

# NEW PRODUCT LAUNCH SHOWCASE *BEST IN SHOW AWARDS*



**New for 2020, the ATA Trade Show will host an area to highlight new products!**

Don't miss your chance to have your new product recognized and showcased to the industry. Products submitted will be displayed in the New Product Launch Showcase located in the lobby in a high traffic area near Main Registration.



Make sure to reserve your space in the New Product Launch Showcase now to claim one of the limited spots.

There is no cost to enter a product, but exhibitor must submit a request for approval to be included.

## **How to Register for the New Product Launch.**

All new products entered to the showcase will be voted on by a panel of industry experts.

Gold, Silver and Bronze *Best In Show* Awards will be given in 2 categories:

### **1. New Product Introduced at ATA Trade Show**

Entry will include a preschedule booth visit for 60-90 second video coverage to spotlight product and exhibiting company

### **2. New Product Introduced after Oct 1, 2019**

Entry will include a social media mention for product and exhibiting company

Voting and the reveal of the winners will take place on Day 2 of the ATA Trade Show.

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

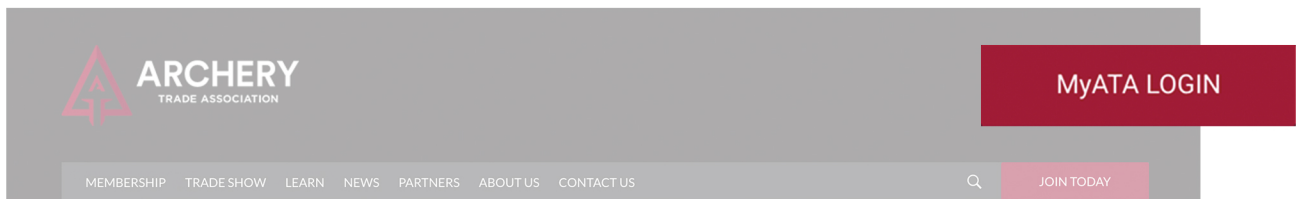
The winning products will be identified through special display in the New Product Launch Showcase for viewing on Days 2 & 3 of the ATA Trade Show.

**Enter your product now!**

Limited space is available and will be first come, first serve once product is approved. Questions? Please contact Sarah Haala, Trade Show Coordinator at 866-266-2776 ext 101 or sarahaala@archerytrade.org

# How to submit your product for the New Product Launch Showcase

- 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.*



- 2 Select “Exhibitor Service Center” on the main dashboard.



**Exhibitor Service Center**  
2020 ATA Trade Show Exhibitors: Manage your booth and coordinate other Trade Show services, including video, electrical, lighting and more!

- 3 Select your New Product Launch.



## Submit Your New Product Launch

NEW for 2020! ATA will host an area to highlight New Products!

Let the ATA showcase your New Products at the 2020 ATA Show. Enter now to be included in the New Product Launch Showcase Awards. There is no charge to submit your New Product. **View complete details here.**

- 4 Review your company information and tell us about your new product

Section 2  
Tell us about your new product!

When was your product released?

Required

Please provide a description of your product.

Required

Please upload an attachment with a photo or marketing materials for your product.

UPLOAD

Allowed types: Any

Thanks for your entry! There is no cost to enter the New Product Launch “Best in Show” awards. A gold, silver, and bronze will be awarded for both the brand new release and new within 3 months category’s. Questions? Please contact Sarah Haala at sarahhaala@archerytrade.org or 866-266-2776 ext. 101.

FINISH

- 5 Click the “Finish” button.

- 6 ATA will review your submissions and email additional details when approved.

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