



# 2018 ATA REGISTRATION FORM

JANUARY 11-12, 2018 – 8:30 AM - 6PM

JANUARY 13, 2018 – 8:30 AM - 4PM

Indiana Convention Center - Indianapolis, IN

Company \_\_\_\_\_ Contact \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_ Email \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Website \_\_\_\_\_

## Attendees

	NAME	EMAIL (A unique email address is required for each attendee)	JOB TITLE* CODE	COST**
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____
5.	_____	_____	_____	_____
6.	_____	_____	_____	_____
7.	_____	_____	_____	_____
8.	_____	_____	_____	_____

\* **Job Title Codes:** 1) Customer Service, 2) Manager, 3) Manufacturing, 4) Marketing, 5) Media, 6) Non-Employee Booth Staff, 7) Owner, 8) Personnel, 9) President / CEO, 10) Product Development / Engineer, 11) Pro-Staff, 12) Purchasing, 13) Sales, 14) Support Staff

\*\* **Cost:** Please refer to Badge Categories & Pricing on page 2 of this form.

## Demographic Questions - Required for Archery Pro Shop Retailers, Basic Retailers, and Multiple Channel Retailers ONLY

- Does your shop have a Point of Sale system (POS)?  Yes  No
- Are you considering an update to your existing website?  I don't have a website  Yes  No  Maybe
- What portion of your archery business is bowhunting vs. target archery?  90-100% bowhunting  75-89% bowhunting  
 About 50% bowhunting/target archery  75-89% target archery  90-100% target archery
- Do you offer 'fun shoots' (pumpkin shoots, cosmic archery, etc.)?  Yes  No  Don't know
- Which of the following would you do to help grow your business? (select all that apply)  Read articles in archery trade magazines  
 Read ATA website articles  Attend seminars at ATA Show  Participate in online seminar  Watch 3-5 minute videos  
 Listen to a podcast  Attend regional trainings  No time for any of these

### PAYMENT BY CREDIT CARD

Type:  VISA  MC  AMEX  DISCOVER  CHECK

Credit Card Number \_\_\_\_\_

Exp. Date & CVC Code \_\_\_\_\_

Name \_\_\_\_\_

Total Cost \_\_\_\_\_

Signature \_\_\_\_\_

Please mail, fax or e-mail registration and payment to:

**Mail:** Archery Trade Association  
 PO Box 70  
 New Ulm, MN 56073-0070

**Fax:** (507) 233-8140

**Email:** [registration@archerytrade.org](mailto:registration@archerytrade.org)

*You must be an ATA member who has been verified as a legitimate operating business in the archery and bowhunting industry to register for the ATA Trade Show.*

*Your attendance at the ATA Trade Show is governed by ATA's Trade Show Attendee Rules and Regulations. By registering you agree to comply with and be bound by these Rules and Regulations. Attendee Rules and Regulations are located at [www.archerytrade.org](http://www.archerytrade.org) under Trade Show or contact the ATA office to request a copy.*



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## BADGE CATEGORIES & PRICING

### RETAILER / BUYER BADGE

Archery ProShop Retailer members – (4) free badges with current membership  
Basic Retailer members – (2) free badges with current membership  
Archery Reseller members – (2) free badges with current membership  
Multiple Channel Retailer members – Number of free badges provided is based on paid membership dues

### COST PER BADGE

\$40 for each additional badge, limit (2)  
Additional badges not available for purchase  
\$40 for each additional badge, limit (2)  
\$40 for each additional badge, no limit

### EXHIBITOR BADGE

Regular Manufacturer members – Number of free badges provided is based on total booth space\*  
Basic Manufacturer members – (2) free badges with Innovation Zone participation  
Regular Distributor members – Number of free badges provided is based on total booth space\*  
Media members – Number of free badges provided is based on total booth space\*  
Non-Profit members – Number of free badges provided is based on total booth space\*  
Outfitter/Guide members – Number of free badges provided is based on total booth space\*  
Supporting members – Number of free badges provided is based on total booth space\*

### COST PER BADGE

\$125 for each additional badge, no limit  
\$125 for each additional badge, limit (2)  
\$125 for each additional badge, no limit  
\$150 per badge for the first (4), then  
\$200 for each additional badge, no limit  
\$50 for each additional badge, no limit  
\$150 for each additional badge, no limit  
\$150 for each additional badge, no limit

#### \* Free badges are distributed in a two-tiered allotment based on booth space:

**For booths 100 to 1,000 square feet:** (4) free badges for each 100 square feet of space, and (2) free badges per shooting lane

**For booths larger than 1,000 square feet:** (4) free badges for each 100 square feet of space for the first 1,000 square feet, and (1) badge for each additional 100 square feet of space, and (2) free badges per shooting lane

### DISTRIBUTOR BADGE

Regular Distributor members who have not purchased booth space – (6) free badges with current membership  
International Distributor members who have not purchased booth space – (2) free badges with current membership

### COST PER BADGE

\$55 for each additional badge, limit (2)  
\$55 for each additional badge, limit (4)

### MANUFACTURER BADGE

Regular Manufacturer members who have not purchased booth space

### COST PER BADGE

\$75 per badge, limit of (4)

### OUTFITTER/GUIDE BADGE

Outfitter/Guide members who have not purchased booth space

### COST PER BADGE

\$100 per badge, limit of (8)

### SALES AND SERVICES BADGE

Media and Supporting members who have not purchased booth space

### COST PER BADGE

\$100 per badge, limit of (8)

### SALES REP BADGE

Sales Representative members – Number of free badges provided is based on paid membership dues

### COST PER BADGE

\$165 for each additional badge, no limit

### SUPPLIER BADGE

Manufacturer's Supplier members

### COST PER BADGE

\$275 per badge for the first 2 badges then  
\$110 for each additional badge, limit (5)