

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

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 cash will be addressed to the company name and resident to the winners after the Show. Once a name is drawn, \$5,000 cash will be addressed to the winner's name. Retailers will be asked to provide proof of written orders if their name is drawn. \$5,000 cash will be addressed to the winner's name and resident to the winners after the Show. Once a name is drawn, \$5,000 cash will be addressed to the winner's name.



| BIG BUCK TAGS

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.

Jill Schaben, Senior Manager of Marketing and Communications
(712) 592-0801 | jillschaben@archerytrade.org

How to Purchase a Big Buck Tag

- 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 Go to My ATA member Dashboard and select “Exhibitor Service Center.”



Exhibitor Service Center

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

- 3 Go to the Purchase Big Buck Tag Coupon.

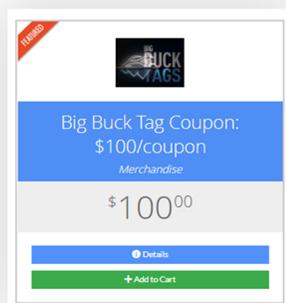
Sponsorships and Promotions



Purchase Featured Products Space Purchase Big Buck Tag Coupons

Exhibitors who purchase space in the Featured Products Showcase can also choose to enter their product in the **Best In Show Awards** at no additional cost. New for 2020, advertise your **Show Special in the Big Buck Tag Coupon Book** and ATA will include your Show Special on the mobile app for FREE.

- 4 Select the correct organization that you want to purchase the sponsorship for and click “Next.” Find the Big Buck Tag and “Add to Cart” and “Review & Checkout.”



- 5 Fill in the fields. Select if your coupon is a “Show Special” or “Giveaway” from the drop down under Type of BBT Coupon field. The “Show Special” is a discount to encourage buyers to do order writing at the show. The ATA will include a “Show Special” icon next to your company’s name in both the Exhibitor Listings and the Pocket Guide. The “Giveaway” is an item that you giveaway or if your doing a special drawing.

Contact Information: This information is for internal use only and will not be published.

• Your Name: *

• Your Title: *

• Your Preferred Phone Number: *

• Your Preferred Email Address: *

• Type of Big Buck Tag Coupon: *

• Coupon Text (Max of 150 Characters): *

• Coupon Value (enter the dollar amount or percent savings value): *

Please upload a high-res version of your company logo below or email to sarahhaala@archerytrade.org. (Formats accepted include jpg, pdf, png and eps) Images must be received by November 1, 2019.

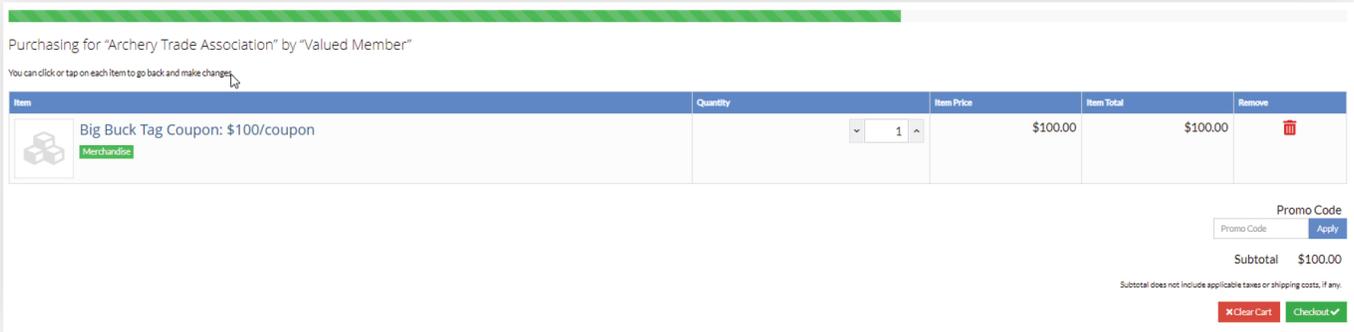
• Logo for BBT:

- 6 Please submit a high-res version of your company logo to sarahhaala@archerytrade.org or upload images. (Formats accepted include jpg, pdf, png and eps) Images must be received by November 1, 2019.

How to Purchase a Big Buck Tag (cont.)

7 Click the “Next” button.

8 Click the “Checkout” button.



Purchasing for "Archery Trade Association" by "Valued Member"

You can click or tap on each item to go back and make changes.

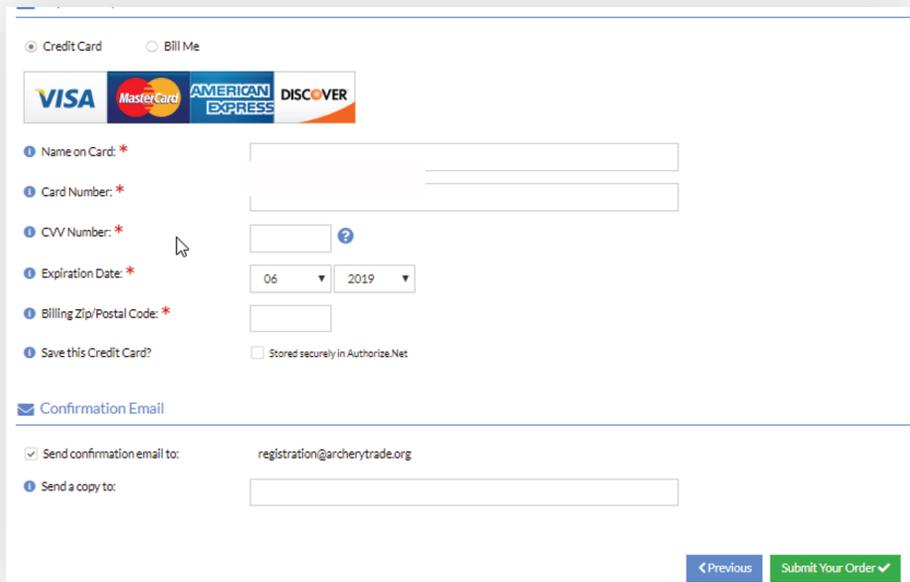
Item	Quantity	Item Price	Item Total	Remove
 Big Buck Tag Coupon: \$100/coupon <small>Merchandise</small>	1	\$100.00	\$100.00	

Promo Code
Promo Code

Subtotal \$100.00

Subtotal does not include applicable taxes or shipping costs, if any.

9 Apply payment information and enter email address if you would like to receive a payment receipt. Then click “Submit Your Payment.”



Credit Card Bill Me

Name on Card: *

Card Number: *

CVV Number: * 

Expiration Date: * 06 2019

Billing Zip/Postal Code: *

Save this Credit Card? Stored securely in Authorize.Net

Confirmation Email

Send confirmation email to: registration@archerytrade.org

Send a copy to:

10 After submitting your payment allow 10 business days and you will receive a email proof of your coupon for you to approve. You are able to make changes after you see your proof.

Questions please contact Sarah Haala by phone 866-266-2776 ext. 101 or email sarahhaala@archerytrade.org