

# 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](mailto:sarahhaala@archerytrade.org)