

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 6 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.

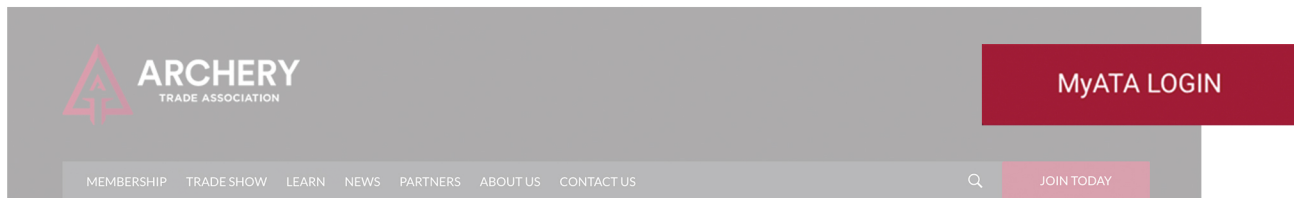
Enter your product now!

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.*



- 2 Go to MyATA 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 Sponsorships and Promotions. Click on “Purchase Featured Products Space.”

Sponsorships and Promotions



Purchase Featured Products Space
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.

- 4 Select the correct organization that you want to purchase the sponsorship for and click “Next.”

- 5 Choose from the sizes 6'x2', 4'x2', 2'x2' of tabletop space. We also have floorspace available if your product is too large for a tabletop space. Click “Add to Cart” and “Review and Checkout.”

- 6 **“New this year!”** When purchasing a space you have the option to enter your product in the “Best in Show” award voting. There are 5 categories to choose from: Women, Youth, Archery Accessory, Bowhunting Accessory, and Breakthrough Innovation. The buyers vote on their favorite product in each category, awarding a gold, silver, and bronze award. The winners will 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 area 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, Silver 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 category. You can pick only one category per product.

Best In Show Category: *



- No, thanks! I'd rather not participate
- Women
- Youth
- Archery Accessory
- Bowhunting Accessory
- Breakthrough Innovation (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
 Featured Products 6'x2' Table Top Space: \$150/space <small>Merchandise</small> Featured Products 6'x2' table top space. Note: There is a height restriction of 3.5'	1	\$150.00	\$150.00	


Promo Code

Subtotal \$150.00
Subtotal does not include applicable taxes or shipping costs, if any.

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

Payment Options

Credit Card



ⓘ
Expiration Date: * 07 2019

 Save this Credit Card? Stored securely in Authorize.Net

Confirmation Email

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

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