

Schedule of Events

JANUARY 9-11, 2020

Indiana Convention Center- Indianapolis, IN



ATA Show Hours

1.9.20 Thursday 8:30am-6:00pm *Buyer Day
1.10.20 Friday 8:30am-6:00pm
1.11.20 Saturday 8:30am-4:00pm

Registration Hours

Hoosier & Crossroads Lobby

1.7.20 Tuesday 7am-7pm
1.8.20 Wednesday 7am-8pm
1.9.20 Thursday 7am-6pm
1.10.20 Friday 7am-6pm
1.11.20 Saturday 7am-1pm

Exhibitor Set-Up

Exhibit Halls A-I

1.7.20 Tuesday 8am-8pm
1.8.20 Wednesday 8am-8pm
1.9.20 Thursday 6:30am-8:30am
1.10.20 Friday 6:30am-8:30am
1.11.20 Saturday 6:30am-8:30am

Exhibitor Move Out

Exhibit Halls A-I

1.11.20 Saturday 4pm-11pm
1.12.20 Sunday 8am-4pm

** Only those with a Retailer/Buyer Badge or Exhibitor Badge will have access to the Exhibit Hall on January 9.*

1.7.20

TUESDAY

| | | |
|---------------|---------------------------|----------------|
| 3:00pm-6:00pm | A.R.R.O. Hot Show | Exhibit Hall J |
| 6:00pm-8:30pm | A.R.R.O. Dealer Reception | Rooms 233-235 |

1.8.20

WEDNESDAY

| | | |
|---------------|--|-------------------|
| 8:00am-8:00pm | Featured Products Exhibitor Product Drop-Off | Exhibit Hall F |
| 8:00am-8:00pm | Innovation Zone Exhibitor Setup | Exhibit Hall H |
| 9:00am-2:00pm | A.R.R.O. Hot Show | Exhibit Hall J |
| 1:00pm-5:00pm | NABA Super Show | Wabash Ballroom |
| 2:00pm-4:00pm | A.R.R.O. Annual Member Meeting | Exhibit Hall J |
| 5:30pm-6:30pm | International Welcome Reception | Rooms 109-110 |
| 6:30pm | Outtech Innovations XXII | Sagamore Ballroom |

1.9.20

THURSDAY

| | | |
|---------------|--|----------------------|
| 7:30am-6:00pm | Press Room Open | Room 141 |
| 8:30am-6:00pm | ATA Show Hours *Buyer Day | Exhibit Halls A-I |
| 5:00pm-5:15pm | \$5,000 ATA and \$1,000 Scentlok Cash Giveaway Drawing | MyATA Exhibit Hall F |
| 6:00pm-8:00pm | Connections: An ATA Happy Hour | Exhibit Hall J |

1.10.20

FRIDAY

| | | |
|-----------------------|--|--------------------------------|
| 6:30am-8:30am | Target the Heart Breakfast | Wabash Ballroom |
| 7:30am-6:00pm | Press Room Open | Room 141 |
| 8:00am-9:00am | Education Sessions | Rooms 131-137 |
| 8:30am-6:00pm | ATA Show Hours | Exhibit Halls A-I |
| 9:15am-10:15am | Education Sessions | Rooms 131-137 |
| 10:00am-10:30am | Best in Show and Impact Awards Ceremony | Buzz Center Stage - MyATA Area |
| 5:00pm-5:15pm | \$5,000 ATA and \$1,000 Scentlok Cash Giveaway Drawing | MyATA Exhibit Hall F |
| 7:30pm/Opens @ 6:30pm | 7th Annual Badlands Film Festival presented by Garmin | Old National Centre Theatre |

1.11.20

SATURDAY

| | | |
|----------------|--|----------------------|
| 7:30am-4:00pm | Press Room Open | Room 141 |
| 8:00am-9:00am | Education Sessions | Rooms 131-137 |
| 8:30am-4:00pm | ATA Show Hours | Exhibit Halls A-I |
| 9:15am-10:15am | Education Sessions | Rooms 131-137 |
| 1:00pm-1:15pm | \$5,000 ATA and \$1,000 Scentlok Cash Giveaway Drawing | MyATA Exhibit Hall F |
| 3:30pm-5:00pm | Featured Products Exhibitor Product Pick Up | Exhibit Hall F |

For a full list of Seminars, Certification, Coffee Talks, and Demos please [click here!](#)