

Responsive Management



SURVEY FOR THE ARCHERY TRADE ASSOCIATION REGARDING TRADE SHOWS

Conducted for Archery Trade Association

by Responsive Management

2007

SURVEY FOR THE ARCHERY TRADE ASSOCIATION REGARDING TRADE SHOWS

2007

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EXECUTIVE SUMMARY

INTRODUCTION AND METHODOLOGY

This study was conducted for the Archery Trade Association (ATA) to determine retailers' attendance at and opinions on the ATA Trade Shows. The study entailed a telephone survey of archery products retailers. For the survey, telephones were selected as the preferred sampling medium because of the universality of telephone ownership. The telephone survey questionnaire was developed cooperatively by Responsive Management and the ATA. Responsive Management conducted a pre-test of the questionnaire and made revisions to the questionnaire based on the pre-test. Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. The survey was conducted in April 2007. Responsive Management obtained a total of 1,005 completed interviews. The software used for data collection was Questionnaire Programming Language 4.1. The analysis of data was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management.

COMPANY DATA, INCLUDING MEMBERSHIP IN THE ARCHERY TRADE ASSOCIATION

- Typically, respondents in the overall sample represented a single store, indicating that most retail establishments for archery equipment in the sample are not managed as chains.

- Among respondents overall, 55% indicated that their company had been in the retail archery business less than 15 years. Nonetheless, 20% had been in the archery retail business for 25 or more years.

- Among respondents overall, the annual sales from 1. archery shooting equipment and products (e.g., bows, arrows, rests, releases), 2. bowhunting accessories (e.g., tree stands, clothing, blinds), and 3. outdoor equipment and products are discussed below.
 - Annual sales from archery shooting equipment varies widely, from very little to almost all of a store's sales. The mean is 56 percent of a store's sales.
 - Annual sales from bowhunting accessories is typically low, less than 20 percent of a store's annual retail sales. The mean is 16 percent of a store's sales.

- Annual sales from other outdoor equipment and products varies widely, but is skewed to the low end. The mean is 24 percent of a store's sales.
- The amount of archery products that stores purchase through distributors, such as Kinsey's, Pape's, Jake's, H & H, varies quite widely along the entire range, from none to all. The median and mean are both 50% among respondents overall.
- Just over half of respondents overall (55%) were members of the Archery Trade Association. More than a third (38%) were members of a buying group. In looking only at members of the ATA, nearly half (47%) are members of a buying group. Interestingly, 24% of those who are *not* members of the ATA were members of a buying group.
 - The most common buying groups are ARRO (30% of those who are a member of a group) and NABA (28%).
- Most respondents among the overall sample (63%) prefer to receive information about the ATA Trade Show via postal mail; just over a fourth (28%) prefer e-mail.

ATTENDANCE AT THE ATA TRADE SHOWS

- Regarding years of attendance at the ATA Trade Shows among the sample overall:
 - Attendance at Indianapolis events ranged from 45% to 53%.
 - Attendance at Atlanta events ranged from 31% to 42%.

REASONS FOR ATTENDING THE 2007 ATLANTA ATA TRADE SHOW

- In the overall results, the most important reasons that companies attended the ATA Trade Show in Atlanta in 2007 were to see and learn about new products (89% said this was *very* important in their decision to attend), to talk with key manufacturers, distributors, and sales reps (72%), and to save money on buying products (61%). Seeing and meeting celebrities (8%) was not of much importance. Note that all factors except seeing and meeting celebrities had a majority who said it was *very* or *somewhat* important in their decision.
 - The survey asked (prior to the list of specific items reported above) why companies attended the 2007 Trade Show. Information in general and information in particular

about new products were commonly mentioned. To make wholesale purchases (or orders), to get special deals, and networking were also important.

- Following the list of questions discussed in the survey was a question about any *other* reasons that may have been important in decisions to attend. They include getting information in general at the show, participating in the ARRO Buying Group, the close proximity of the Trade Show, and networking.

FACTORS AFFECTING THE 2007 ATLANTA ATA TRADE SHOW EXPERIENCE

- In the overall results, two factors had a majority who said that the factor was *very* or *somewhat* favorable in their 2007 ATA Trade Show experience: conditions in and around the convention center (54% said this factor was very or somewhat favorable in their experience) and the cost of show registration (52%).
- Another way to examine these results among respondents overall is to look at those factors for which the percentage saying it was favorable exceeds the percentage saying it was unfavorable. Note that the cost of registration, conditions in and around the convention center, and the cost of airfare to and from Atlanta were much more favorable than unfavorable; meanwhile, traffic in and around Atlanta and having to leave shop to attend the show were much more unfavorable than favorable.
 - The survey asked about any *other* factors that favorably influenced respondents' 2007 Trade Show experiences, with common answers being the information and exhibits at the show and the amenities and giveaways of the show.
 - The survey asked about any *other* factors that *unfavorably* influenced respondents' 2007 Trade Show experiences, with a quite common answer being about safety near the Convention Center and/or the presence of panhandlers/homeless (even though the list above had asked about "conditions in and around the Convention Center).

RATINGS OF ASPECTS OF THE 2007 ATLANTA ATA TRADE SHOW

- Among respondents overall, four aspects of the 2007 ATA Trade Show were particularly highly rated: the Show Guide (87% rated this excellent or good), the Shooting Demonstration Areas (86%), the registration process (83%), and the Featured Products Areas

(70%). On the other hand, the aspects with the greatest percentages rating them fair or poor are the Real Deal (28% rated this fair or poor), the Featured Products Areas (20%), and the Great Giveaway (17%).

- Note that many of the aspects had low percentages of respondents overall rating them excellent or good chiefly because a large percentage answered “Don’t know” rather than because they rated them fair or poor. Indeed, each factor had a higher percentage rating it excellent or good than rating it fair or poor.
 - When asked about products or services *not* at the 2007 Show that respondents would like to see, common answers include more manufacturers/dealers; more information, particularly seminars; and more products.

WHOLESALE PRODUCT PURCHASES AND PURCHASING DECISIONS AT THE 2007 ATLANTA ATA TRADE SHOW

- Among respondents overall who attended the 2007 event, the amount of inventory that businesses purchased at the 2007 ATA Trade Show varied widely: while 13% purchased none of their inventory at the 2007 Show, 5% purchased nearly all (at least 80 percent of their inventory) their inventory there. The mean is 33 percent.
- Most commonly, respondents overall make some of their buying decisions at the ATA Trade Shows (39% gave this answer). Excluding those who did *not* attend any of the Trade Shows, 44% of attendees make some of their buying decisions at the ATA Trade Shows. (Note that this refers to purchasing *decisions*, not necessarily actual wholesale purchases.) Less than a fourth (24% of all respondents; 20% of attendees) make no decisions or only a few at the Trade Shows.

REASONS TO ATTEND THE 2008 INDIANAPOLIS ATA TRADE SHOW

- In the overall results, the most important factors in decisions regarding whether to attend the 2008 Trade Show in Indianapolis are seeing and learning about new products (74% said this factor was *very* important in their decision), talking with key manufacturers, distributors, and sales reps (60%), and saving money on buying products (59%). Seeing and meeting

celebrities (8%) was not of much importance. Note that all factors except seeing and meeting celebrities had a majority who said it will be *very* or *somewhat* important in their decision.

- After the list these factors, discussed above, was asked about in the survey, interviewers asked respondents to name any *other* factors regarding the Trade Show in 2008 that will be important in deciding to attend or not. Common answers include the location of the 2008 Show, the travel costs/distance, and the dates of the show.

FACTORS INFLUENCING DECISIONS TO ATTEND THE 2008 INDIANAPOLIS ATA TRADE SHOW

- Most respondents overall (78%) indicated that their company is somewhat or very likely to attend the 2008 ATA Trade Show in Indianapolis, with just more than half (56%) being *very* likely.
 - Those who were only somewhat likely or not at all likely (or who answered, “Don’t know,” to the question above) were asked about things that might make them more likely to attend. The most common answer was a different location, although many answers concerned lower costs, having the time to leave their shop, and/or having the Trade Show be held at different dates (as the Shows have apparently coincided with busy times at some shops in the past).
 - The crosstabulations found that a greater percentage of those who attended all five Trade Shows and those who attended only the Indianapolis Trade Shows say that they will likely attend the 2008 Trade Show, relative to the other groups.
- Among respondents overall, the most important factors that will influence their decision to attend the 2008 ATA Trade Show are the cost of hotel rooms (75% said this will be *very* or *somewhat* important in their decision-making), the travel distance (64%), and having to leave their store to attend the show (63%). Things to do in Indianapolis as a whole is not an important factor (27%). Note that except for the top (hotel costs) and bottom (things to do) factors, all of the factors have a moderate level of importance, ranging from 48% to 64% who think the factor is *very* or *somewhat* important in their decision-making.
 - The survey asked about *other* factors that will be important in deciding whether to attend the 2008 Trade Show or not. Location and weather are common answers.

TABLE OF CONTENTS

| | |
|--|-----|
| Introduction and Methodology..... | 1 |
| Company Data, Including Membership in the Archery Trade Association..... | 5 |
| Attendance at the ATA Trade Shows..... | 30 |
| Reasons for Attending the 2007 Atlanta ATA Trade Show..... | 31 |
| Factors Affecting the 2007 Atlanta ATA Trade Show Experience | 42 |
| Ratings of Aspects of the 2007 Atlanta ATA Trade Show | 58 |
| Wholesale Product Purchases and Purchasing Decisions at the 2007 Atlanta ATA Trade Show | 70 |
| Reasons to Attend the 2008 Indianapolis ATA Trade Show | 76 |
| Factors Influencing Decisions to Attend the 2008 Indianapolis ATA Trade Show..... | 88 |
| Additional Comments | 104 |
| Appendix A: Crosstabulations by Membership in the Archery Trade Association..... | 109 |
| Appendix B: Crosstabulations by Membership in a Buying Group..... | 177 |
| Additional Comments | 247 |

INTRODUCTION AND METHODOLOGY

This study was conducted for the Archery Trade Association (ATA) to determine retailers' attendance at and opinions on the ATA Trade Shows. The study entailed a telephone survey of archery products retailers. Specific aspects of the research methodology are discussed below.

For the survey, telephones were selected as the preferred sampling medium because of the universality of telephone ownership. In addition, a central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects of natural resources and outdoor recreation. The telephone survey questionnaire was developed cooperatively by Responsive Management and the ATA. Responsive Management conducted a pre-test of the questionnaire and made revisions to the questionnaire based on the pre-test.

To ensure the integrity of the telephone survey data, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers and other professional staff conducted project briefings with the interviewers prior to the administration of this survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey instrument, reading of the survey instrument, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey instrument. The Survey Center Managers and statisticians monitored the data collection, including monitoring of the actual telephone interviews without the interviewers' knowledge, to evaluate the performance of each interviewer and ensure the integrity of the data. After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians edited each completed survey to ensure clarity and completeness.

Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. A five-callback design was

used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted in April 2007. Responsive Management obtained a total of 1,005 completed interviews.

The software used for data collection was Questionnaire Programming Language 4.1 (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey instrument was programmed so that QPL branched, coded, and substituted phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection. The analysis of data was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management.

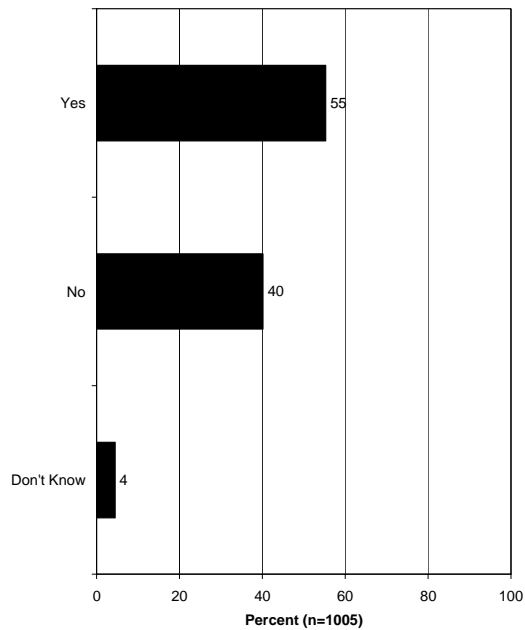
The sample was obtained from several sources: Hudalla database (a national database of retailers) and databases of ATA Trade Show attendees from 2003-2007. The unit of analysis was the company, *not* the individual person. The analysts allowed only one completed survey per company. Interviewers asked to speak with the store owner or manager. In some cases, the company had attended an ATA Trade Show, but the store owner or manager had not. The survey phrased the questions to refer to the company. Additionally, some companies had never attended an ATA Trade Show. This was allowed as long as the company was a dealer/retailer listed in one of the databases.

A first run of the data was made among all respondents together. Subsequently, crosstabulations were made according to attendance at the Trade Shows. There were five groups for these crosstabulations:

- Those who attended all 5 ATA Trade Shows (n=187)
- Those who attended only the Atlanta ATA Trade Shows (n=29)
- Those who attended only the Indianapolis ATA Trade Shows only (n=103)
- Those who attended none of the ATA Trade Shows (n=285)
- Those who fell into the “other” category (n=401)

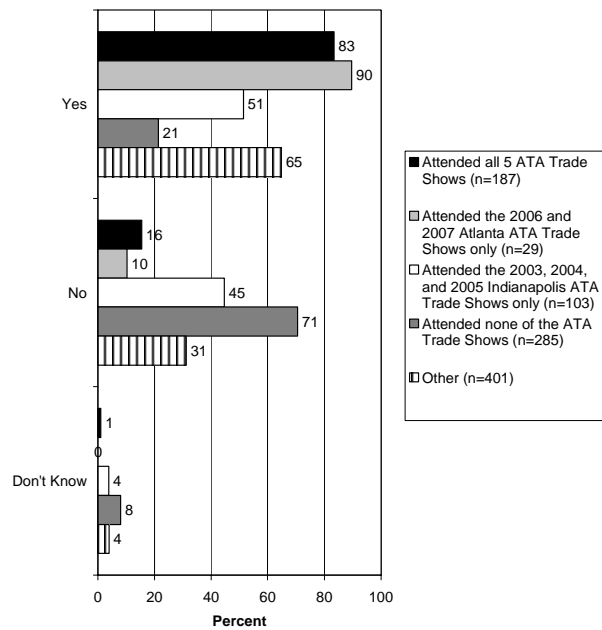
Note that these crosstabulation graphs are shown with multiple bars, usually five bars (one bar for each group, where applicable). In some cases, when only one of the groups is on the graph, the graph specifically includes a text box indicating the particular group. If a graph does not otherwise identify a particular group, then the graph is among respondents overall. These are illustrated in the examples below.

Q13. Are you a member of the Archery Trade Association?



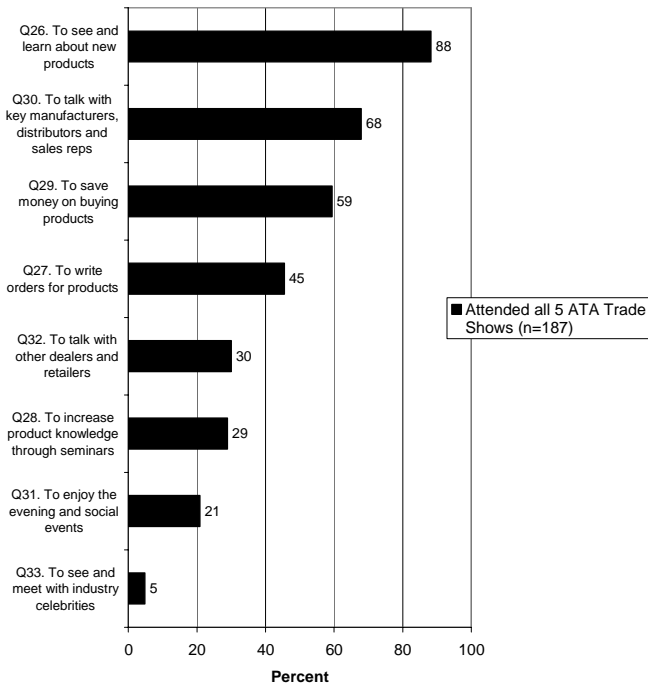
Graph of all respondents (also referred to as “respondents overall”)

Q13. Are you a member of the Archery Trade Association?



Graph of respondents according to crosstabulations by attendance, with all 5 groups on one graph

Q26-33. Percent who said the following were very important in the decision to have their company attend the 2007 ATA Trade Show. (Asked of those who attended the 2007 ATA Trade Show.)



Graph of respondents according to a crosstabulation by attendance, with only one group on one graph; note the text box identifies it as the crosstabulation by those who attended all 5 ATA Trade Shows

Further crosstabulations were run among members of the ATA and non-members, as well as among members of a buying group and among non-members of buying groups. These are included in Appendices A and B in sequential order as in the survey.

Note that some results may not sum to exactly 100% because of rounding. Additionally, rounding on the graphs may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when “strongly support” and “moderately support” are summed to determine the total percentage in support).

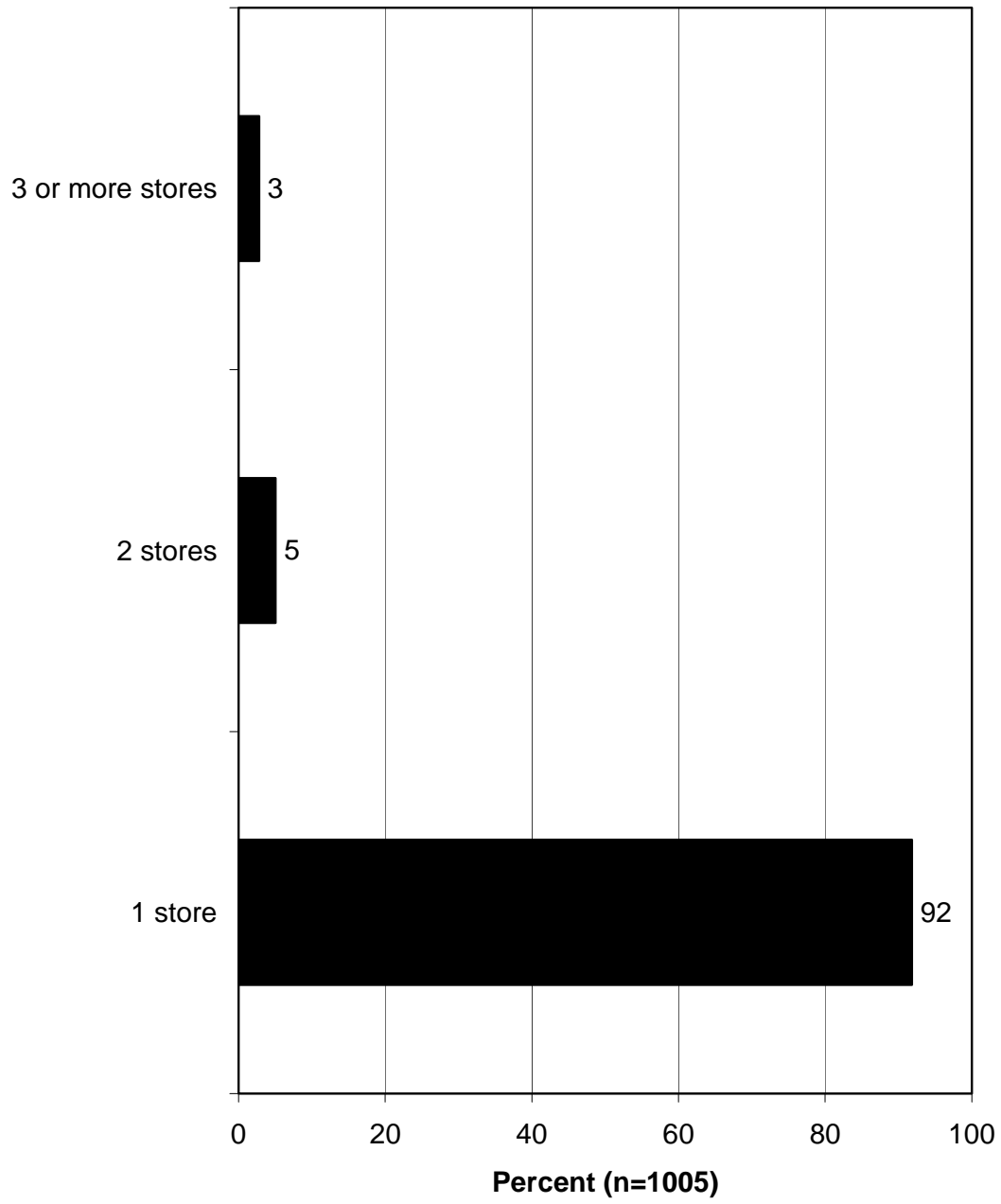
COMPANY DATA, INCLUDING MEMBERSHIP IN THE ARCHERY TRADE ASSOCIATION

- Typically, respondents in the overall sample represented a single store, indicating that most retail establishments for archery equipment in the sample are not managed as chains.
- Among respondents overall, 55% indicated that their company had been in the retail archery business less than 15 years. Nonetheless, 20% had been in the archery retail business for 25 or more years.
 - The crosstabulations found that those who attended all five Trade Shows had typically been in the archery retail business longer than had those who attended only the Atlanta Shows.
- Among respondents overall, the annual sales from 1. archery shooting equipment and products (e.g., bows, arrows, rests, releases), 2. bowhunting accessories (e.g., tree stands, clothing, blinds), and 3. outdoor equipment and products are discussed below.
 - Annual sales from archery shooting equipment varies widely, from very little to almost all of a store's sales. The mean is 56 percent of a store's sales.
 - Annual sales from bowhunting accessories is typically low, less than 20 percent of a store's annual retail sales. The mean is 16 percent of a store's sales.
 - Annual sales from other outdoor equipment and products varies widely, but is skewed to the low end. The mean is 24 percent of a store's sales.
 - A pie chart based on the means is shown.
- The amount of archery products that stores purchase through distributors, such as Kinsey's, Pape's, Jake's, H & H, varies quite widely along the entire range, from none to all. The median and mean are both 50% among respondents overall.

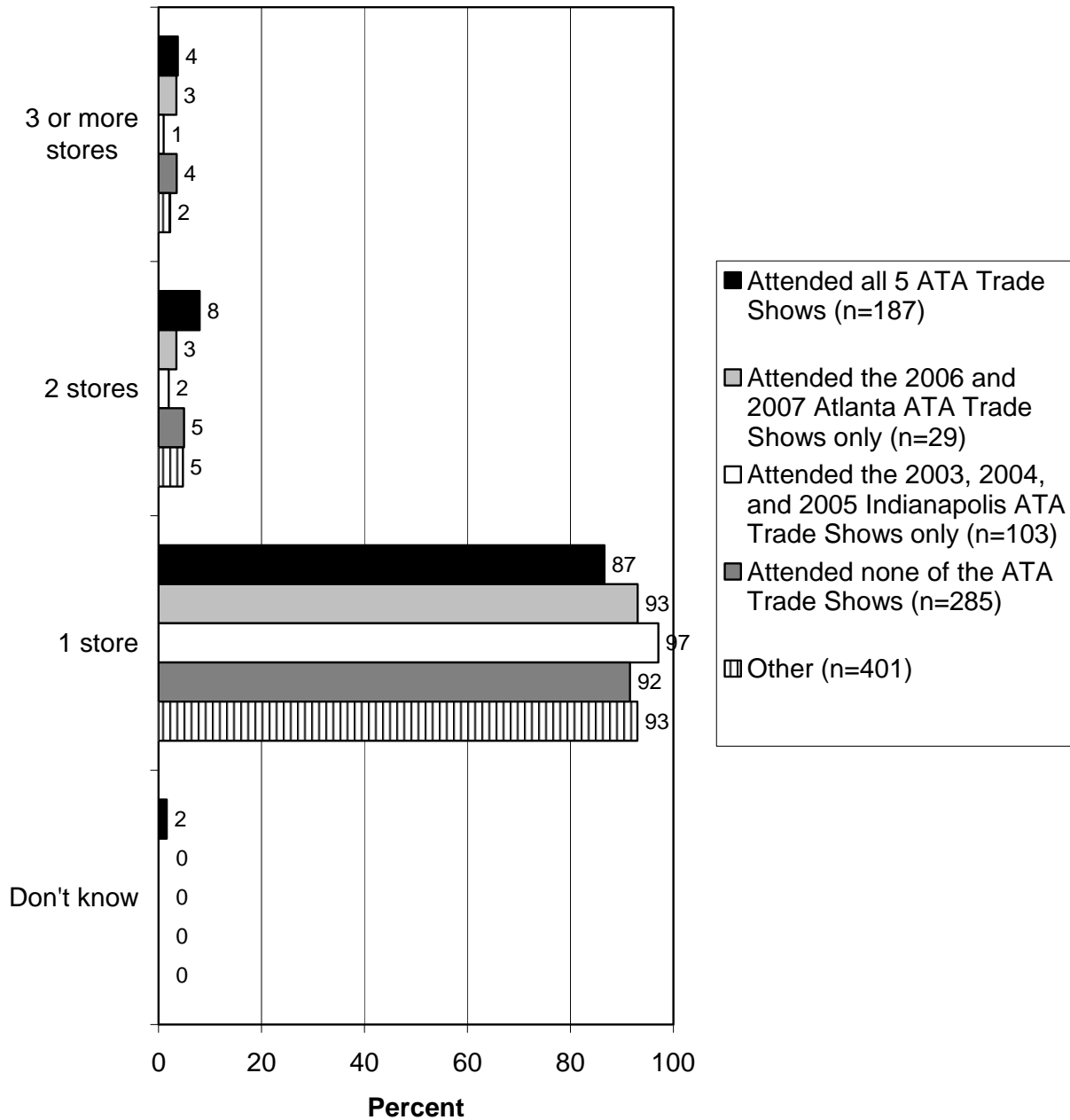
- Just over half of respondents overall (55%) were members of the Archery Trade Association. More than a third (38%) were members of a buying group. In looking only at members of the ATA, nearly half (47%) are members of a buying group. Interestingly, 24% of those who are *not* members of the ATA were members of a buying group. (Note that the appendices show crosstabulations of most other questions by these results.)
 - The most common buying groups are ARRO (30% of those who are a member of a group) and NABA (28%).
 - The crosstabulations found that those who attended only the Atlanta Shows were more likely to be members of the Archery Trade Association than were those who attended only the Indianapolis Shows.
 - The crosstabulations also found that those who attended all five Shows were much more likely to be a part of a buying group than were any other group. However, note that those who had attended *none* of the Shows also had a high percentage saying that they were members of a buying group.

- Most respondents among the overall sample (63%) prefer to receive information about the ATA Trade Show via postal mail; just over a fourth (28%) prefer e-mail.
 - The crosstabulations found that those who had attended all five Trade Shows were more likely than any other group to prefer to receive information via e-mail.

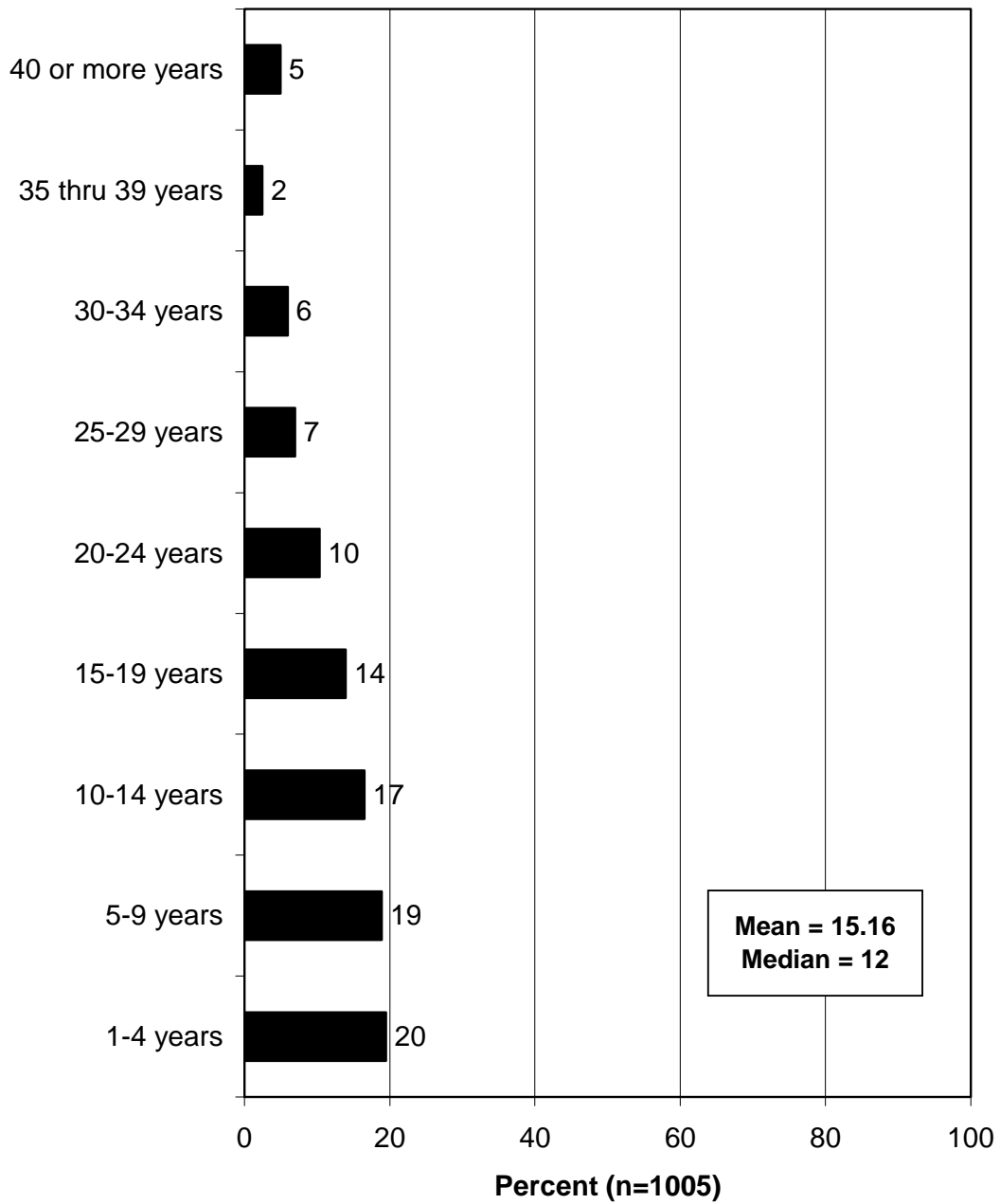
Q11. How many stores do you represent?



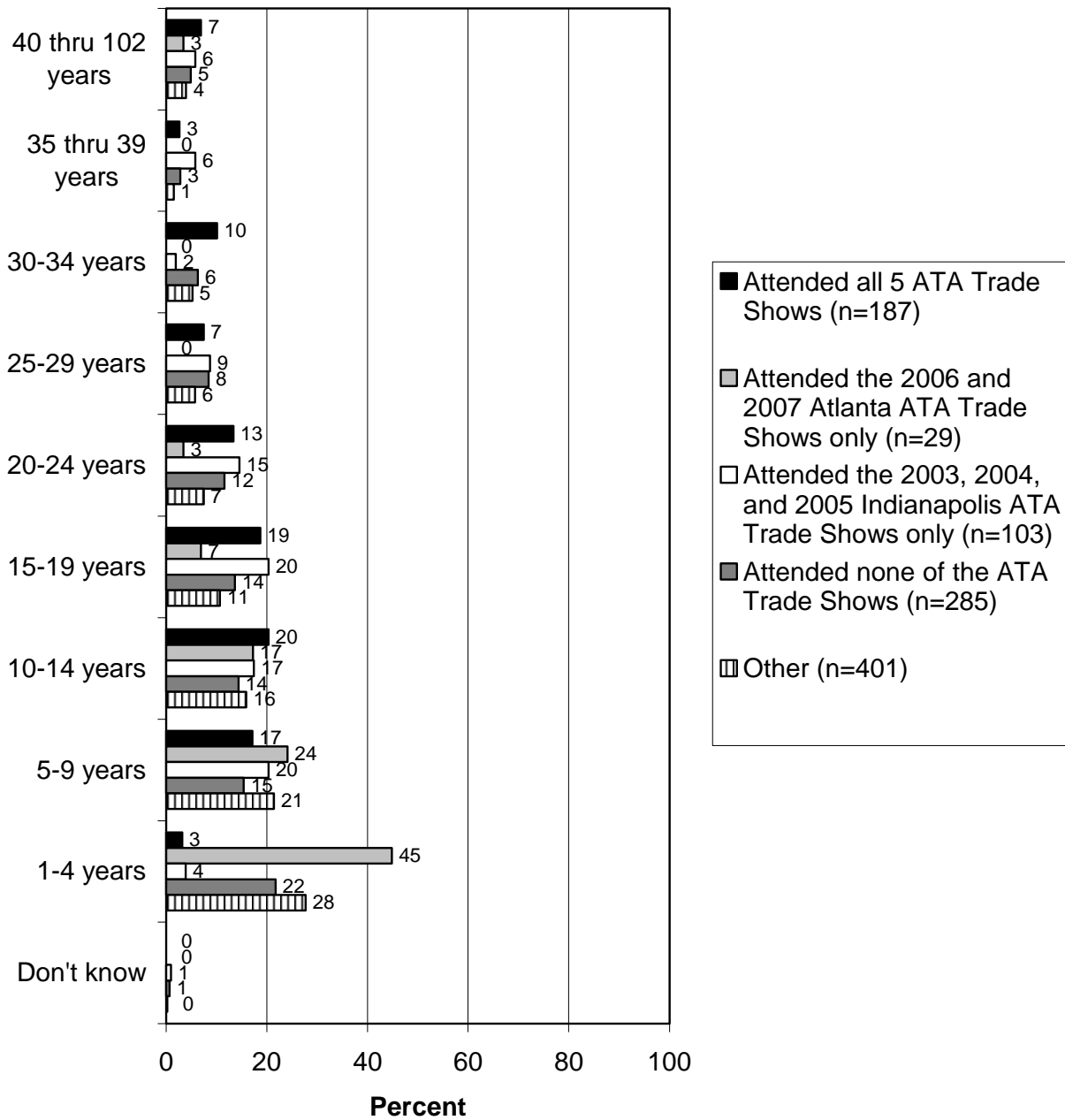
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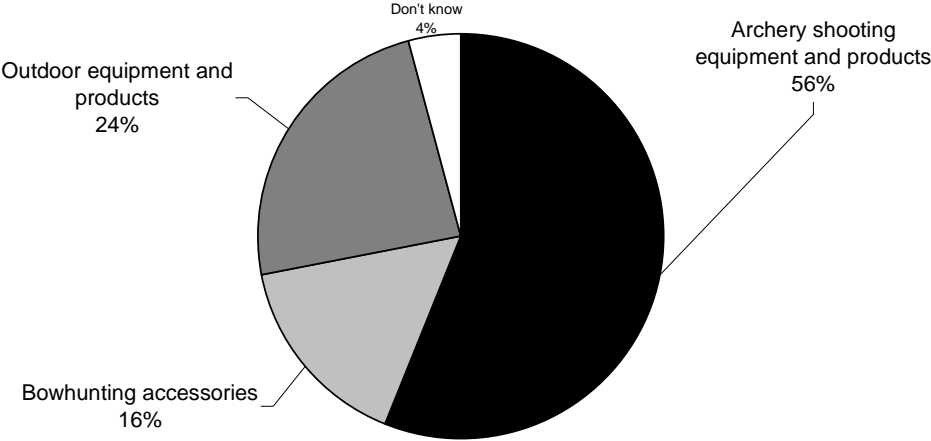
Q8. How many years has your company been in the archery retail business?



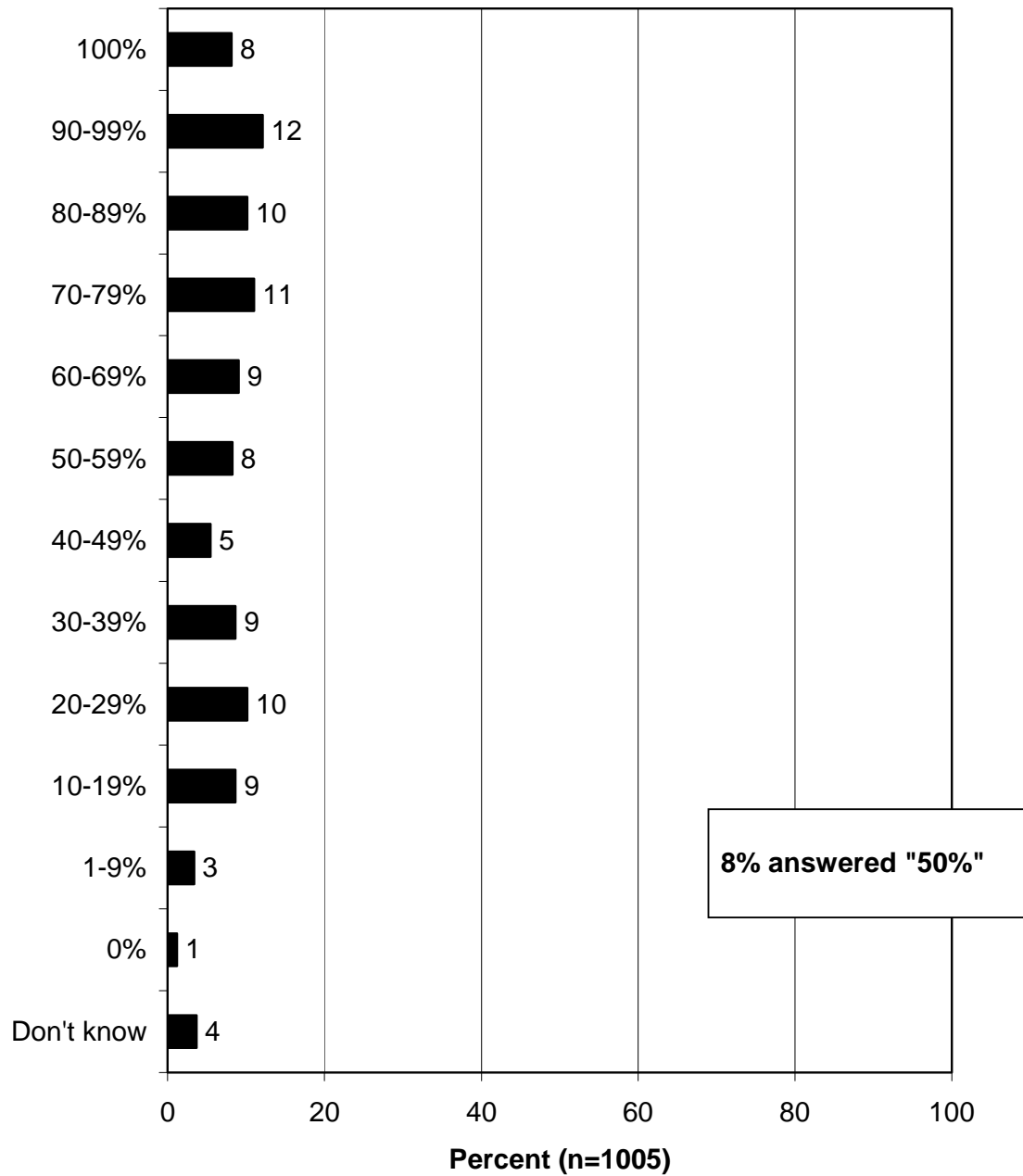
Q8. How many years has your company been in the archery retail business?



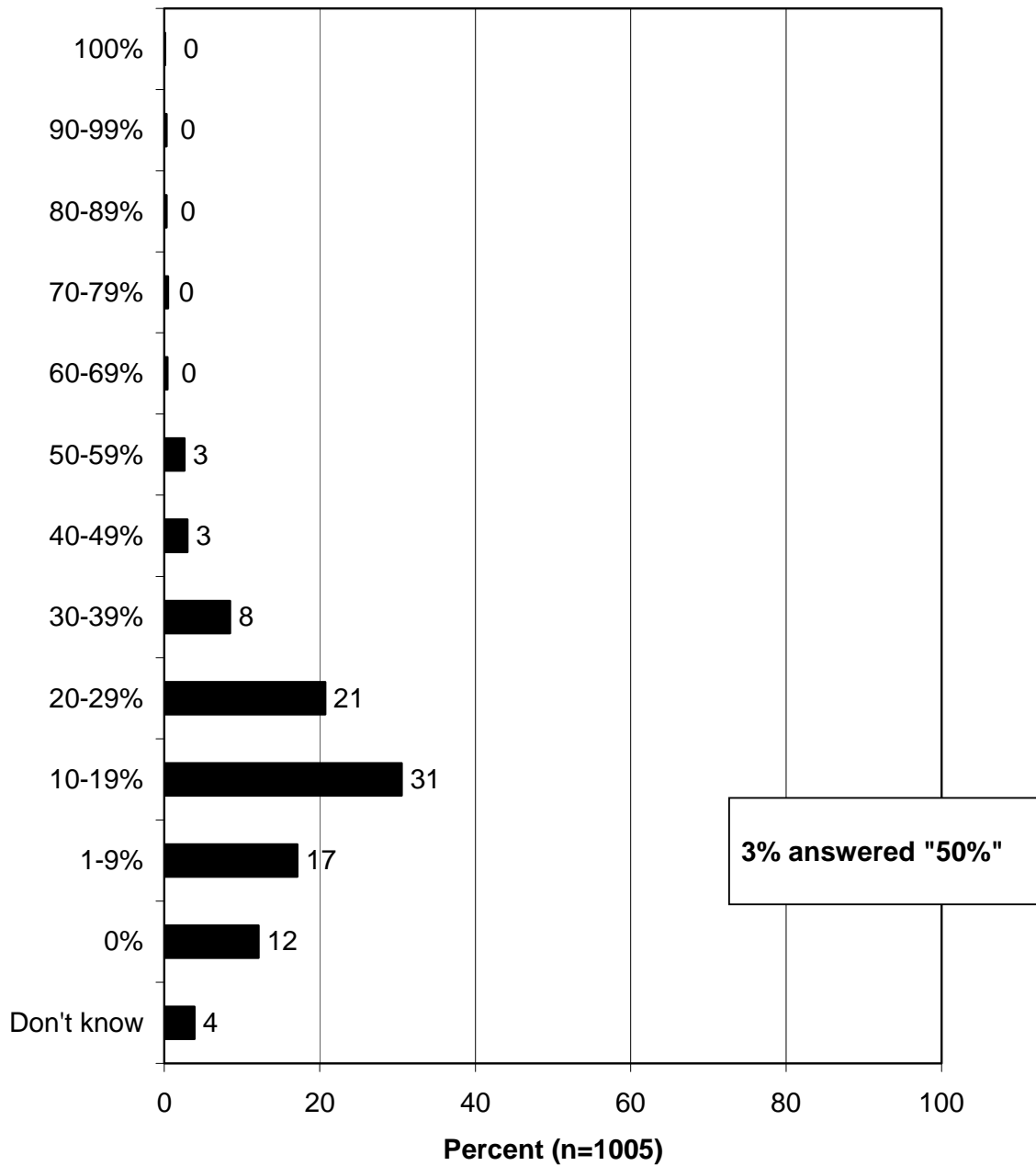
Breakdown of Sales
(based on means of responses)



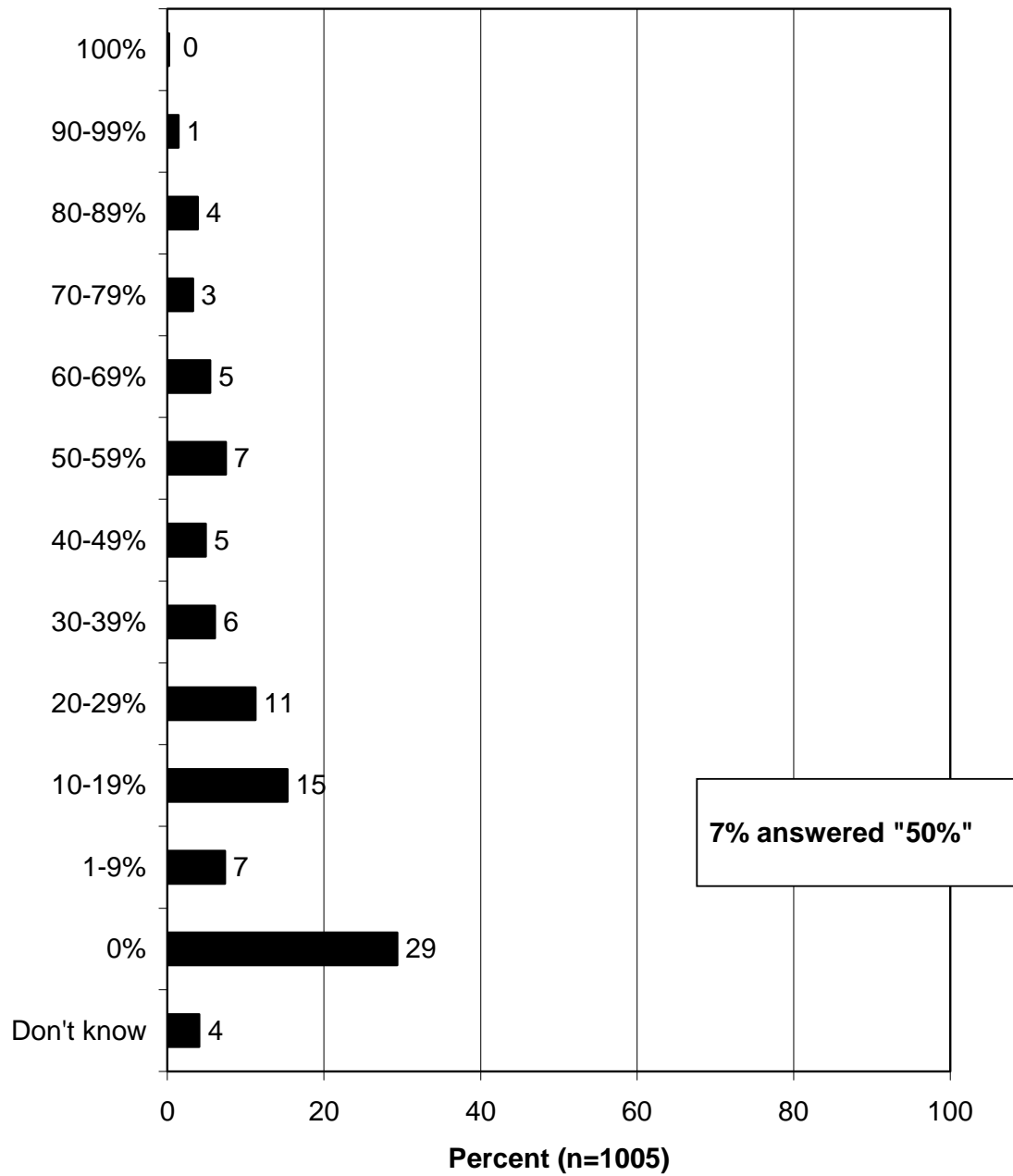
Q96. What percentage of your annual sales is strictly archery shooting equipment and products, such as bows, arrows, rests, and releases?



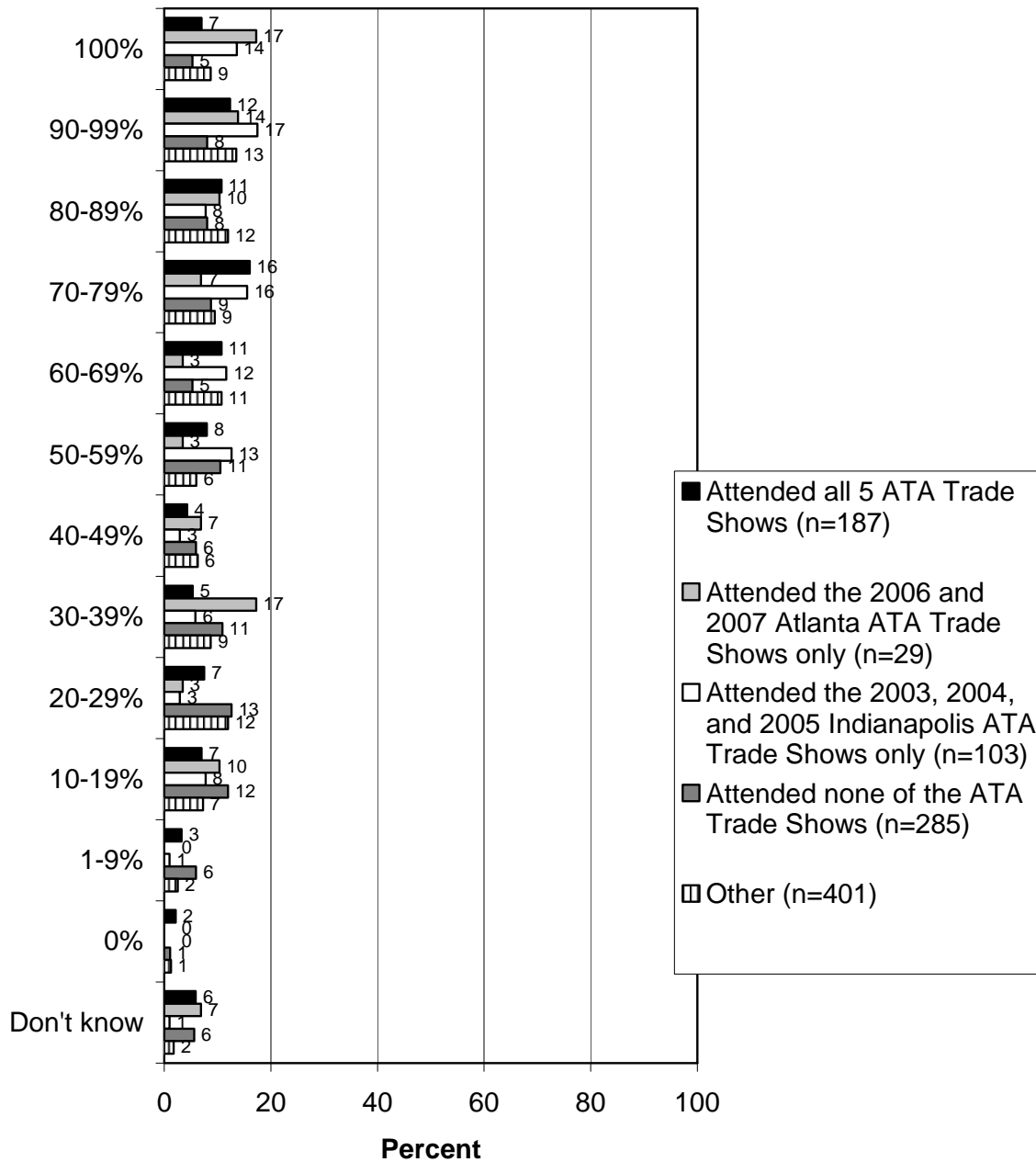
Q98. What percentage of your annual sales is bowhunting accessories, such as tree stands, clothing, and blinds?



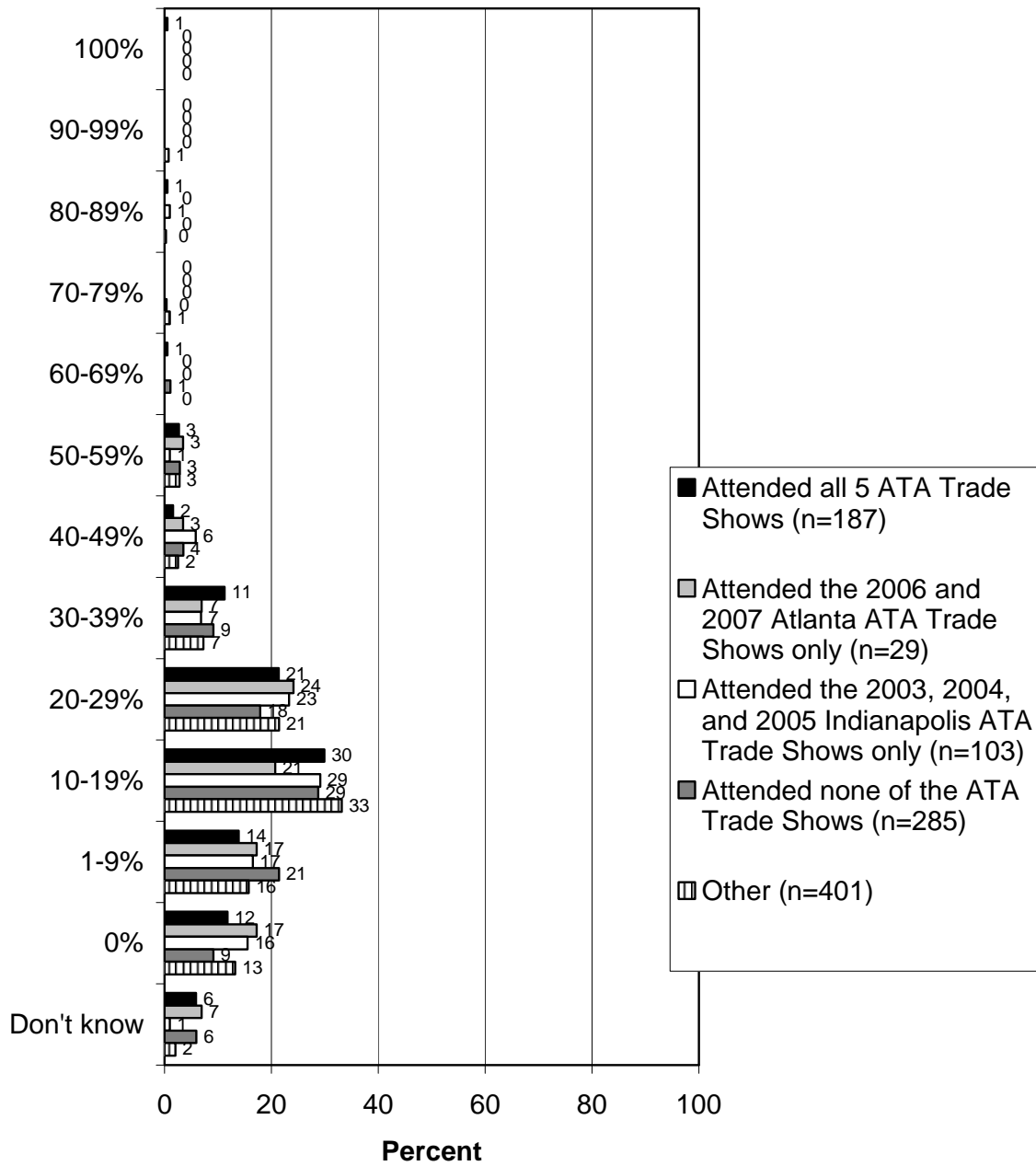
Q100. What percentage of your annual sales is other outdoor equipment and products?



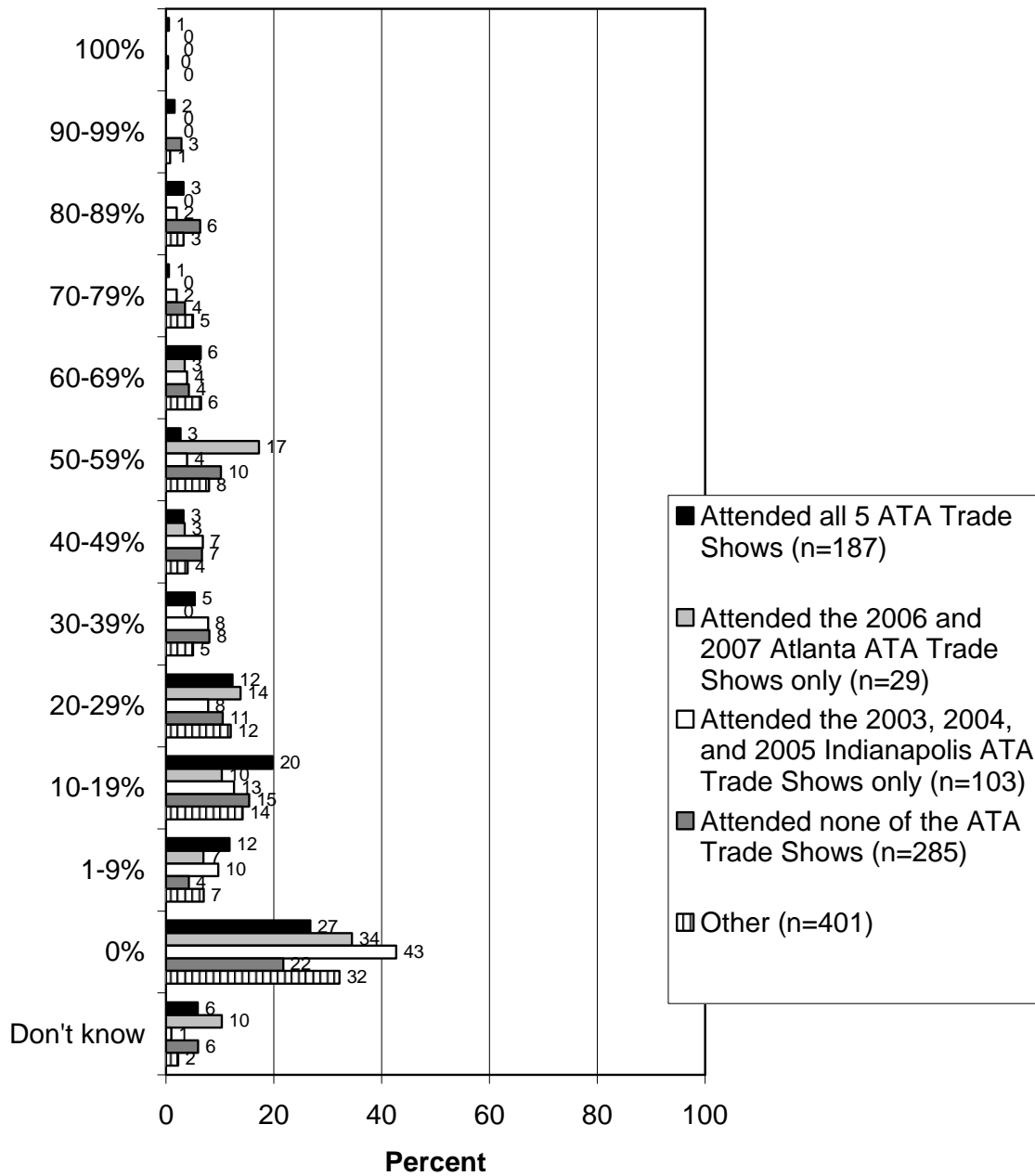
Q96. What percentage of your annual sales is strictly archery shooting equipment and products, such as bows, arrows, rests, and releases?



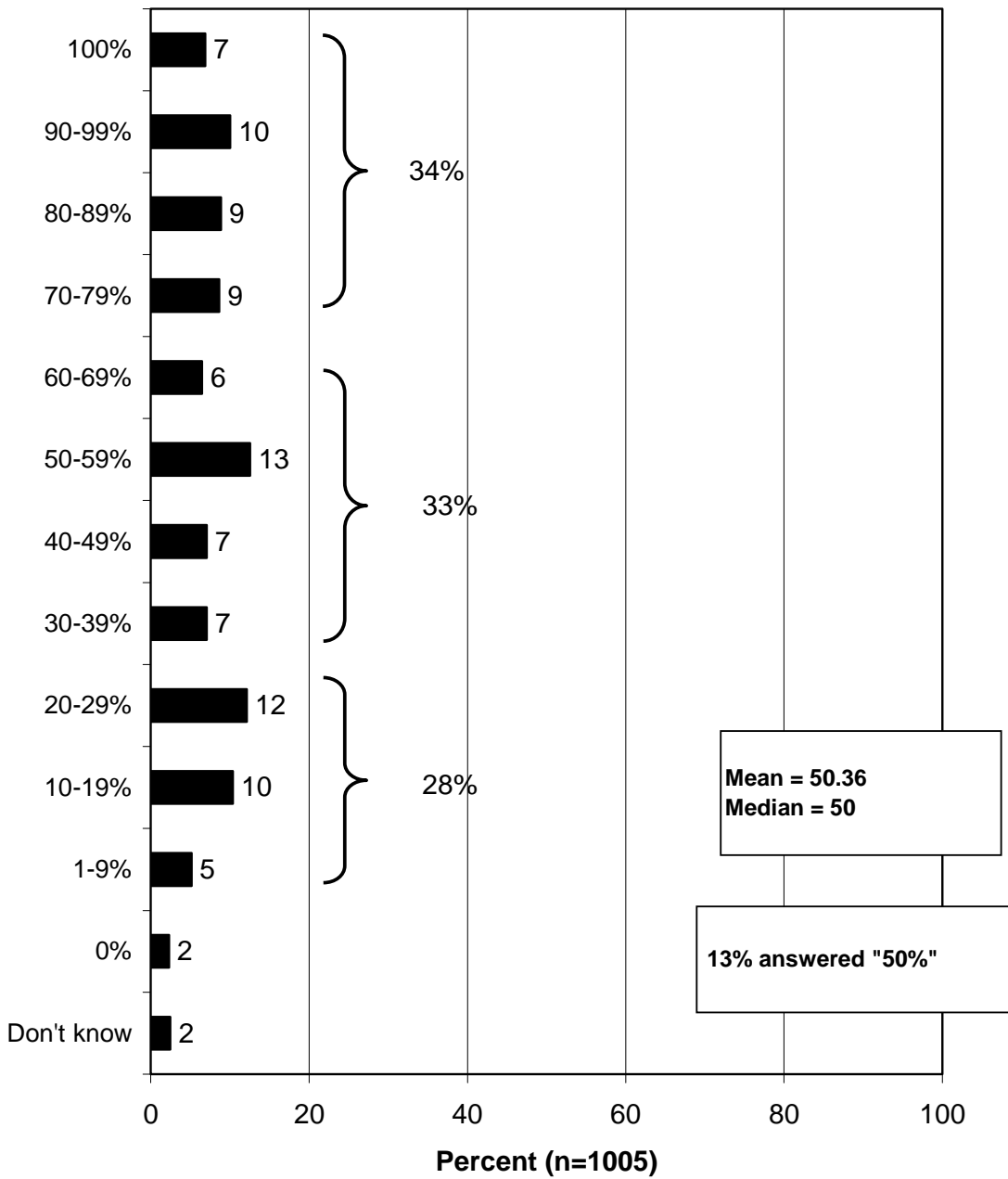
Q98. What percentage of your annual sales is bowhunting accessories, such as tree stands, clothing, and blinds?



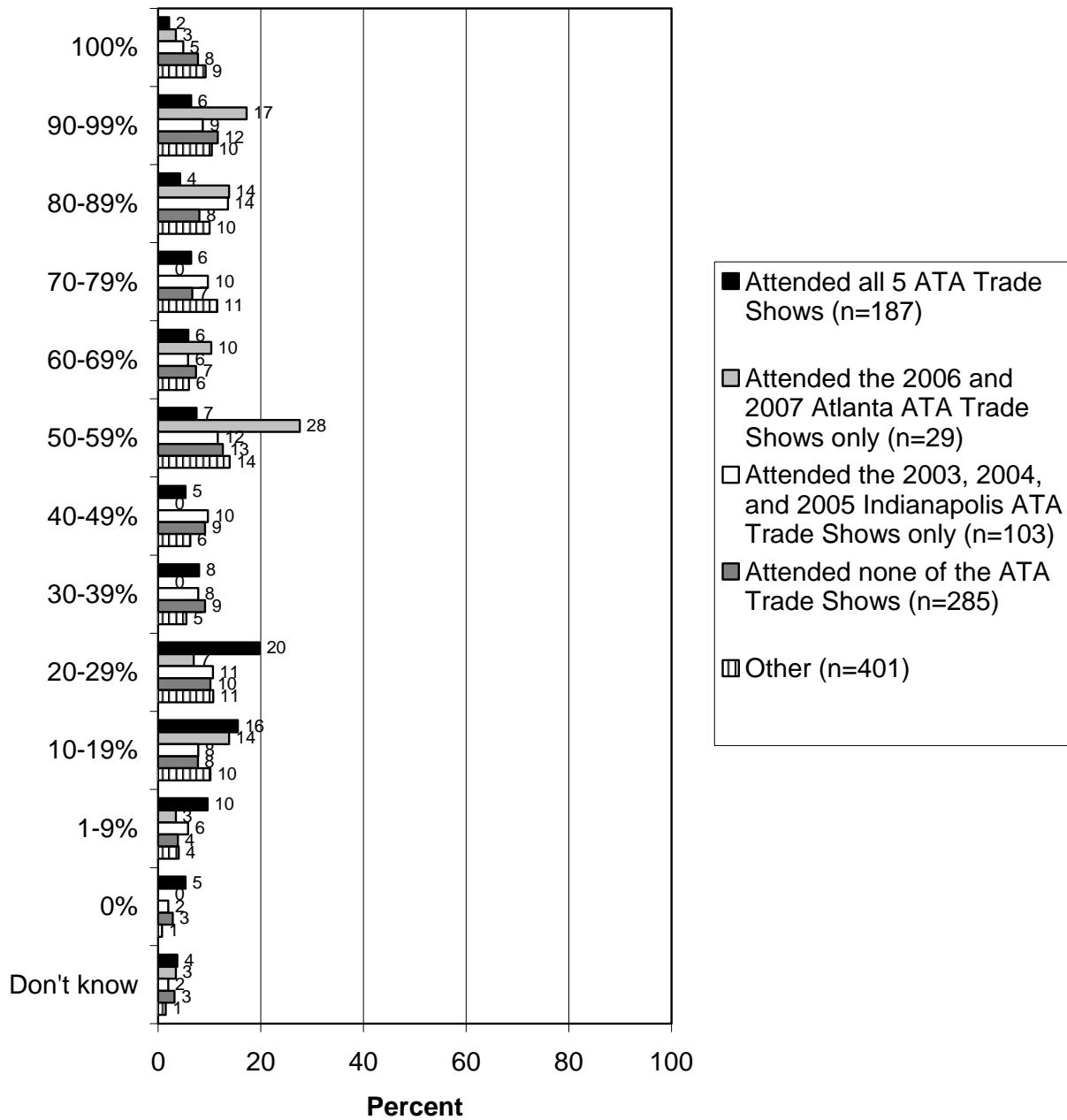
Q100. What percentage of your annual sales is other outdoor equipment and products?



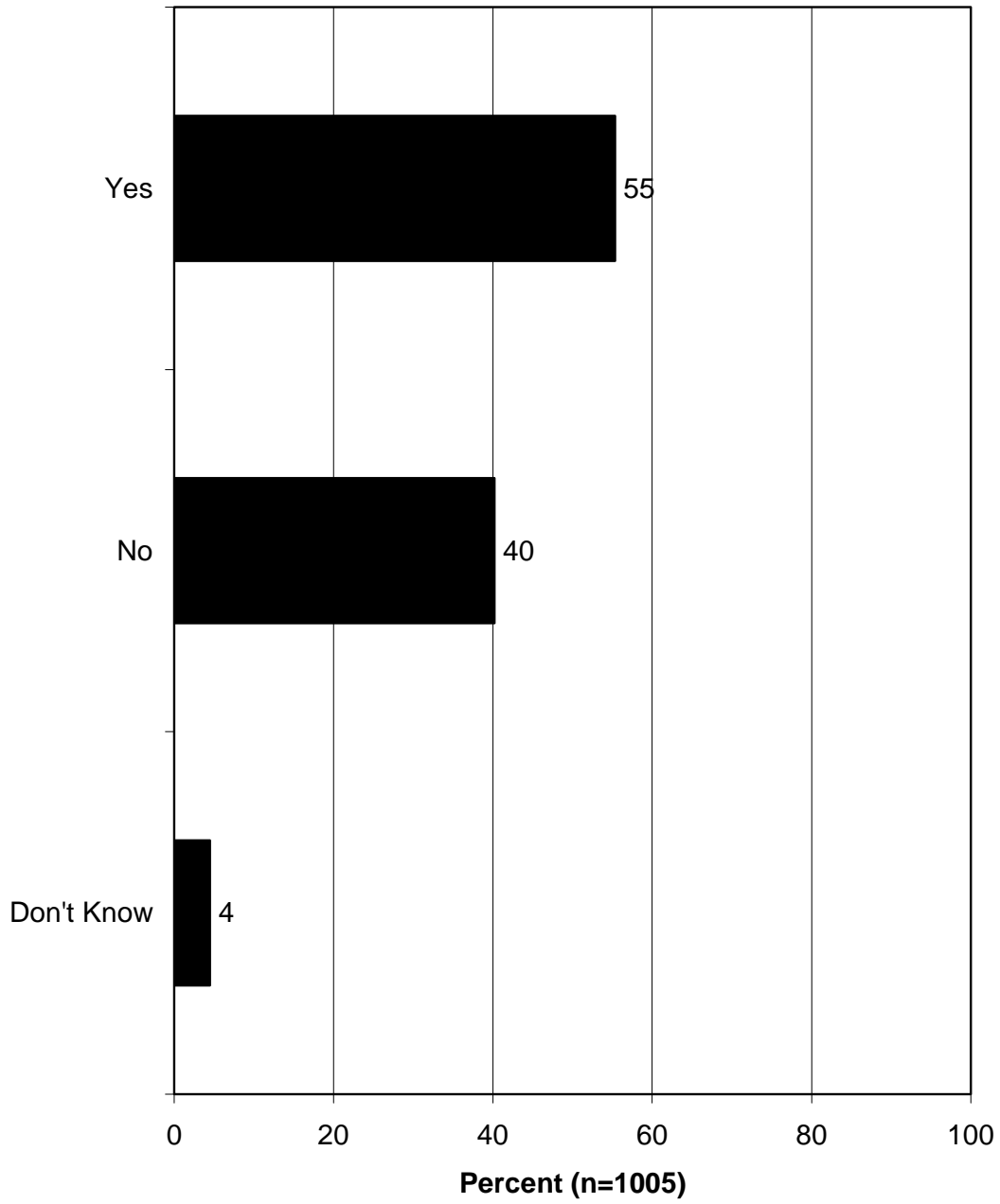
Q18. What percentage of your store products and merchandise do you purchase through a distributor, such as Kinsey's, Pape's, Jake's, H & H, or other distributor?



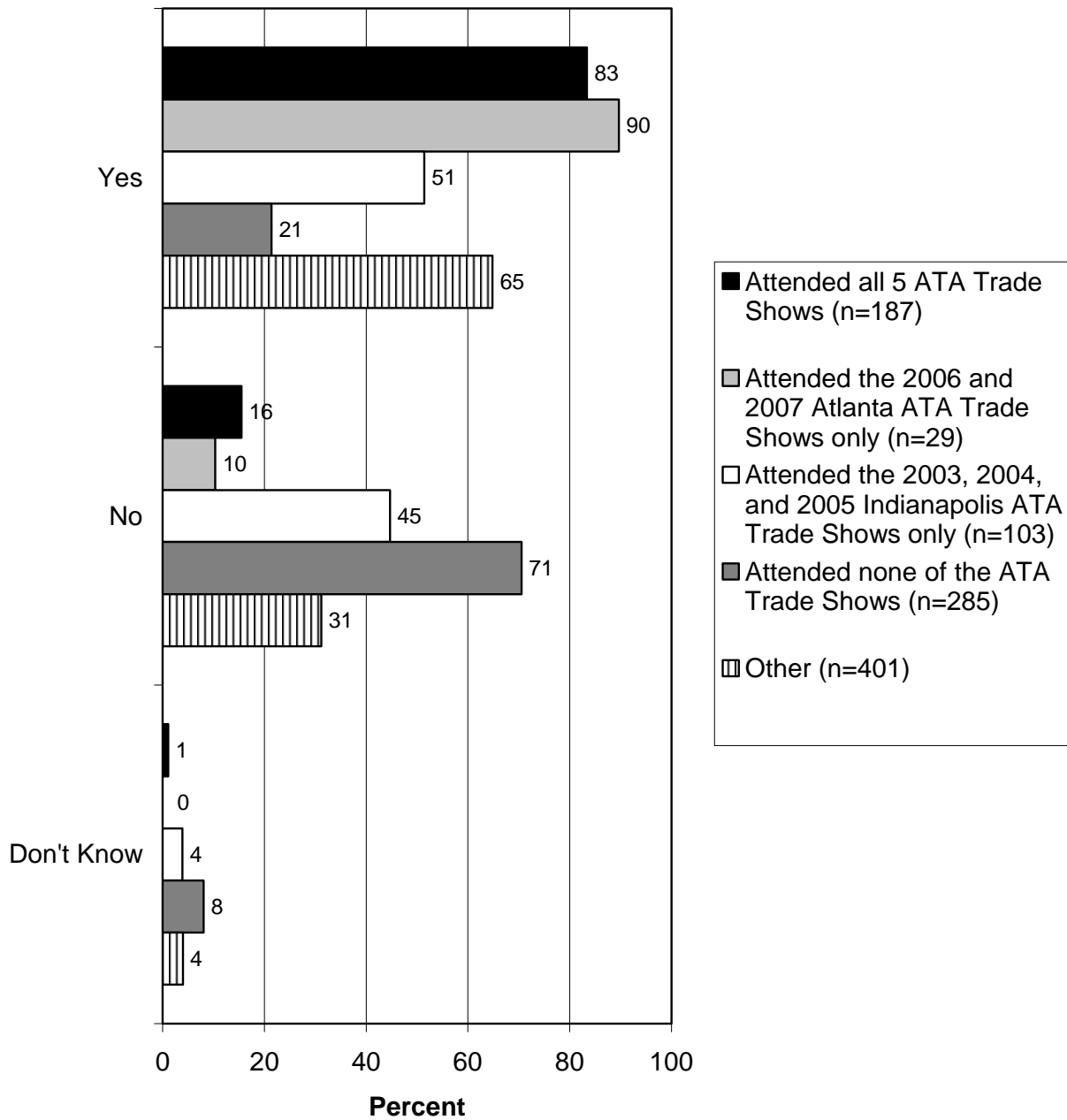
Q18. What percentage of your store products and merchandise do you purchase through a distributor, such as Kinsey's, Pape's, Jake's, H & H, or other distributor?



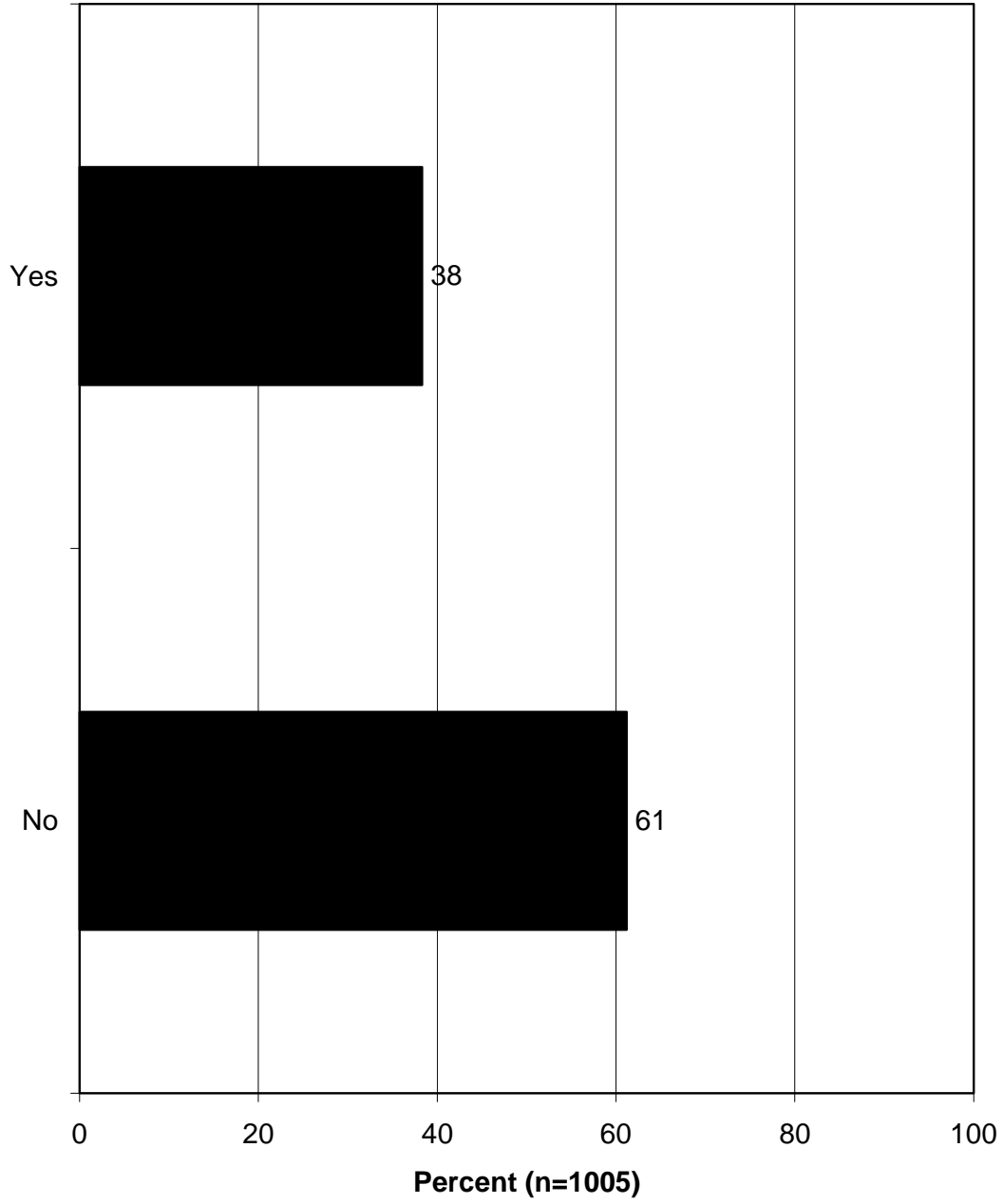
Q13. Are you a member of the Archery Trade Association?



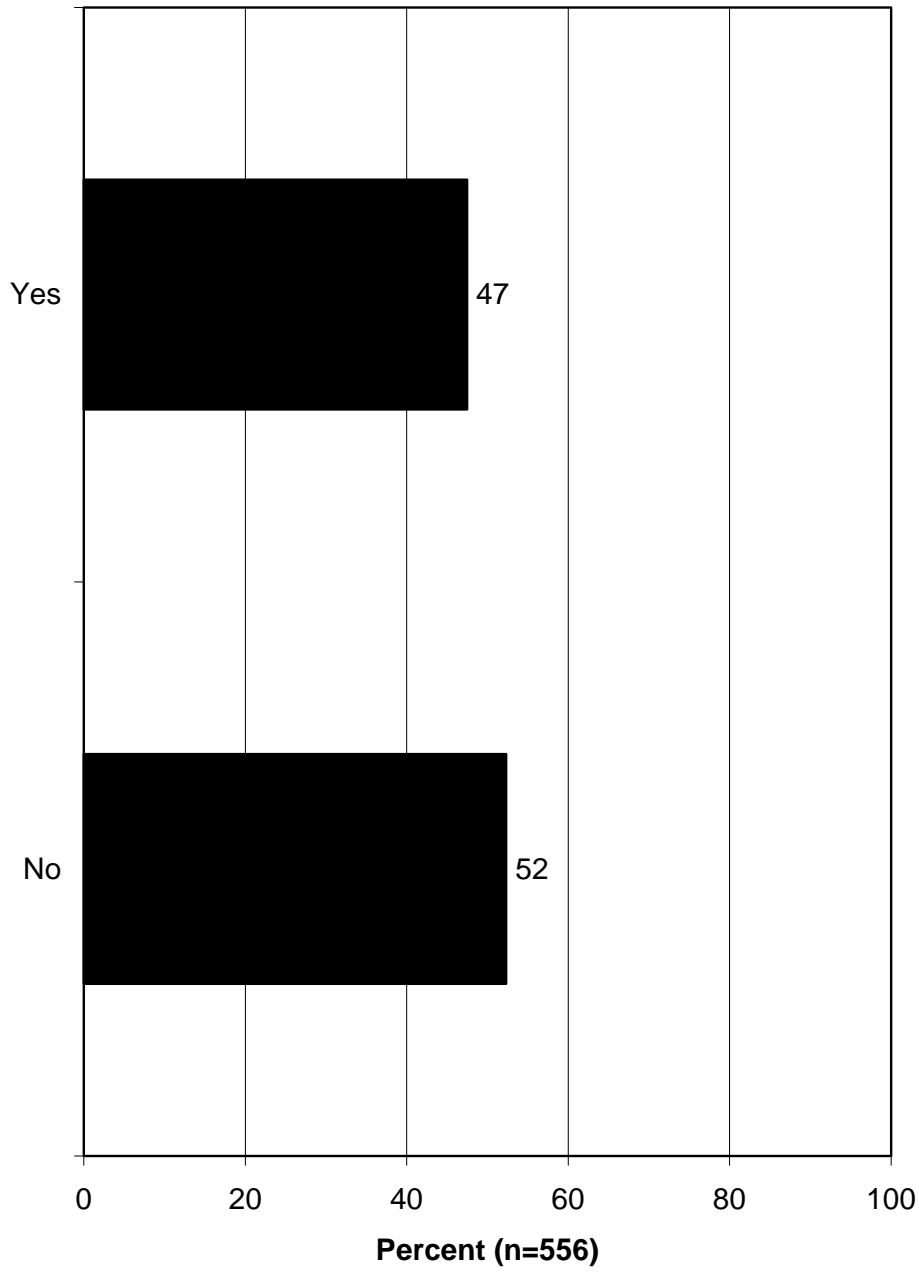
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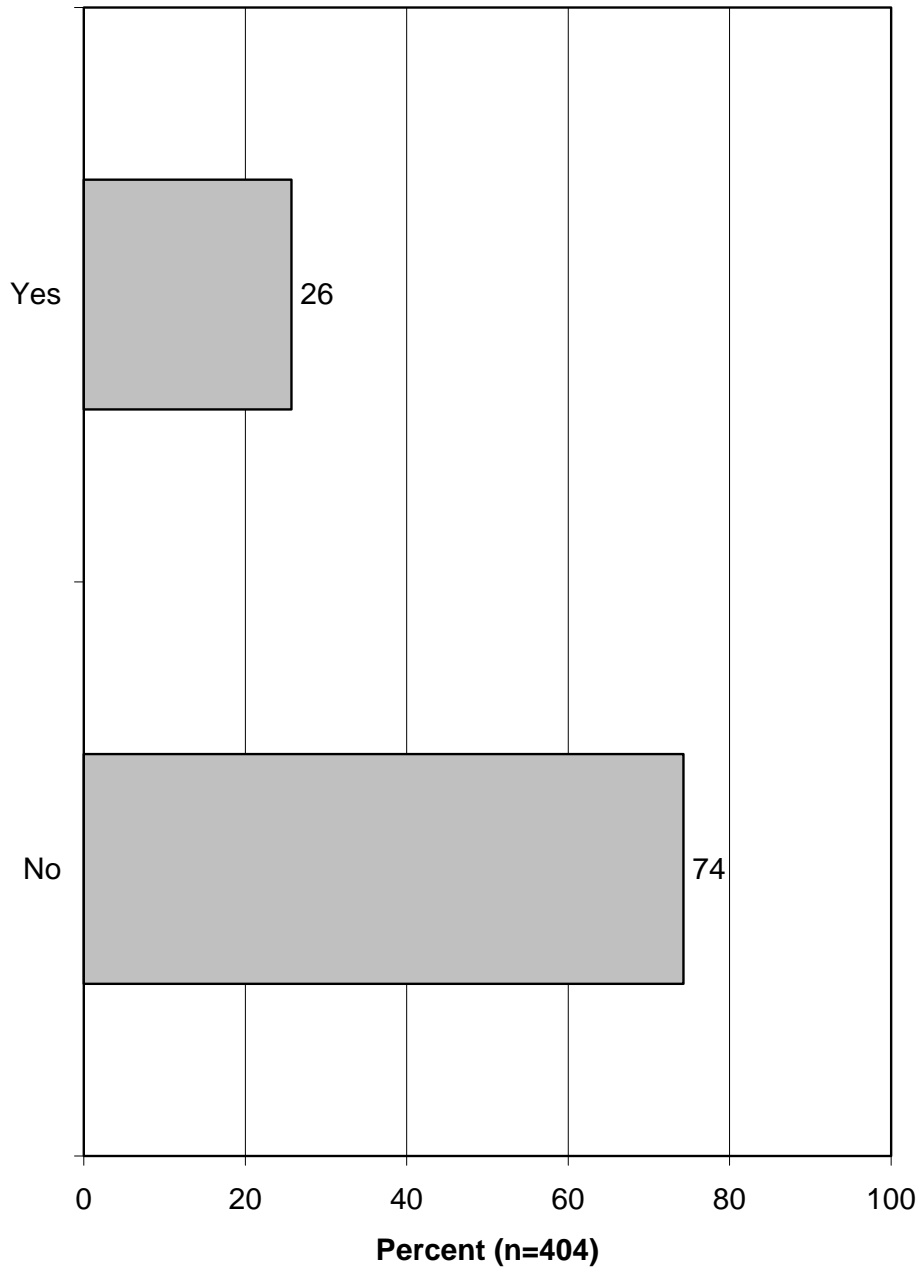
Q16. Are you a member of a buying group?



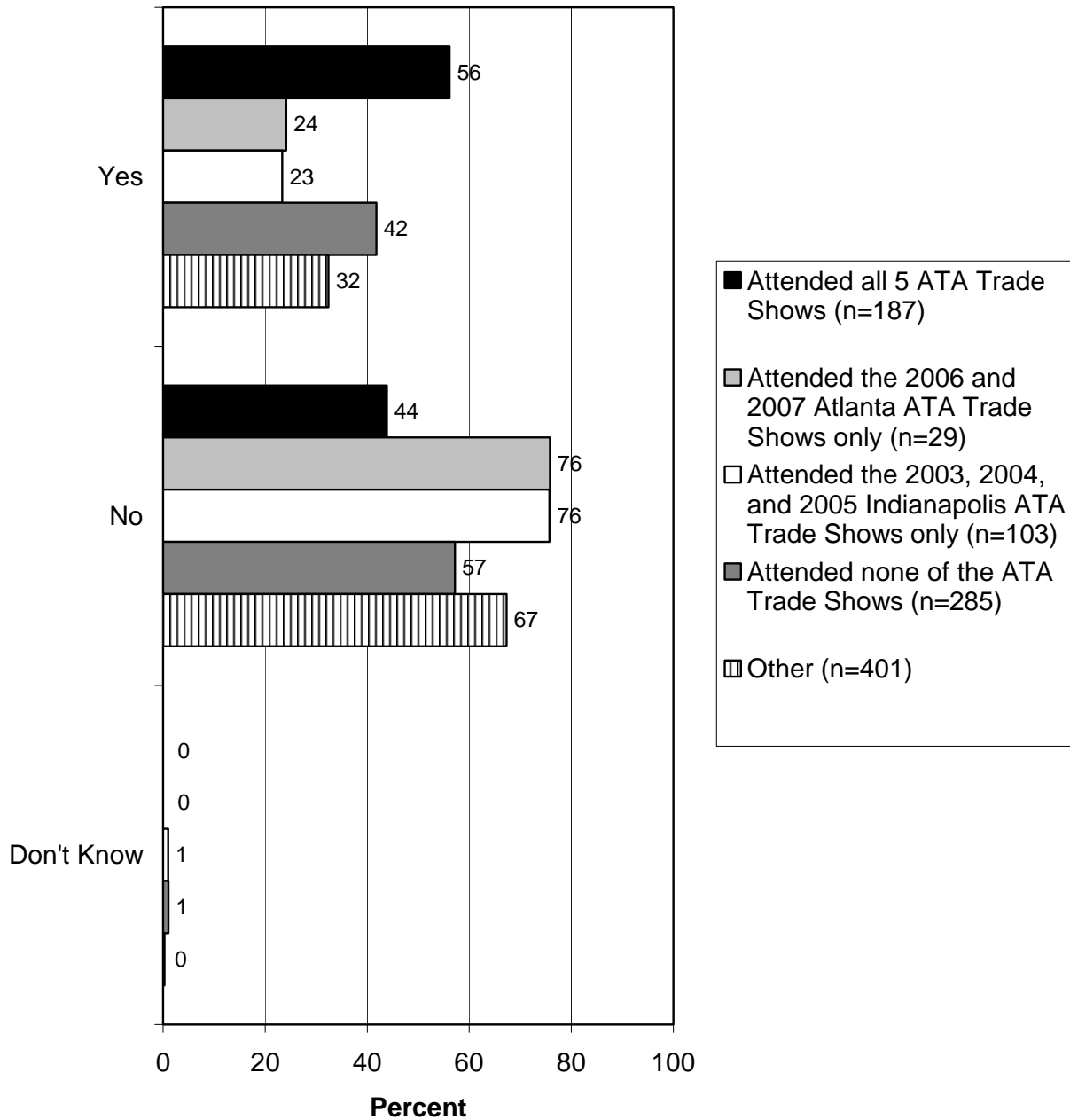
Q16. Are you a member of a buying group? (Among members of the ATA.)



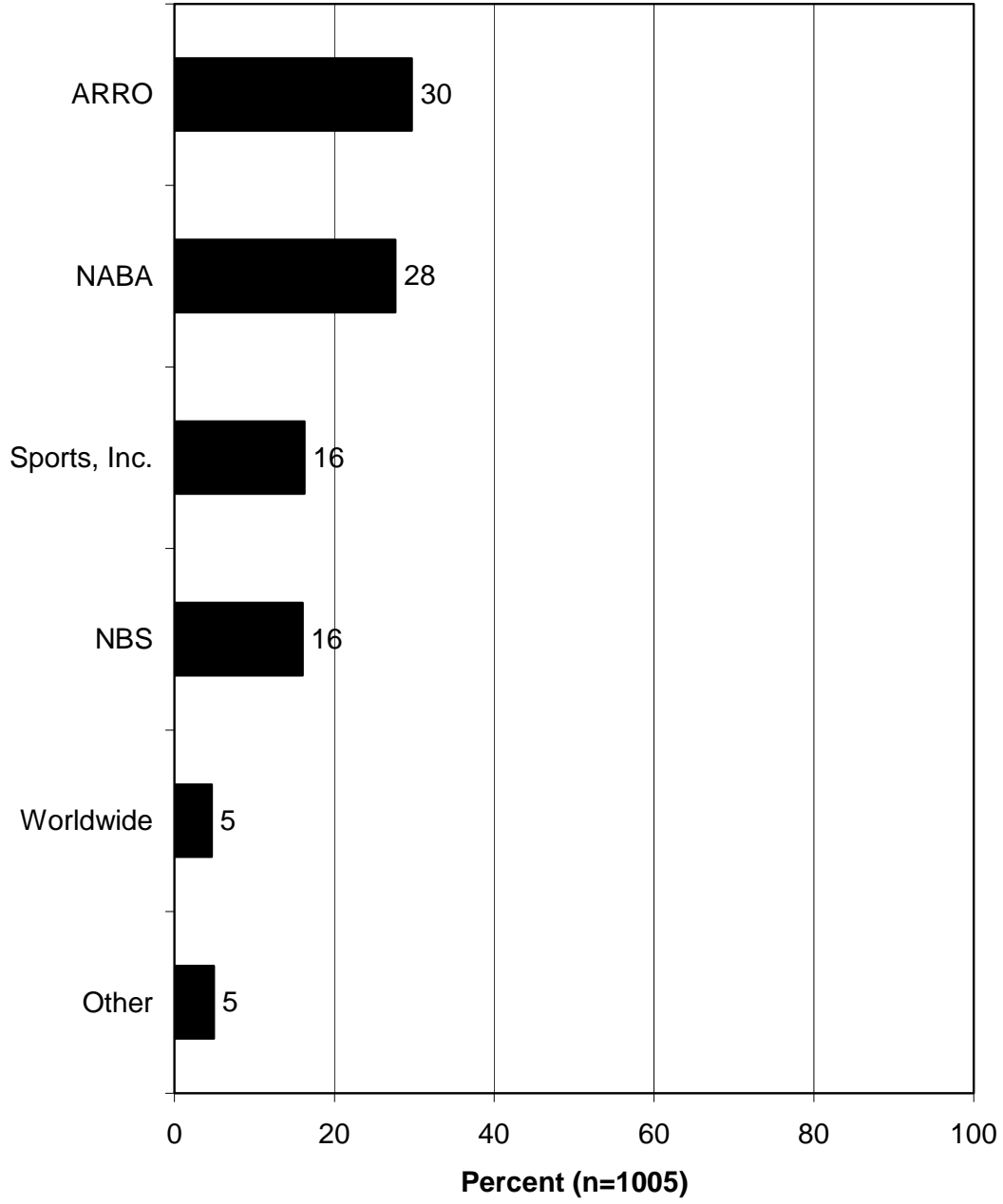
Q16. Are you a member of a buying group? (Among those who are not members of the ATA.)



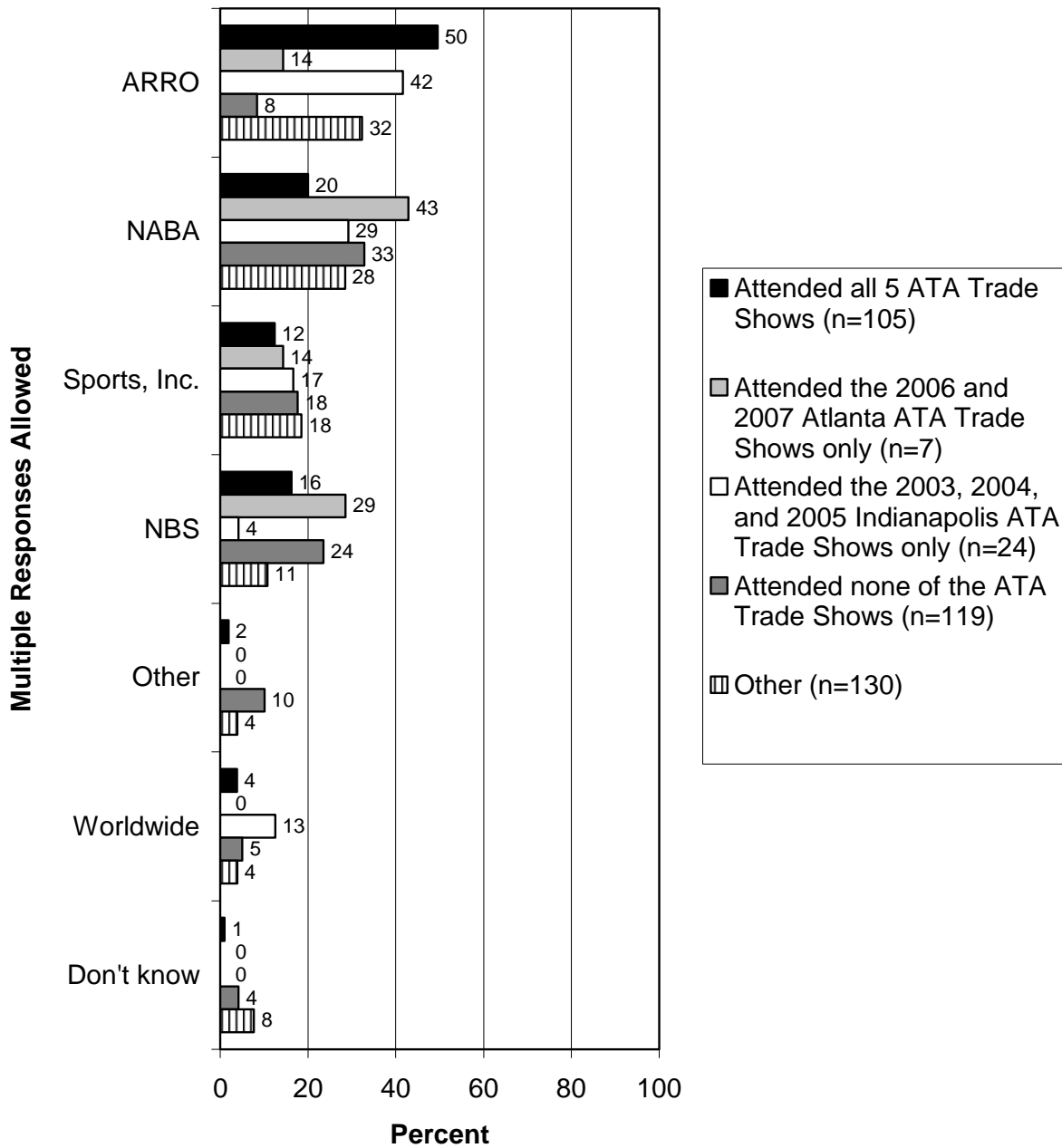
Q16. Are you a member of a buying group?



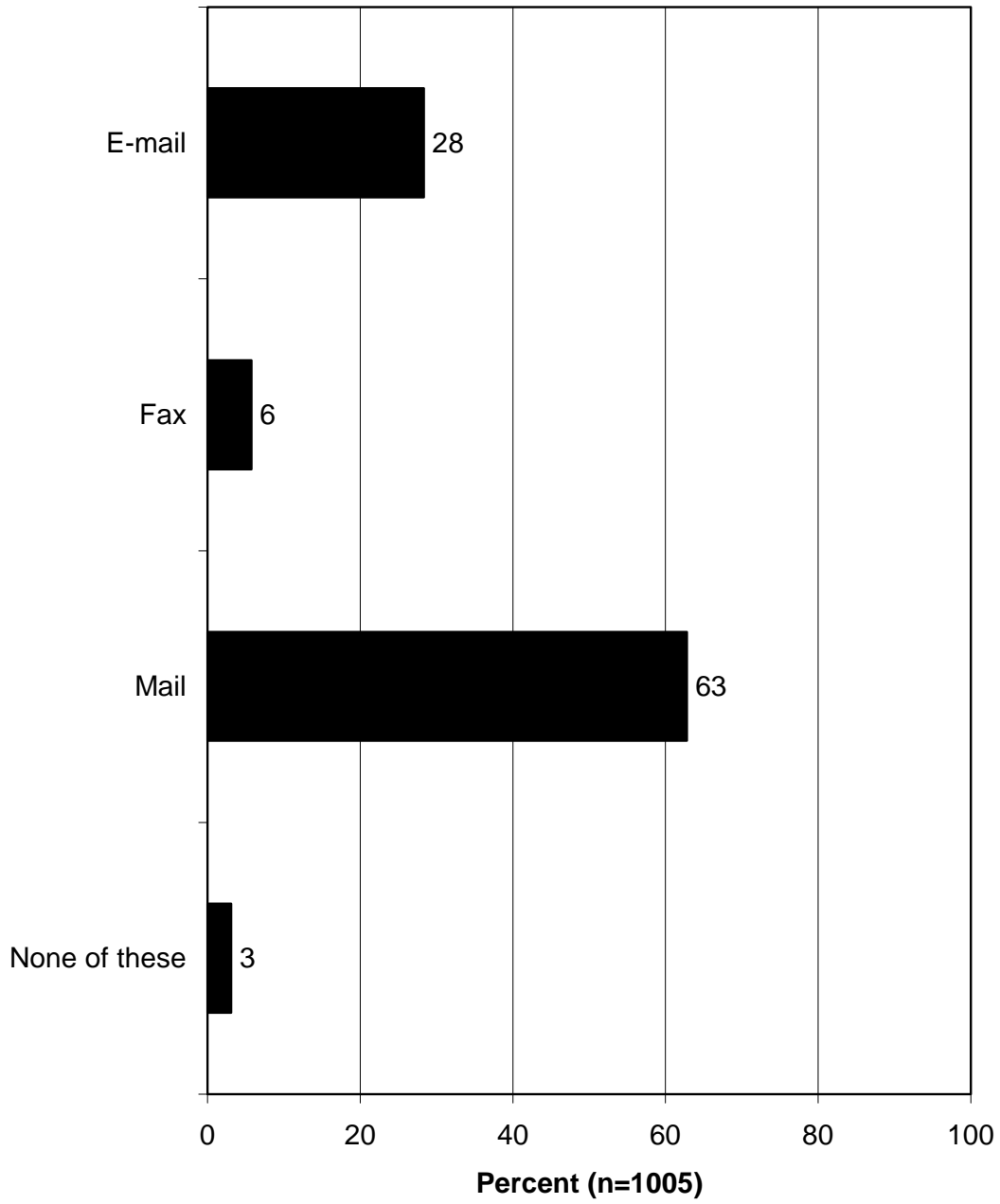
Q17. Which buying group are you a member of?



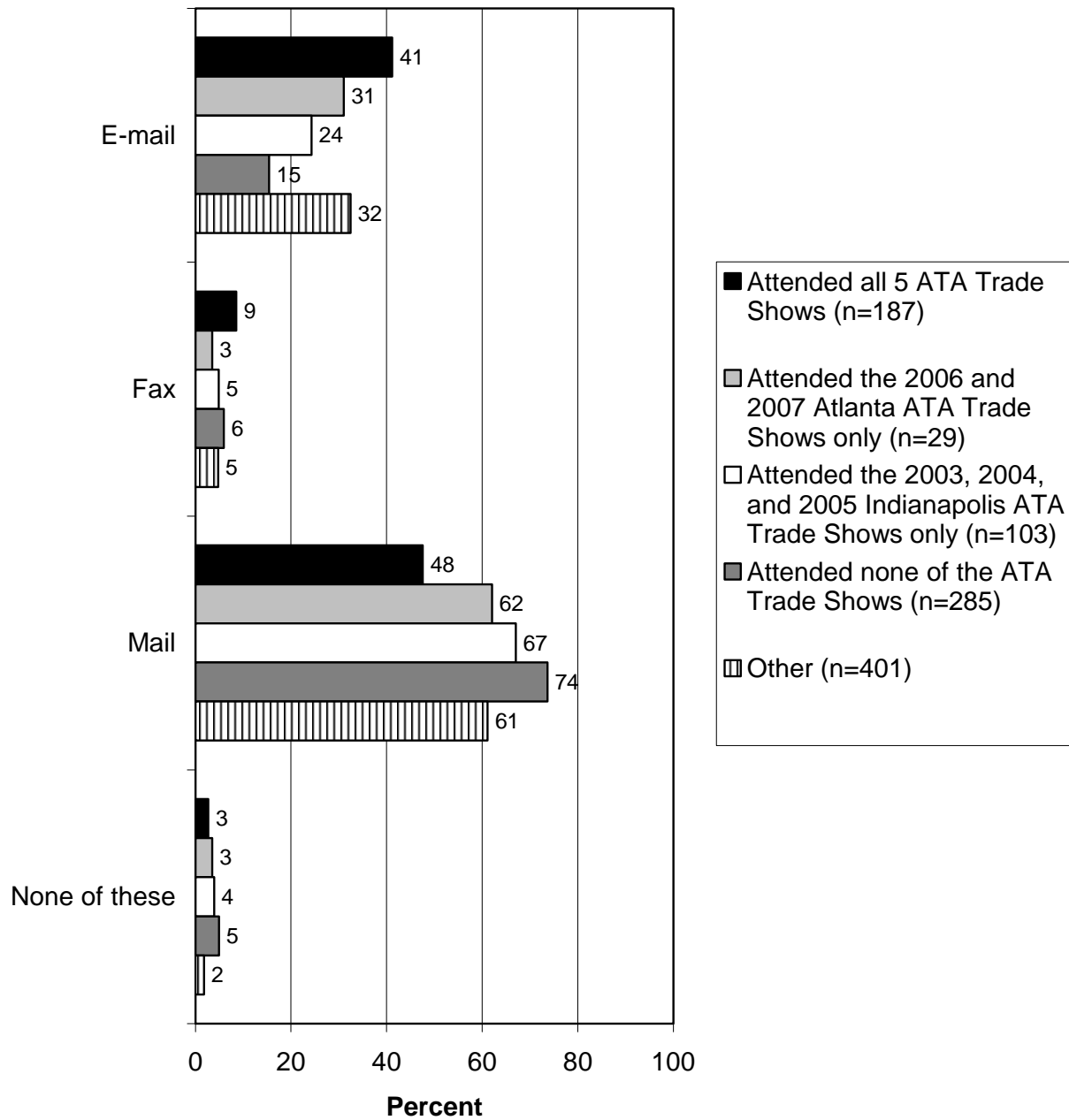
Q17. Which buying group are you a member of?



Q15. How do you prefer to receive information about the ATA Trade Show?



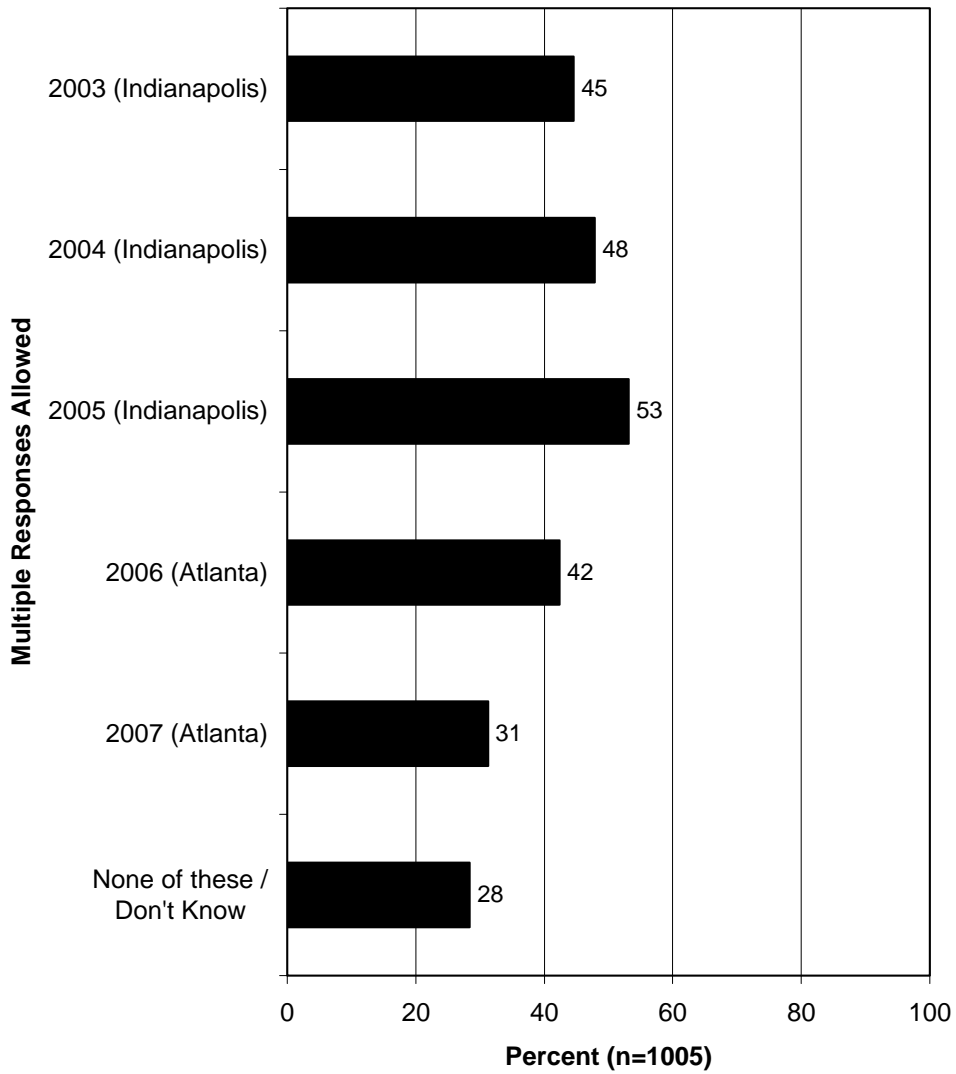
Q15. How do you prefer to receive information about the ATA Trade Show?



ATTENDANCE AT THE ATA TRADE SHOWS

- Regarding years of attendance at the ATA Trade Shows among the sample overall:
- Attendance at Indianapolis events ranged from 45% to 53%.
 - Attendance at Atlanta events ranged from 31% to 42%.

Q22. What years has your company attended the ATA Trade Show since 2003?

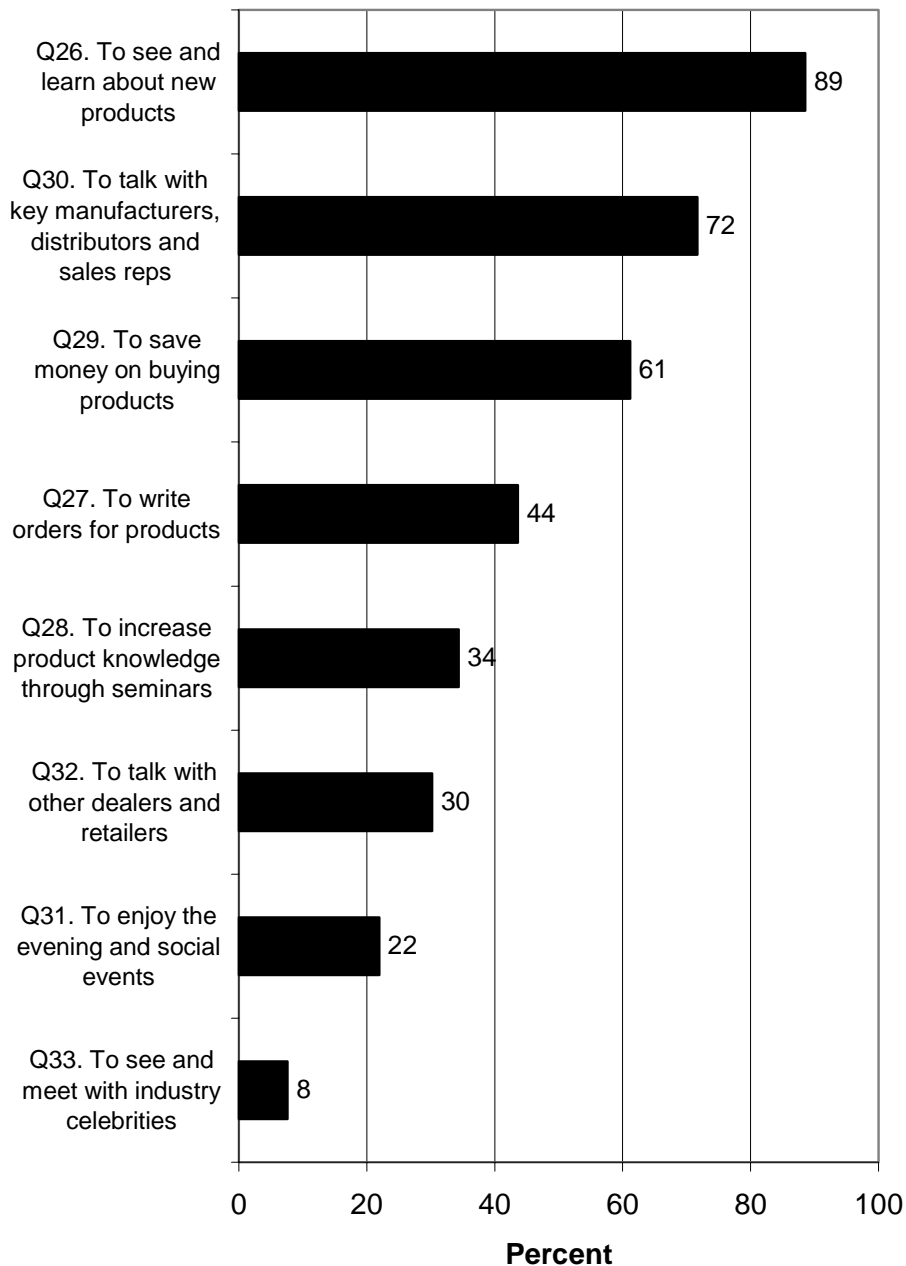


REASONS FOR ATTENDING THE 2007 ATLANTA ATA TRADE SHOW

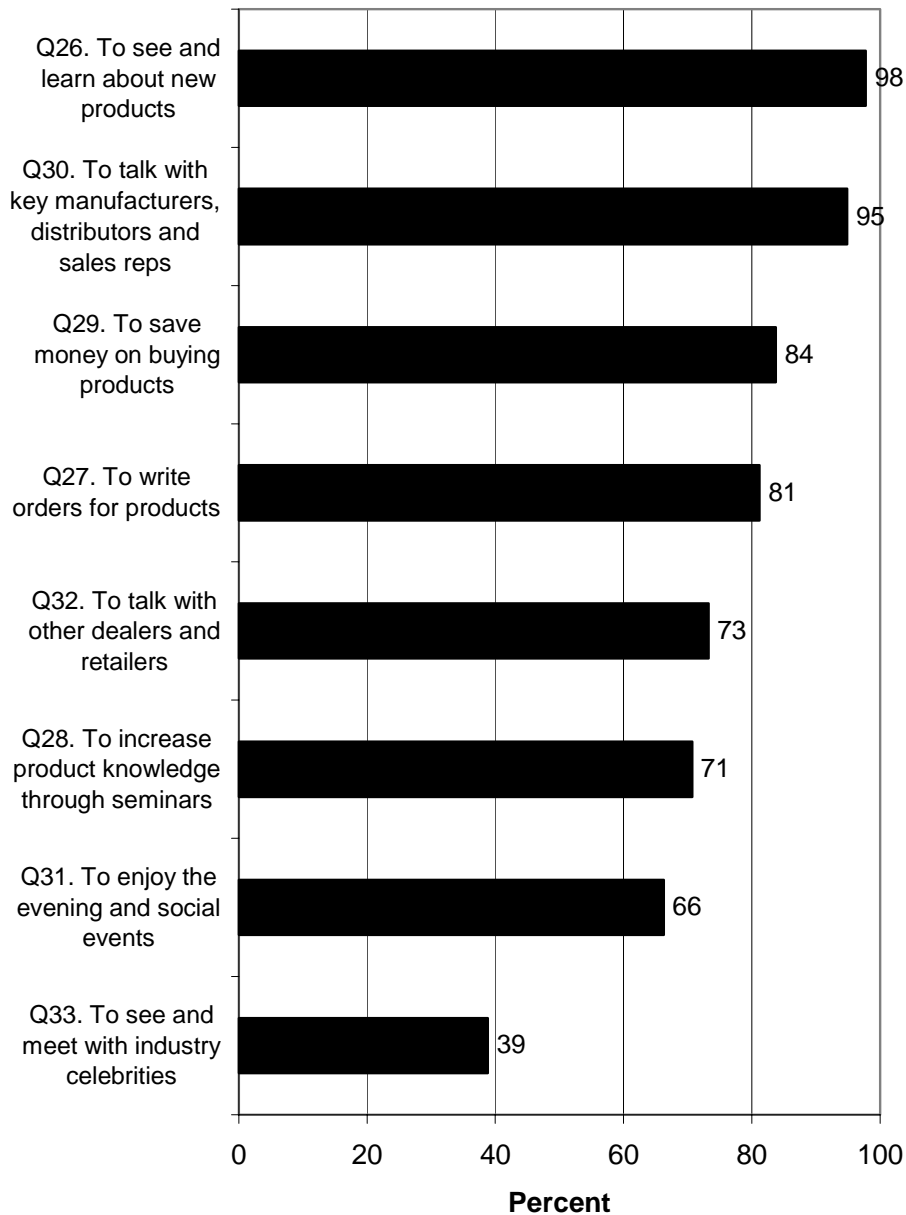
- In the overall results, the most important reasons that companies attended the ATA Trade Show in Atlanta in 2007 was to see and learn about new products (89% said this was *very* important in their decision to attend), to talk with key manufacturers, distributors, and sales reps (72%), and to save money on buying products (61%). Seeing and meeting celebrities (8%) was not of much importance. Note that all factors except seeing and meeting celebrities had a majority who said it was *very* or *somewhat* important in their decision.
 - Also shown are reasons why companies attended the 2007 Trade Show, asked in an open-ended format whereby respondents could give any answer. The survey asked this question prior to the list of specific items. Information in general and information in particular about new products were commonly mentioned. To make wholesale purchases (or orders), to get special deals, and networking were also important.
 - Following the list of questions discussed in the survey was a question about any *other* reasons that may have been important in decisions to attend. They include getting information in general at the show, participating in the ARRO Buying Group, the close proximity of the Trade Show, and networking.

- The ranking of important reasons to attend the 2007 Show were generally the same among the groups.

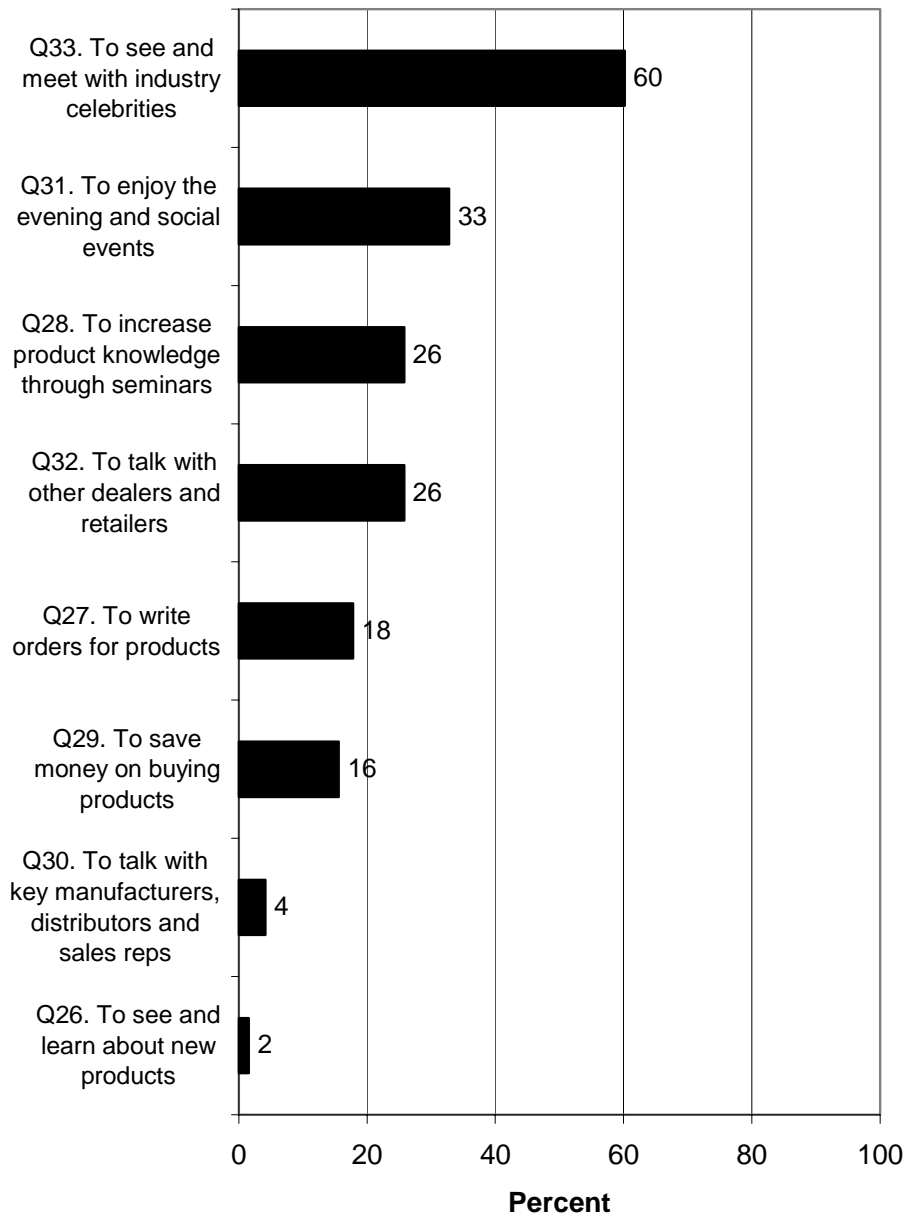
Q26-33. Percent who said the following were very important in the decision to have their company attend the 2007 ATA Trade Show. (Asked of those who attended the 2007 ATA Trade Show.)



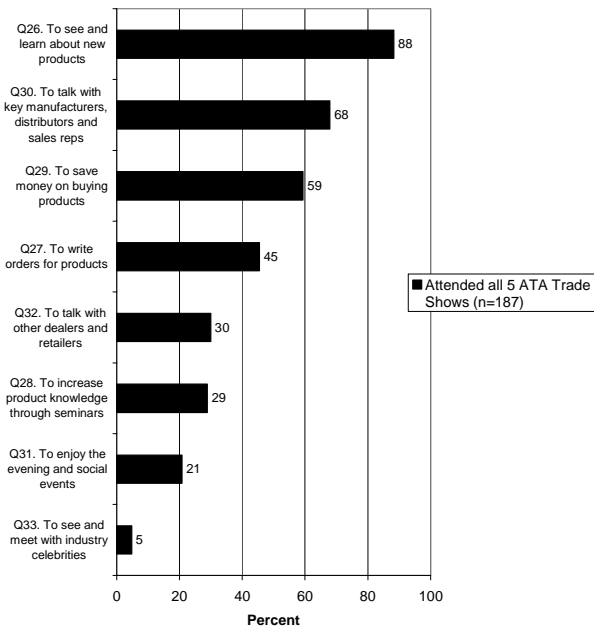
Q26-33. Percent who said the following were very or somewhat important in the decision to have their company attend the 2007 ATA Trade Show. (Asked of those who attended the 2007 ATA Trade Show.)



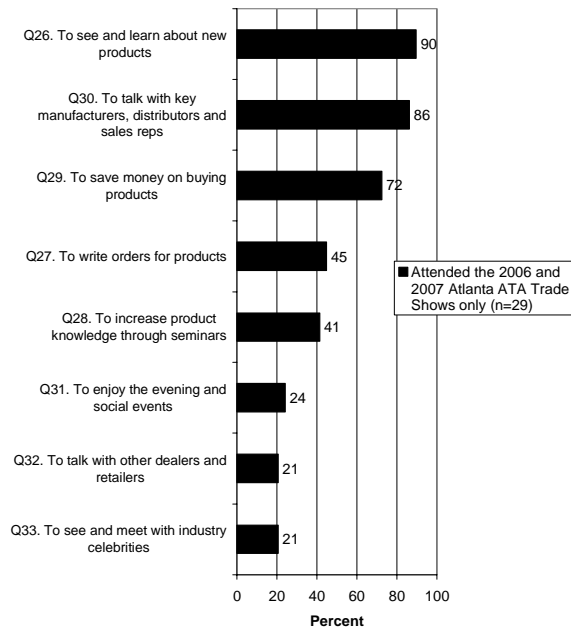
Q26-33. Percent who said the following were not at all important in the decision to have their company attend the 2007 ATA Trade Show. (Asked of those who attended the 2007 ATA Trade Show.)



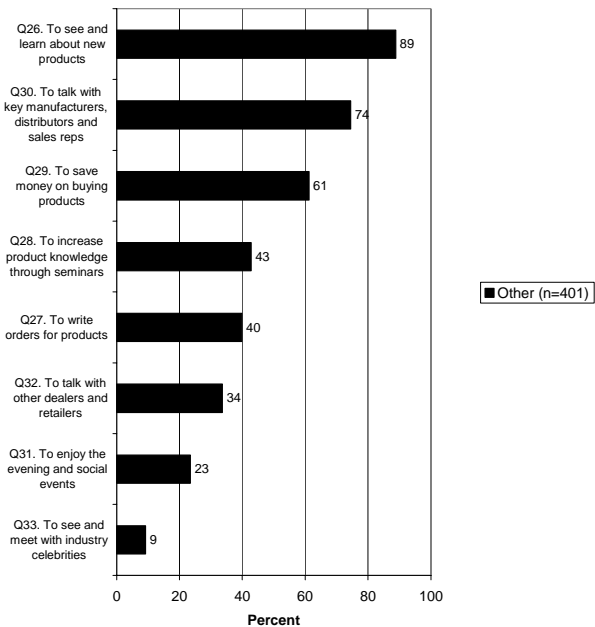
Q26-33. Percent who said the following were very important in the decision to have their company attend the 2007 ATA Trade Show. (Asked of those who attended the 2007 ATA Trade Show.)



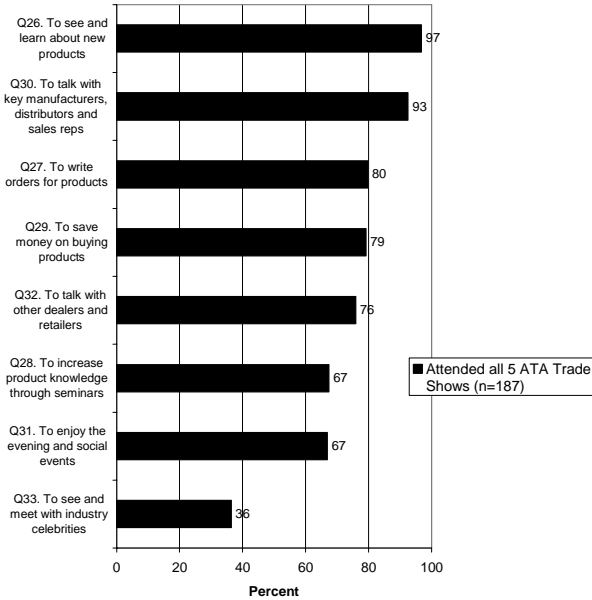
Q26-33. Percent who said the following were very important in the decision to have their company attend the 2007 ATA Trade Show. (Asked of those who attended the 2007 ATA Trade Show.)



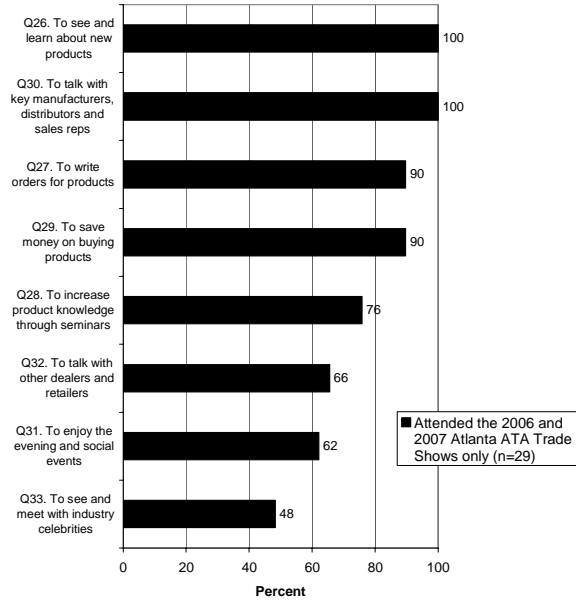
Q26-33. Percent who said the following were very important in the decision to have their company attend the 2007 ATA Trade Show. (Asked of those who attended the 2007 ATA Trade Show.)



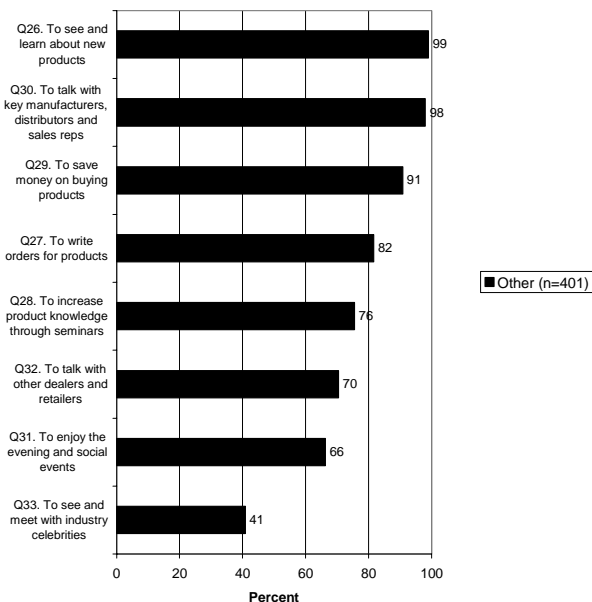
Q26-33. Percent who said the following were very or somewhat important in the decision to have their company attend the 2007 ATA Trade Show. (Asked of those who attended the 2007 ATA Trade Show.)



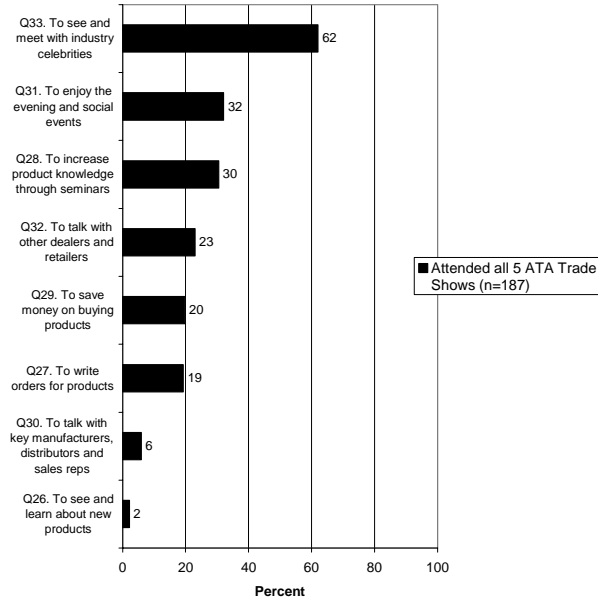
Q26-33. Percent who said the following were very or somewhat important in the decision to have their company attend the 2007 ATA Trade Show. (Asked of those who attended the 2007 ATA Trade Show.)



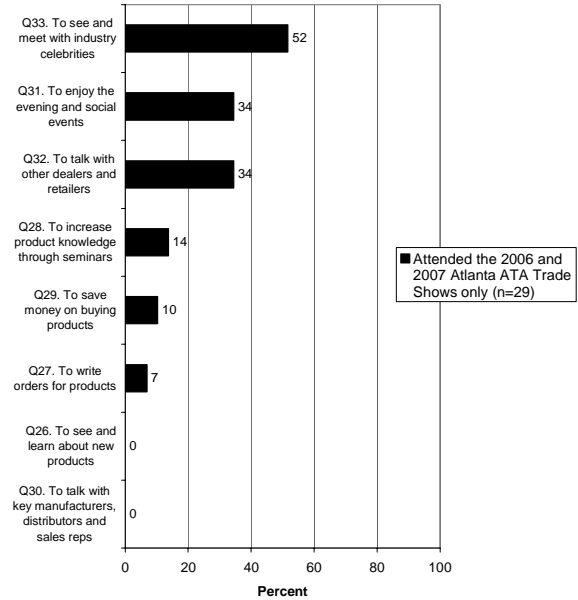
Q26-33. Percent who said the following were very or somewhat important in the decision to have their company attend the 2007 ATA Trade Show. (Asked of those who attended the 2007 ATA Trade Show.)



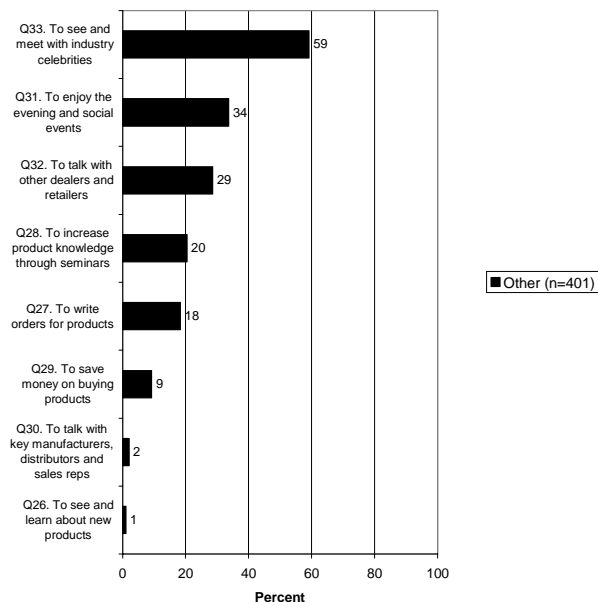
Q26-33. Percent who said the following were not at all important in the decision to have their company attend the 2007 ATA Trade Show. (Asked of those who attended the 2007 ATA Trade Show.)



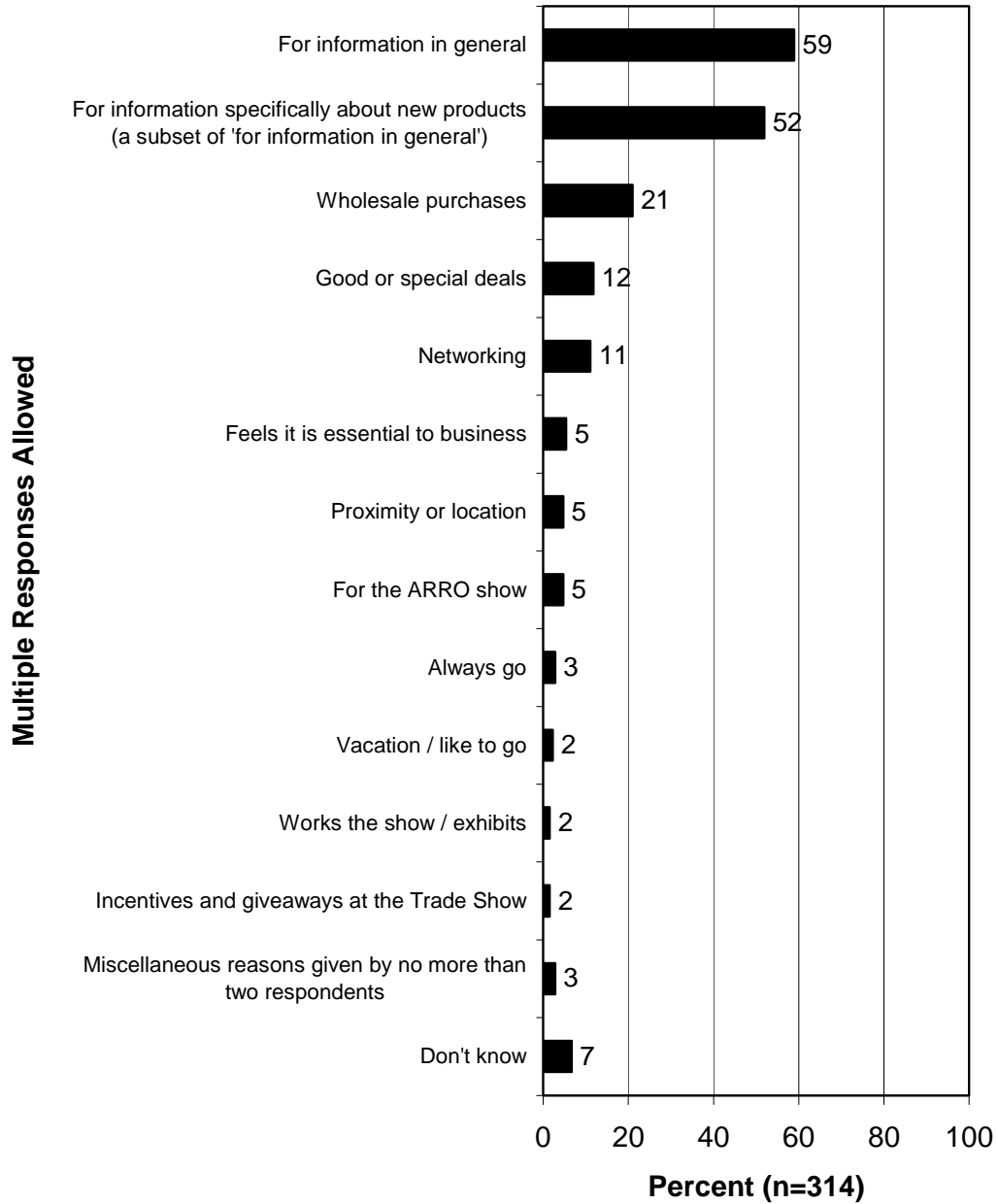
Q26-33. Percent who said the following were not at all important in the decision to have their company attend the 2007 ATA Trade Show. (Asked of those who attended the 2007 ATA Trade Show.)



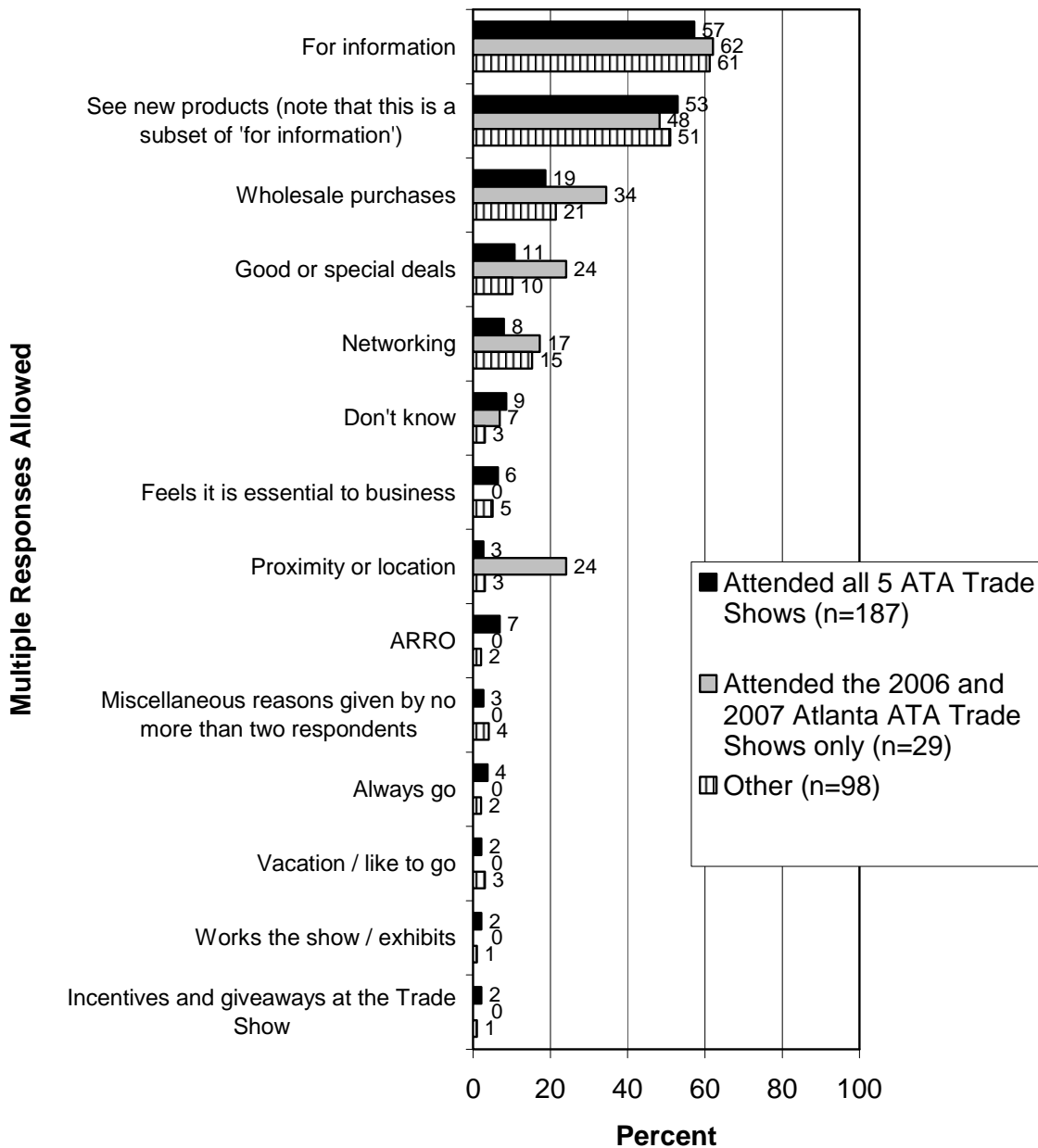
Q26-33. Percent who said the following were not at all important in the decision to have their company attend the 2007 ATA Trade Show. (Asked of those who attended the 2007 ATA Trade Show.)



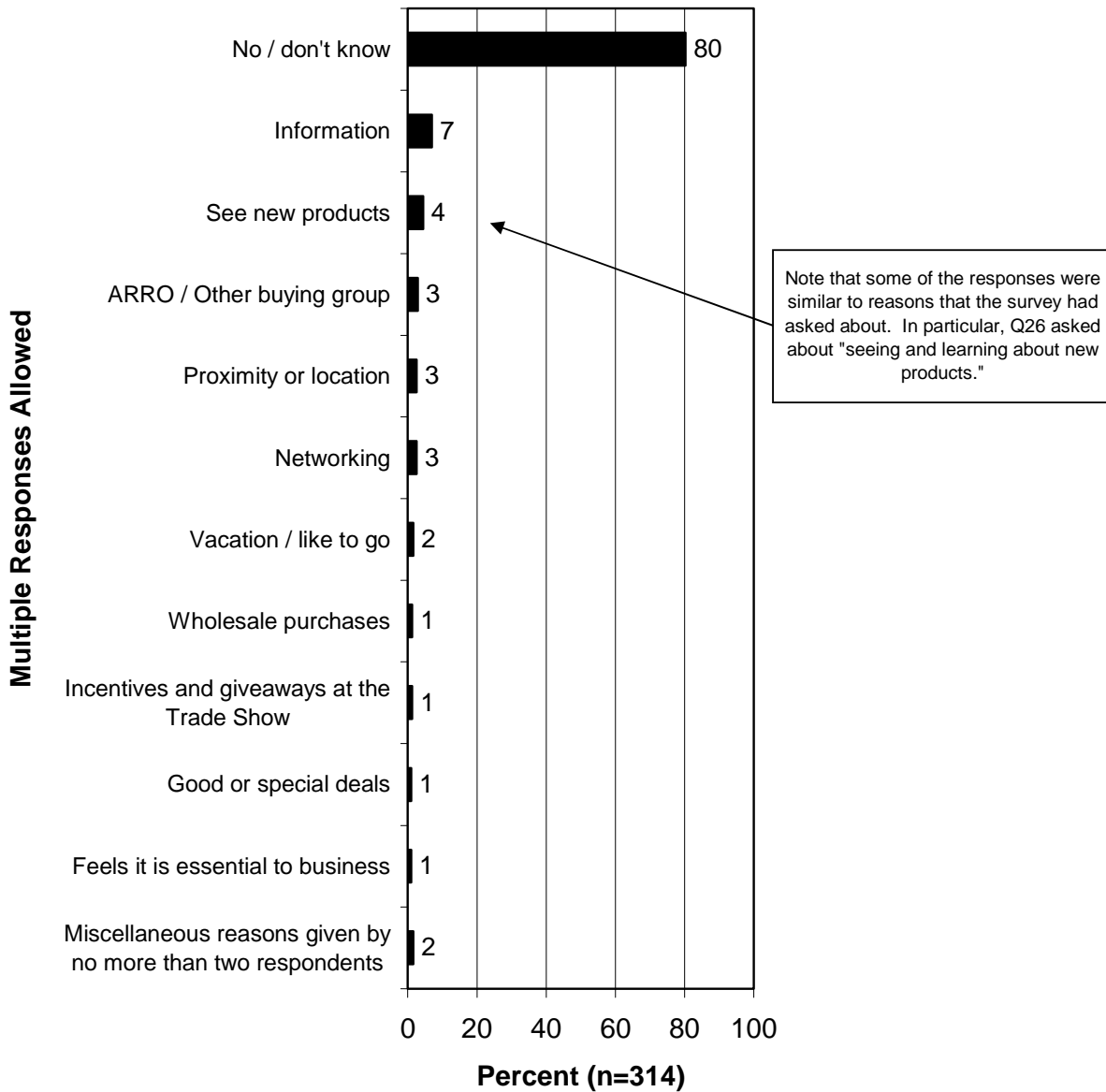
Q24. Why did your company attend the 2007 ATA Trade Show in Atlanta? (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



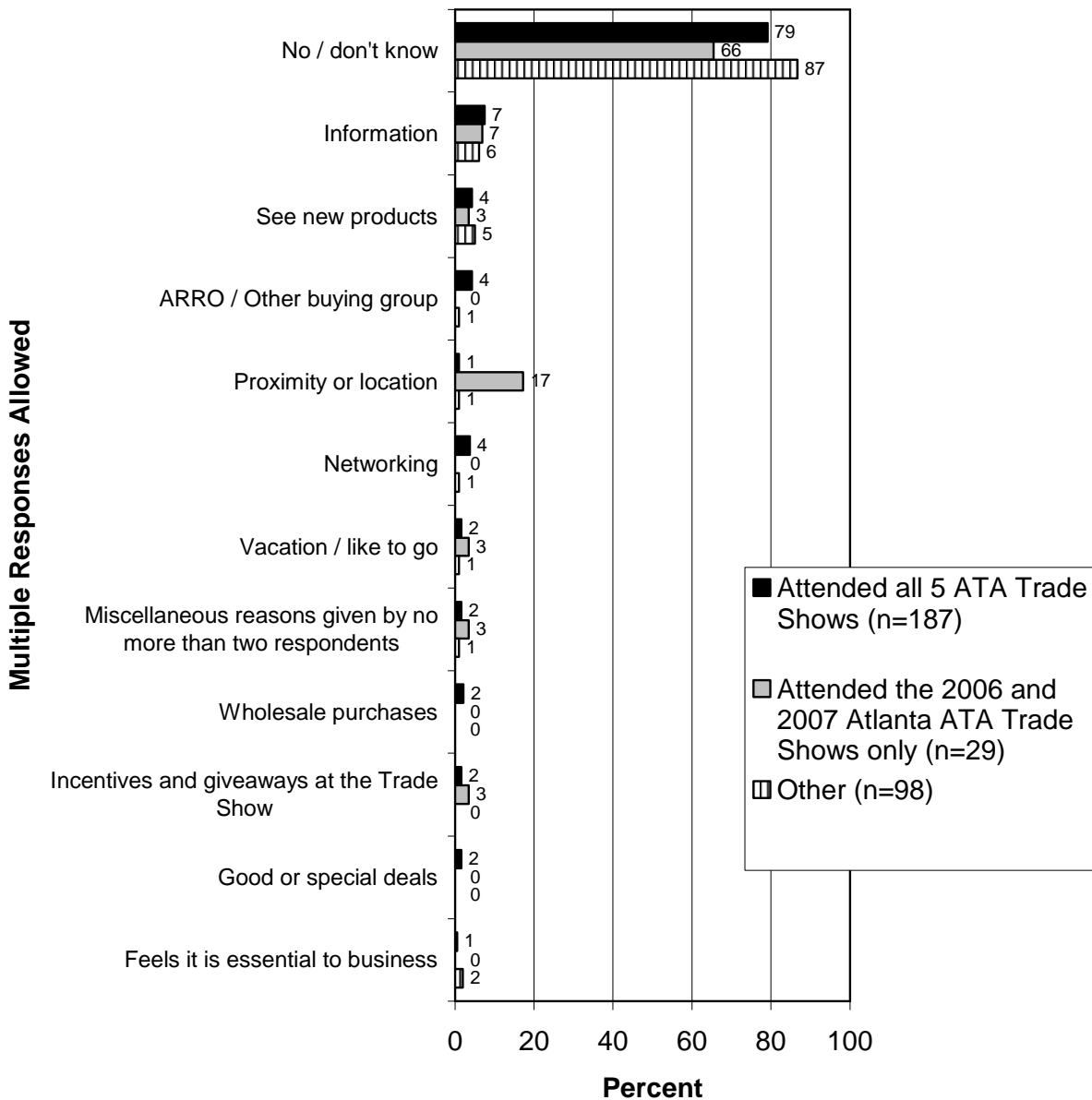
Q24. Why did your company attend the 2007 ATA Trade Show in Atlanta? (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



Q34. Are there any other reasons that were important in the decision for your company to attend the 2007 ATA Trade Show? (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



Q34. Are there any other reasons that were important in the decision for your company to attend the 2007 ATA Trade Show?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



FACTORS AFFECTING THE 2007 ATLANTA ATA TRADE SHOW EXPERIENCE

- In the overall results, two factors had a majority who said that the factor was *very* or *somewhat* favorable in their 2007 ATA Trade Show experience: conditions in and around the convention center (54% said this factor was very or somewhat favorable in their experience) and the cost of show registration (52%).

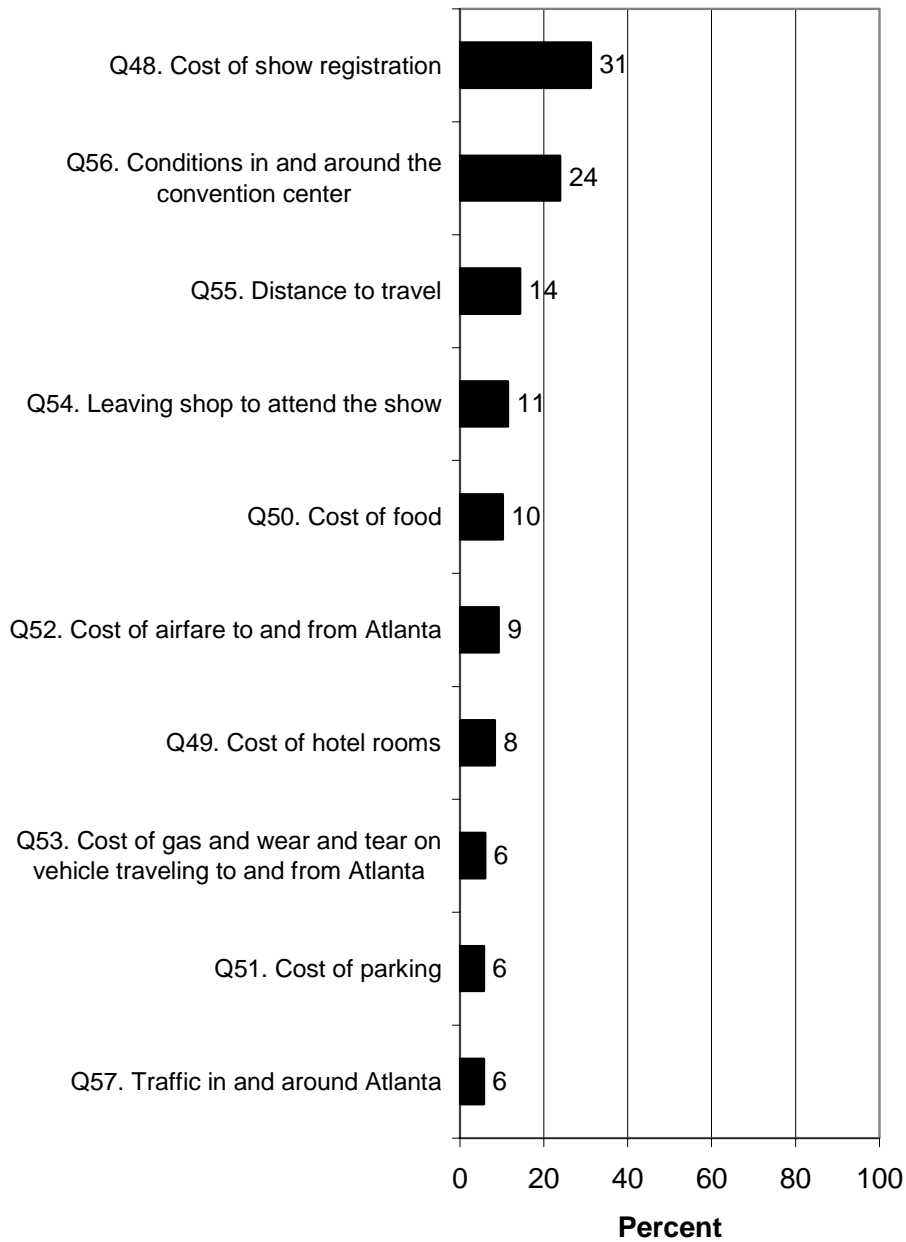
- Another way to examine these results among respondents overall is to look at those factors for which the percentage saying it was favorable exceeds the percentage saying it was unfavorable. These results are tabulated below. Note that the cost of registration, conditions in and around the convention center, and the cost of airfare to and from Atlanta were much more favorable than unfavorable; meanwhile, traffic in and around Atlanta and having to leave shop to attend the show were much more unfavorable than favorable.
 - The survey asked about any *other* factors that favorably influenced respondents' 2007 Trade Show experiences, with common answers being the information and exhibits at the show and the amenities and giveaways of the show.
 - The survey asked about any *other* factors that *unfavorably* influenced respondents' 2007 Trade Show experiences, with a quite common answer being about safety near the Convention Center and/or the presence of panhandlers/homeless (even though the list above had asked about "conditions in and around the Convention Center).

| Factor | Percent saying it was very or somewhat favorable | Percent saying it was very or somewhat unfavorable | Percent that favorable exceeds unfavorable | Percent saying it had no effect |
|---|---|---|---|--|
| Q48. Cost of show registration | 52 | 6 | 46 | 38 |
| Q49. Cost of hotel rooms | 36 | 36 | 0 | 25 |
| Q50. Cost of food | 37 | 32 | 5 | 28 |
| Q51. Cost of parking | 21 | 25 | -4 | 51 |
| Q52. Cost of airfare to and from Atlanta | 29 | 12 | 17 | 57 |
| Q53. Cost of gas and wear and tear on vehicle traveling to and from Atlanta | 21 | 20 | 1 | 57 |
| Q54. Leaving shop to attend the show | 29 | 41 | -12 | 28 |
| Q55. Distance to travel | 35 | 40 | -5 | 24 |
| Q56. Conditions in and around the convention center | 54 | 27 | 27 | 14 |
| Q57. Traffic in and around Atlanta | 24 | 38 | -15 | 34 |

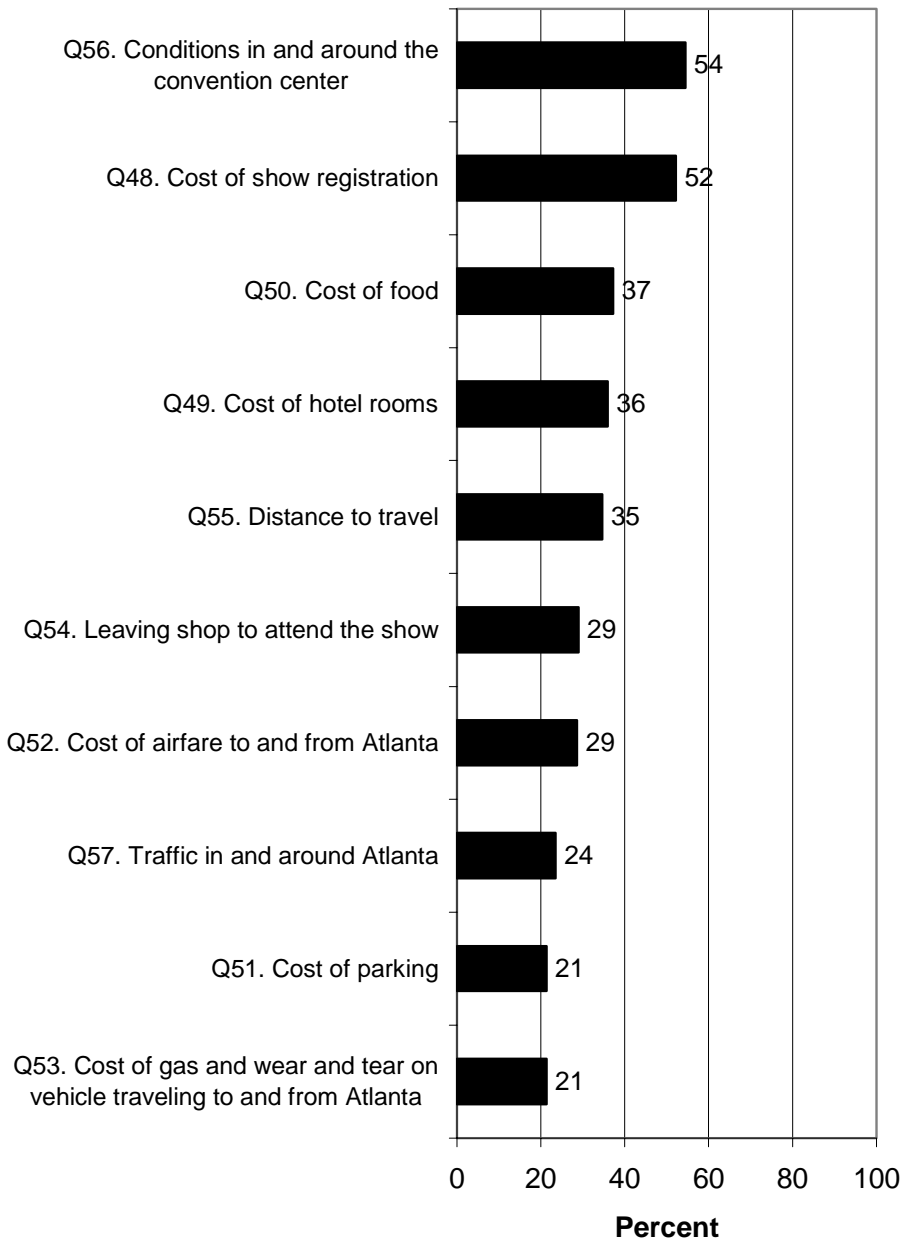
➤ The crosstabulations found the following:

- Those who had attended all five Trade Shows, when compared to those who attended only the Atlanta Trade Shows, were more likely to view conditions in and around the Convention Center in the 2007 Show unfavorably: 33% of those who attended all five Trade Shows viewed those conditions *unfavorably*, while only 7% of those who attended only the Atlanta Trade Shows did so.
- Leaving the shop to attend the 2007 Trade Show was a greater concern among those who attended all five Trade Shows (43% of them said this factor was unfavorable), when compared against those who attended only the Atlanta Trade Shows (24% of them said this was unfavorable). Likewise, distance to travel was more of a concern among those who attended all five Trade Shows: 41% of attendees of all five Shows versus 31% of attendees of only the Atlanta Shows found this factor unfavorable. Both of these results are consistent with those who may have had to travel further to attend the 2007 Show in Atlanta.

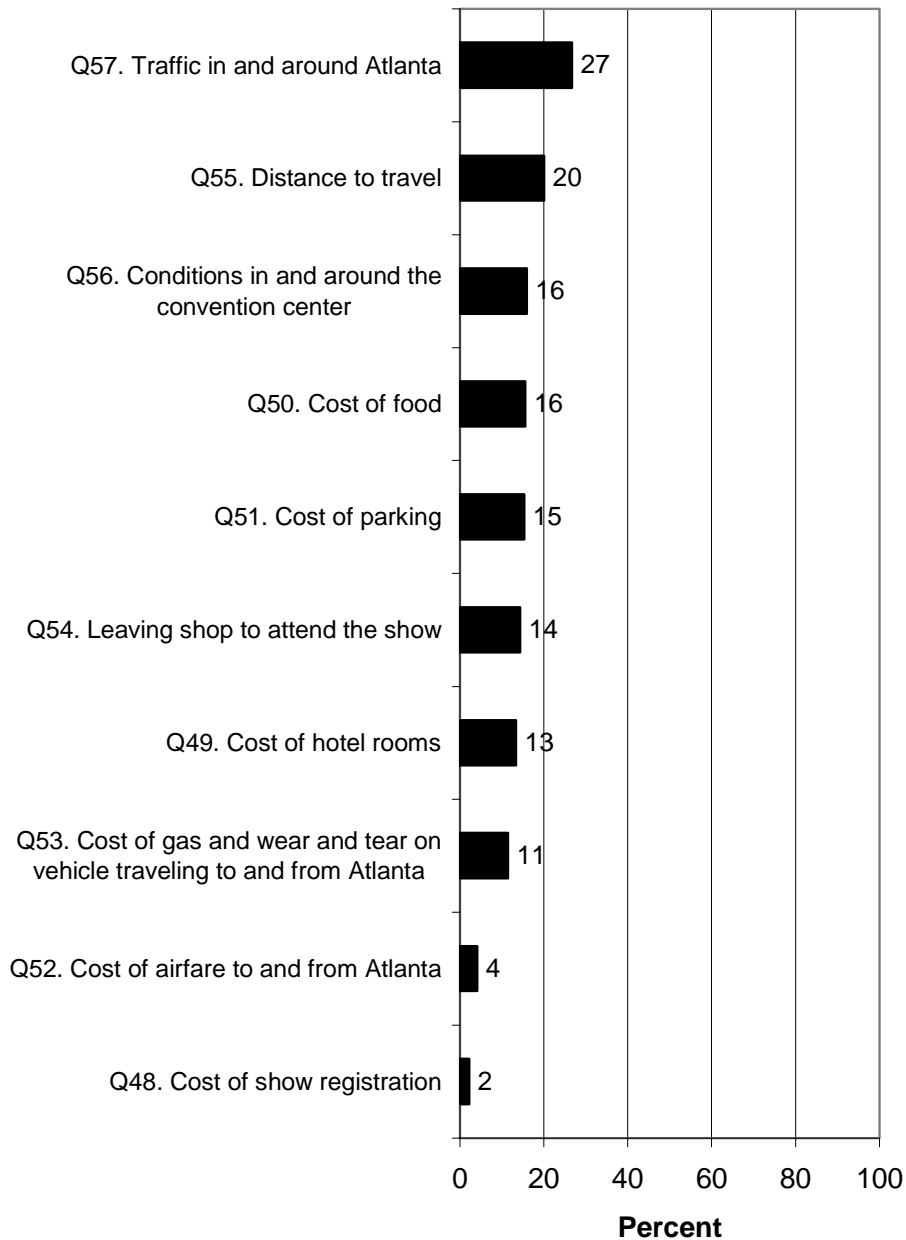
Q48-57. Percent who said the following factor was very favorable in their 2007 ATA Trade Show experience. (Asked of those who attended the 2007 ATA Trade Show.)



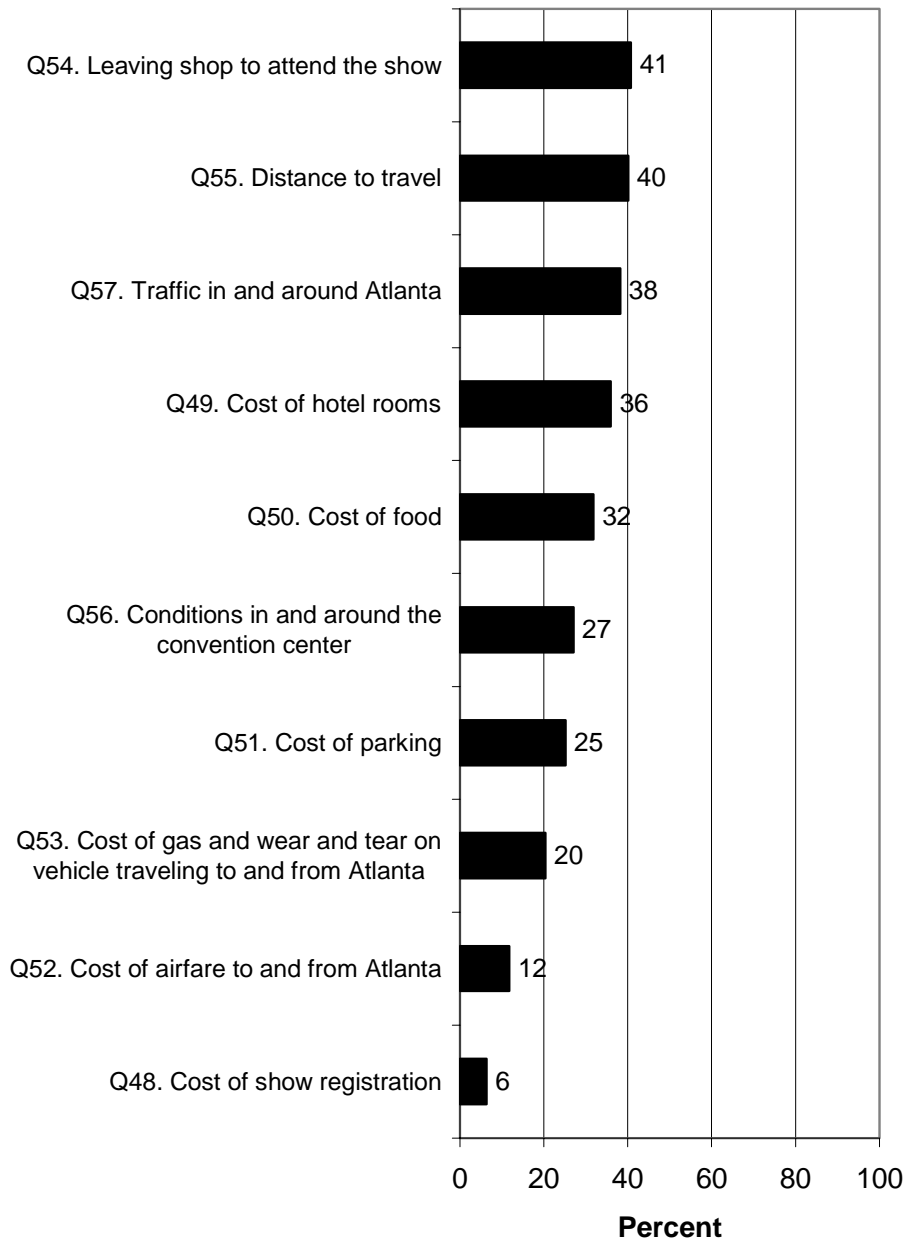
Q48-57. Percent who said the following factor was very or somewhat favorable in their 2007 ATA Trade Show experience. (Asked of those who attended the 2007 ATA Trade Show.)



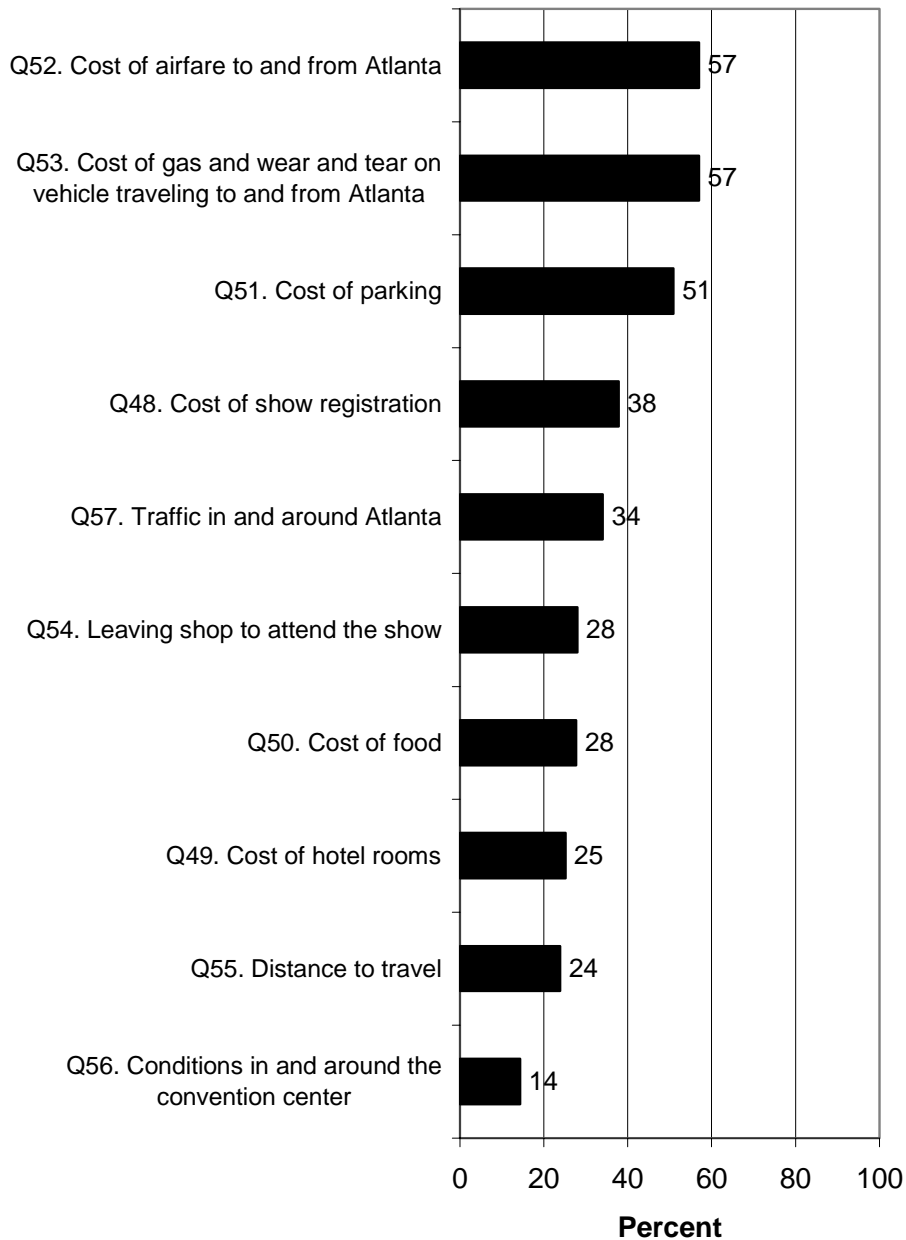
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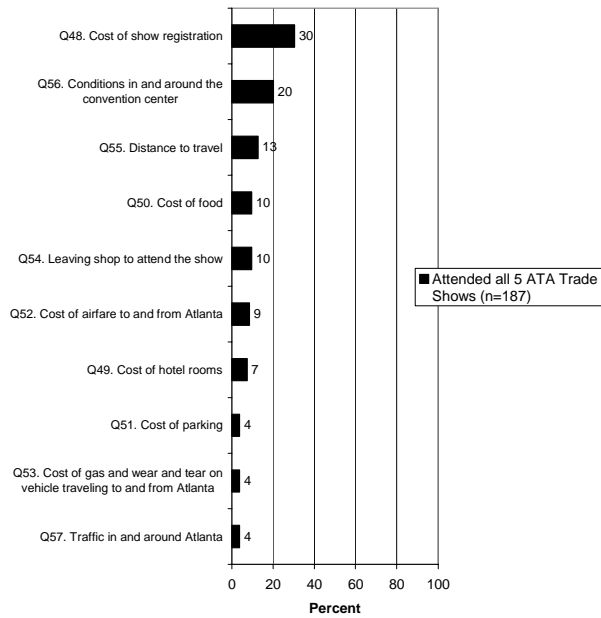
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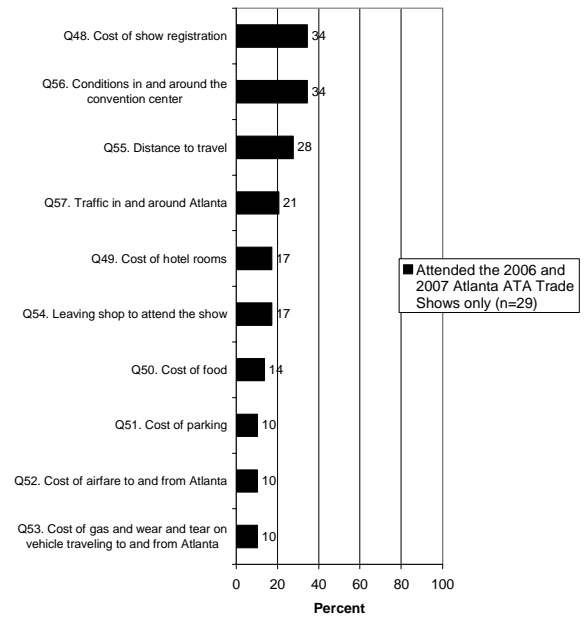
Q48-57. Percent who said the following factor did not affect their 2007 ATA Trade Show experience. (Asked of those who attended the 2007 ATA Trade Show.)



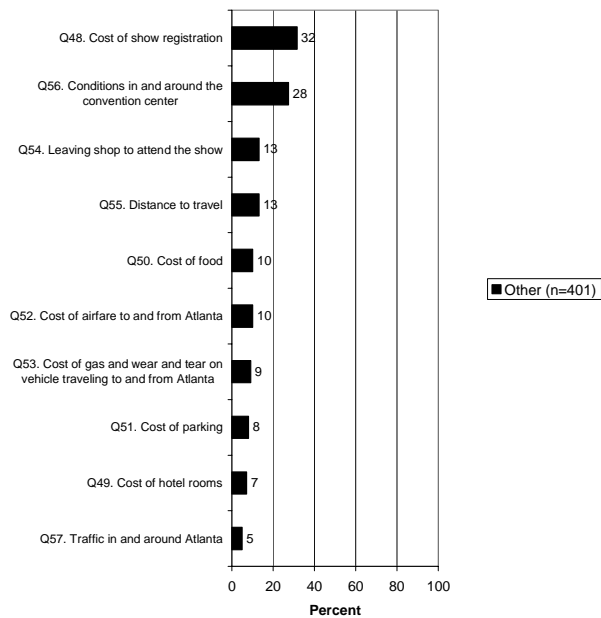
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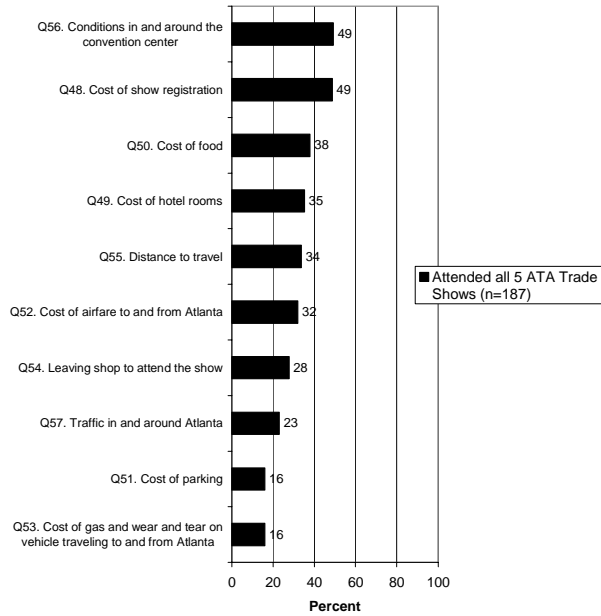
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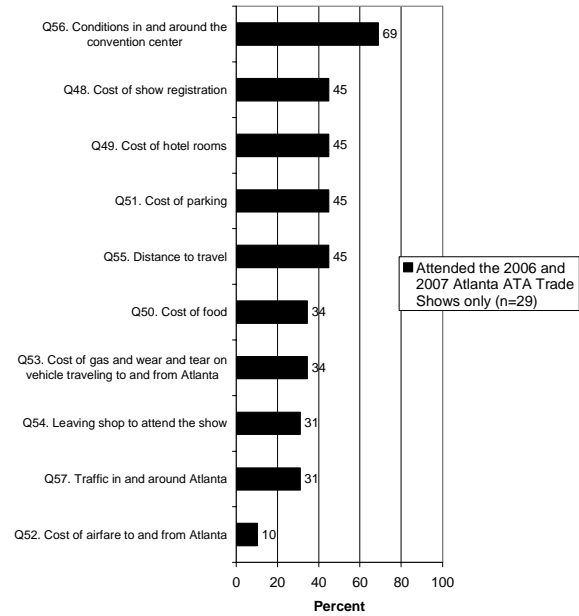
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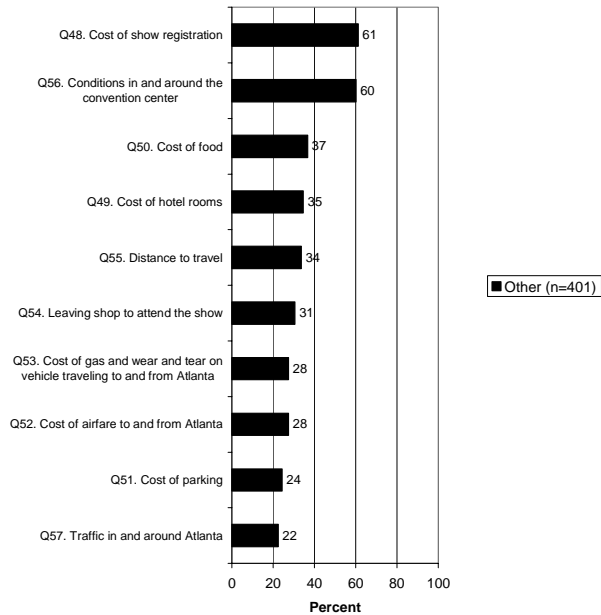
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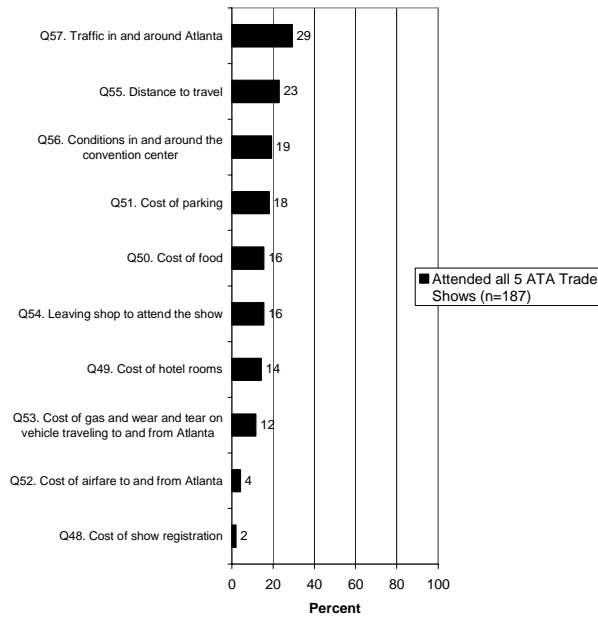
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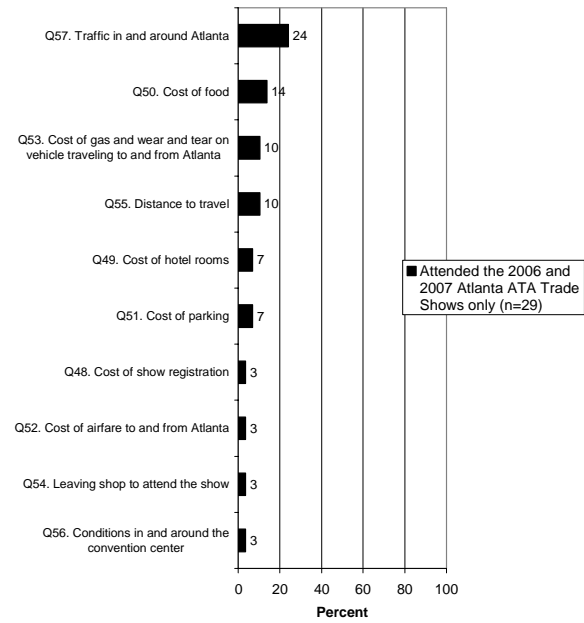
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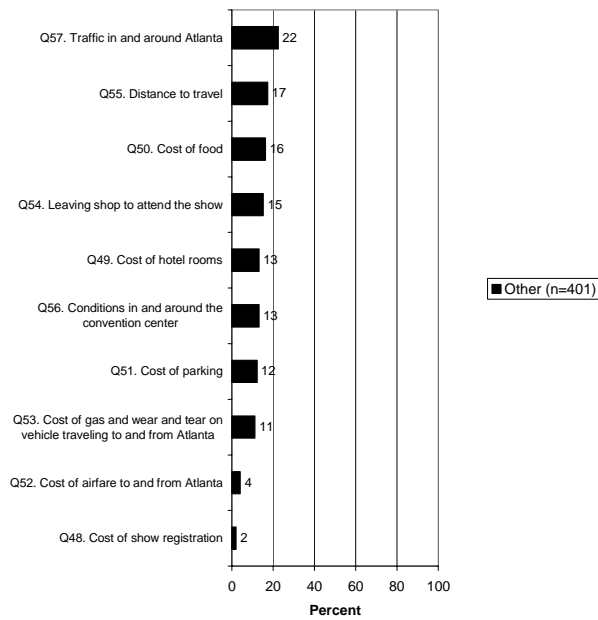
Q48-57. Percent who said the following factor was very unfavorable in their 2007 ATA Trade Show experience. (Asked of those who attended the 2007 ATA Trade Show.)



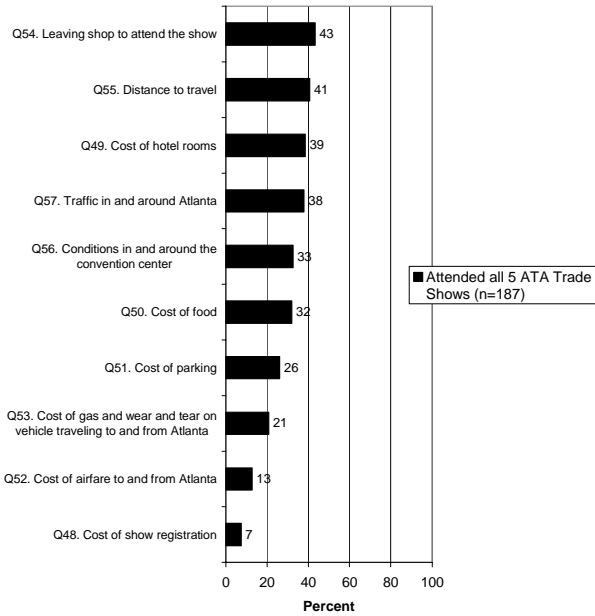
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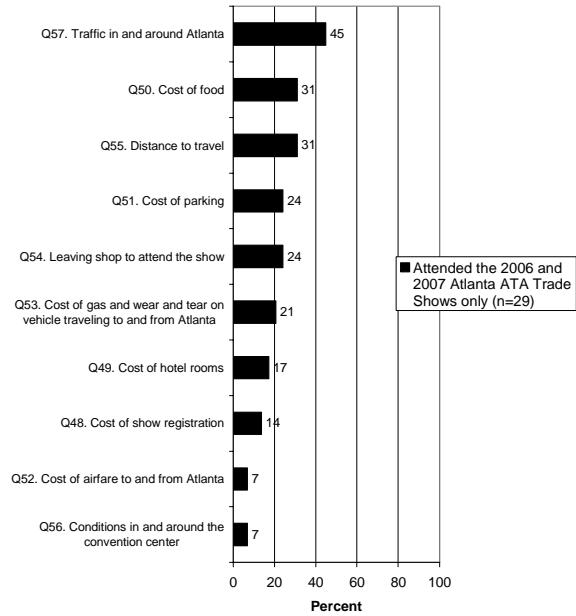
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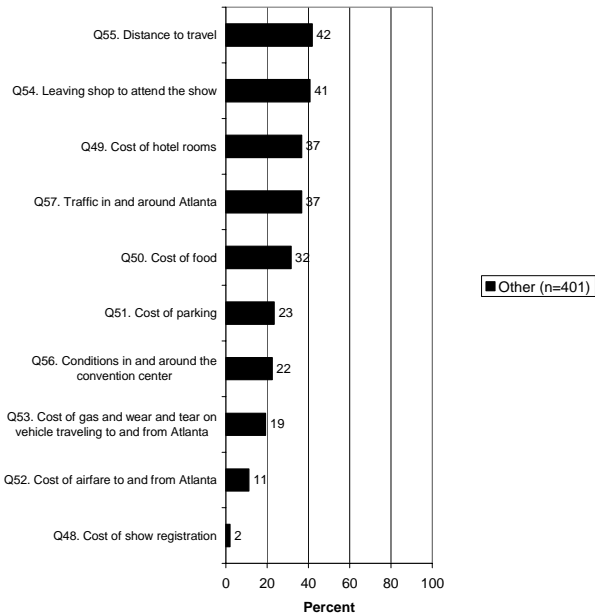
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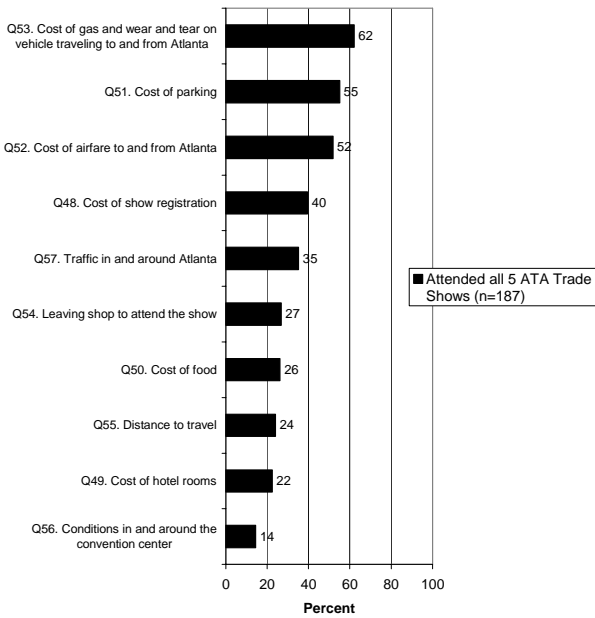
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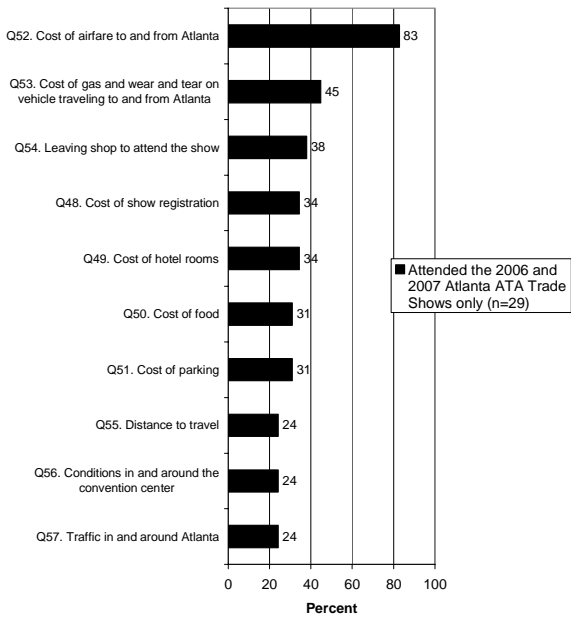
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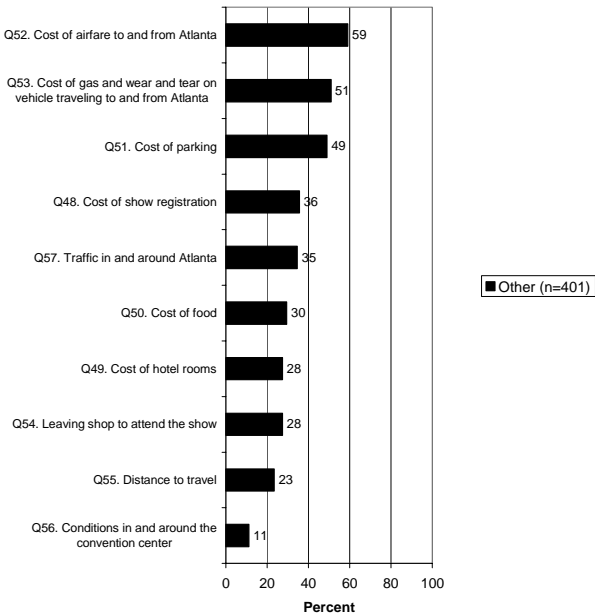
Q48-57. Percent who said the following factor did not affect their 2007 ATA Trade Show experience. (Asked of those who attended the 2007 ATA Trade Show.)



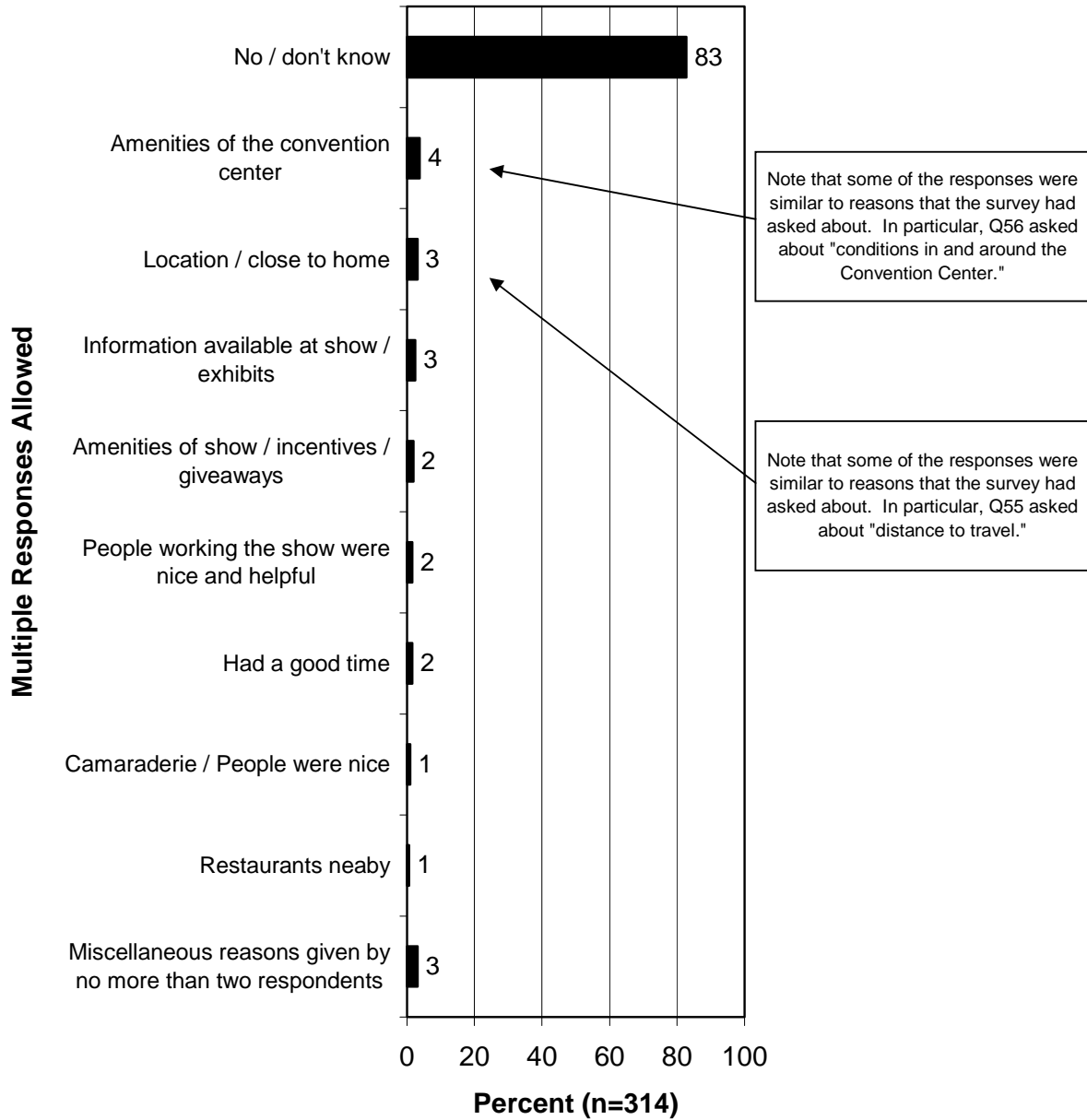
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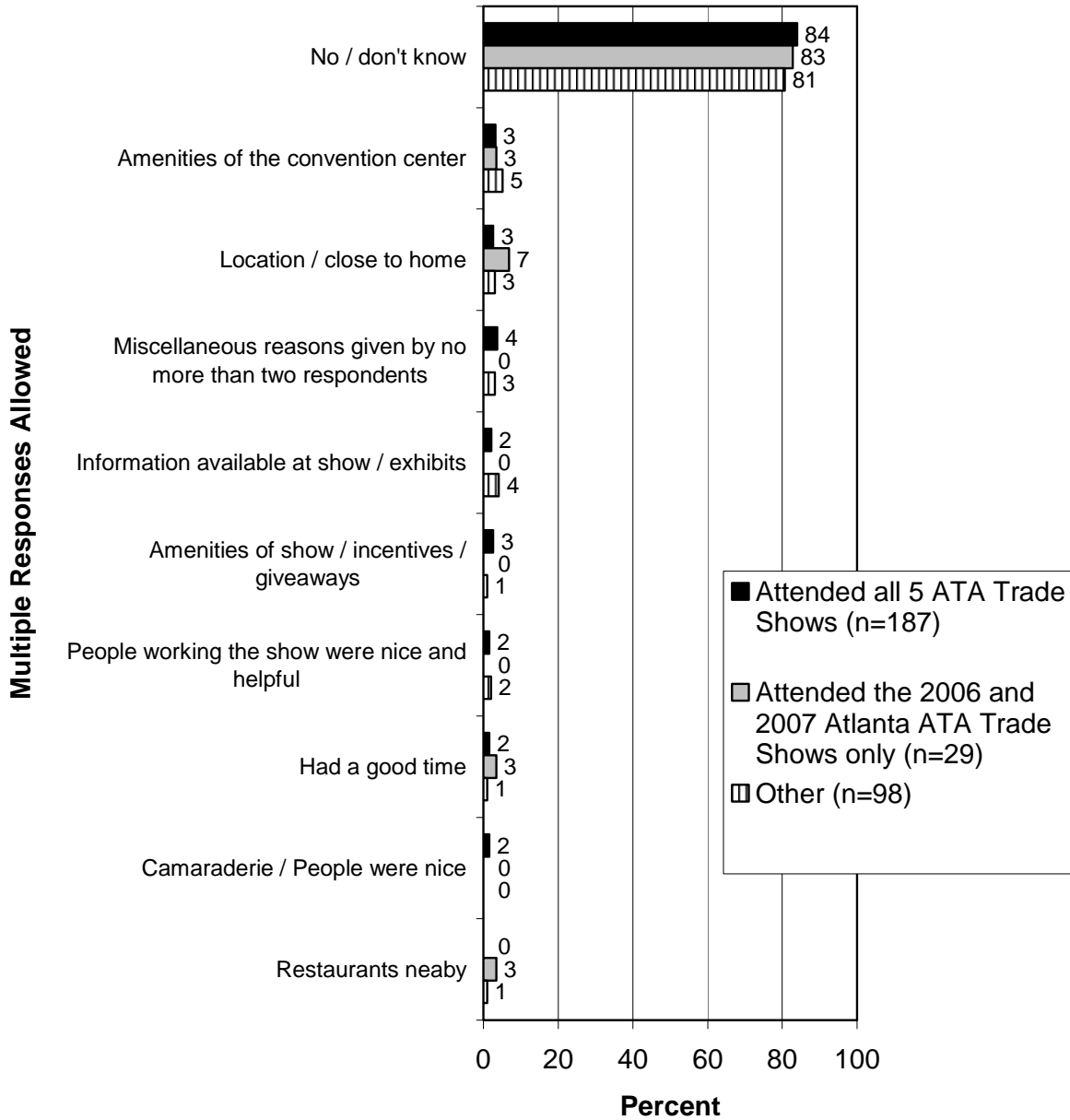
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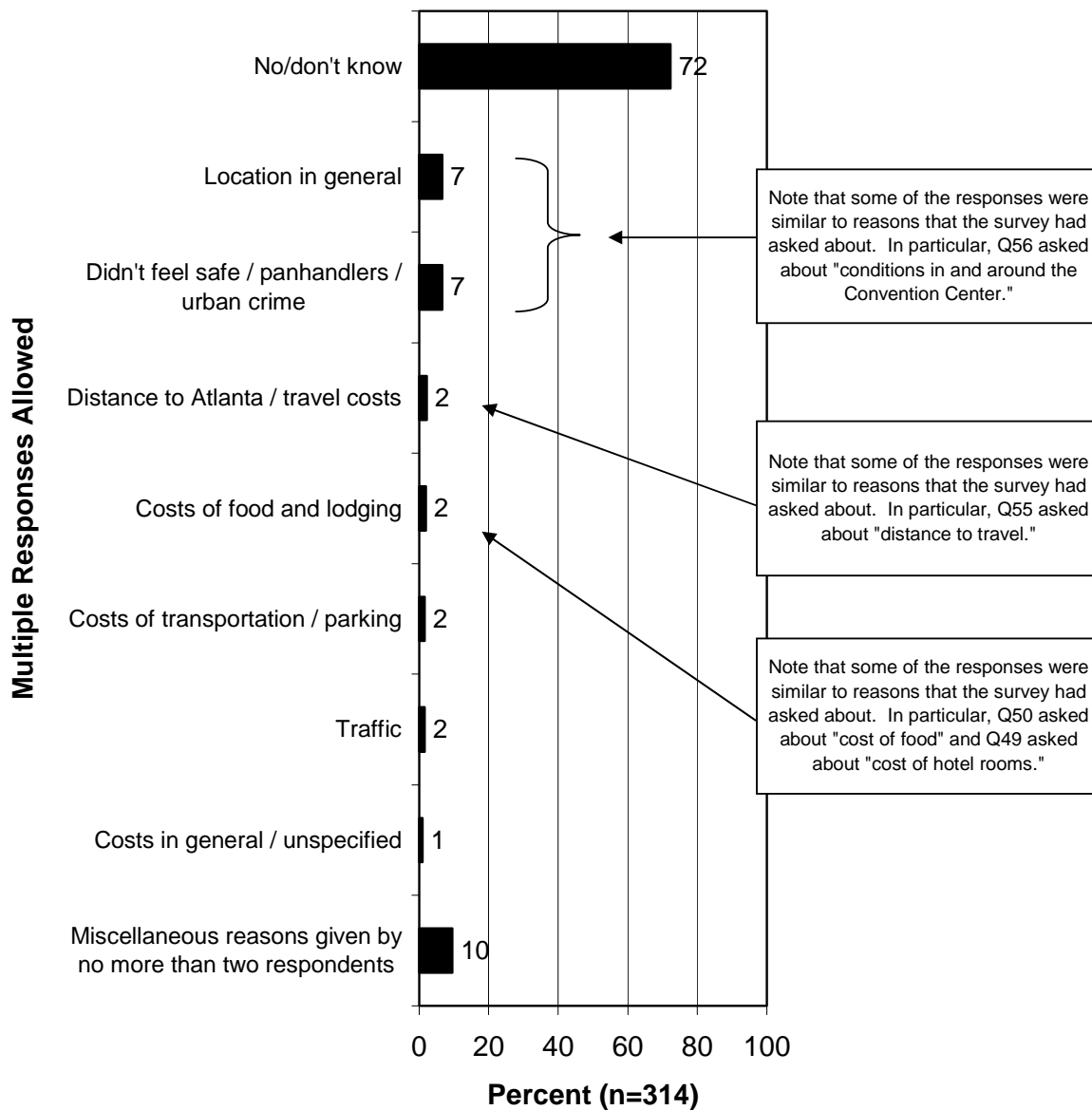
**Q58. Are there any other factors that favorably influenced your 2007 ATA Trade Show experience?
(Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)**



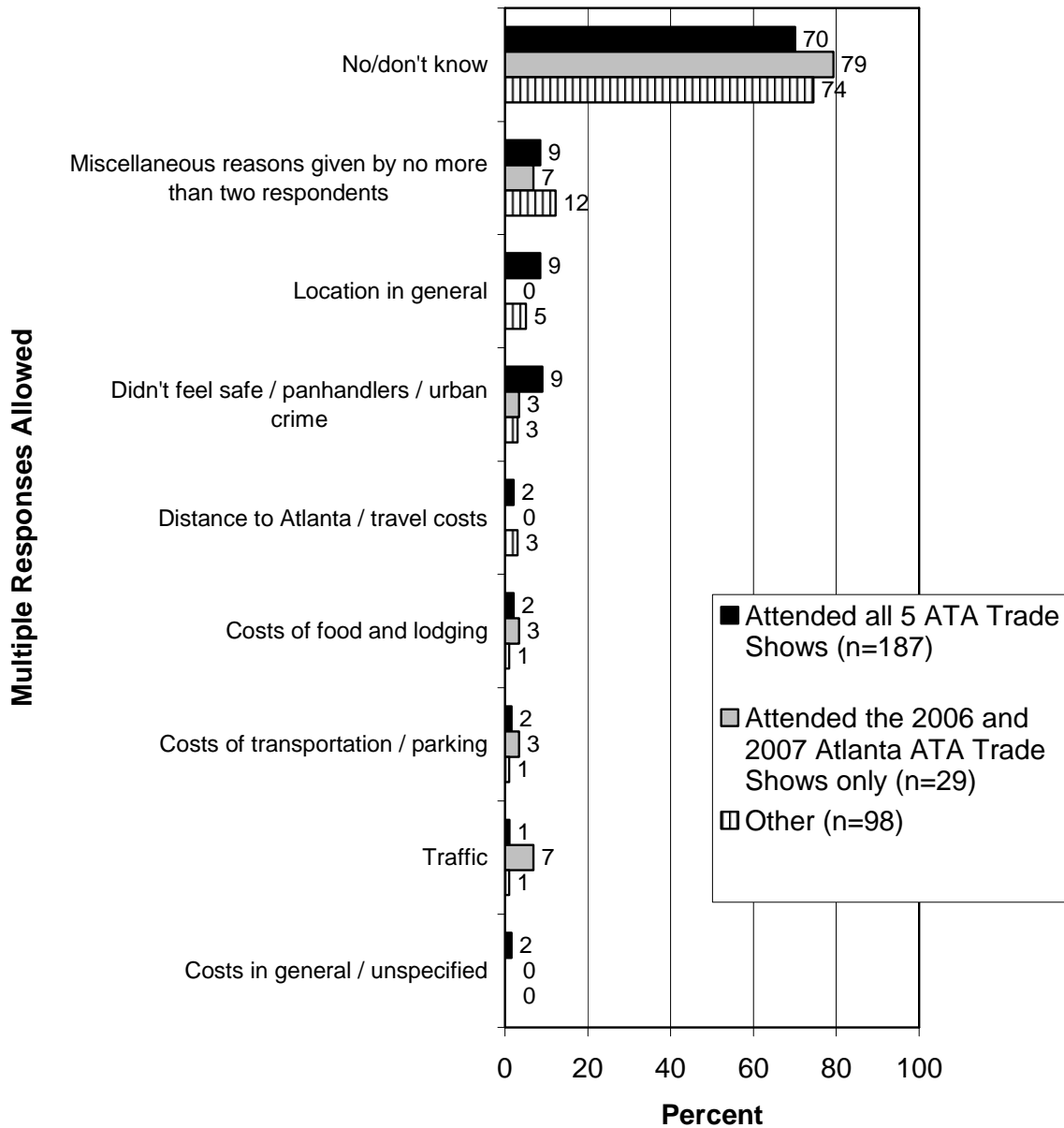
**Q58. Are there any other factors that favorably influenced your 2007 ATA Trade Show experience?
(Asked of those whose company attended the 2007
ATA Trade Show in Atlanta.)**



**Q59. Are there any other factors that unfavorably influenced your 2007 ATA Trade Show experience?
(Asked of those whose company attended the 2007
ATA Trade Show in Atlanta.)**



**Q59. Are there any other factors that unfavorably influenced your 2007 ATA Trade Show experience?
(Asked of those whose company attended the 2007
ATA Trade Show in Atlanta.)**



RATINGS OF ASPECTS OF THE 2007 ATLANTA ATA TRADE SHOW

- Among respondents overall, four aspects of the 2007 ATA Trade Show were particularly highly rated: the Show Guide (87% rated this excellent or good), the Shooting Demonstration Areas (86%), the registration process (83%), and the Featured Products Areas (70%). On the other hand, the aspects with the greatest percentages rating them fair or poor are the Real Deal (28% rated this fair or poor), the Featured Products Areas (20%), and the Great Giveaway (17%).

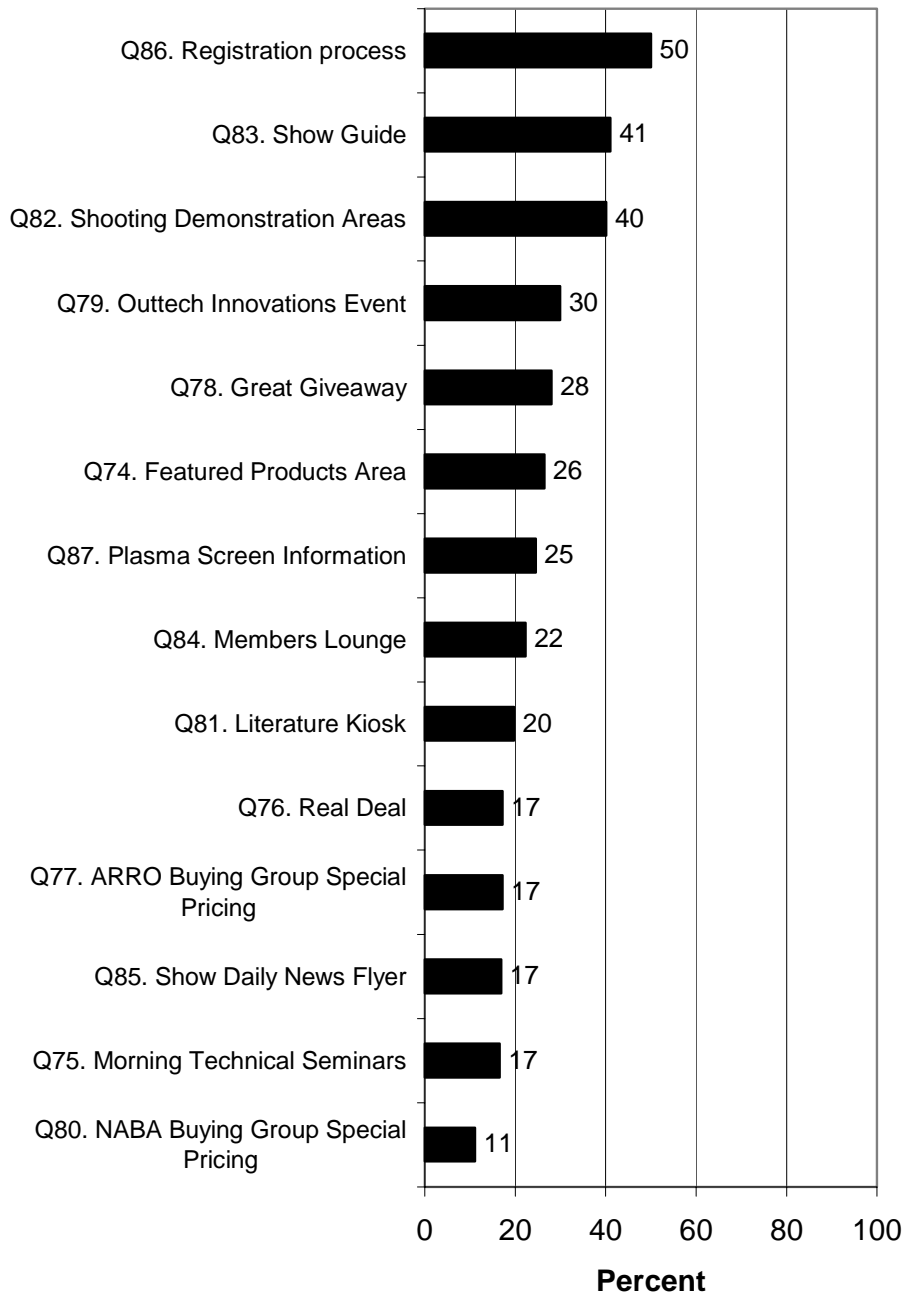
- Note that many of the aspects had low percentages of respondents overall rating them excellent or good chiefly because a large percentage answered “Don’t know” rather than because they rated them fair or poor. Therefore, the tabulations below show the percentages of respondents overall rating each aspect excellent/good and fair/poor, as well as the difference between them; the second tabulation ranks them by the difference. This gives a better picture of which aspects were highly regarded and which were problematic. In this analysis, each factor had a higher percentage rating it excellent or good than rating it fair or poor.
 - When asked about products or services *not* at the 2007 Show that respondents would like to see, common answers include more manufacturers/dealers; more information, particularly seminars; and more products.

| | Percent Rating It Excellent or Good | Percent Rating It Fair or Poor | Amount That Excellent/Good Rating Exceeds Fair/Poor Rating | Percent Who Said, "Don't Know" |
|--|--|---------------------------------------|---|---------------------------------------|
| Q74. Featured Products Area | 70 | 20 | 50 | 9 |
| Q75. Morning Technical Seminars | 44 | 12 | 32 | 44 |
| Q76. Real Deal | 46 | 28 | 18 | 26 |
| Q77. ARRO Buying Group Special Pricing | 32 | 9 | 23 | 60 |
| Q78. Great Giveaway | 56 | 17 | 40 | 27 |
| Q79. Outtech Innovations Event | 55 | 10 | 46 | 35 |
| Q80. NABA Buying Group Special Pricing | 21 | 6 | 15 | 73 |
| Q81. Literature Kiosk | 59 | 13 | 46 | 29 |
| Q82. Shooting Demonstration Areas | 86 | 7 | 79 | 7 |
| Q83. Show Guide | 87 | 6 | 81 | 7 |
| Q84. Members Lounge | 46 | 9 | 37 | 44 |
| Q85. Show Daily News Flyer | 48 | 13 | 35 | 39 |
| Q86. Registration process | 83 | 11 | 73 | 6 |
| Q87. Plasma Screen Information | 58 | 11 | 47 | 32 |

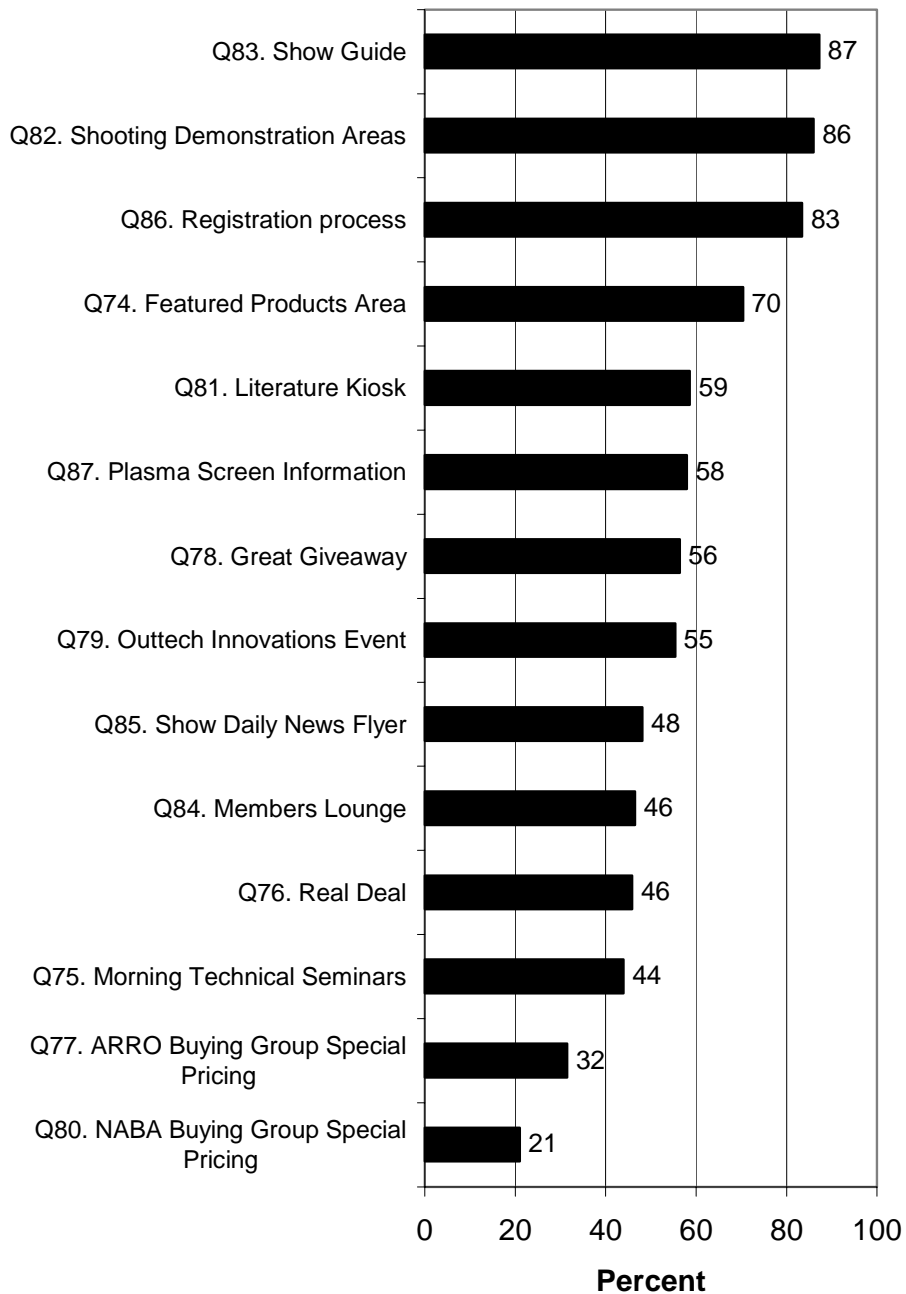
| Aspect | Amount That Excellent/Good Rating Exceeds Fair/Poor Rating |
|--|---|
| Q83. Show Guide | 81 |
| Q82. Shooting Demonstration Areas | 79 |
| Q86. Registration process | 73 |
| Q74. Featured Products Area | 50 |
| Q87. Plasma Screen Information | 47 |
| Q79. Outtech Innovations Event | 46 |
| Q81. Literature Kiosk | 46 |
| Q78. Great Giveaway | 40 |
| Q84. Members Lounge | 37 |
| Q85. Show Daily News Flyer | 35 |
| Q75. Morning Technical Seminars | 32 |
| Q77. ARRO Buying Group Special Pricing | 23 |
| Q76. Real Deal | 18 |
| Q80. NABA Buying Group Special Pricing | 15 |

- The results between attendees of all five Shows versus those who attended only the Atlanta Shows were not markedly different, regarding their ratings of aspects of the 2007 Show.

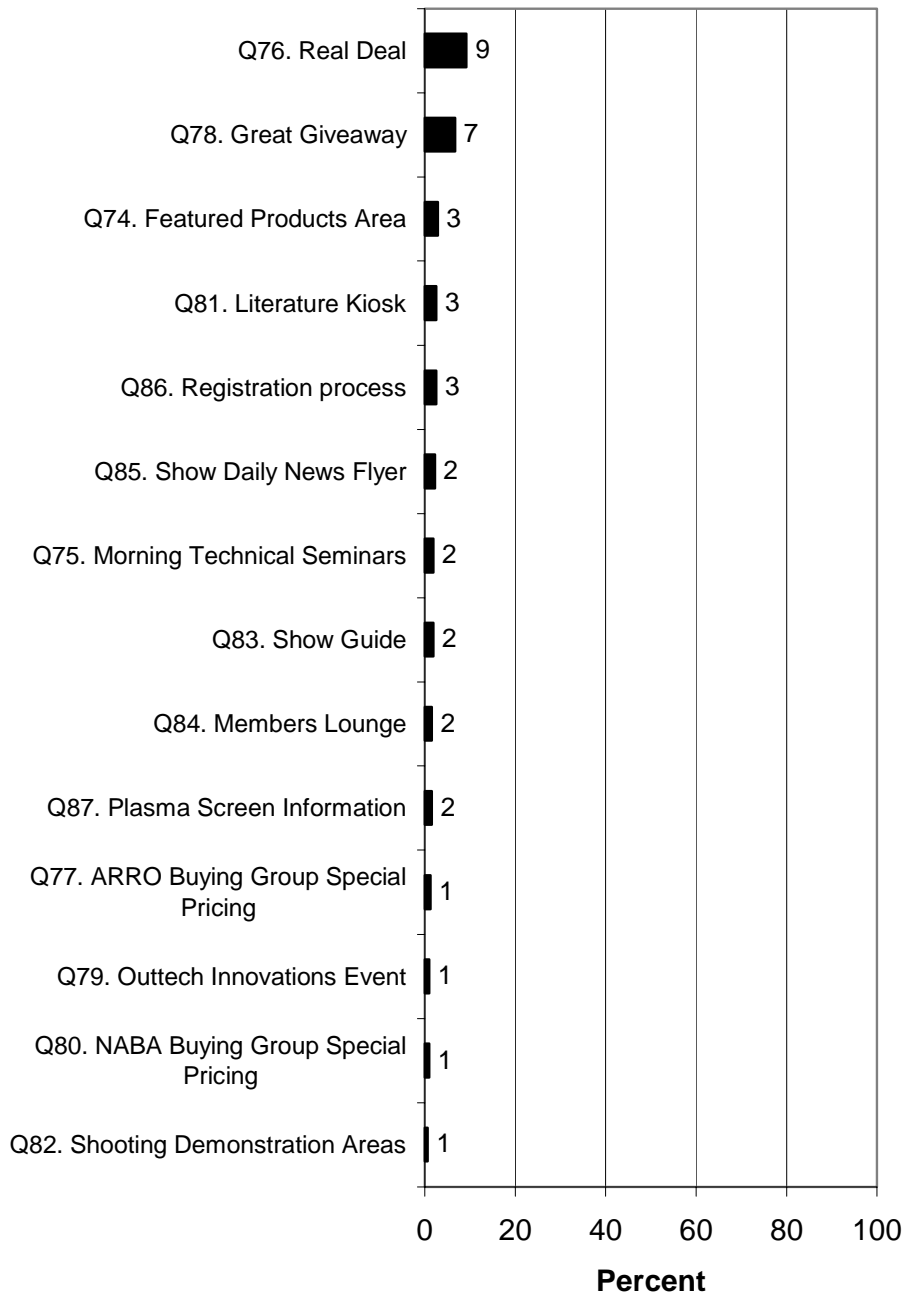
Q74-87. Percent who said the following aspects of the 2007 ATA Trade Show were excellent. (Asked of those who attended the 2007 ATA Trade Show.)



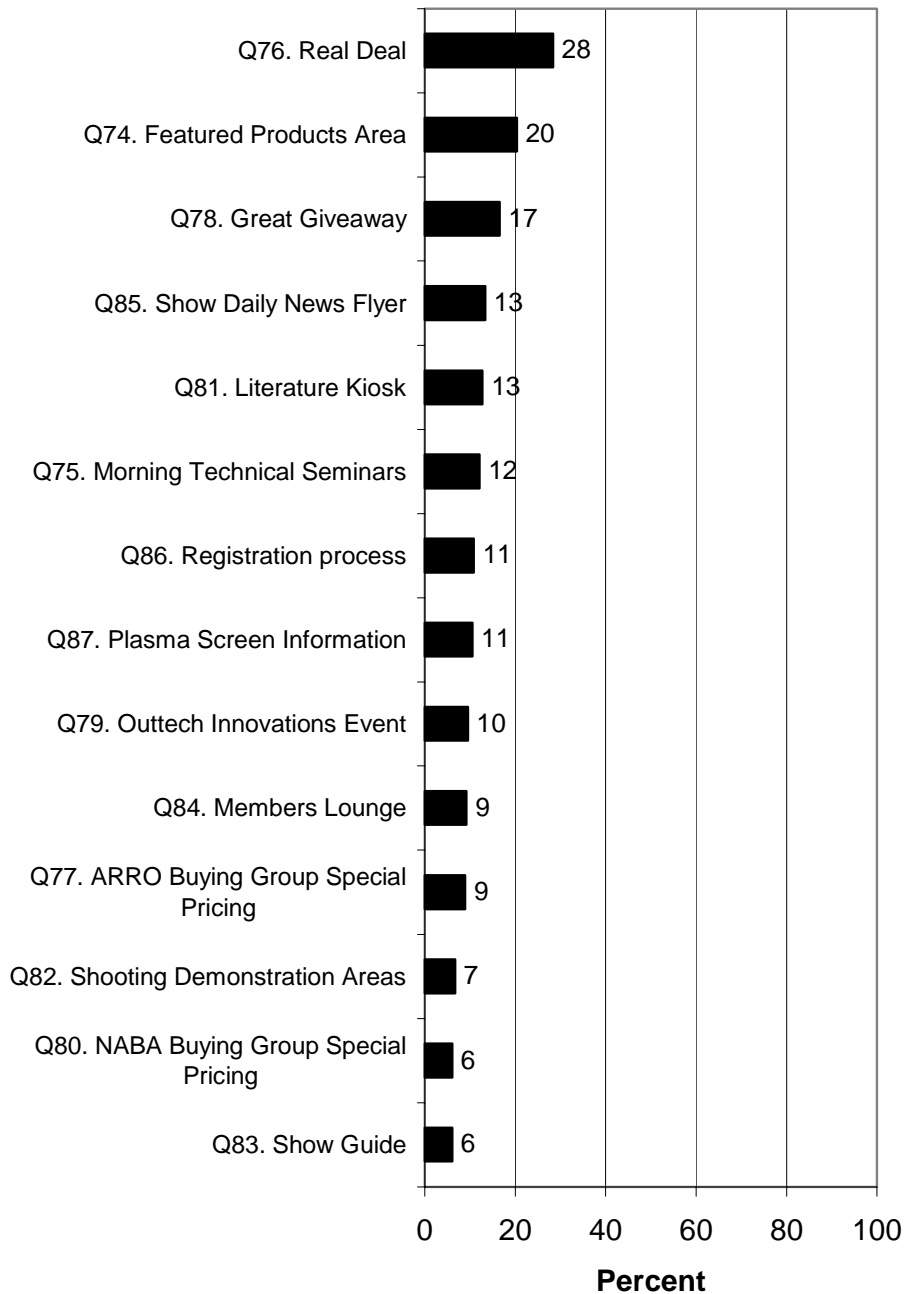
Q74-87. Percent who said the following aspects of the 2007 ATA Trade Show were excellent or good. (Asked of those who attended the 2007 ATA Trade Show.)



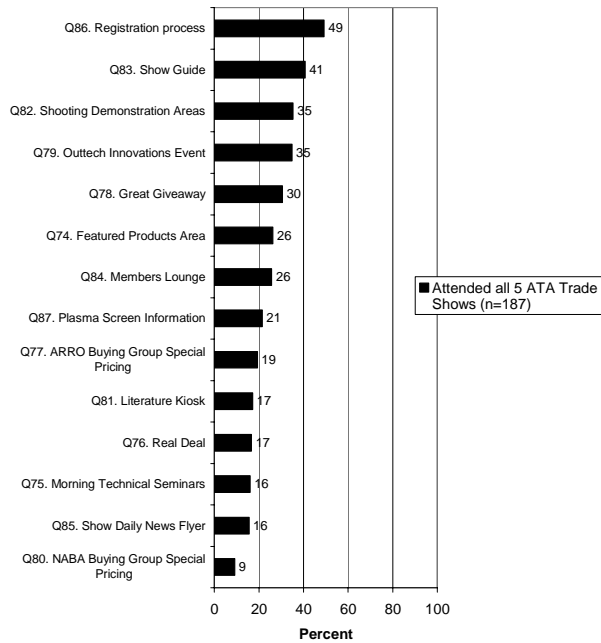
Q74-87. Percent who said the following aspects of the 2007 ATA Trade Show were poor. (Asked of those who attended the 2007 ATA Trade Show.)



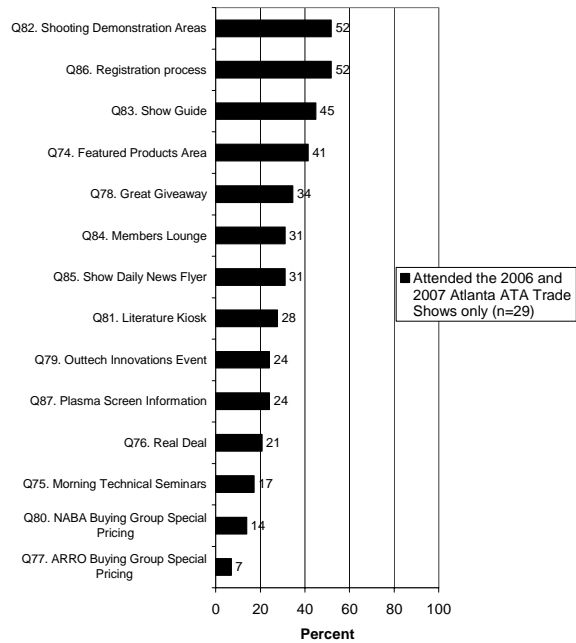
Q74-87. Percent who said the following aspects of the 2007 ATA Trade Show were fair or poor. (Asked of those who attended the 2007 ATA Trade Show.)



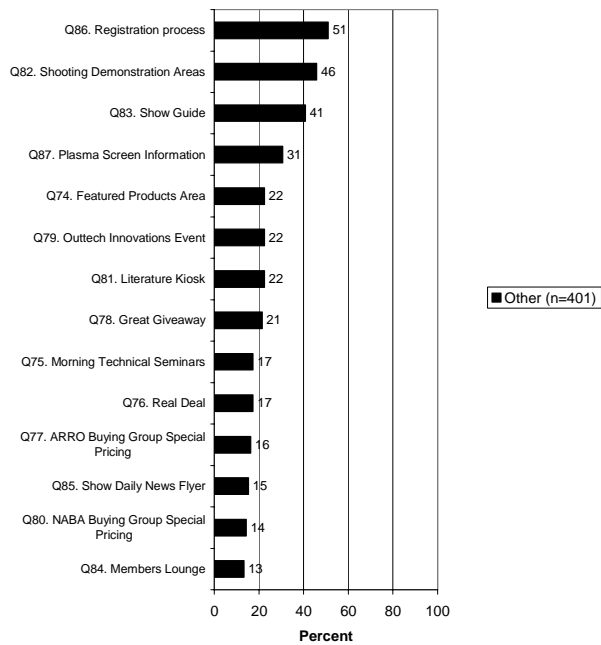
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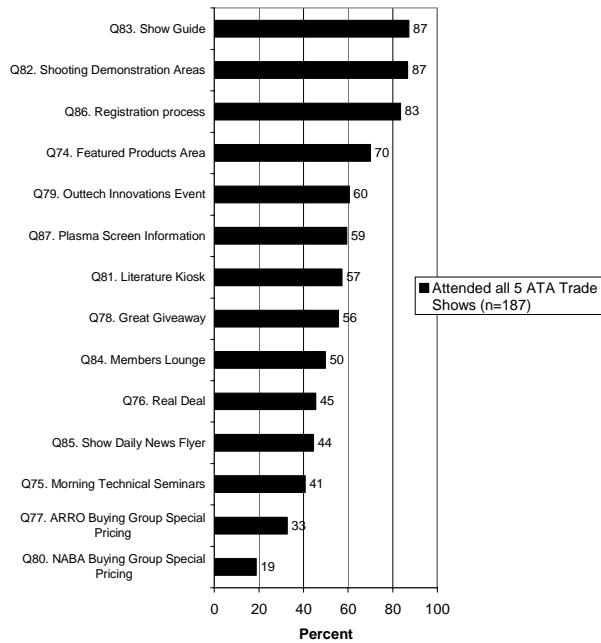
Q74-87. Percent who said the following aspects of the 2007 ATA Trade Show were excellent. (Asked of those who attended the 2007 ATA Trade Show.)



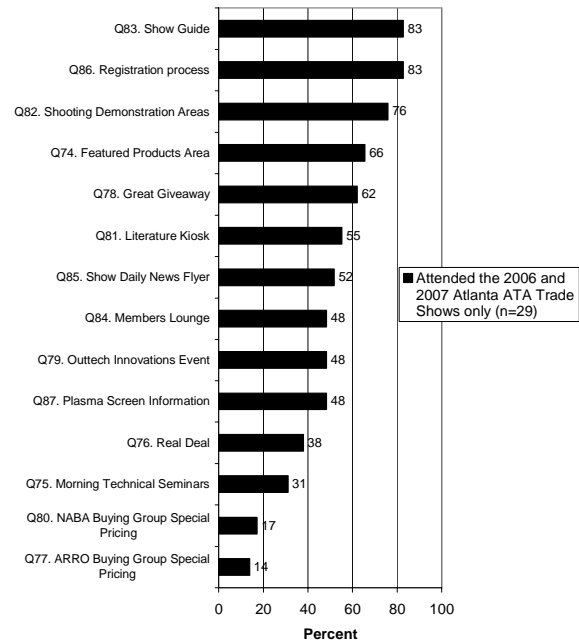
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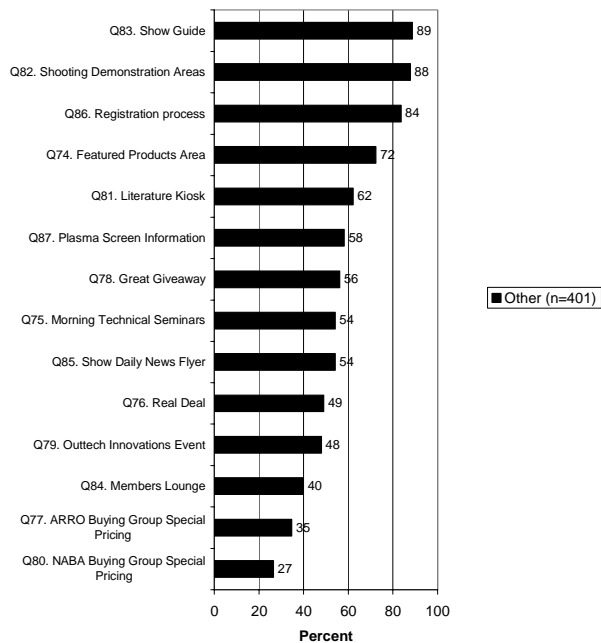
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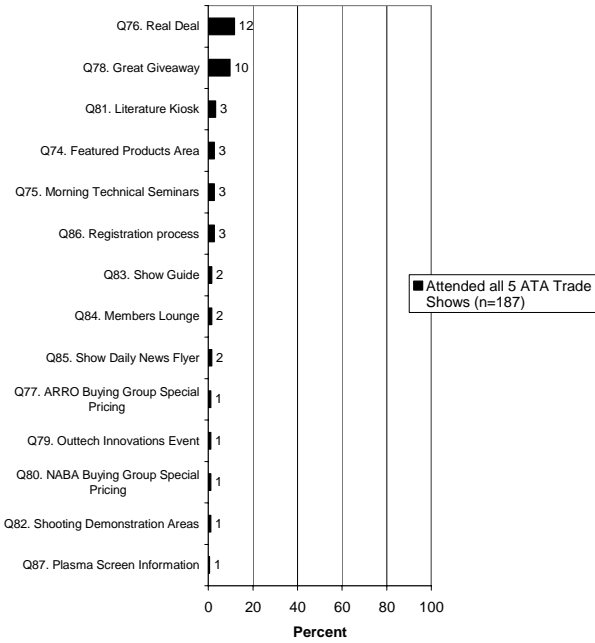
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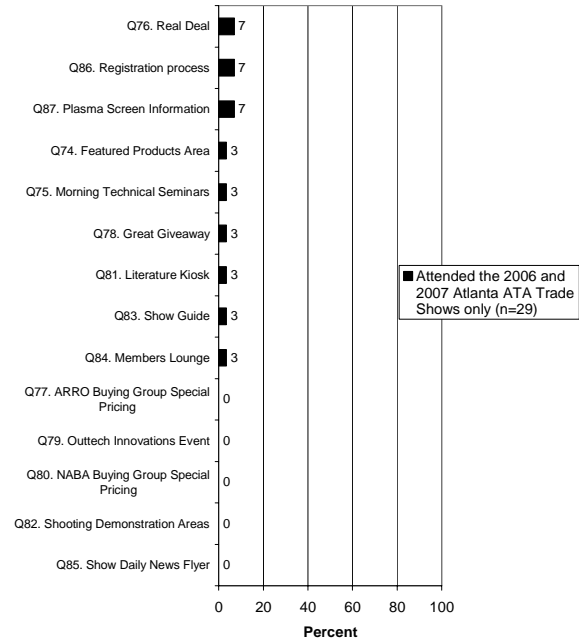
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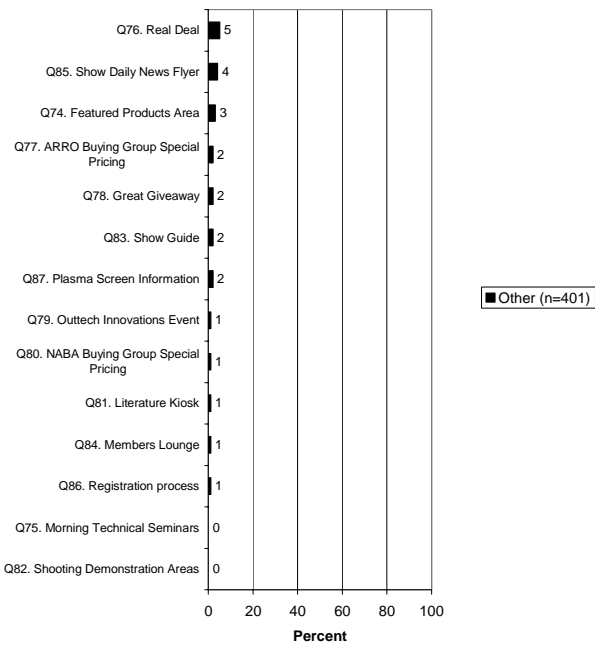
Q74-87. Percent who said the following aspects of the 2007 ATA Trade Show were poor. (Asked of those who attended the 2007 ATA Trade Show.)



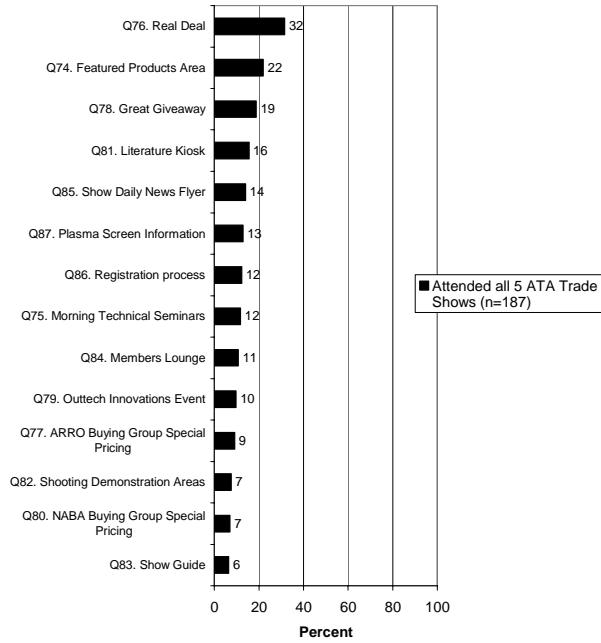
Q74-87. Percent who said the following aspects of the 2007 ATA Trade Show were poor. (Asked of those who attended the 2007 ATA Trade Show.)



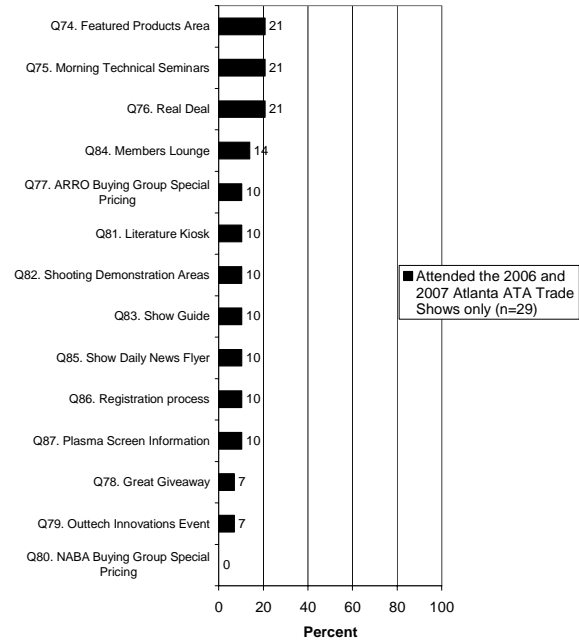
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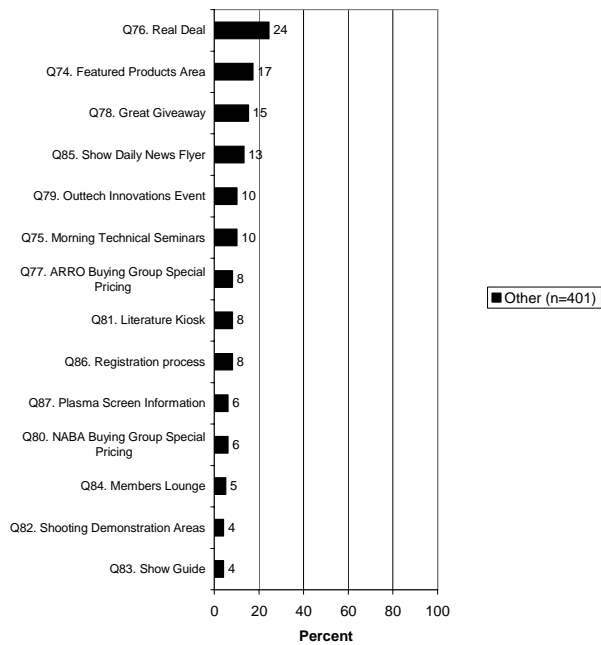
Q74-87. Percent who said the following aspects of the 2007 ATA Trade Show were fair or poor. (Asked of those who attended the 2007 ATA Trade Show.)



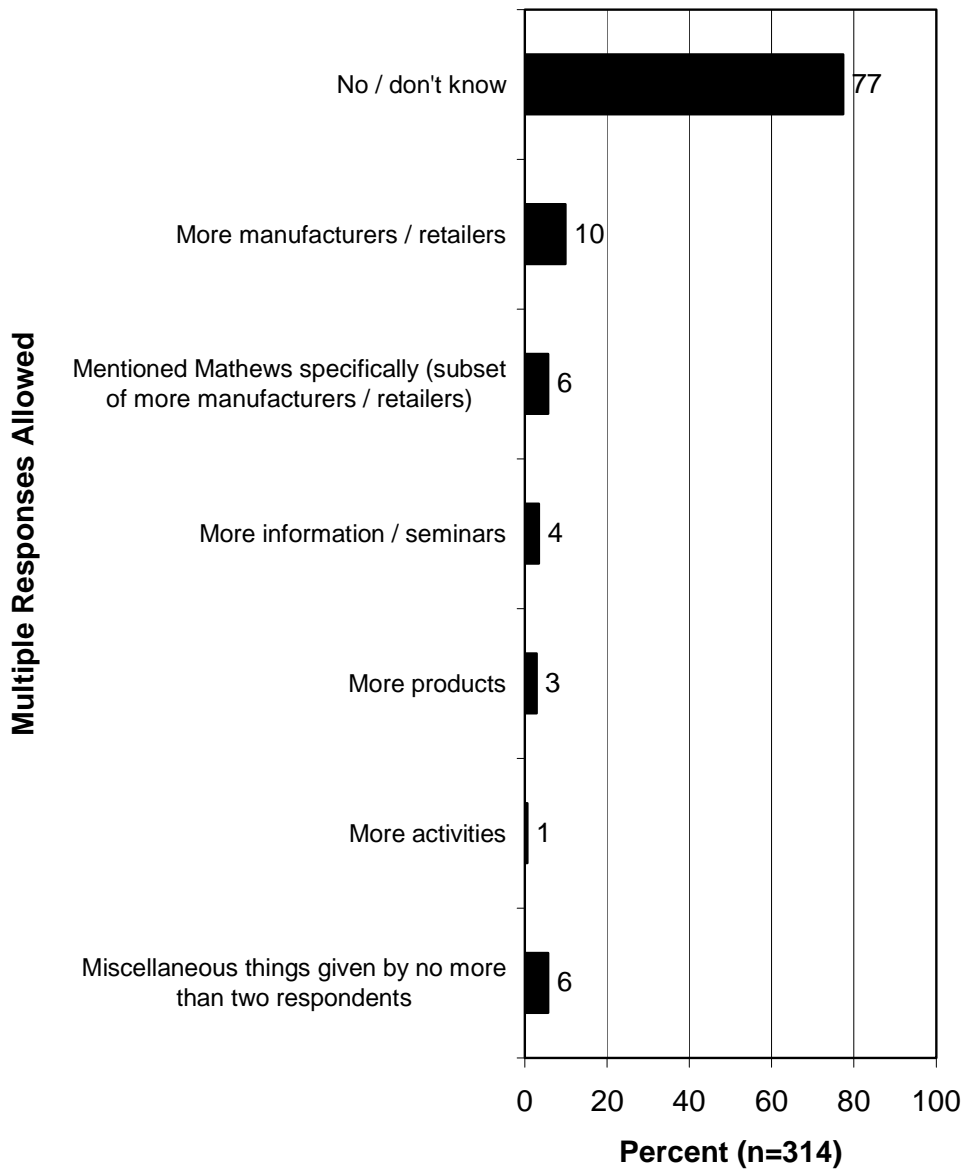
Q74-87. Percent who said the following aspects of the 2007 ATA Trade Show were fair or poor. (Asked of those who attended the 2007 ATA Trade Show.)



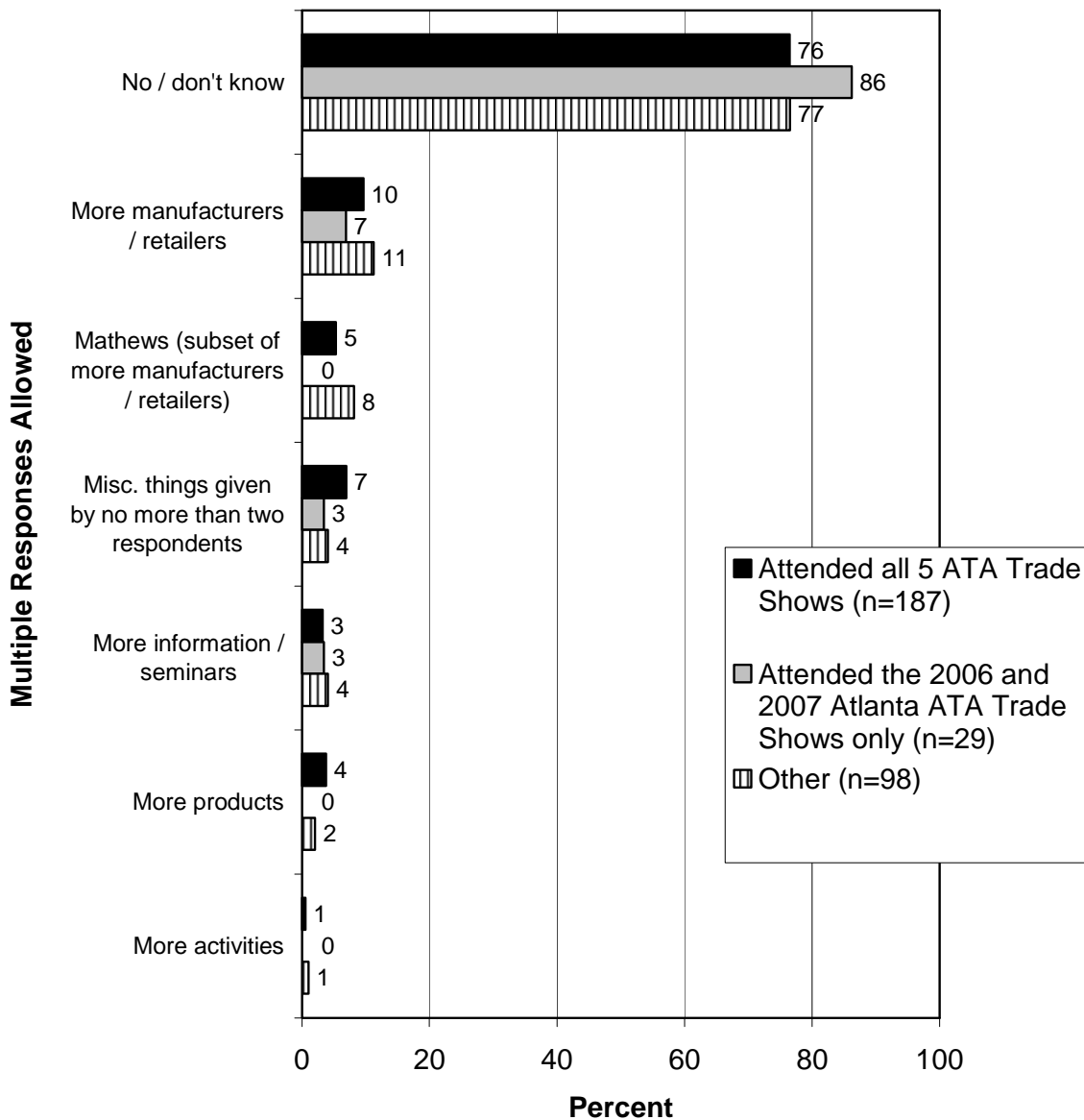
Q74-87. Percent who said the following aspects of the 2007 ATA Trade Show were fair or poor. (Asked of those who attended the 2007 ATA Trade Show.)



Q88. Were there any products or services not at the 2007 show that you'd like to see, or are there any products or services that you'd like to see more of? (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



Q88. Were there any products or services not at the 2007 show that you'd like to see, or are there any products or services that you'd like to see more of? (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)

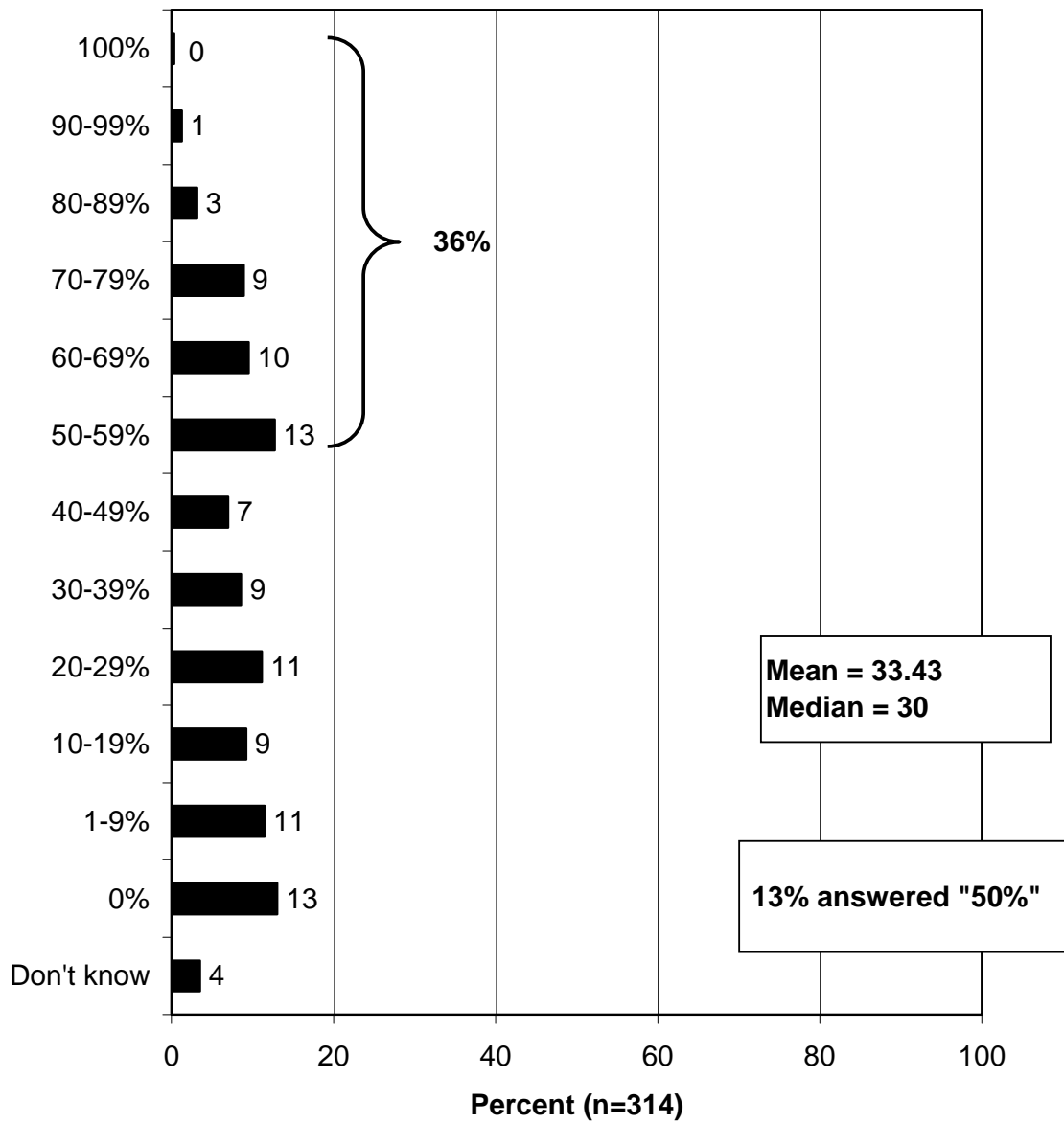


WHOLESALE PRODUCT PURCHASES AND PURCHASING DECISIONS AT THE 2007 ATLANTA ATA TRADE SHOW

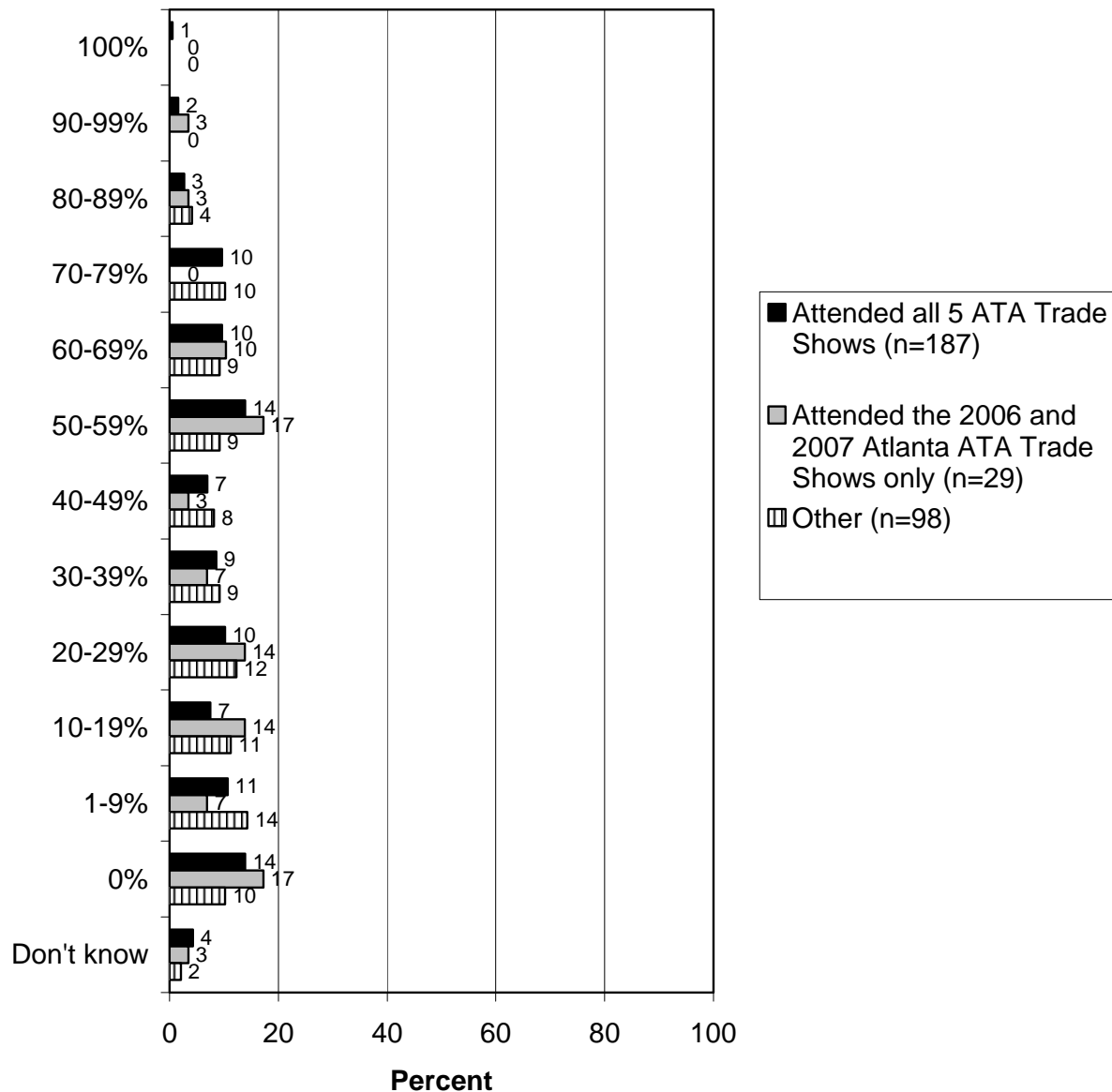
- Among respondents overall who attended the 2007 event, the amount of inventory that businesses purchased at the 2007 ATA Trade Show varied widely: while 13% purchased none of their inventory at the 2007 Show, 5% purchased nearly all (at least 80 percent of their inventory) their inventory there. The mean is 33 percent.

- Most commonly, respondents overall make some of their buying decisions at the ATA Trade Shows (39% gave this answer). Excluding those who did *not* attend any of the Trade Shows, 44% of attendees make some of their buying decisions at the ATA Trade Shows. (Note that this refers to purchasing *decisions*, not necessarily actual wholesale purchases.) Less than a fourth (24% of all respondents; 20% of attendees) make no decisions or only a few at the Trade Shows.
 - Relative to the other groups, those who attended all five Trade Shows and those who attended only the Atlanta Trade Shows are more likely to say that they have to attend the Trade Show to ensure that they make good buying decisions or to say that they find the Show important in their buying decisions.

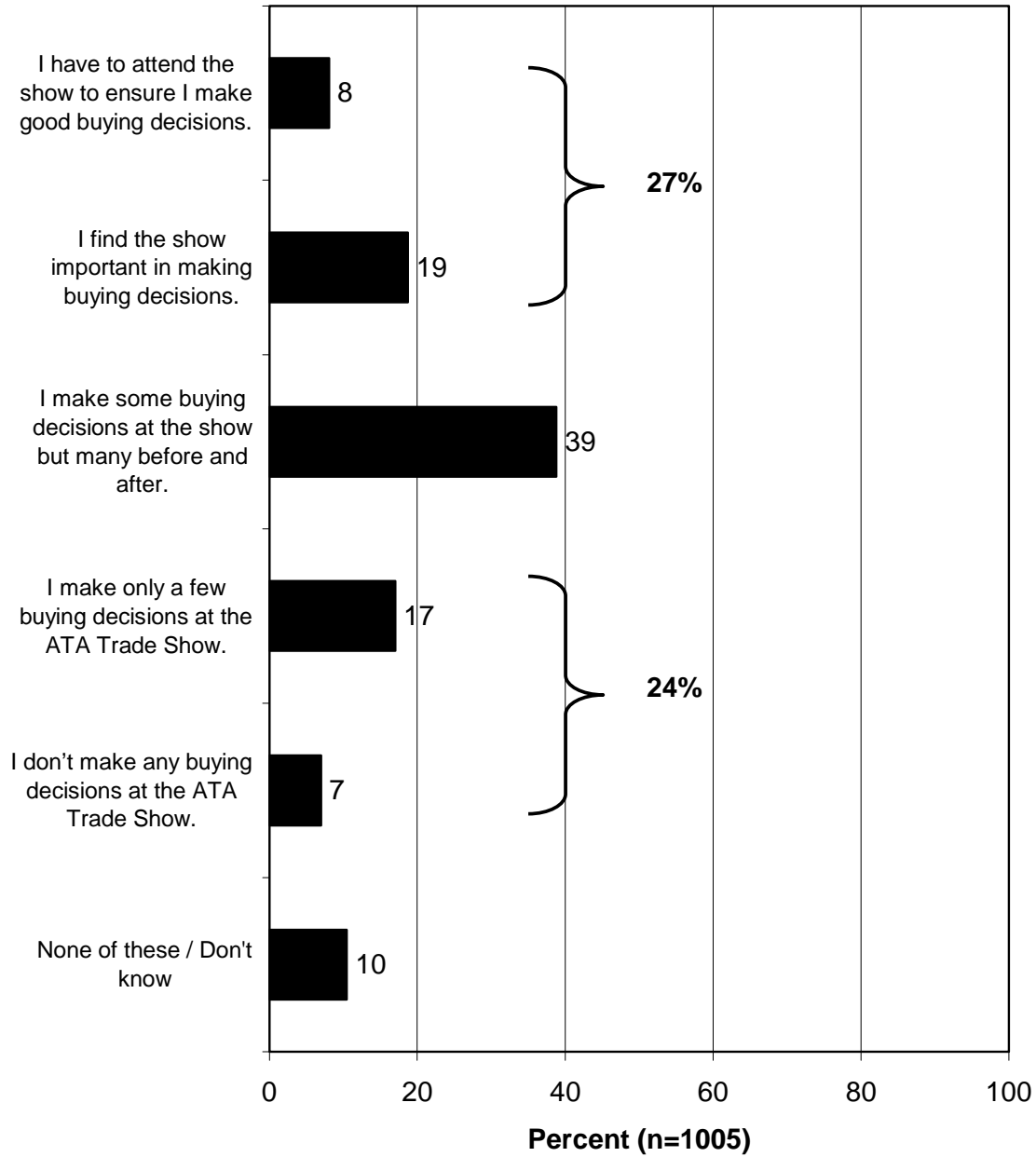
Q89. Approximately what percentage of your annual retail product inventory for sales did you order at the 2007 ATA Trade Show, including orders placed with a buying group? (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



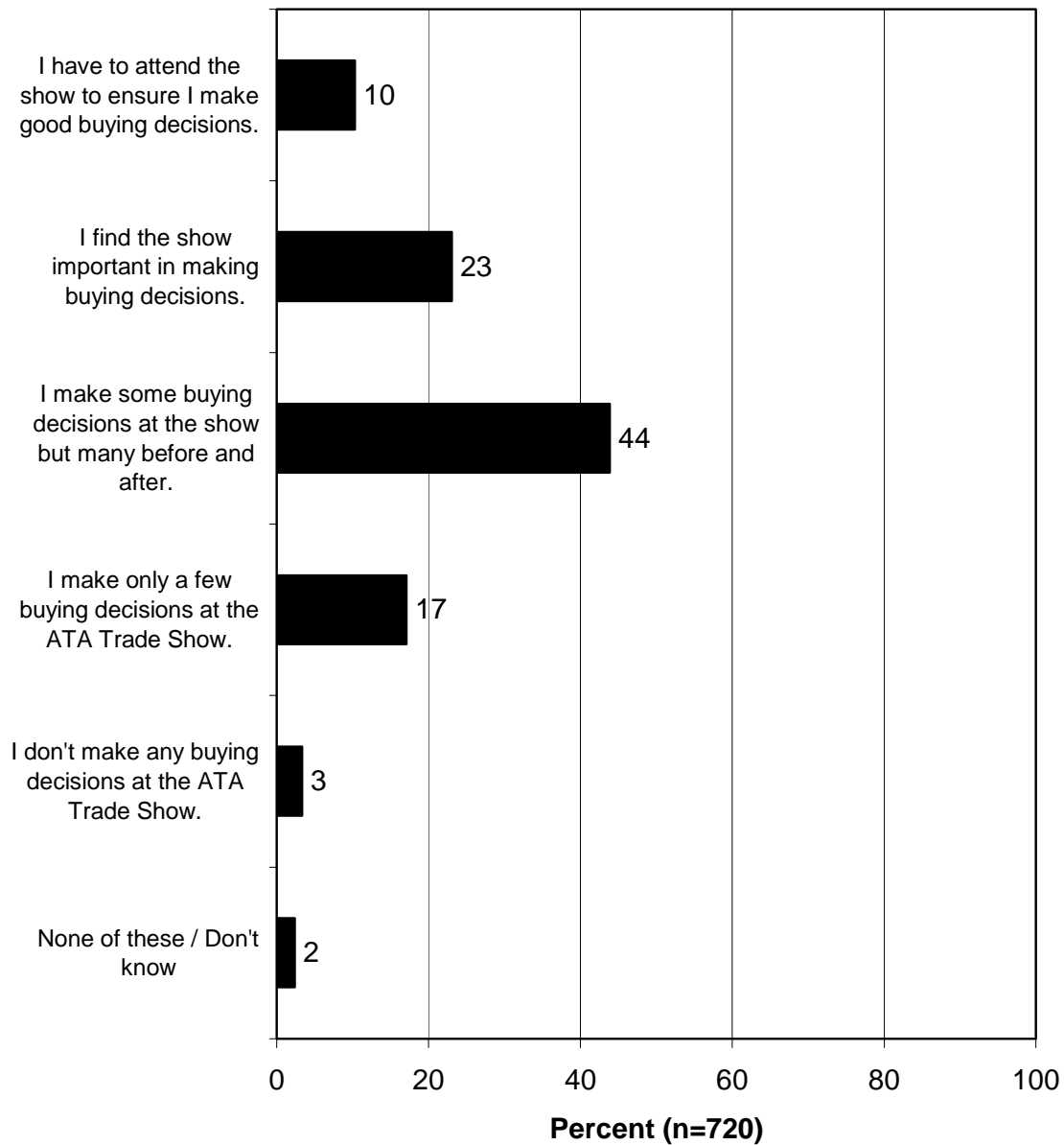
Q89. Approximately what percentage of your annual retail product inventory for sales did you order at the 2007 ATA Trade Show, including orders placed with a buying group? (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



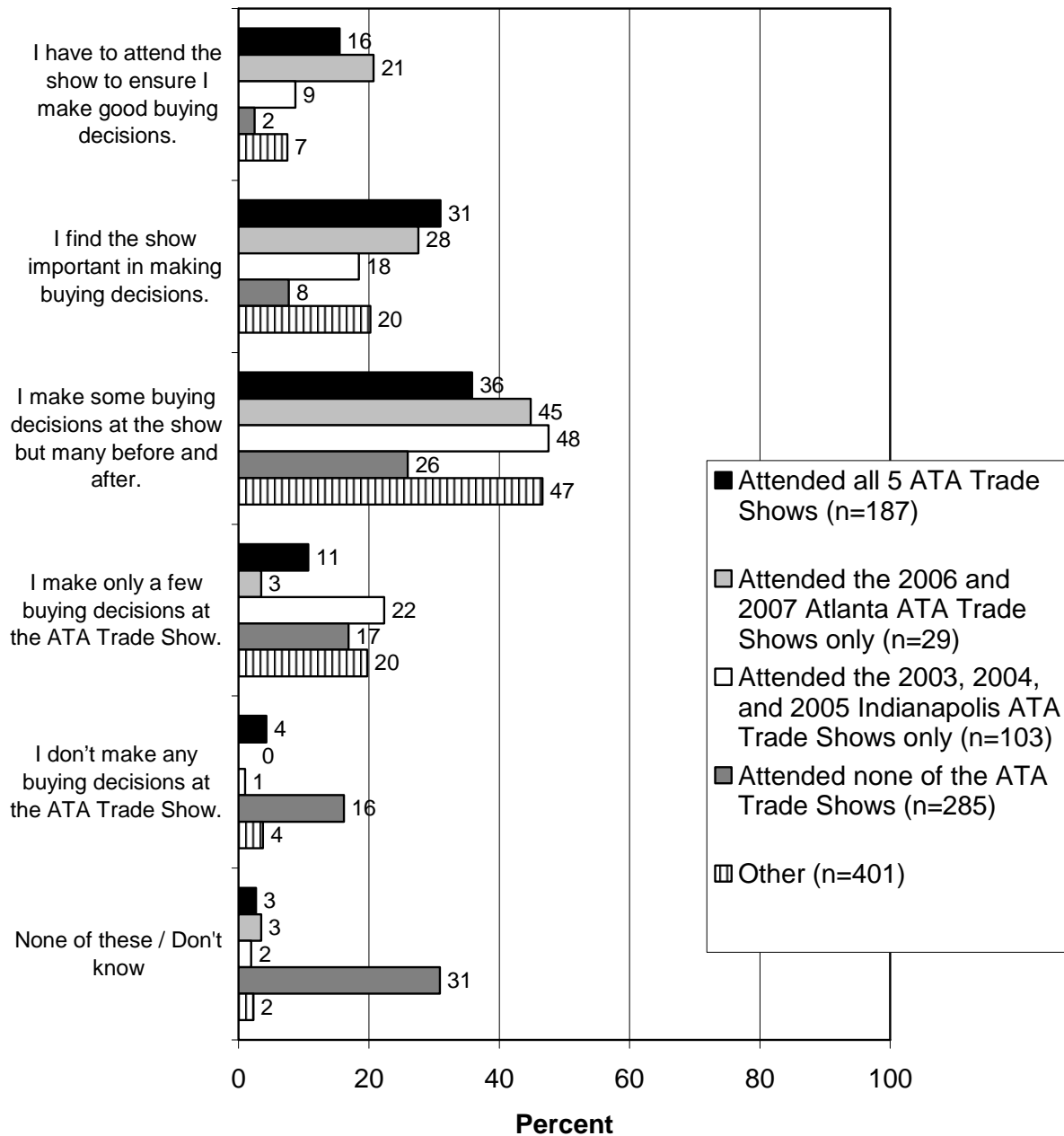
Q91. Which of the following statements best describes the importance of the ATA Trade Show in helping you make your product buying decisions for the coming year?



Q91. Which of the following statements best describes the importance of the ATA Trade Show in helping you make your product buying decisions for the coming year? (Among those who attended at least one ATA Trade Show.)



Q91. Which of the following statements best describes the importance of the ATA Trade Show in helping you make your product buying decisions for the coming year?

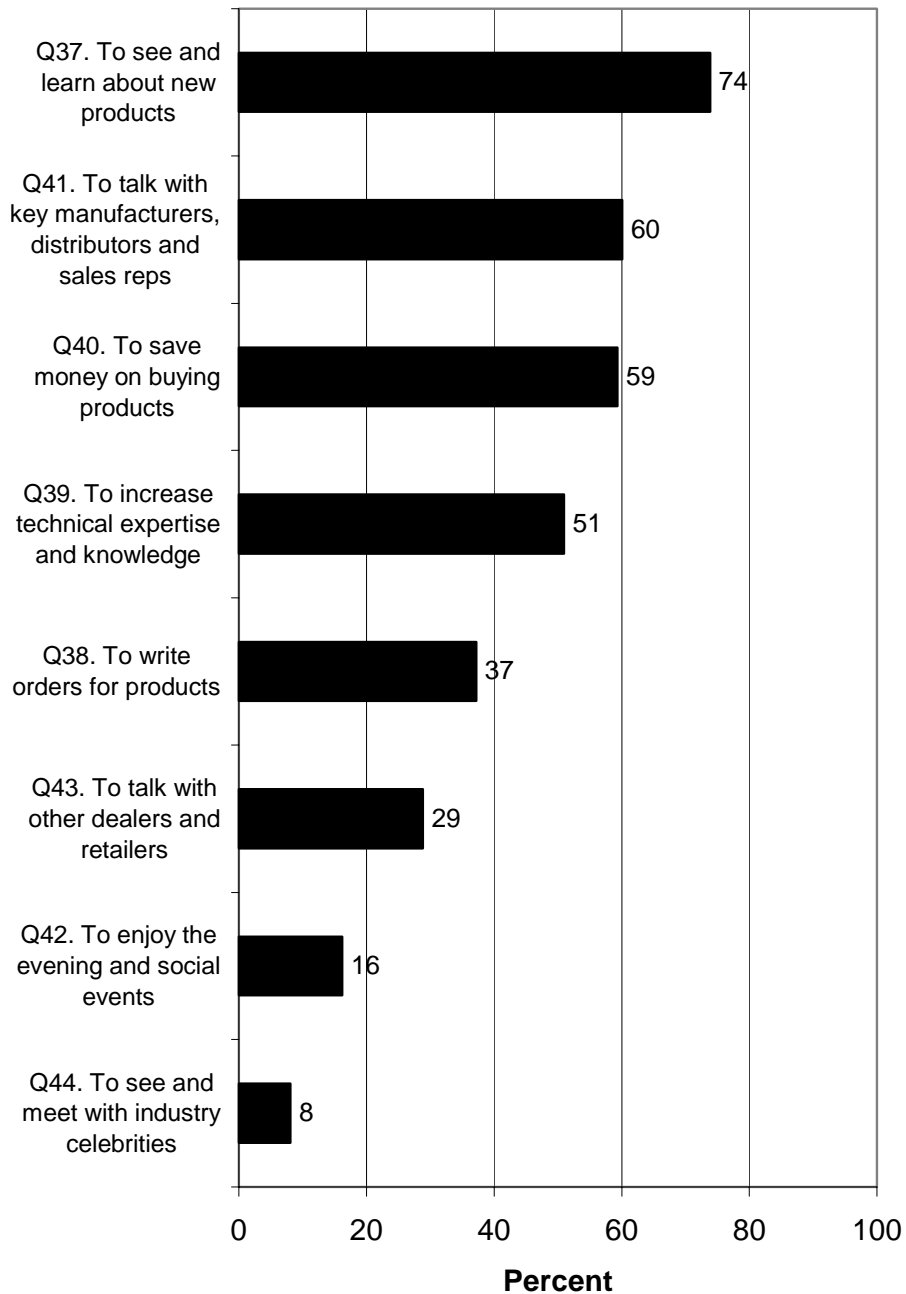


REASONS TO ATTEND THE 2008 INDIANAPOLIS ATA TRADE SHOW

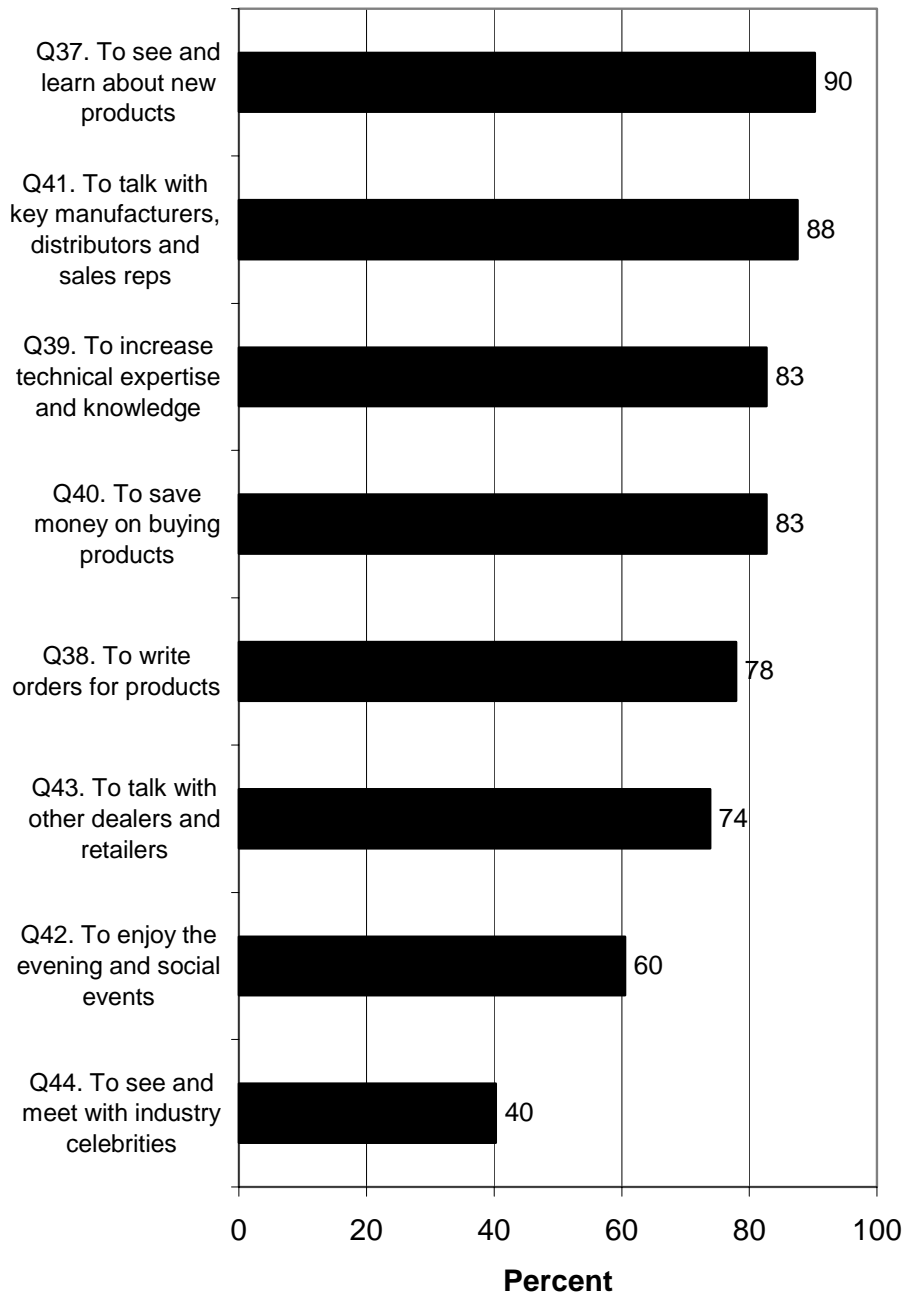
- In the overall results, the most important factors in decisions regarding whether to attend the 2008 Trade Show in Indianapolis are seeing and learning about new products (74% said this factor was *very* important in their decision), talking with key manufacturers, distributors, and sales reps (60%), and saving money on buying products (59%). Seeing and meeting celebrities (8%) was not of much importance. Note that all factors except seeing and meeting celebrities had a majority who said it will be *very* or *somewhat* important in their decision.
 - After the list these factors (reported above) was asked about in the survey, interviewers asked respondents to name any *other* factors regarding the Trade Show in 2008 that will be important in deciding to attend or not. Common answers include the location of the 2008 Show, the travel costs/distance, and the dates of the show.

- The ranking of important reasons to attend the 2008 Show are generally the same among the groups.
 - Those who had attended none of the ATA Trade Shows had lower percentages saying that the factors would be important in their decisions to attend or not attend the 2008 Show.

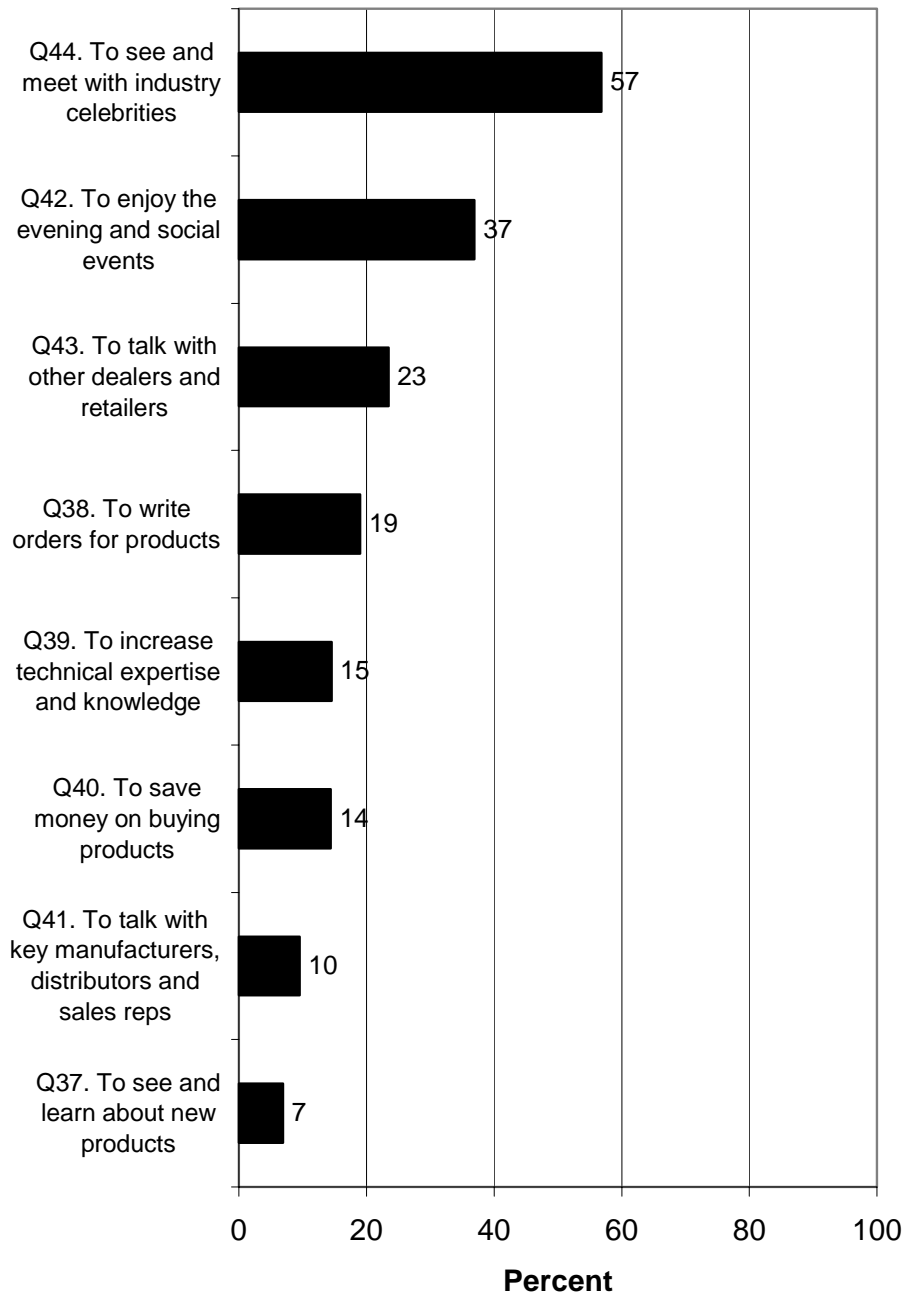
Q37-44. Percent who said the following will be very important in deciding whether or not their company attends the 2008 ATA Trade Show.



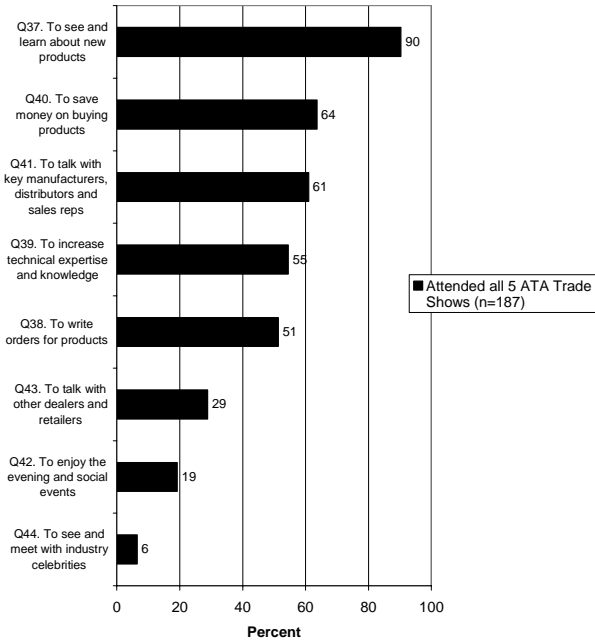
Q37-44. Percent who said the following will be very or somewhat important in deciding whether or not their company attends the 2008 ATA Trade Show.



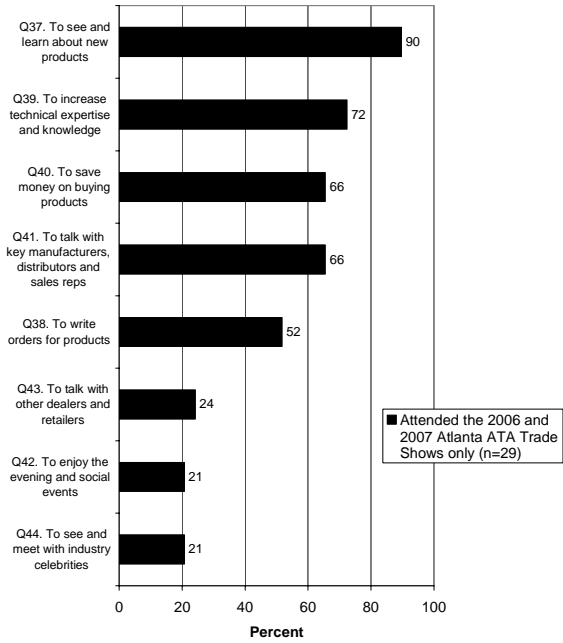
Q37-44. Percent who said the following will be not at all important in deciding whether or not their company attends the 2008 ATA Trade Show.



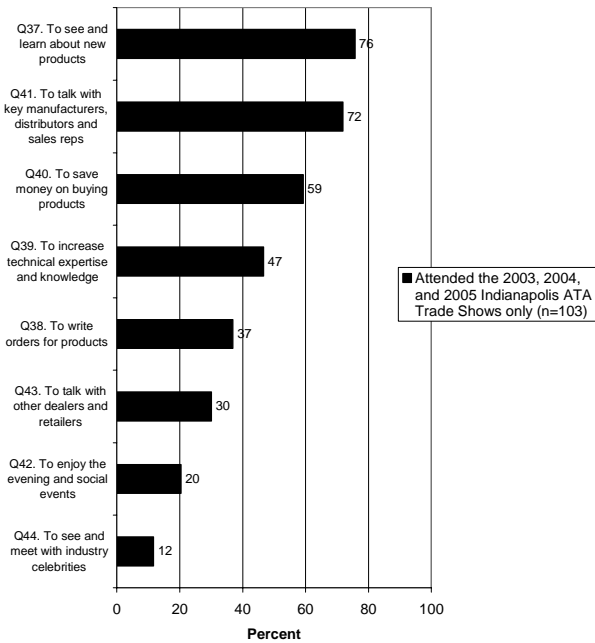
Q37-44. Percent who said the following will be very important in deciding whether or not their company attends the 2008 ATA Trade Show.



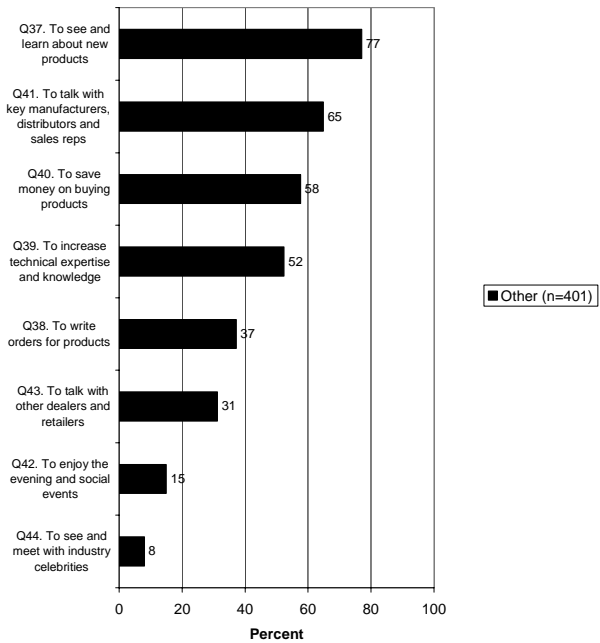
Q37-44. Percent who said the following will be very important in deciding whether or not their company attends the 2008 ATA Trade Show.



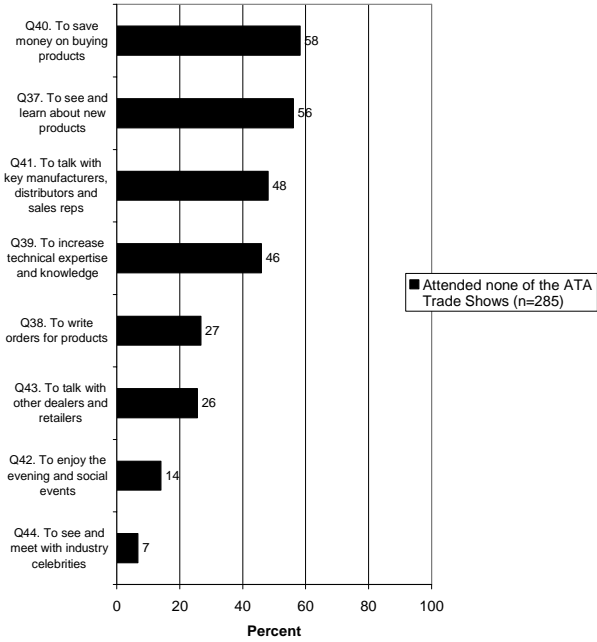
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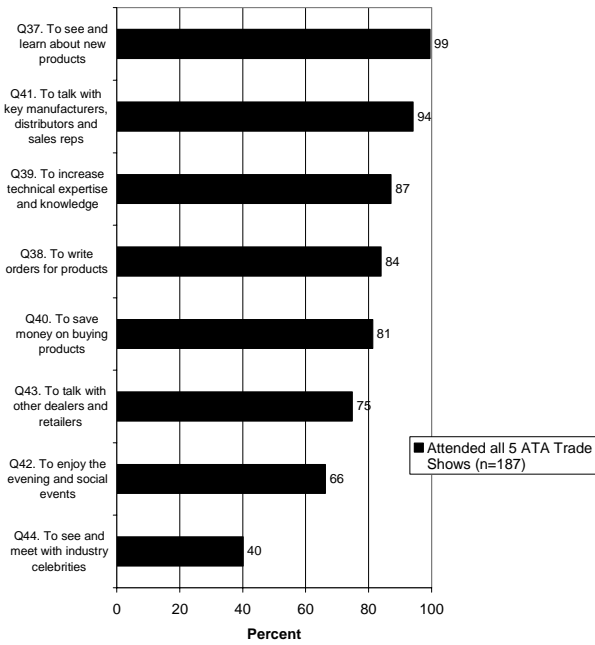
Q37-44. Percent who said the following will be very important in deciding whether or not their company attends the 2008 ATA Trade Show.



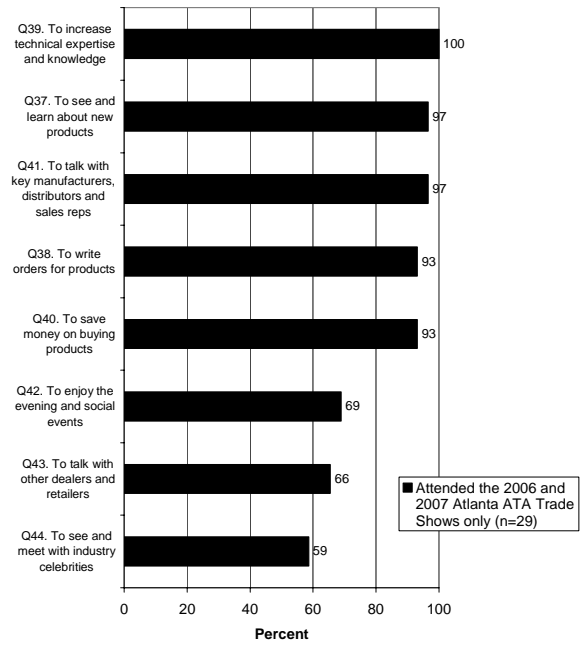
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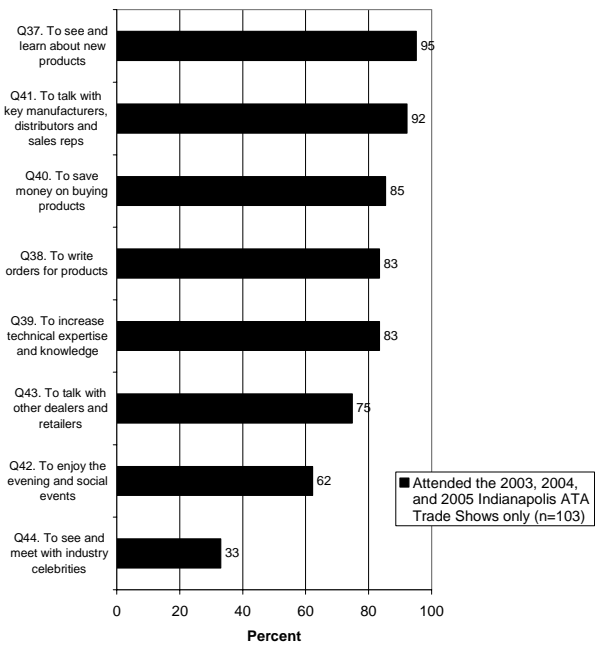
Q37-44. Percent who said the following will be very or somewhat important in deciding whether or not their company attends the 2008 ATA Trade Show.



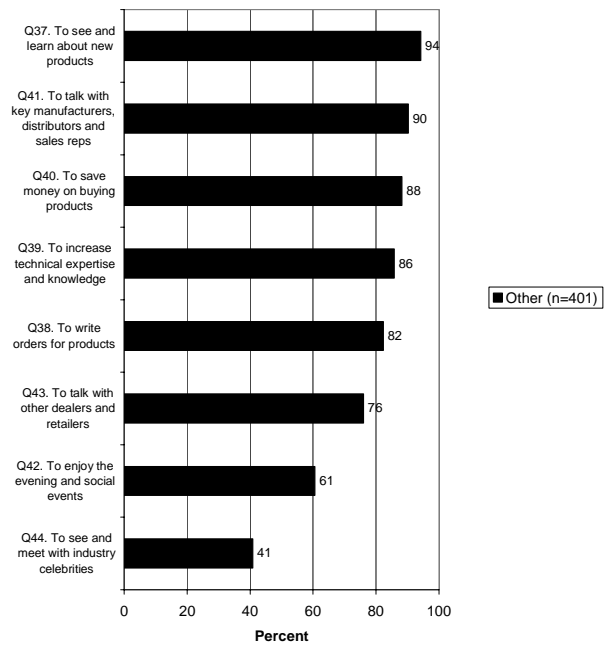
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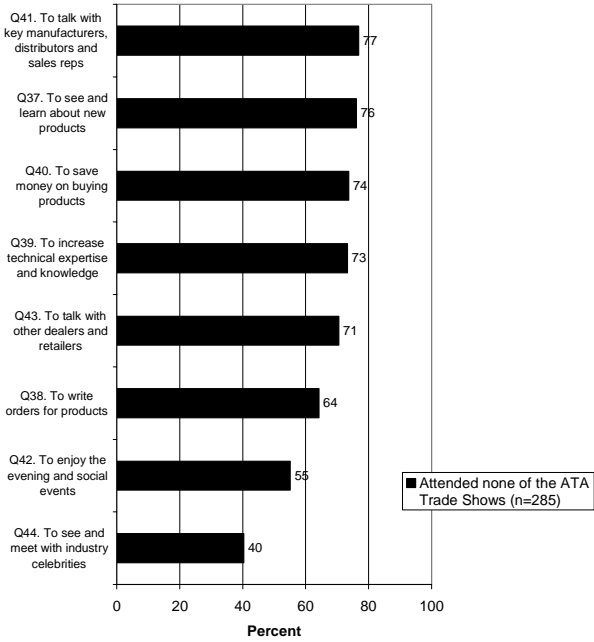
Q37-44. Percent who said the following will be very or somewhat important in deciding whether or not their company attends the 2008 ATA Trade Show.



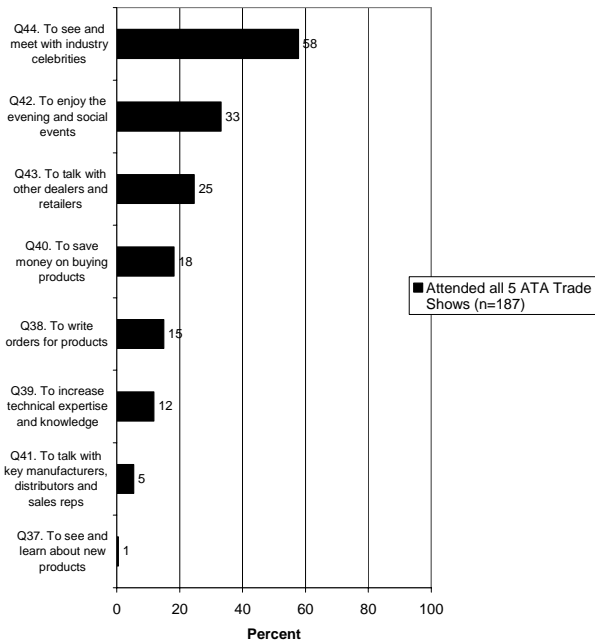
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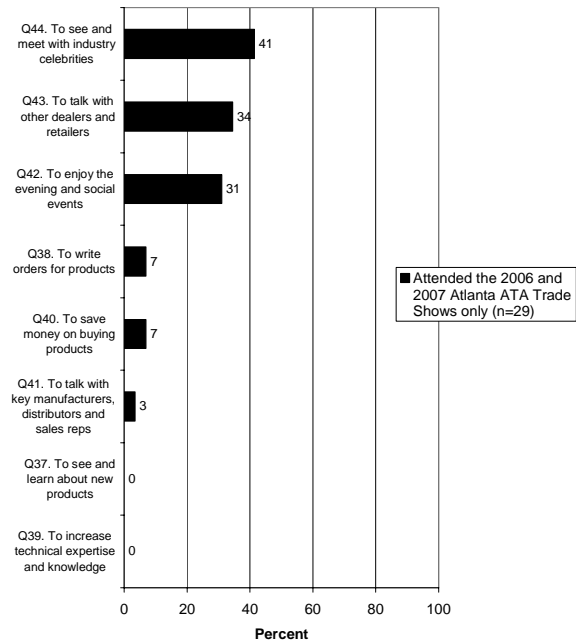
Q37-44. Percent who said the following will be very or somewhat important in deciding whether or not their company attends the 2008 ATA Trade Show.



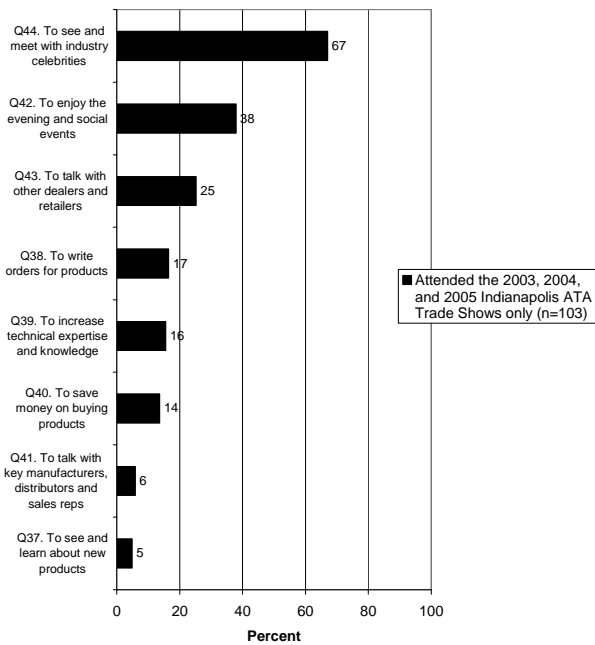
Q37-44. Percent who said the following will be not at all important in deciding whether or not their company attends the 2008 ATA Trade Show.



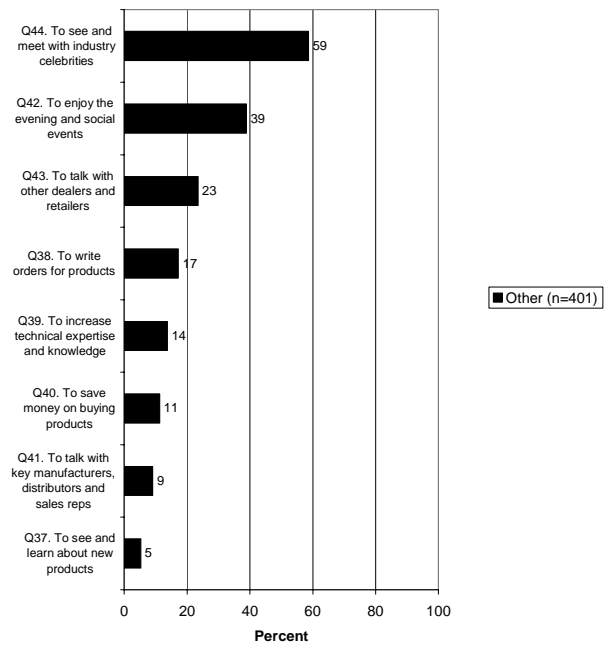
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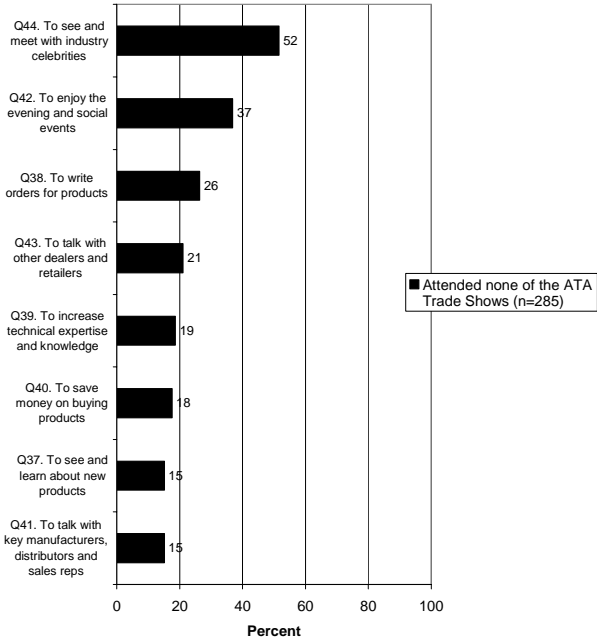
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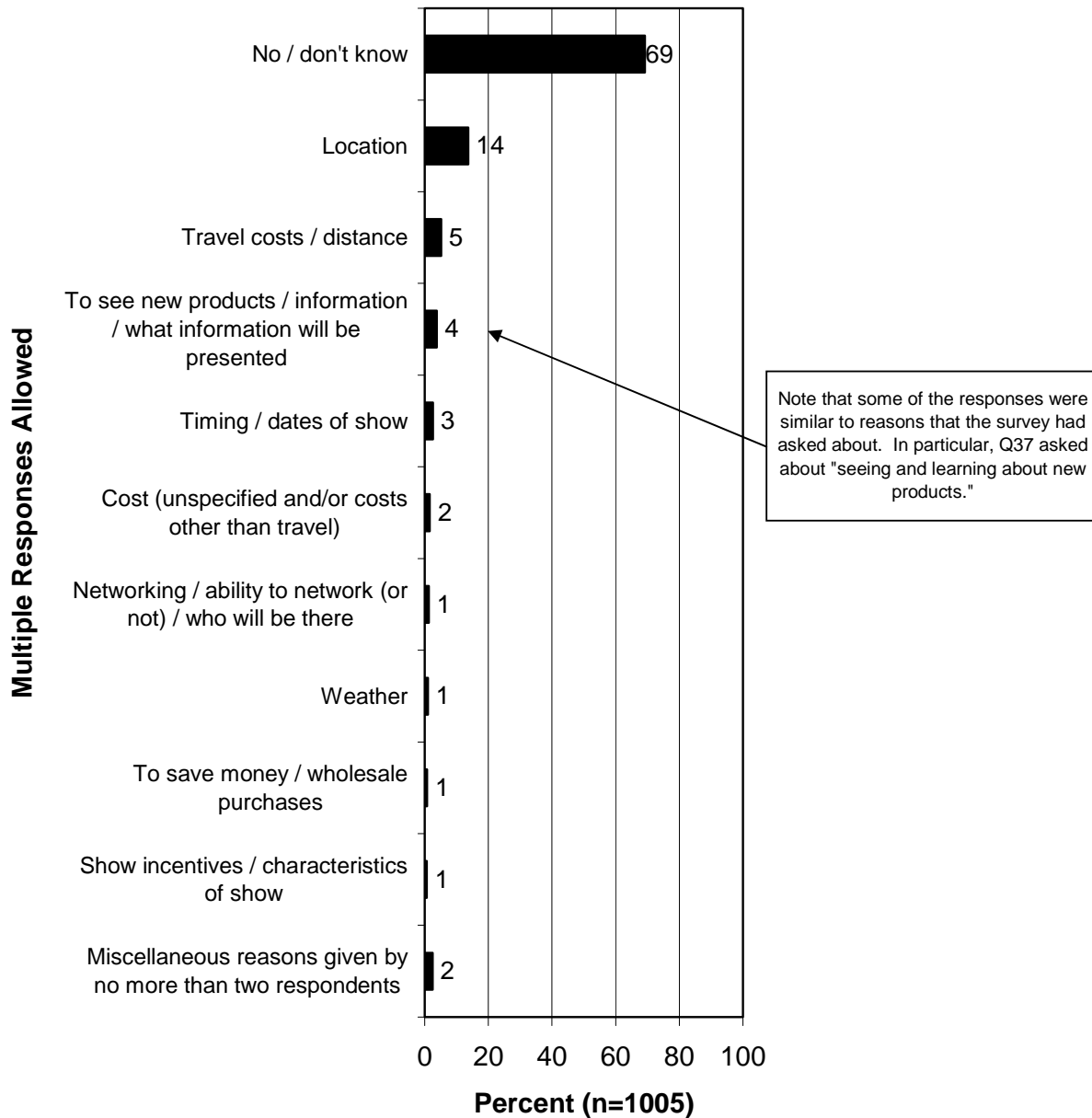
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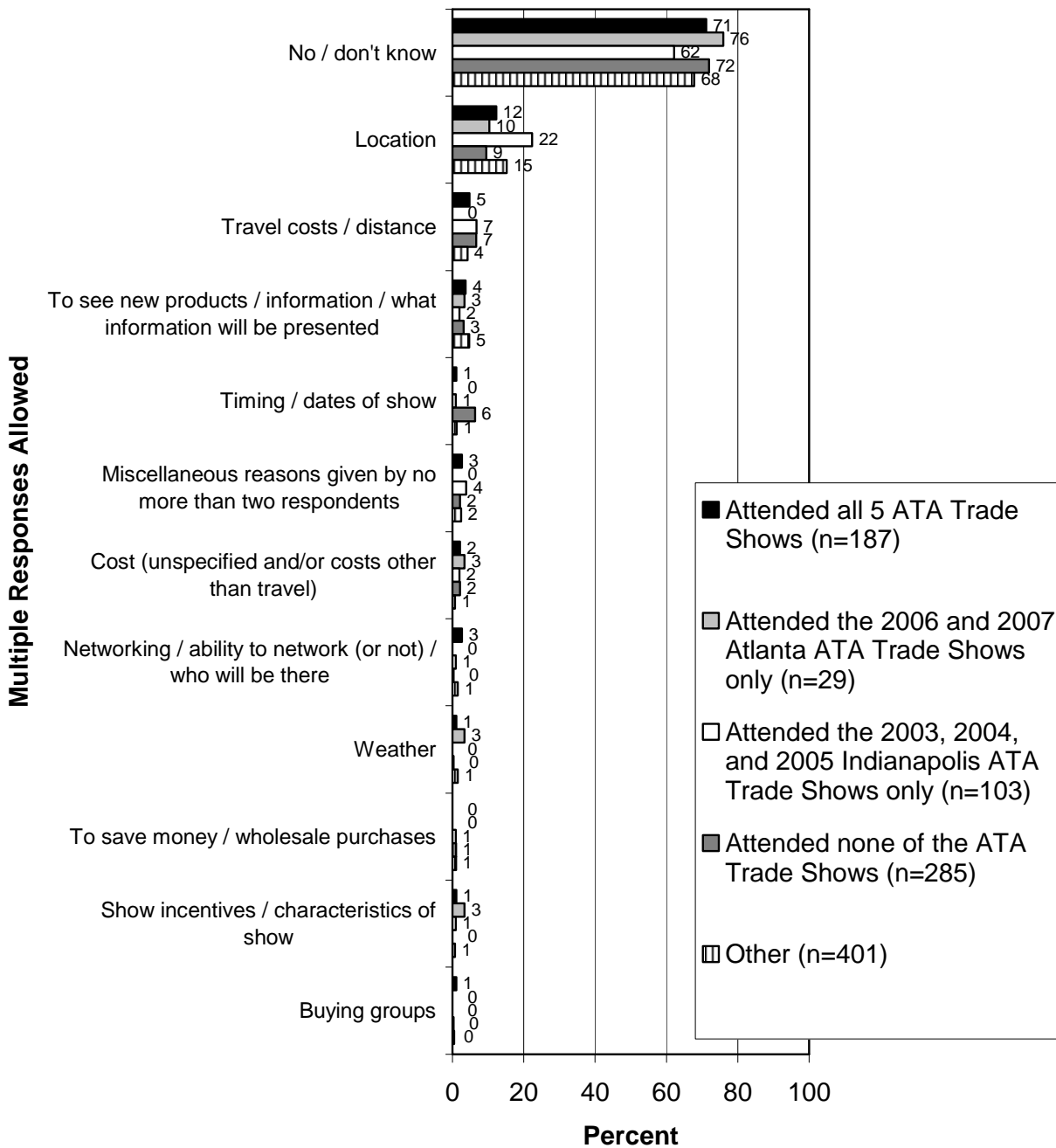
Q37-44. Percent who said the following will be not at all important in deciding whether or not their company attends the 2008 ATA Trade Show.



Q45. Are there any other aspects of the ATA Trade Show that will be important to your company in deciding whether or not to attend the 2008 ATA Trade Show?



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FACTORS INFLUENCING DECISIONS TO ATTEND THE 2008 INDIANAPOLIS ATA TRADE SHOW

- Most respondents overall (78%) indicated that their company is somewhat or very likely to attend the 2008 ATA Trade Show in Indianapolis, with just more than half (56%) being *very* likely.
 - Those who were only somewhat likely or not at all likely (or who answered, “Don’t know,” to the question above) were asked about things that might make them more likely to attend. The most common answer was a different location, although many answers concerned lower costs, having the time to leave their shop, and/or having the Trade Show be held at different dates (as the Shows have apparently coincided with busy times at some shops in the past).
 - The crosstabulations found that a greater percentage of those who attended all five Trade Shows and those who attended only the Indianapolis Trade Shows say that they will likely attend the 2008 Trade Show, relative to the other groups.

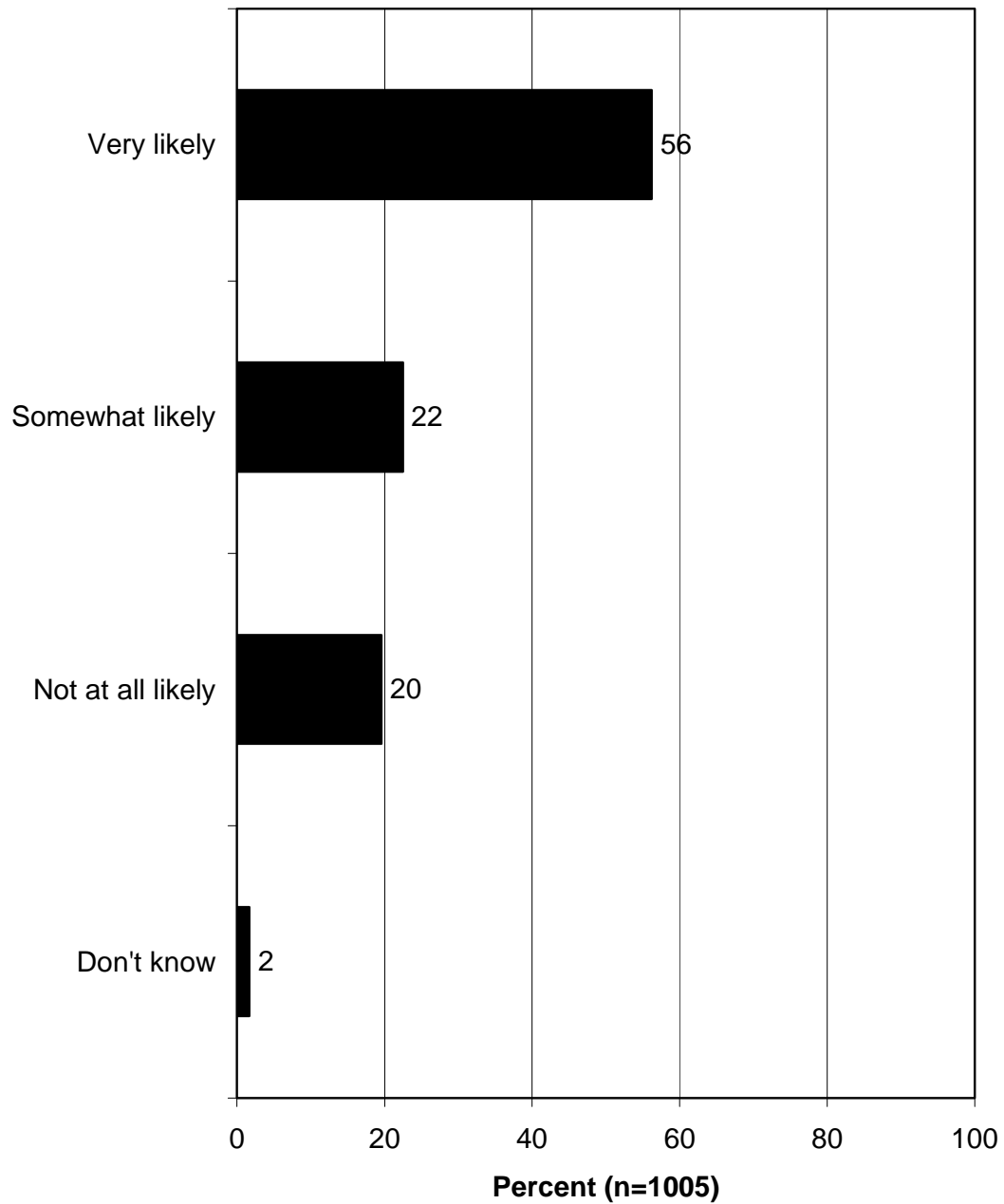
- Among respondents overall, the most important factors that will influence their decision to attend the 2008 ATA Trade Show are the cost of hotel rooms (75% said this will be *very* or *somewhat* important in their decision-making), the travel distance (64%), and having to leave their store to attend the show (63%). Things to do in Indianapolis as a whole is not an important factor (27%). Note that except for the top (hotel costs) and bottom (things to do) factors, all of the factors have a moderate level of importance, ranging from 48% to 64% who think the factor is *very* or *somewhat* important in their decision-making.
 - Interestingly, the rank of the importance of cost factors among respondents overall (in order: hotel, show registration, food, parking, gas/wear and tear on vehicle, and airfare) does not correspond to the rank of the total probable cost of each of these factors.
 - The survey asked about *other* factors that will be important in deciding whether to attend the 2008 Trade Show or not. Location and weather are common answers.

- In comparing those who attended only the Atlanta Trade Shows to those who attended only the Indianapolis Trade Shows, the analysis found that airfare to the 2008 Show in

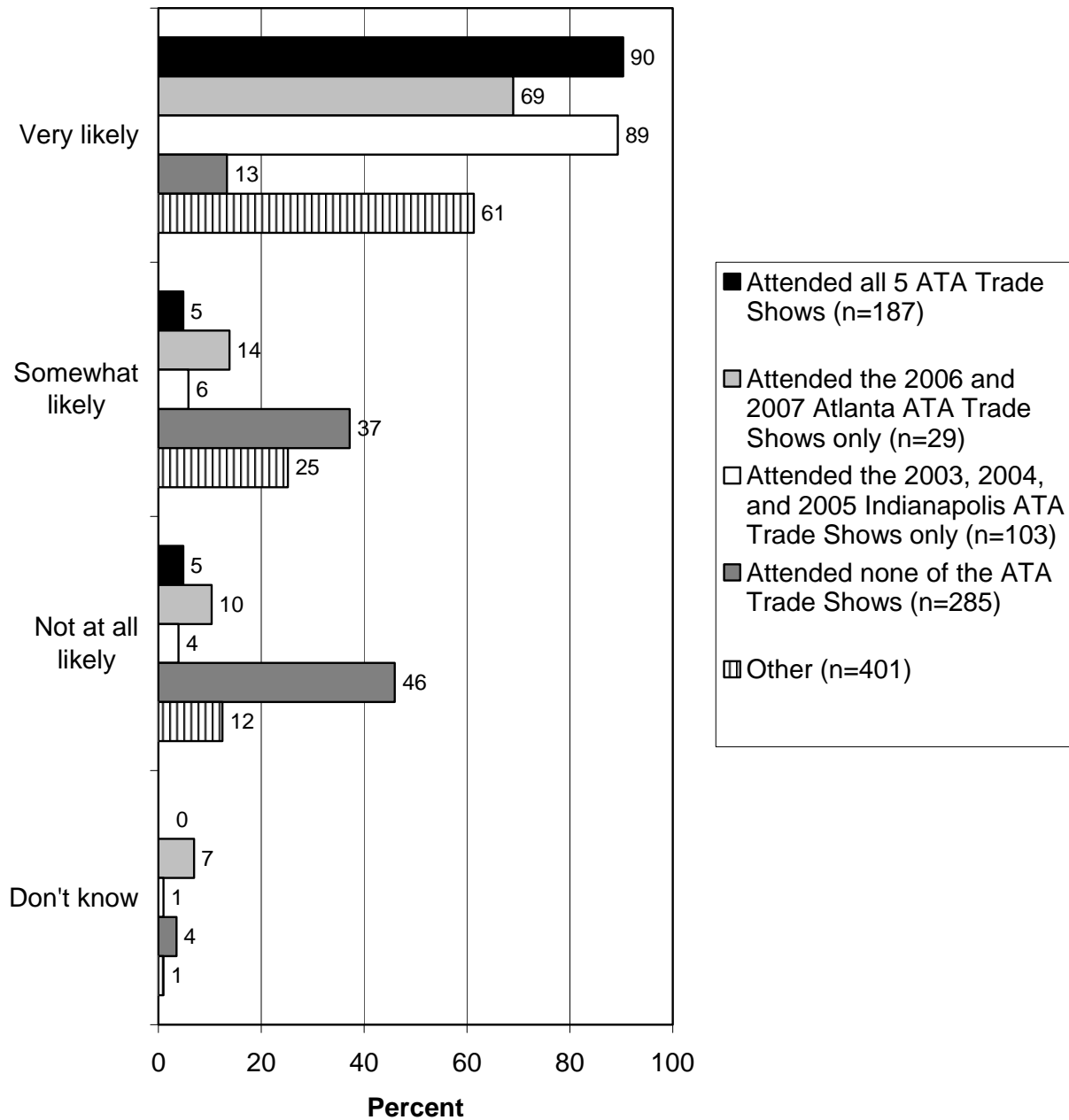
Indianapolis is a bigger concern among “only Atlanta attendees” versus the “only Indianapolis attendees,” simply suggesting that proximity to the Show is a deciding factor.

- Interestingly, those who attended all five Trade Shows show greater concern about having to leave the shop to attend the Show in 2008, relative to those who attended only the Atlanta Shows or those who attended only the Indianapolis Shows.

Q92. Is your company very, somewhat, or not at all likely to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?

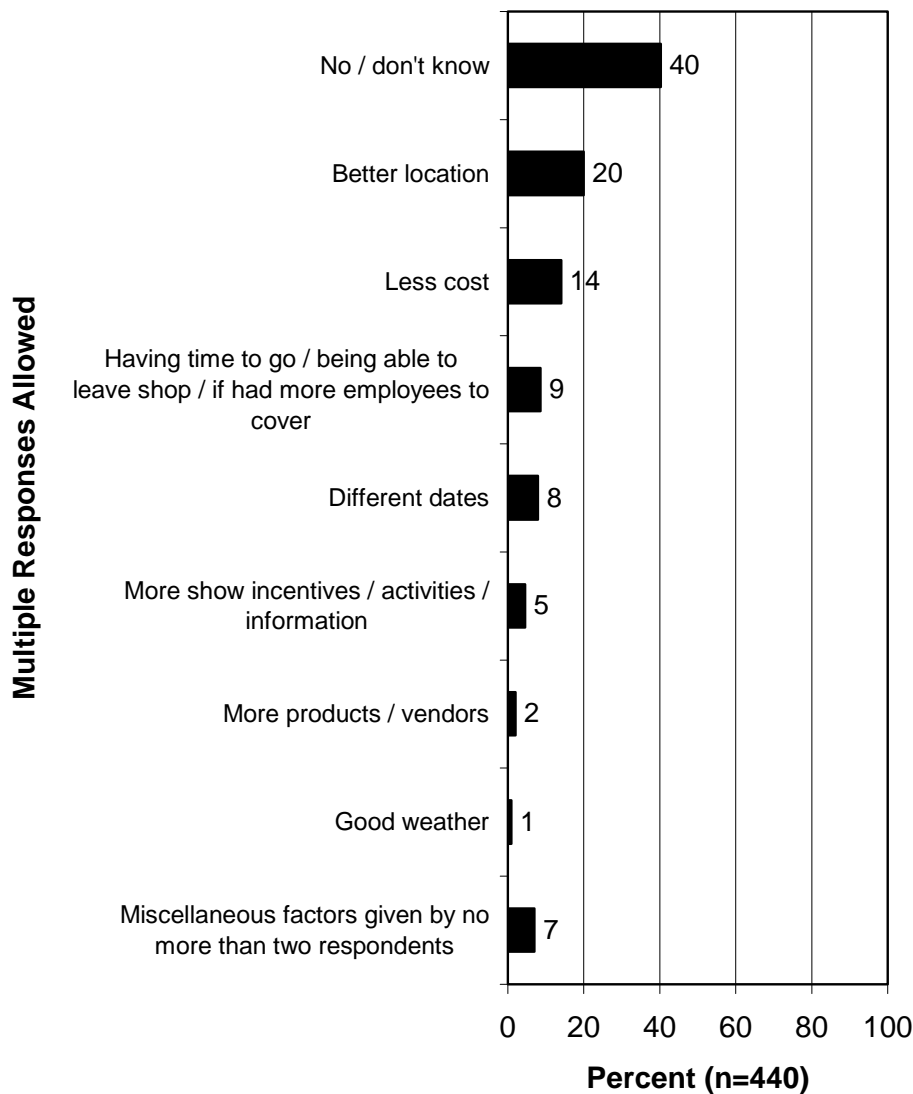


Q92. Is your company very, somewhat, or not at all likely to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?

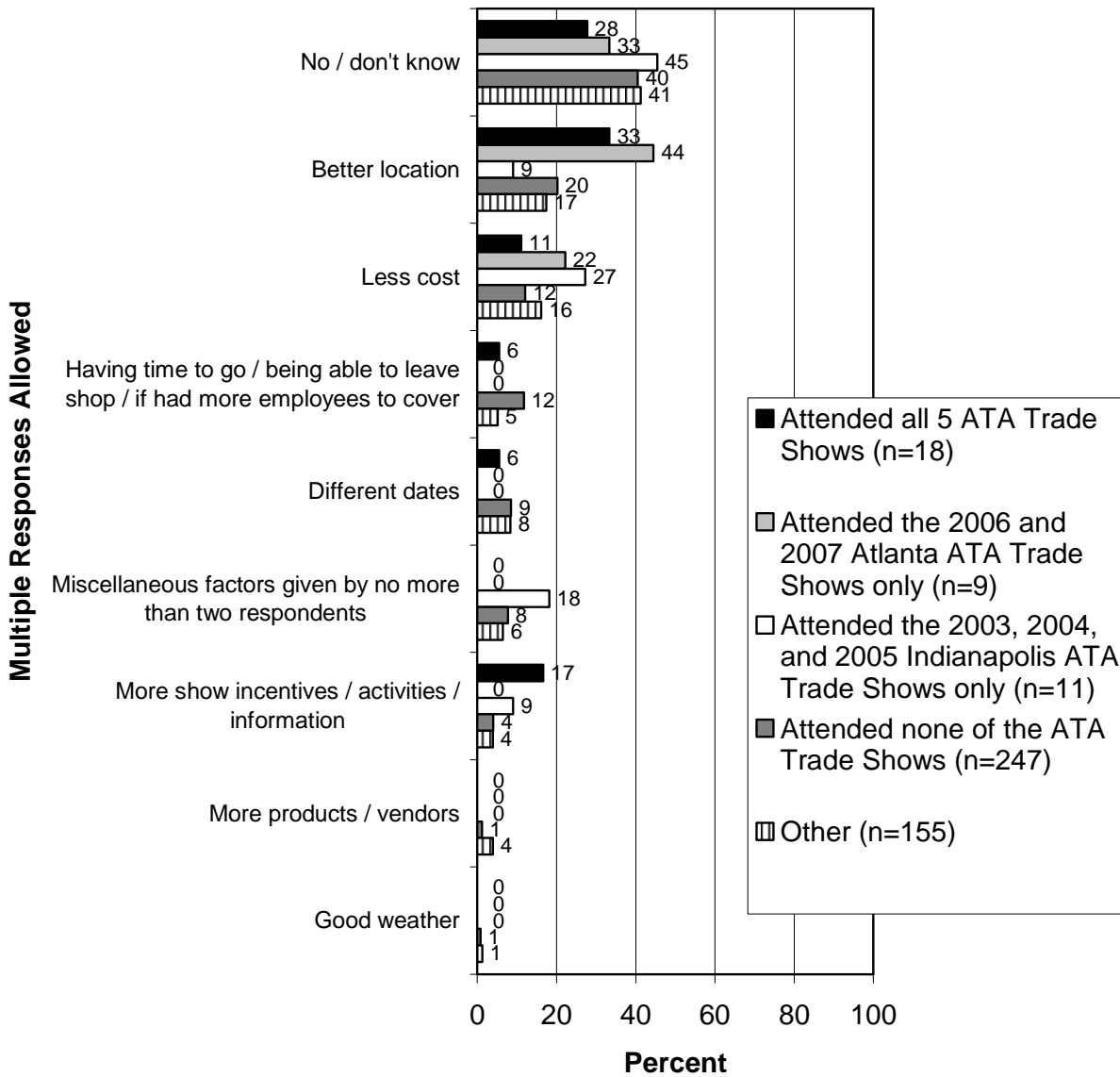


Q93. What would make your company more likely to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008? (Asked of those whose company is only *somewhat* likely or is *not at all* likely to attend the 2008 ATA Trade Show.)

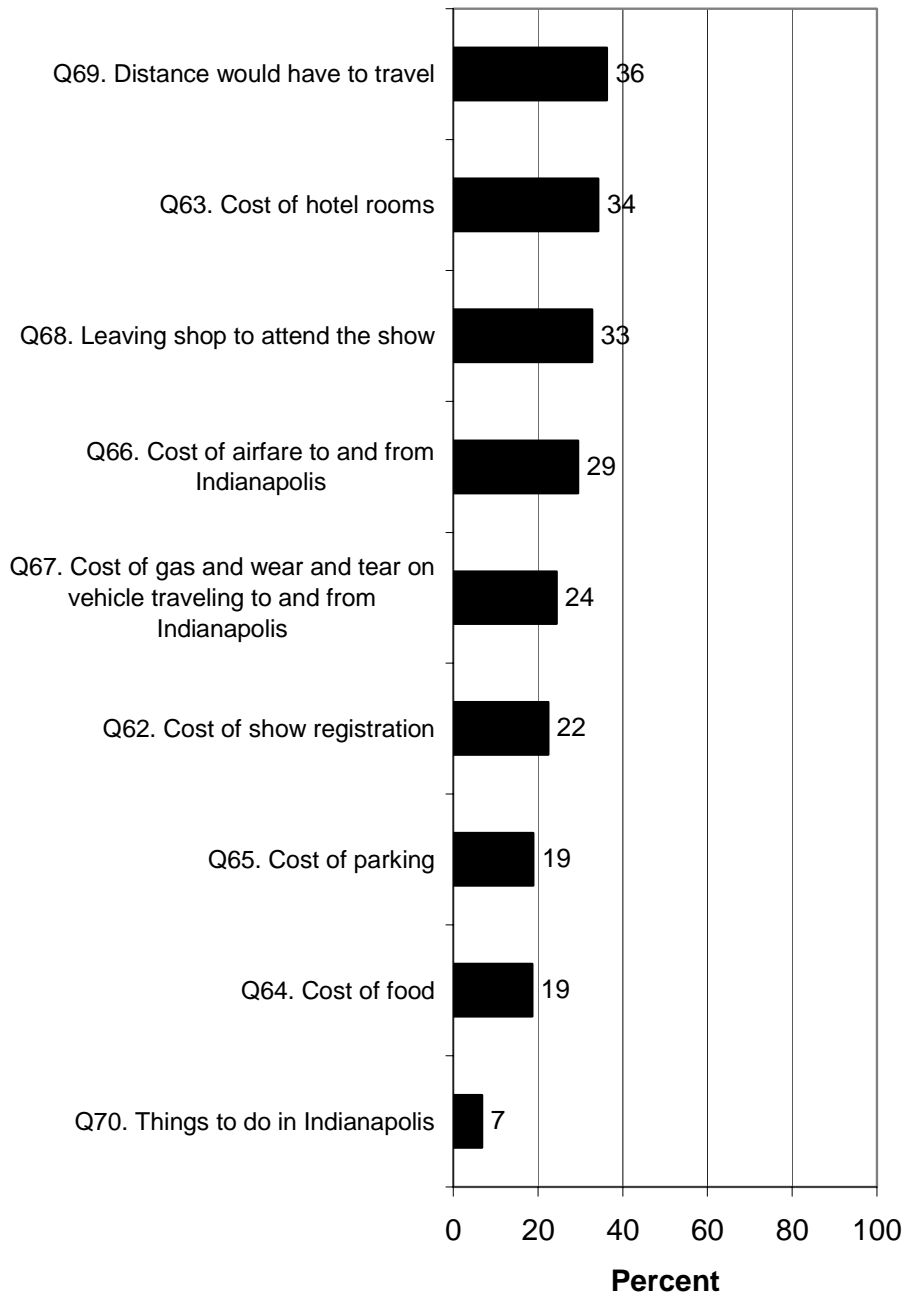
(As well as those who answered "Don't know" regarding likelihood to attend.)



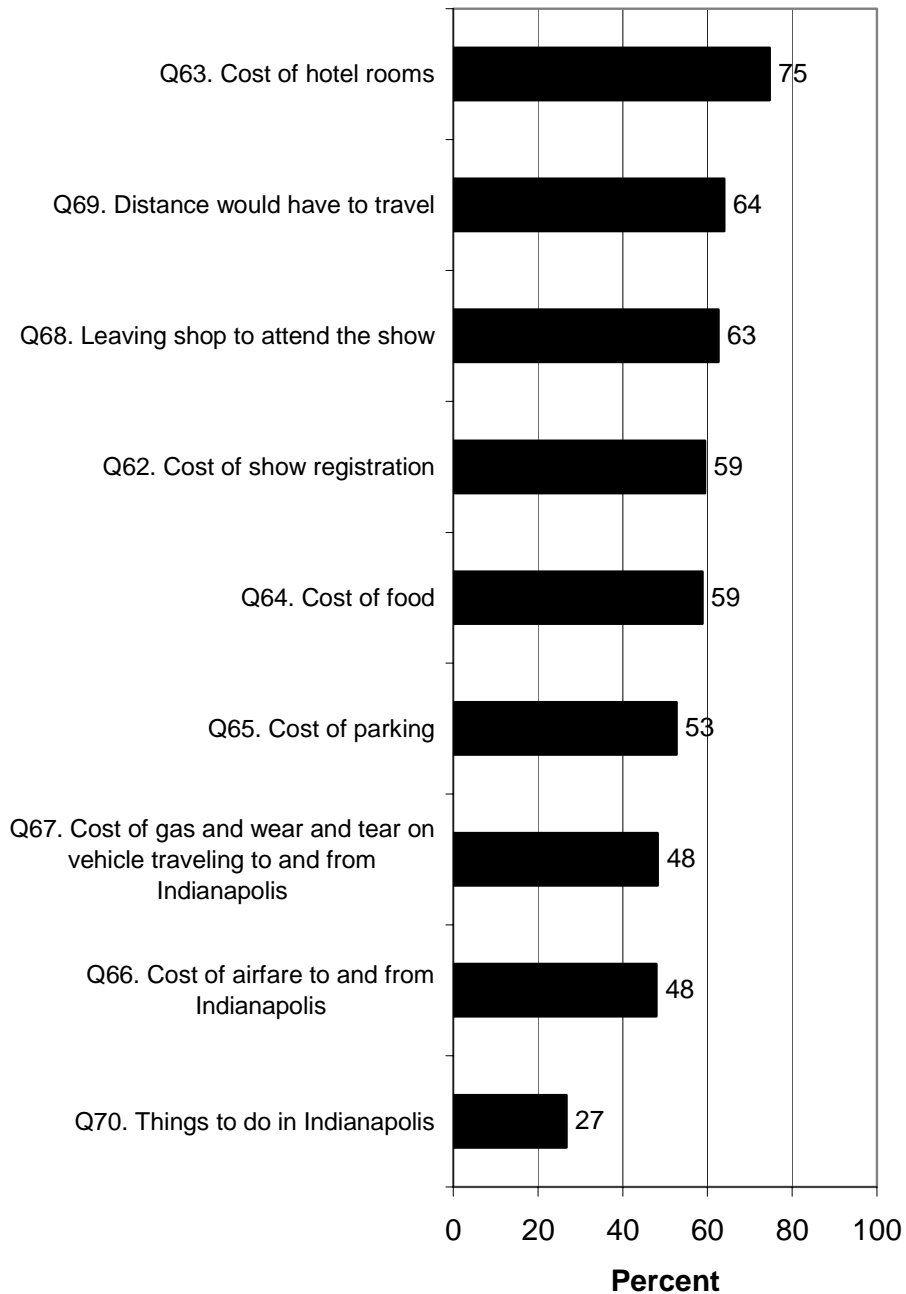
Q93. What would make your company more likely to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008? (Asked of those whose company is only somewhat likely or is not at all likely to attend the 2008 ATA Trade Show, as well as those who answered, "Don't know.")



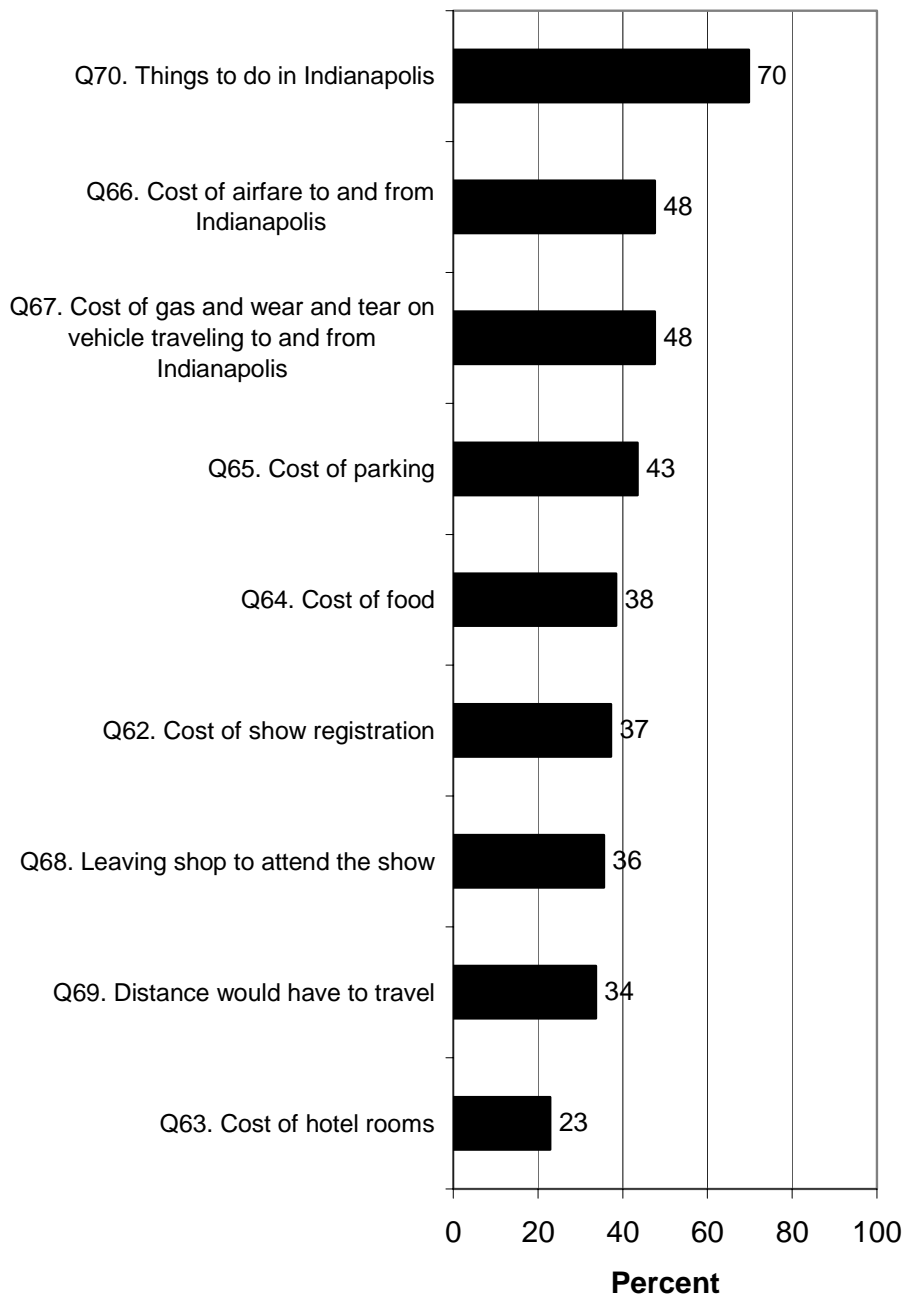
Q62-70. Percent who said the following will be very important in deciding whether or not their company will attend the 2008 ATA Trade Show.



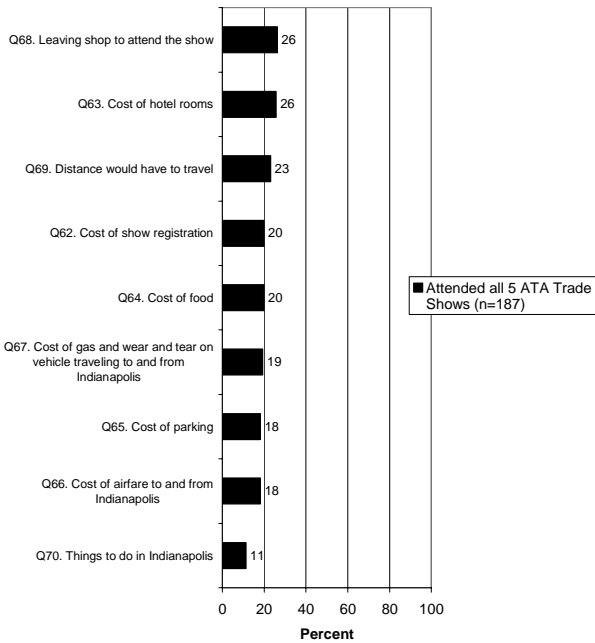
Q62-70. Percent who said the following will be very or somewhat important in deciding whether or not their company will attend the 2008 ATA Trade Show.



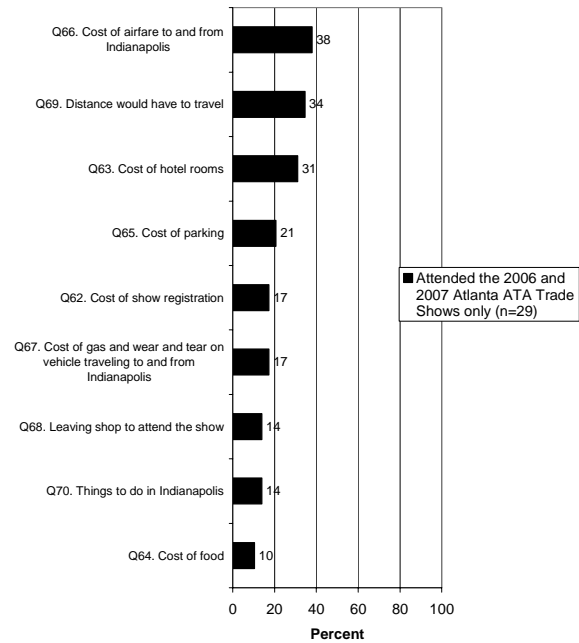
Q62-70. Percent who said the following will be not at all important in deciding whether or not their company will attend the 2008 ATA Trade Show.



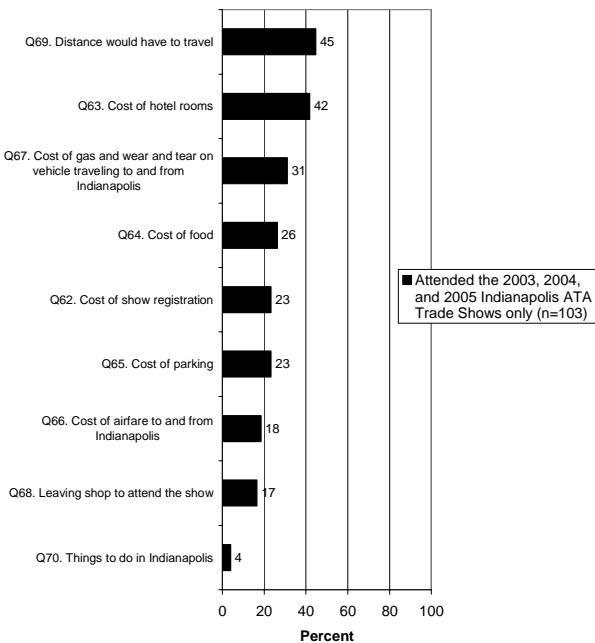
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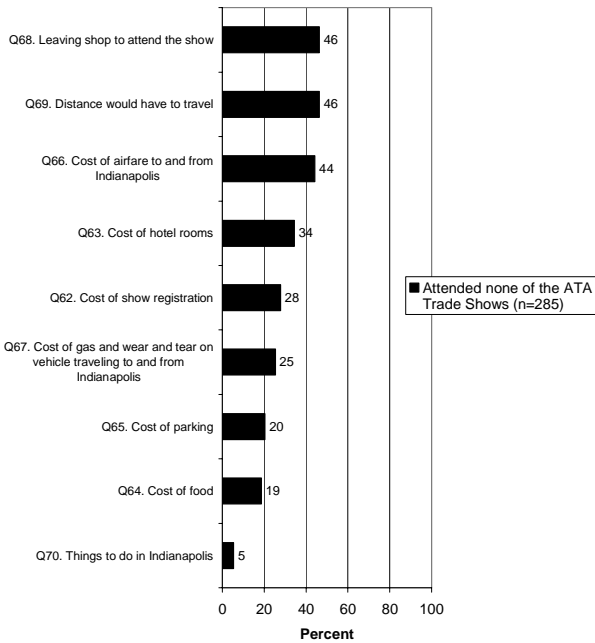
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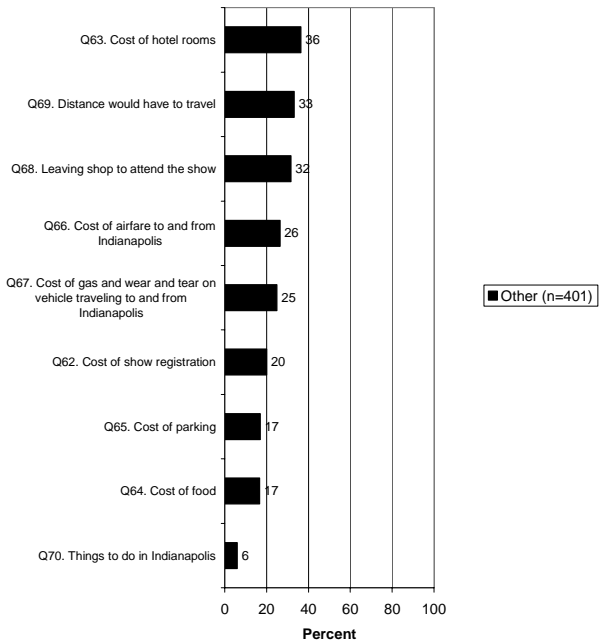
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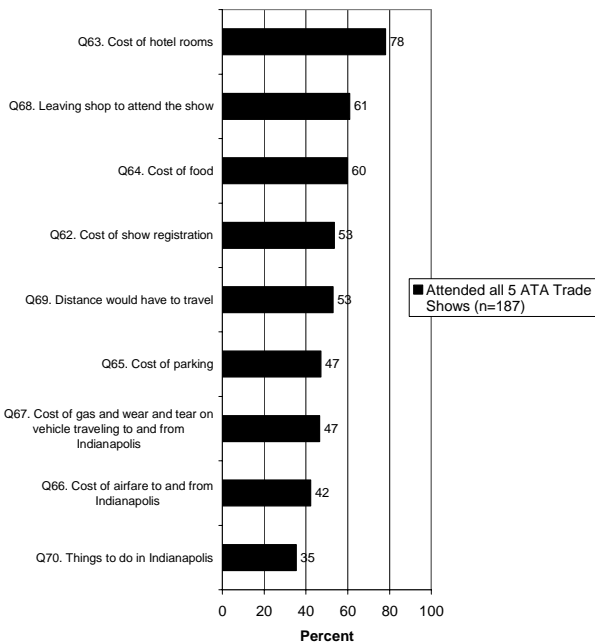
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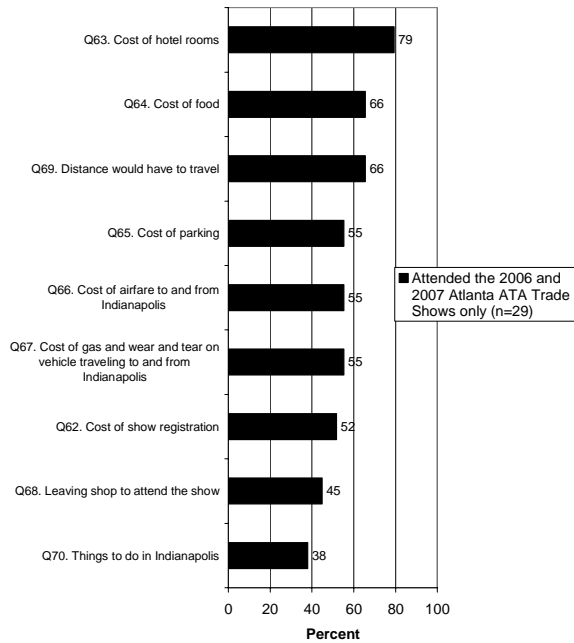
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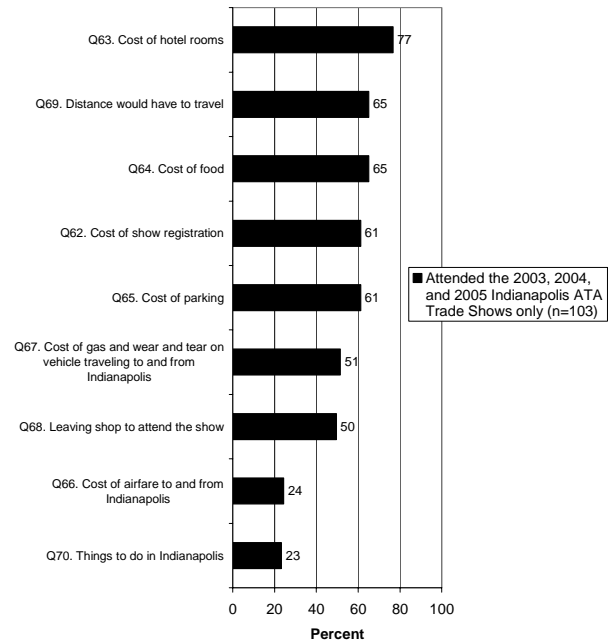
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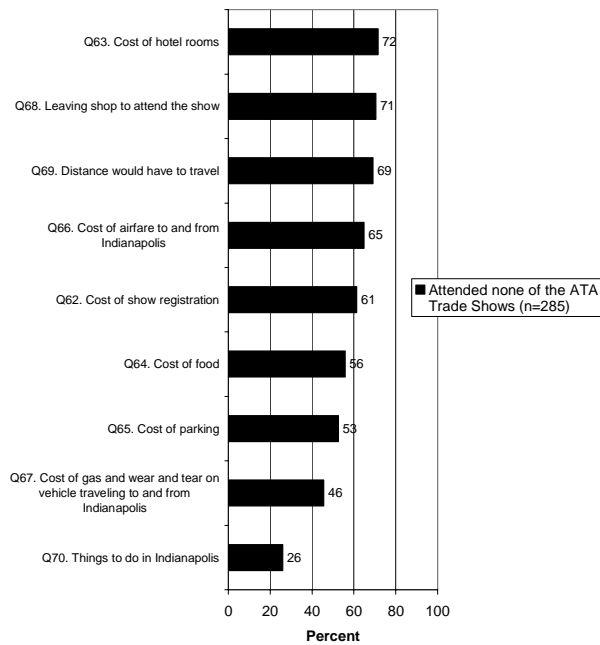
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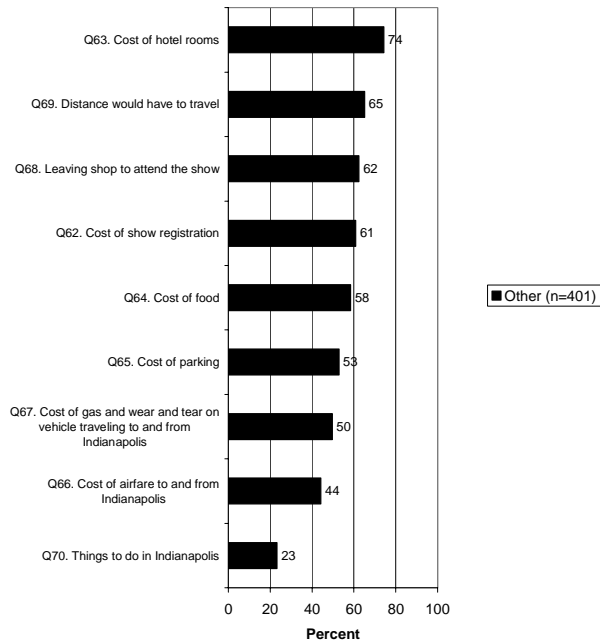
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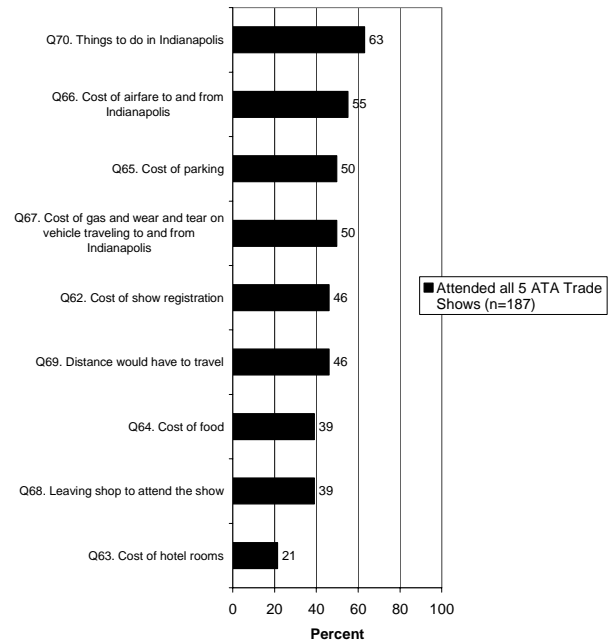
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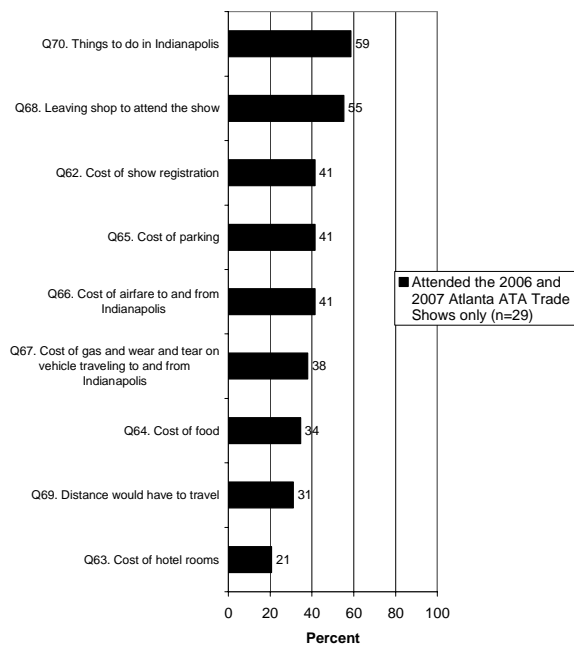
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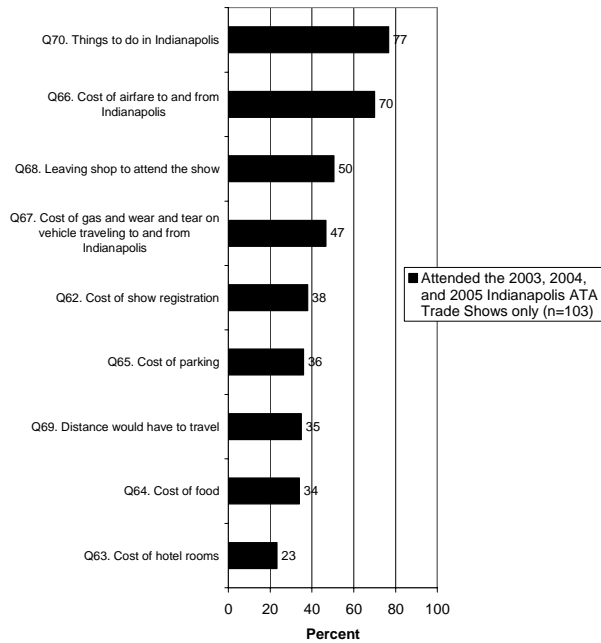
Q62-70. Percent who said the following will be not at all important in deciding whether or not their company will attend the 2008 ATA Trade Show.



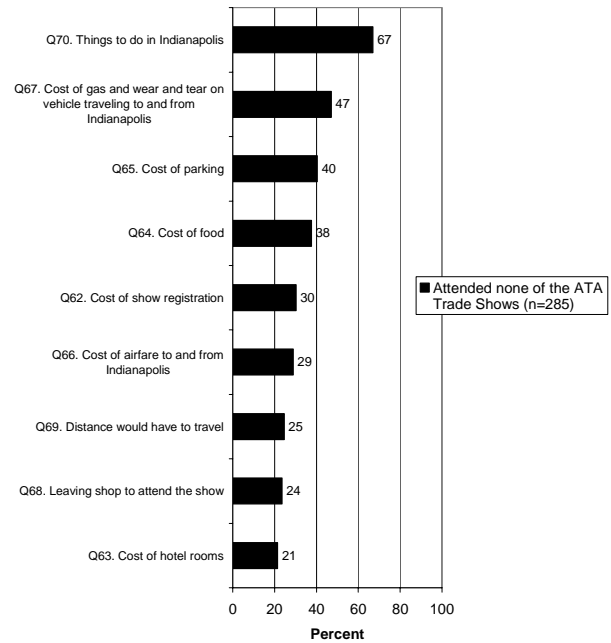
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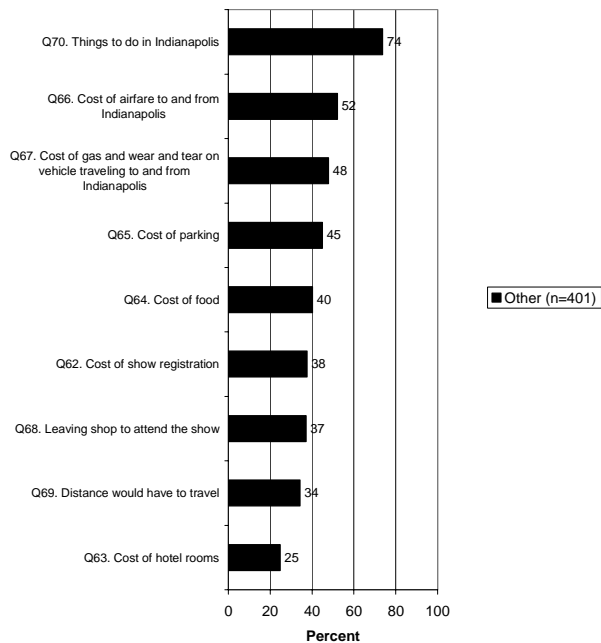
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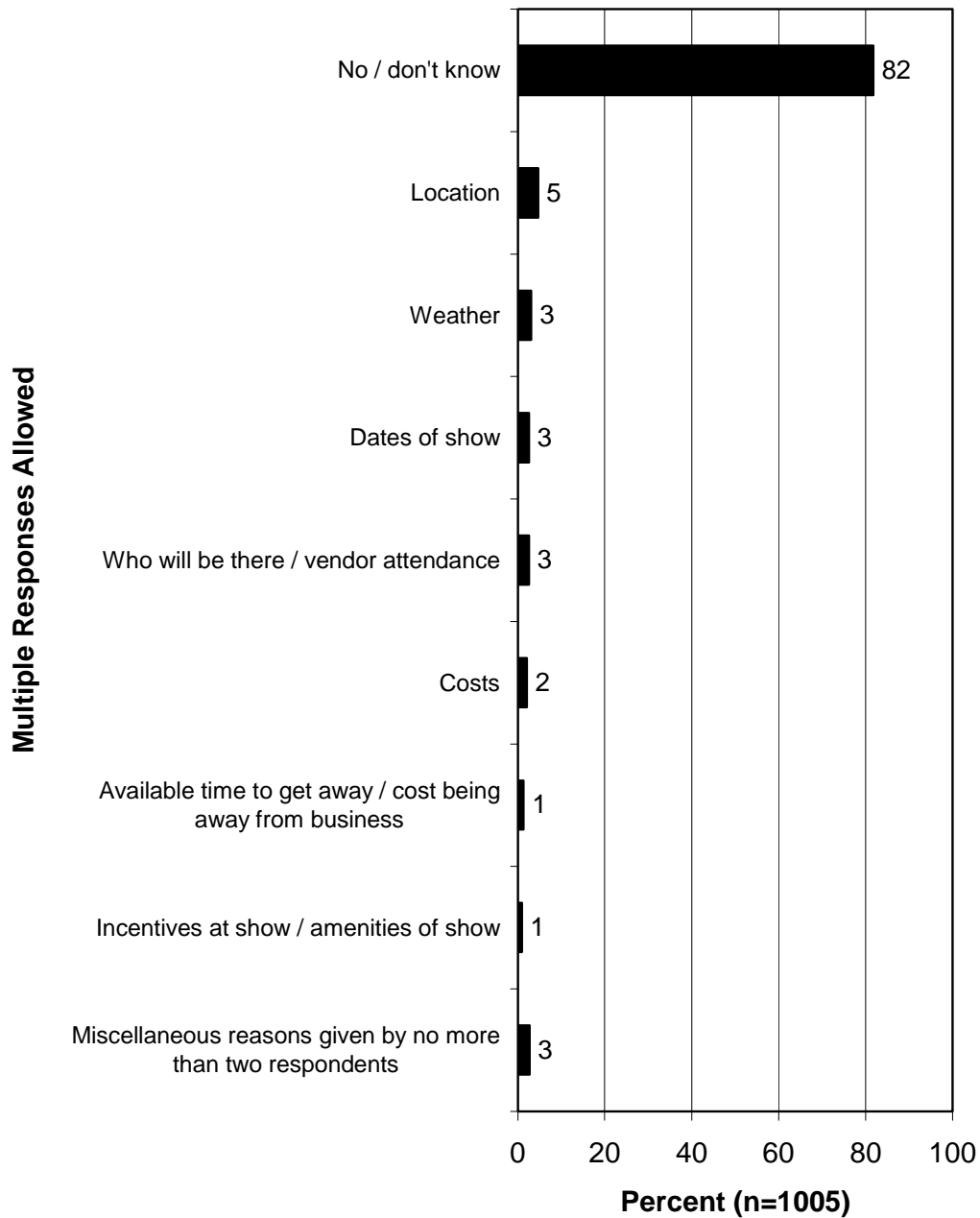
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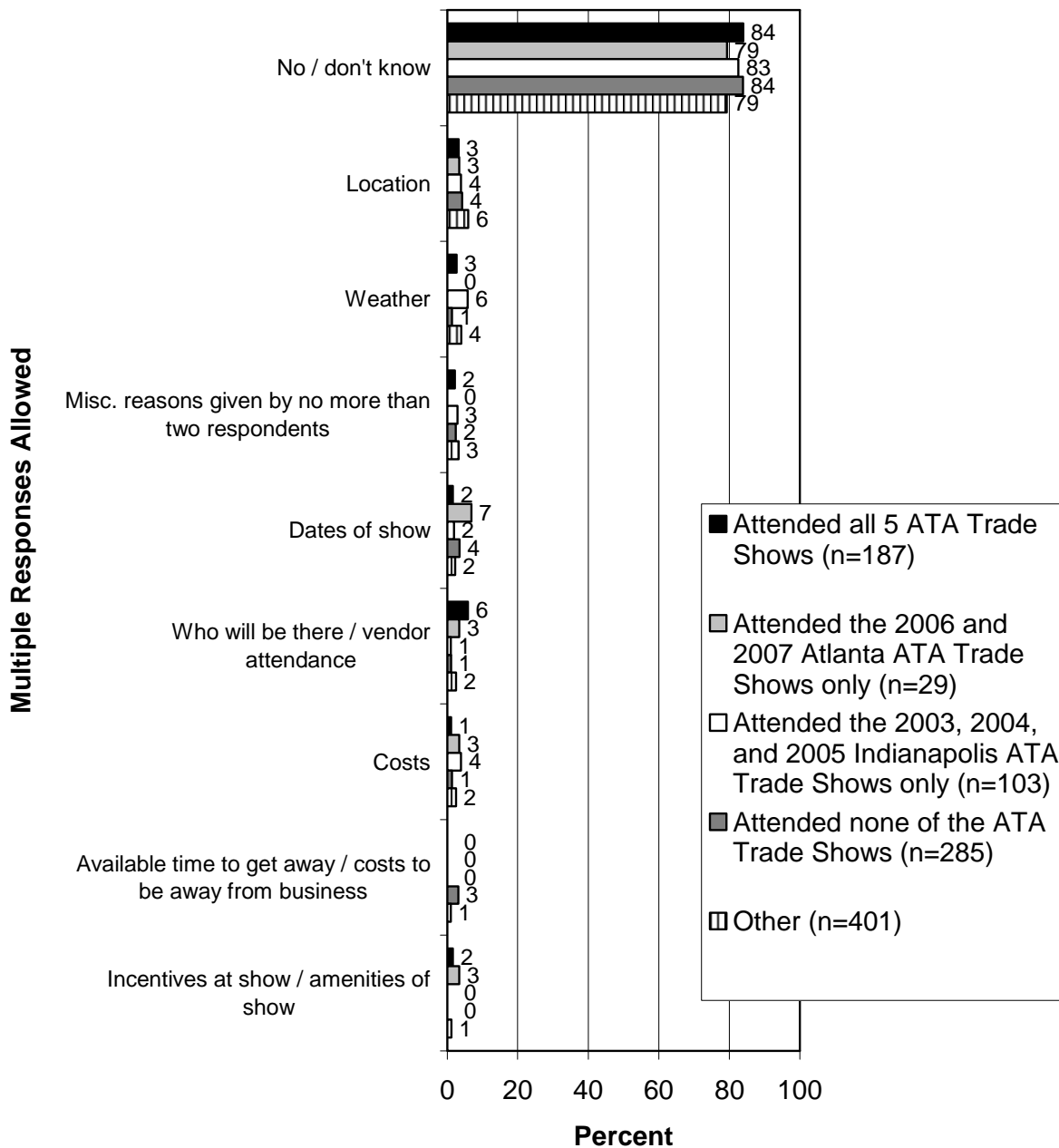
Q62-70. Percent who said the following will be not at all important in deciding whether or not their company will attend the 2008 ATA Trade Show.



Q71. Are there any other factors that will be important to your company in deciding whether or not to attend the 2008 ATA Trade Show?



Q71. Are there any other factors that will be important to your company in deciding whether or not to attend the 2008 ATA Trade Show?



ADDITIONAL COMMENTS

Q104. That's the end of the survey. Thanks for your time and cooperation. If you have any additional comments, I can record them here.

| |
|--|
| We would like to have it at the end of January. There is not enough time to get through the Christmas holidays and then the show. |
| I'm happy with the ATA. |
| At the show, there should be more seating areas between breaks. |
| Bring back the meal at the show; and dealers only should be at the show. |
| It's a good thing |
| Costs of attending the show are too expensive. |
| Seminars need to be later in the day. More people would attend. |
| We sell gasoline, have a 100-seat restaurant, and a gift and clothing shop. We have a convenience store. Archery is only a small percentage of our business. |
| The trade show is one of the greatest things for the dealers. |
| It's a very important event to attend for my business. |
| The ATA should make the food less expensive. Perhaps they could cater the show, or have a lunch pass, i.e., getting a card punch. It is very expensive the way it is. |
| Illinois is under fire with the influx of out-of-state hunters, who are bringing in large sports retailers (Primo, etc.) and putting local sports businesses out of business and pushing out local hunters. I think the ATA should be aware of this. |
| We enjoyed the ATA trade show. |
| I'm glad it's coming back to Indianapolis. |
| I would really like it if it was later in the month like in the 3rd or 4th week in January. |
| Las Vegas – I want the West Coast. |
| ATA show is very interesting; lots of cool products. |
| The camo truck giveaway was a joke. |
| ATA membership doesn't mean much in Canada; we don't get any benefits. Canadians should get benefits—include us too! |
| Have the show from Nashville and north or I won't attend. |
| I will not attend another show in Atlanta or Nashville, and I think the permanent home for the show should be in Indianapolis. |
| Bring it back to the southeast. Indianapolis's weather is too cold. |
| Keep it in Indy. |
| I hate the conventions in Atlanta; don't hold the Trade Show in Atlanta anymore because I won't attend them. |
| These dates are too early; the person deciding the dates doesn't run a shop. I'd like it to be delayed to at least the end of January. Right after the holidays is too much stress for me. |
| The food is too expensive, and there isn't enough seating. |
| Get your act together; get Mathews back. |
| I wish the show would be in Nashville again. |
| Archery cannot stand on its own. The ATA should go back to the shot show. I buy directly from distributors, and i do not keep records of percentages. I deal with money, and when I'm out of supplies I buy more. |

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| I want better discounts on hotels; we don't profit as much as we can because of the cost of hotels; it is impeding my business; cheaper motels: 100 bucks a night is too much. |
| I wish for a longer show and a warmer climate and have other groups join the ATA. Add small merchandise to the distributorships. Have distributors hang around for the whole show. Send a list of who is going to be at the shows. |
| Why didn't Mathews attend the show this year? |
| I would like to see the show be later in the year since we are still in the hunting season in Mississippi in January. |
| I'd like to attend, but I don't generate enough volume according to ATA standards. I order equipment for people so that they don't have to drive 2 or 3 hours to an archery shop or order from Cabela's. They've forgotten the little guy. |
| I'd like to see the seminars spread out through the day so that I'd be able to attend more of them. |
| How can I get information about the trade show? |
| Lower the price for the manufacturers. |
| You got to feed these dealers when they come because we're really hungry! |
| I do not like membership fees jumping so fast; I am no longer a member because fees went from \$150 to \$1,500 in one year. |
| I enjoy going; it's a good show. You learn a lot. Need to be there if you want to stay current in the business. |
| The show needs to be handicapped accessible; more shows in the Midwest: St. Louis and Kansas City are my choices. |
| Let's go back to Nashville! I liked the hotel! |
| Too many crossbows; if they send any more, I'm quitting the ATA. |
| I would like to know more about buying groups. |
| I would like information about the 2008 show, and I am very interested in going. |
| We need more seminars. |
| If the show were closer, I might go. |
| I would rather the show not be held in Atlanta. |
| The show should not be in a liberal city. |
| I'm glad they're going back to Indianapolis. |
| We sell mostly guns and ammunition, but do archery also. |
| It's an inconvenience to always travel to Indianapolis and Atlanta; it would be nice to have the show in other venues, particularly the Midwest and West. |
| Atlanta sucks. |
| We need to have one convention farther west such as in Colorado. |
| They need to have fewer souvenirs and t-shirts for sale, and more manufacturers, like in the past. |
| Better to have the show in Indianapolis; I don't have to drive so far. |
| That ATA is doing a good job. I might have to fly through a couple of airports to get to Indy, and when I went to Atlanta, I was able to fly direct, and that was much more favorable. |
| I don't believe that the deals from the show would justify the cost of registration, travel, and other expenses. |
| I am only in archery, and I do not know about other sporting departments or buying percentages. I do most of the buying through a buying group at a later buying show. |

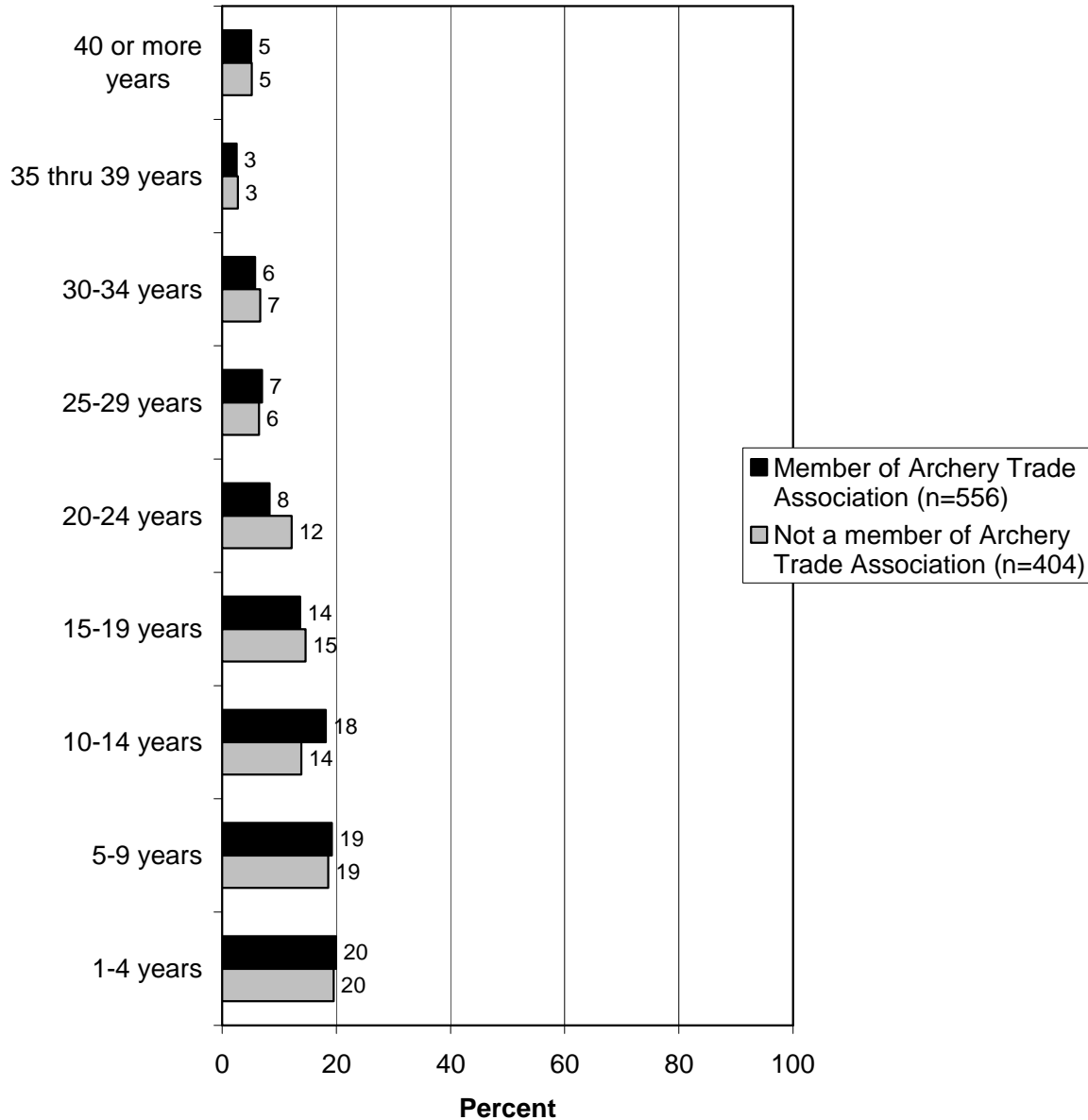
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| It would be great to have luncheon seminars; it would be great to eat lunch while taking a class, and I would be willing to pay a small fee for it. |
| The location in Atlanta kept us from going in the last 2 years. |
| The cost of getting there and lodging is often not worth the deals I can get. |
| I'd like to see the show closer to the West Coast once in a while. |
| I would like to see the ATA try to have the show again in Nashville, or to try other areas in the South or West for future shows. |
| I like the articles in the magazines; I had most contact with ATA through magazines. |
| Cost is a major factor of me attending, and dealers offer store owners the same pricing. |
| Send me another deal to join; I need to renew. |
| Overall cost of archery is higher each year, and products are obsolete too soon. Cut a break to people trying to sell things. |
| I always wanted to attend, but was very busy. |
| ATA board members need to be placed in there that can do their job. Welcome new shops and have guide lines for the new small businesses. Any information they can provide for the new small business industries would be good. |
| The more the show is centrally located, the better. |
| Good show, better in Indianapolis. |
| I wish the show was closer. |
| I don't distinguish between archery and bowhunting; I can't break down the sales percent based on the format of the question. |
| I'm glad to see it come back to the northeast. |
| They seem to favor big box stores over the pro shops. |
| My reps are good here. I don't have to travel to the show because they are the ones who attend. If the ATA would give discounts for attending, I might go. |
| ATA is very important and do a very good job. Need more large manufacturers to attend. |
| I would like to see the show travel throughout the Midwest. It would be nice to have it in smaller areas. Cleveland, Ohio, was very nice when it was there years ago. |
| We would like a package from the ATA that would make it more affordable to go to the ATA. It is twice as expensive as going to Sports Inc. show. Traveling is so expensive, but we want to go very badly. |
| ATA dealer giveaway: many dealers, I felt, were grossly misinformed and did not appear to adhere to their own rules. |
| I would like it if the ATA would put together a package of information about new products for smaller stores. |
| I would like to see the show continue in Indianapolis. |
| If you are going to make us go to Indianapolis, make it worth our while! |
| Manufacturers request a minimum purchase when I can buy it second-hand cheaper. |
| The manufacturers protect the dealers and Internet retailers. The show also needs to be closer to the Northeast. |
| I am glad to see it back in Indianapolis. |
| The reason people don't go to trade shows so much anymore is cost, and it's difficult to forecast what people want to buy. |
| I can find out about new products here without going away from home. The ATA show no longer seems as important to our company. |

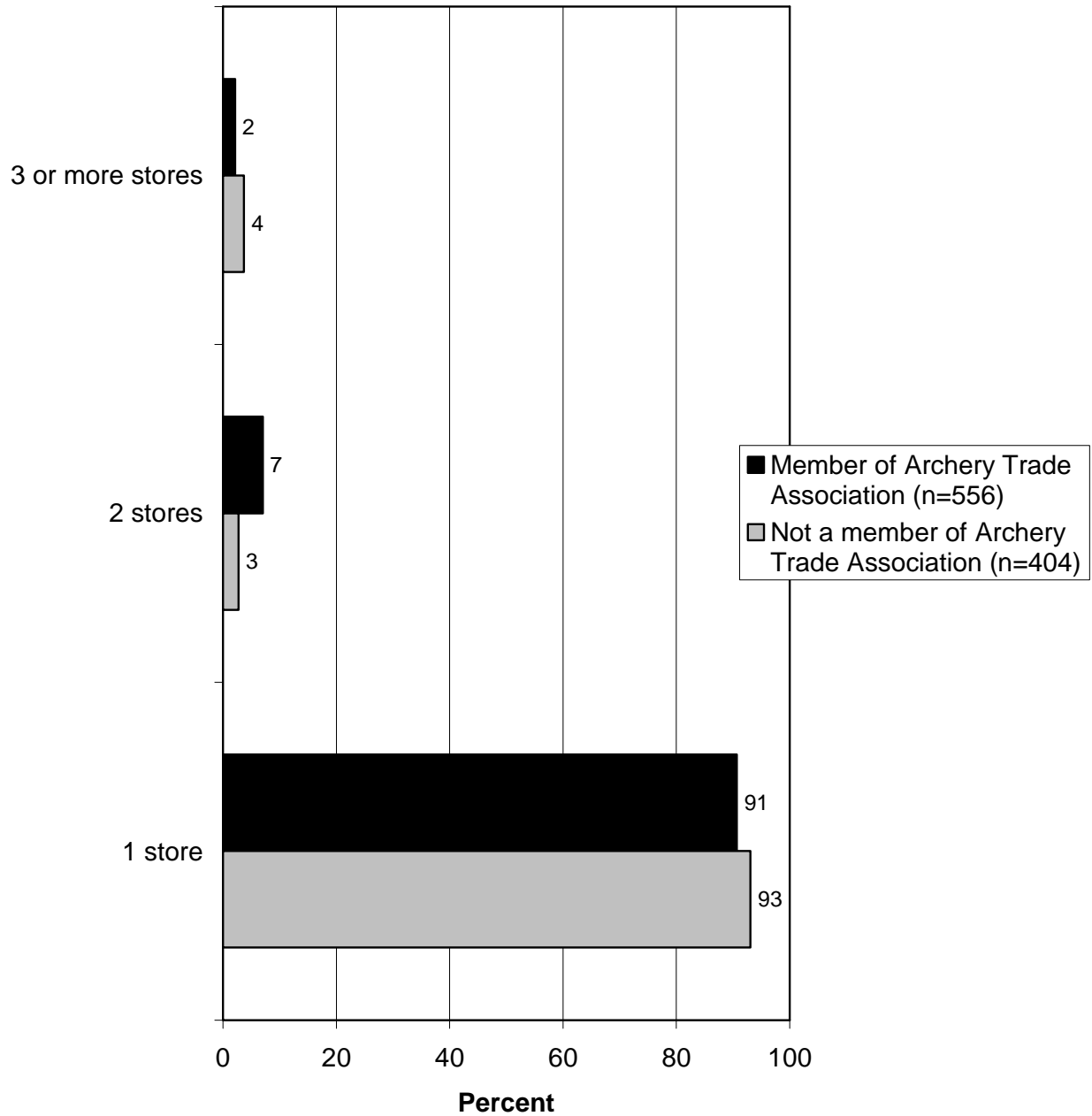
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| Product delays are a major cost lost to the dealers, including late deliveries and loss of sales. |
| I would like to see the show continue on Sunday, and even go later in the evenings. |
| Things are running better. The ATA show should be in February because of hunting season. Different time frame is needed. |
| I would like to attend the ATA Trade Show eventually. I will eventually be a member of the ATA; it's a great thing. |
| Keep it in Indianapolis. |
| We could not get products after the show. And we would prefer having the Trade Show in a warmer climate. |
| I'd like to see it in Indianapolis more; it's closer. |
| I think the weather in Indianapolis in January is not attendee-friendly. |
| I have no interest at this time to join the ATA or attend any shows. |
| We carry a variety of everything, but if something is hot and brand new and the customer wants it, we will get it. Since the ATA is not open to the public, it's hard to tell what the customers will buy. |
| It'd be good if they had some annual sales that shops are doing. |
| I would like to see longer yardage on the shooting demonstration areas. |
| Why do they keep pushing this excise tax on arrows? I don't know what the big deal is, and it makes products more expensive and causes problems for retailers. |
| I'd like to see the Trade Shows more centrally located, instead of in Atlanta. |
| I, myself, feel that it is a real turnoff when you go to shows and you feel like they are trying to nickel and dime you. |
| I would like to see the show moved to the end of January and moved to a warmer climate. |
| Get pricing better and more deals at the show. They used to give bows away at the big shows. Pricing would be the best thing, instead of make believe it's a better deal and it's really not. |
| I am disappointed that Mathews did not come, and I fear that others might back out. I want to keep seeing the anchor-type companies like Bowtech to keep coming to the show. |
| The ATA is doing a great job. But I'm in California and it is cheaper and easier for me to go to the NABA show in Reno. |
| I think that the trade shows are unnecessary; they create euphoria and bring you into the moment, and I make bad buying decisions. |
| I am very concerned about the advent of the crossbow in Canada. We only have about 30 million archery hunters in the country—if they buy crossbows they no longer practice in the off season. Crossbow is not a sport! |
| We need more vendors. |
| I enjoyed the show when I went. It might be better if it was towards the end of February. |
| I thought the Shooting Demo wasn't as good as in the past; people weren't helpful as they should be; some of the orders placed at the show weren't followed up on. |
| Have it in Nashville. |
| Quality products only; have all vendors pertain to archery. |
| I love the ATA but I hate Indianapolis. |
| Seminars: make them available for dealers to attend more than one a day. |
| Glad it is coming back to Indianapolis; it is more convention-oriented. There's more things to do there. A lot friendlier atmosphere. Glad I joined ATA because of the insurance benefits. |
| I'm glad to see them back in Indianapolis. |

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| I am extremely interested in rejoining the ATA and attending the 2008 show in Indy. |
| I think that if the show was brought to Las Vegas, they would increase participation. |
| We are still hunting in January. We could come if it was later. |
| I understand it's awesome, and I would love to be there. We attend the NABA show. |
| Timing of show runs into actual hunting season when we need to be at work or in the woods; Midwest winter is chancy. |
| I would have liked to see Mathews bows. |
| Have special pricing for those 3 days we're at the show. Have a special for those 3 days only. |
| When would the information come out for the January ATA Show? |
| I am glad it is back in Indianapolis. |
| I would love to attend the show, and I'd like it to move closer to the northeast. |
| We appreciate what you're doing. I'd like to see more about health insurance, and a booth for health insurance for the businesses. |
| I would like to receive information on how I can become a member of the ATA. |
| ATA is doing great. |
| Make limits on how many tickets can be bought for giveaways; give out schedules the night before for the next day's events. |
| I would like literature from the ATA. |
| I would like to see the show somewhere else, maybe out West or in Nashville; it is always very cold. |
| I want information on how to get set up with ATA. |

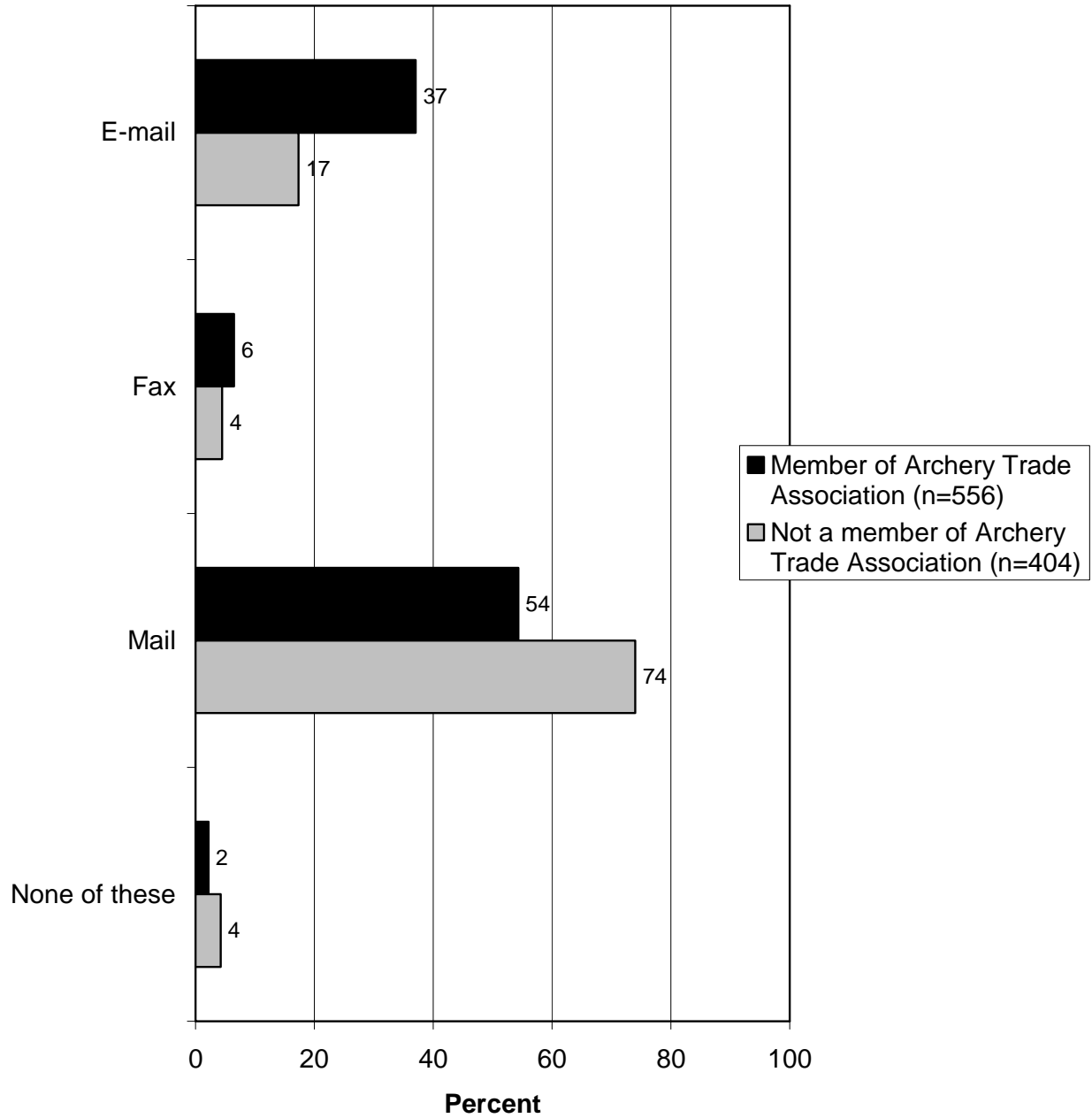
APPENDIX A: CROSSTABULATIONS BY MEMBERSHIP IN THE ARCHERY TRADE ASSOCIATION

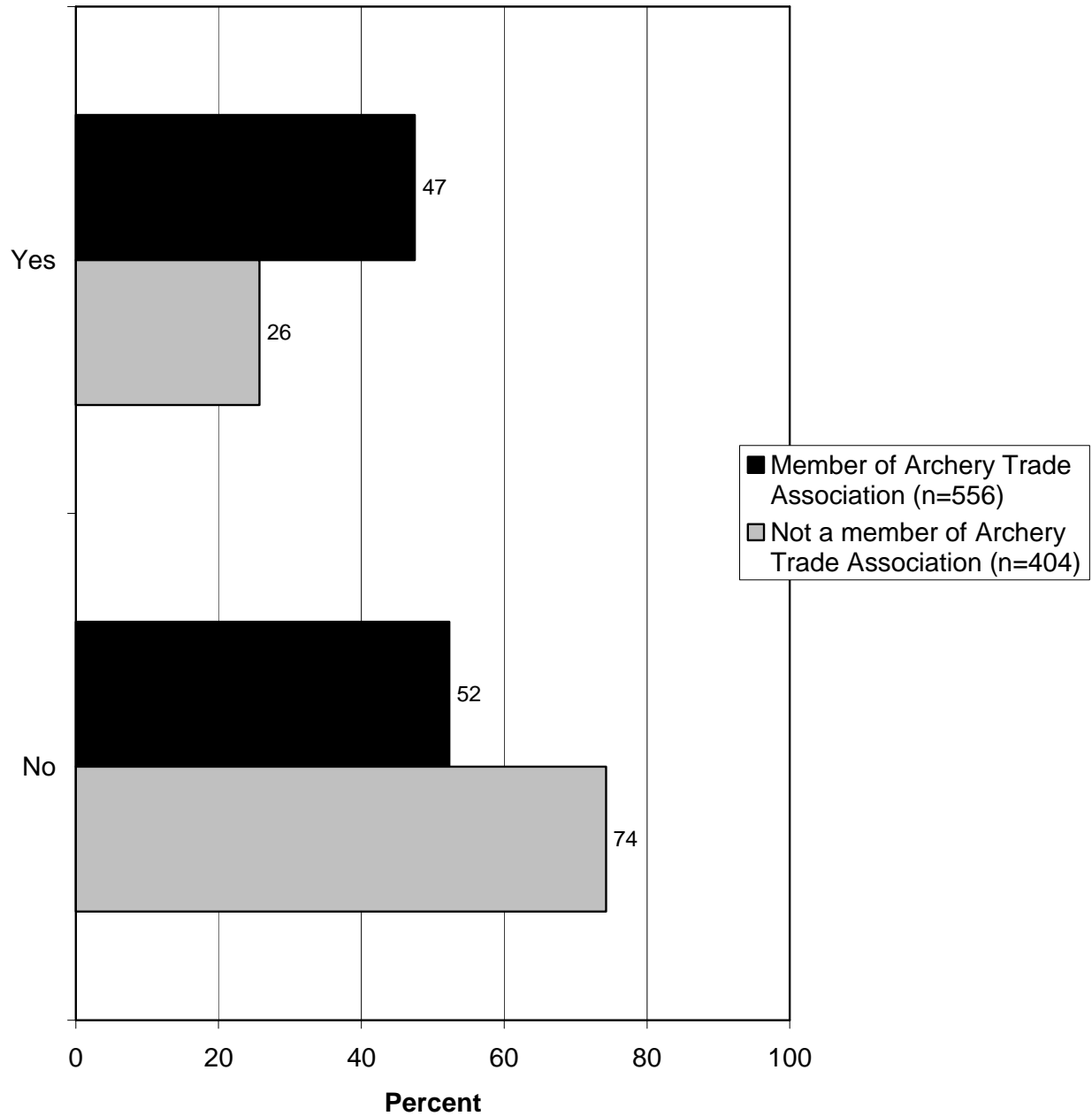
Q8. How many years has your company been in the archery retail business?



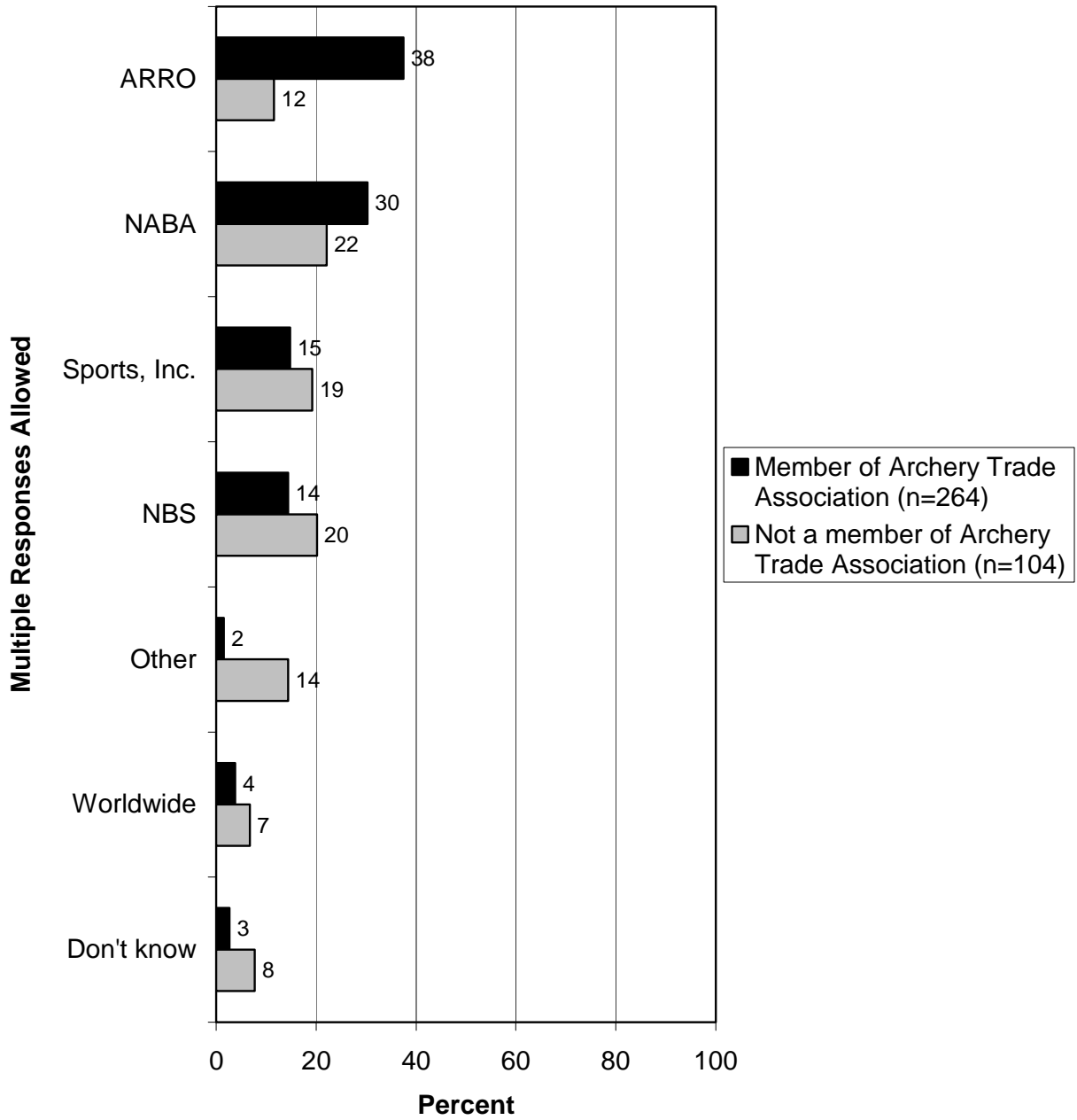
Q11. How many stores do you represent?

Q15. How do you prefer to receive information about the ATA Trade Show?

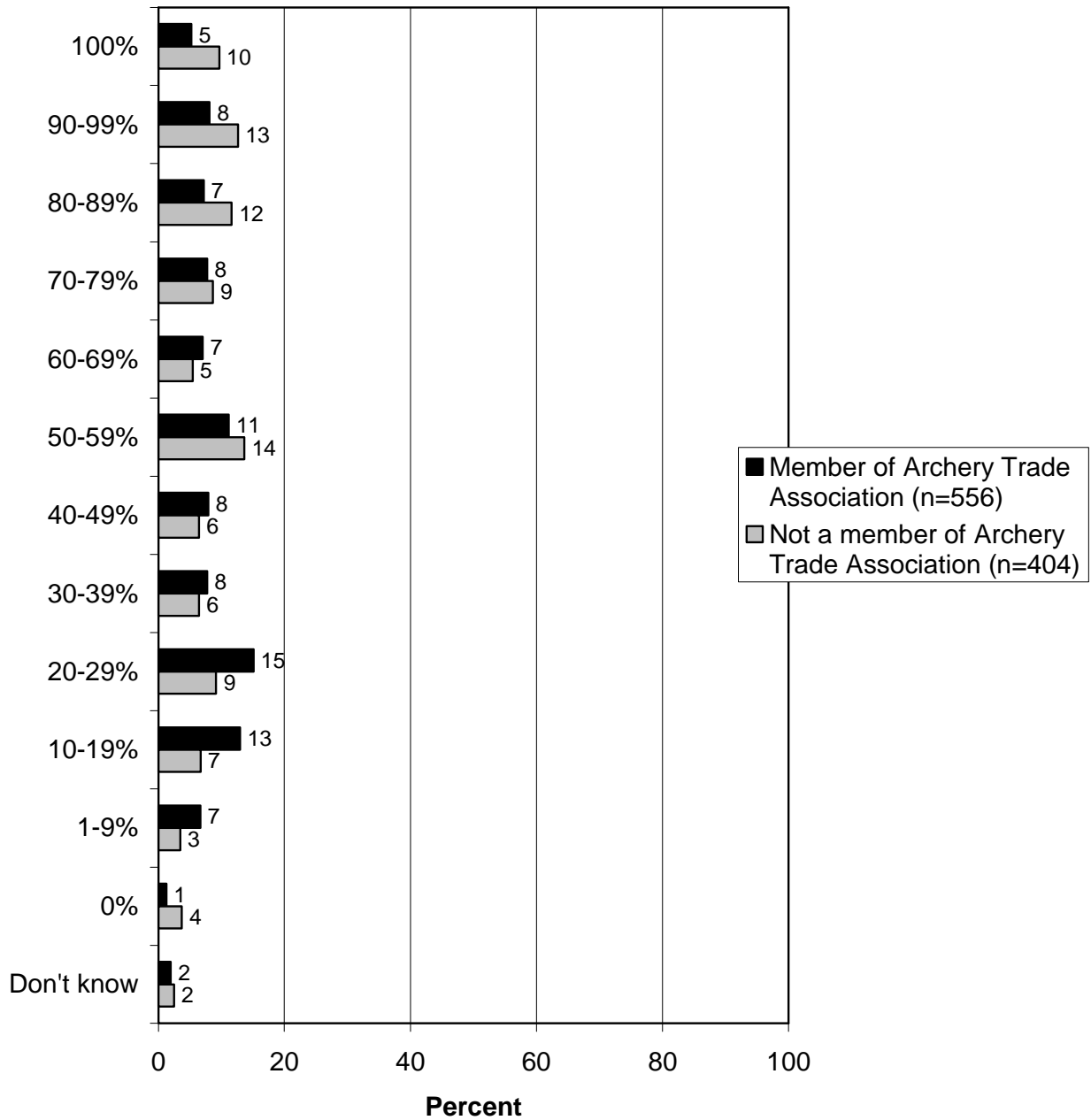


Q16. Are you a member of a buying group?

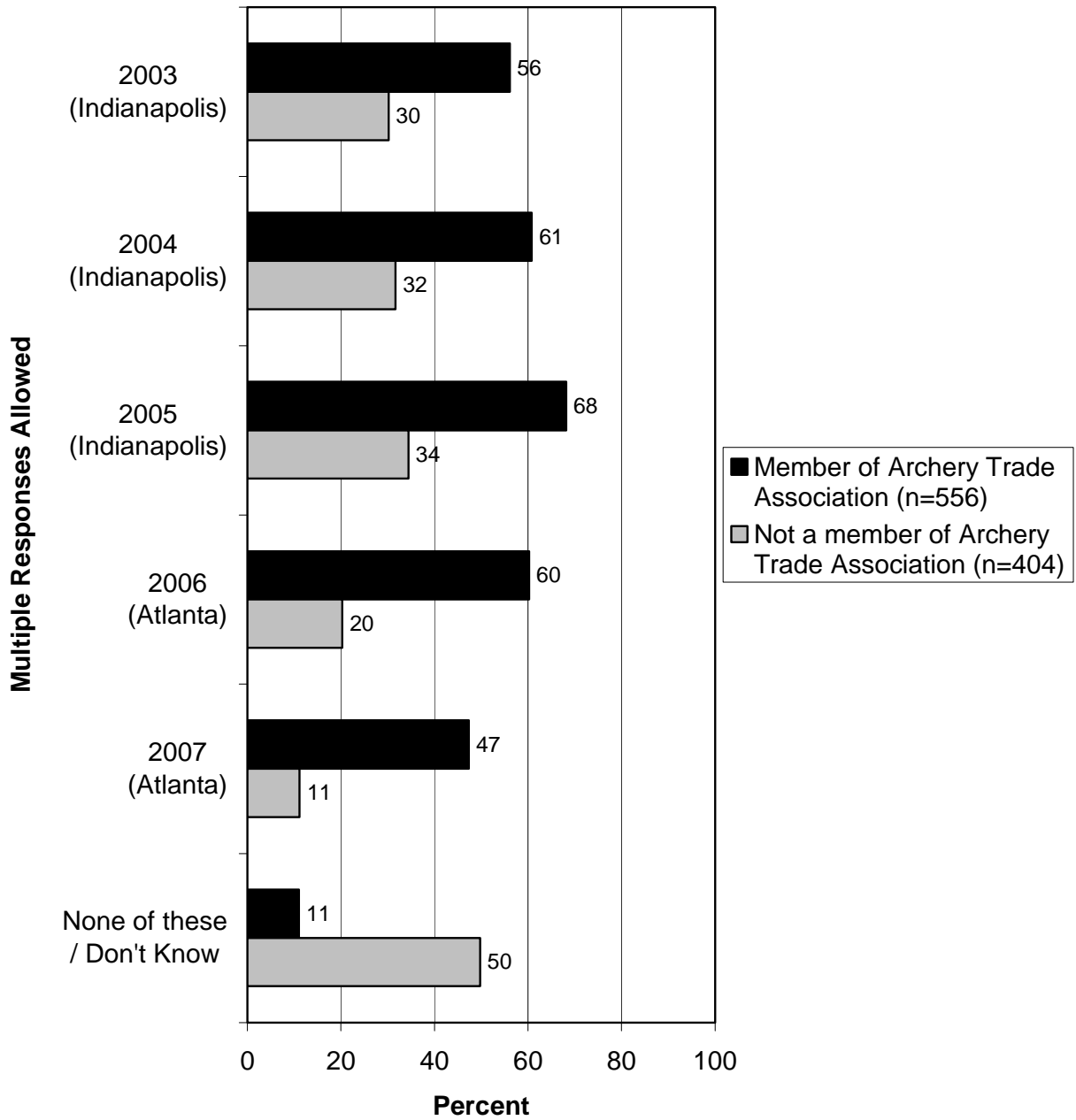
Q17. Which buying group are you a member of?



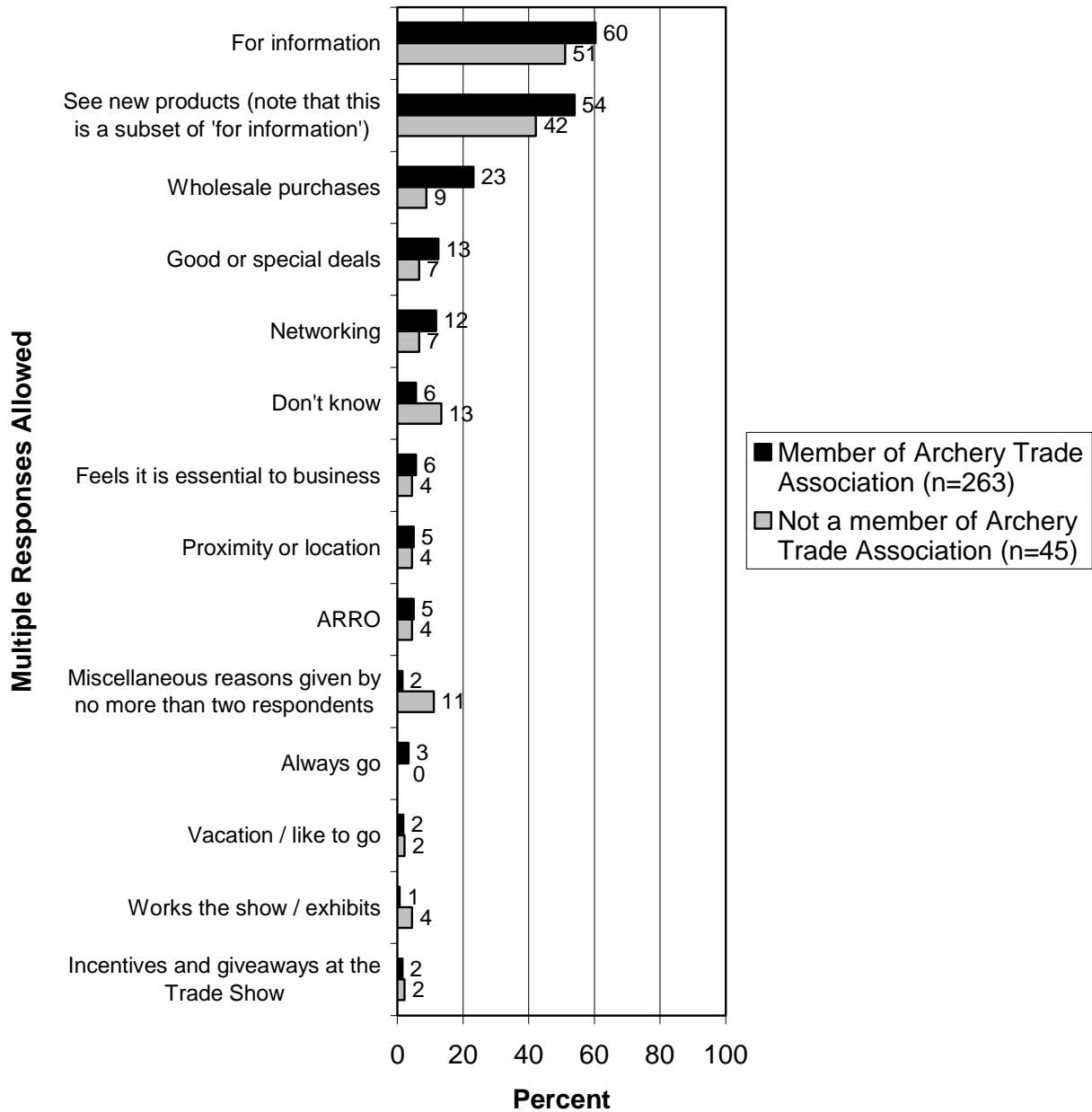
Q18. What percentage of your store products and merchandise do you purchase through a distributor, such as Kinsey's, Pape's, Jake's, H & H, or other distributor?



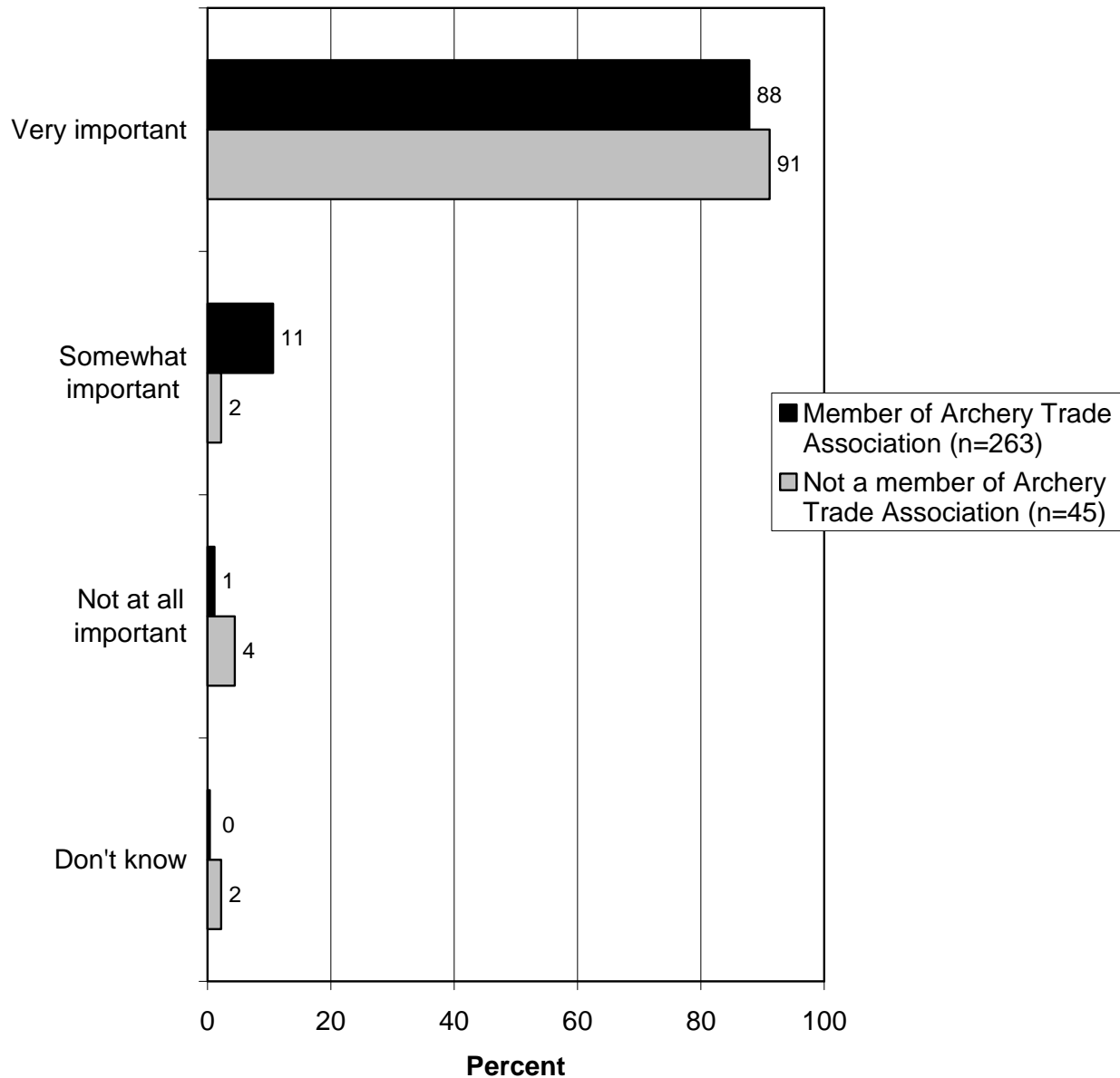
Q22. What years has your company attended the ATA Trade Show since 2003?



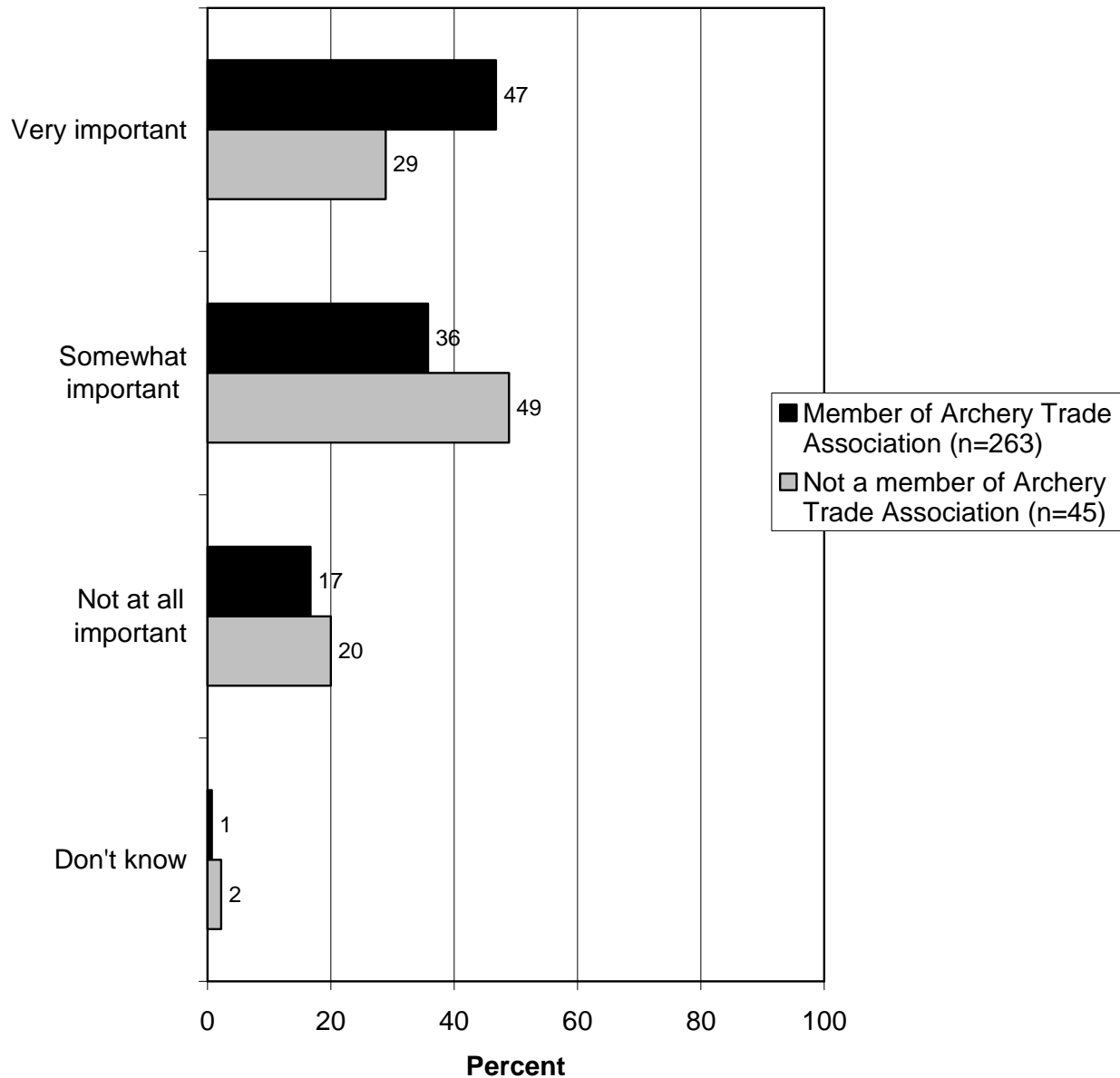
Q24. Why did your company attend the 2007 ATA Trade Show in Atlanta? (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



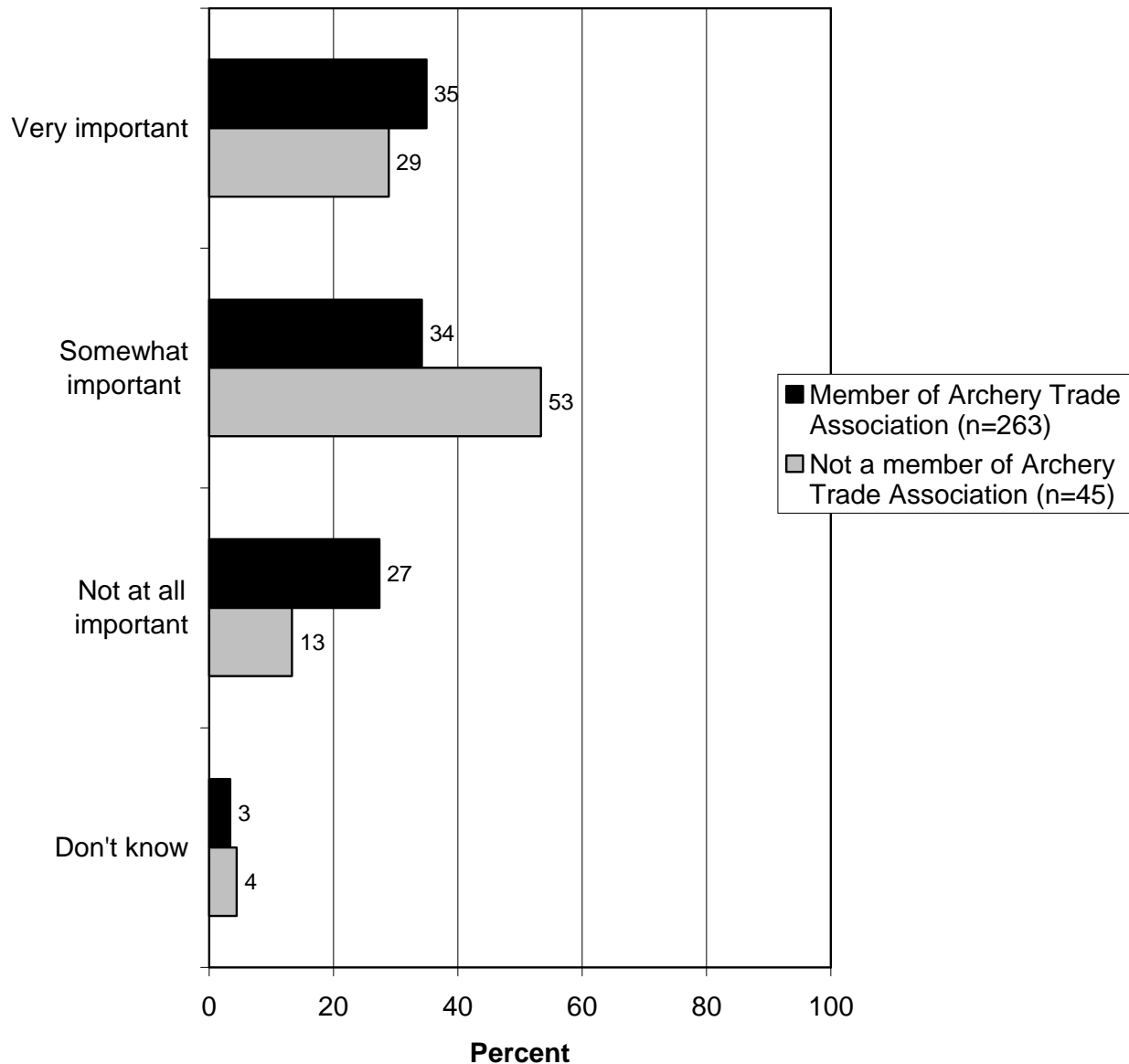
Q26. To see and learn about new products (Was it very, somewhat, or not at all important in the decision for your company to attend the 2007 ATA Trade Show?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



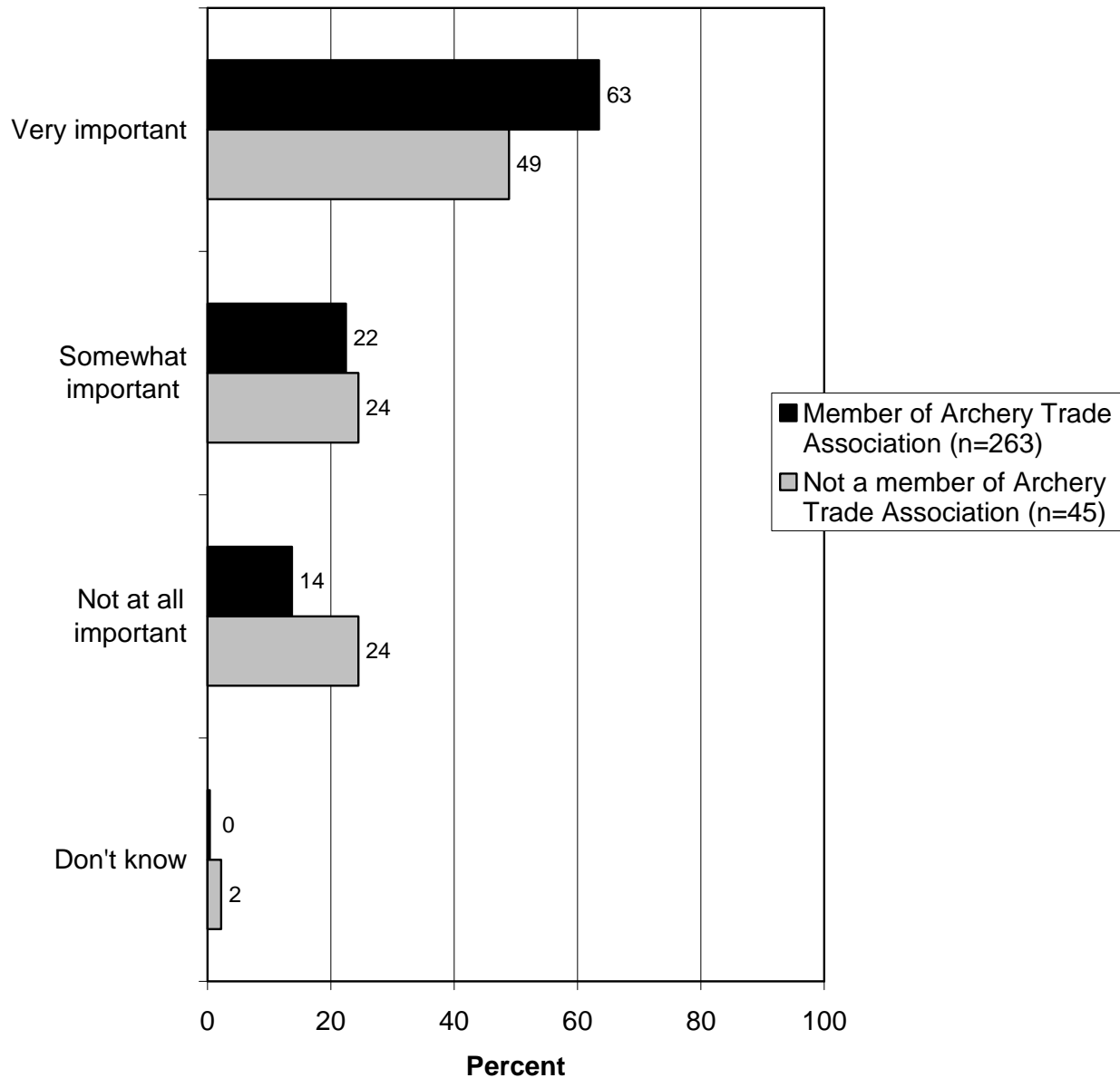
Q27. To write orders for products (Was it very, somewhat, or not at all important in the decision for your company to attend the 2007 ATA Trade Show?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



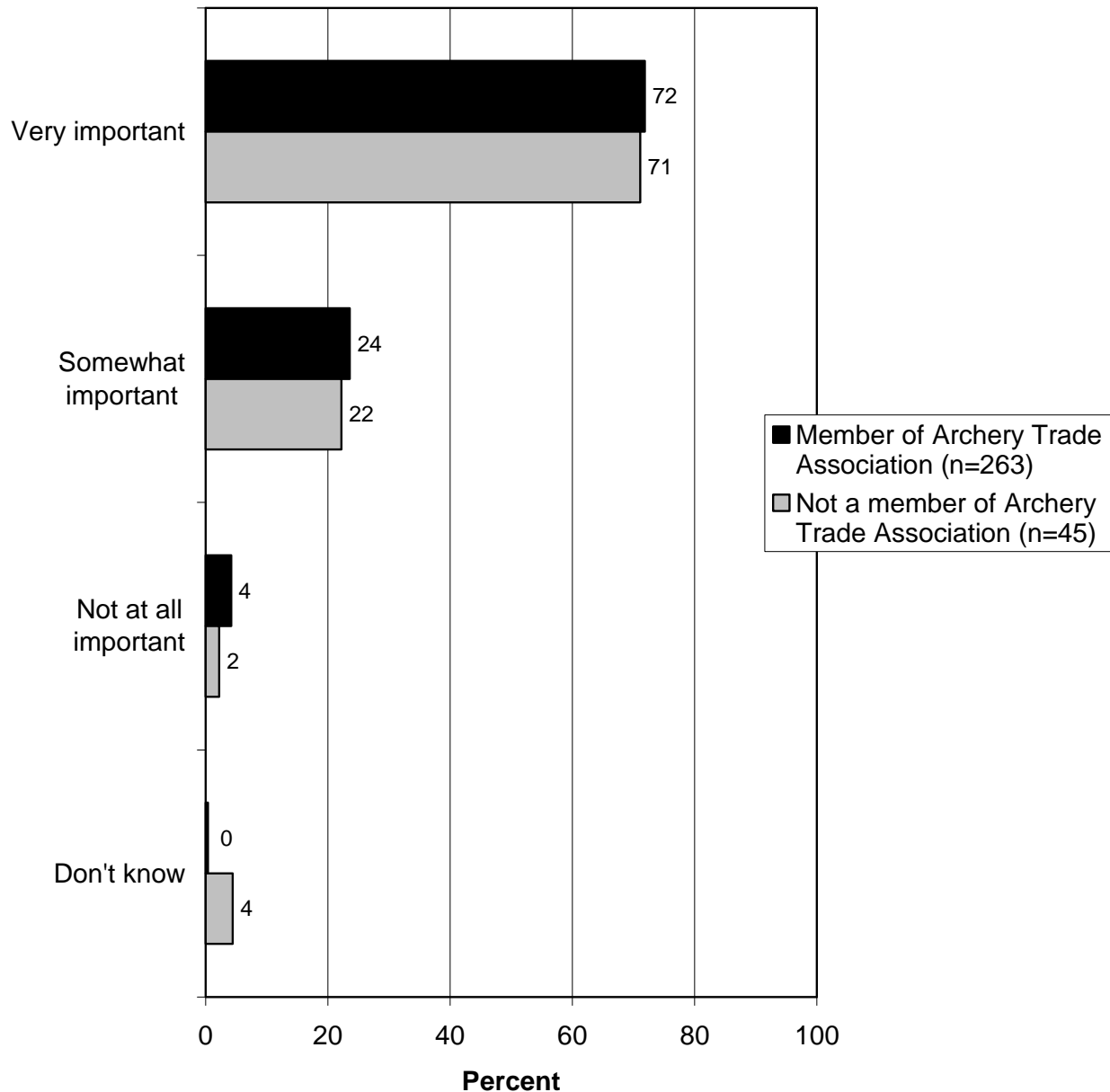
Q28. To increase product knowledge through seminars (Was it very, somewhat, or not at all important in the decision for your company to attend the 2007 ATA Trade Show?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



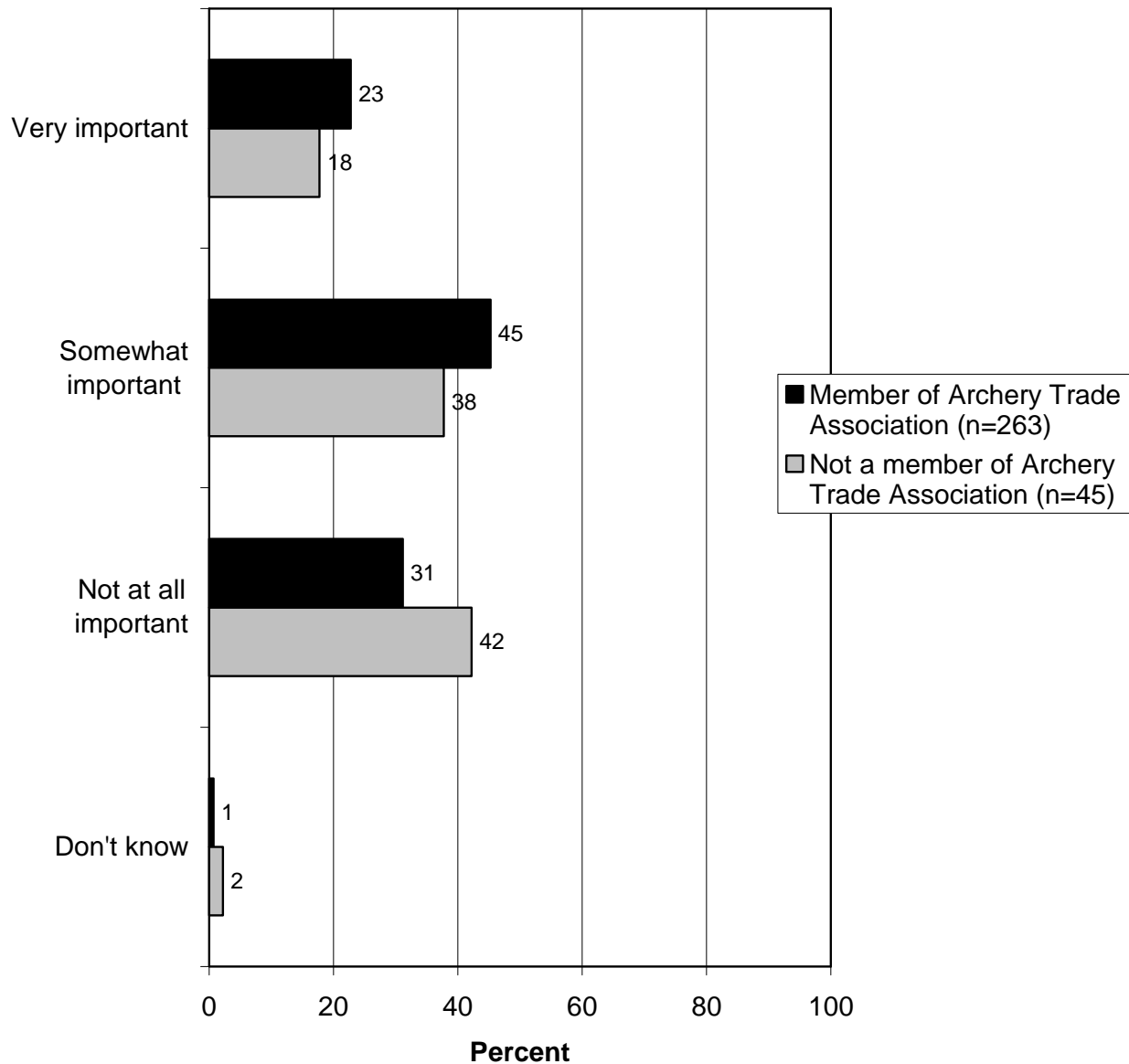
Q29. To save money on buying products (Was it very, somewhat, or not at all important in the decision for your company to attend the 2007 ATA Trade Show?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



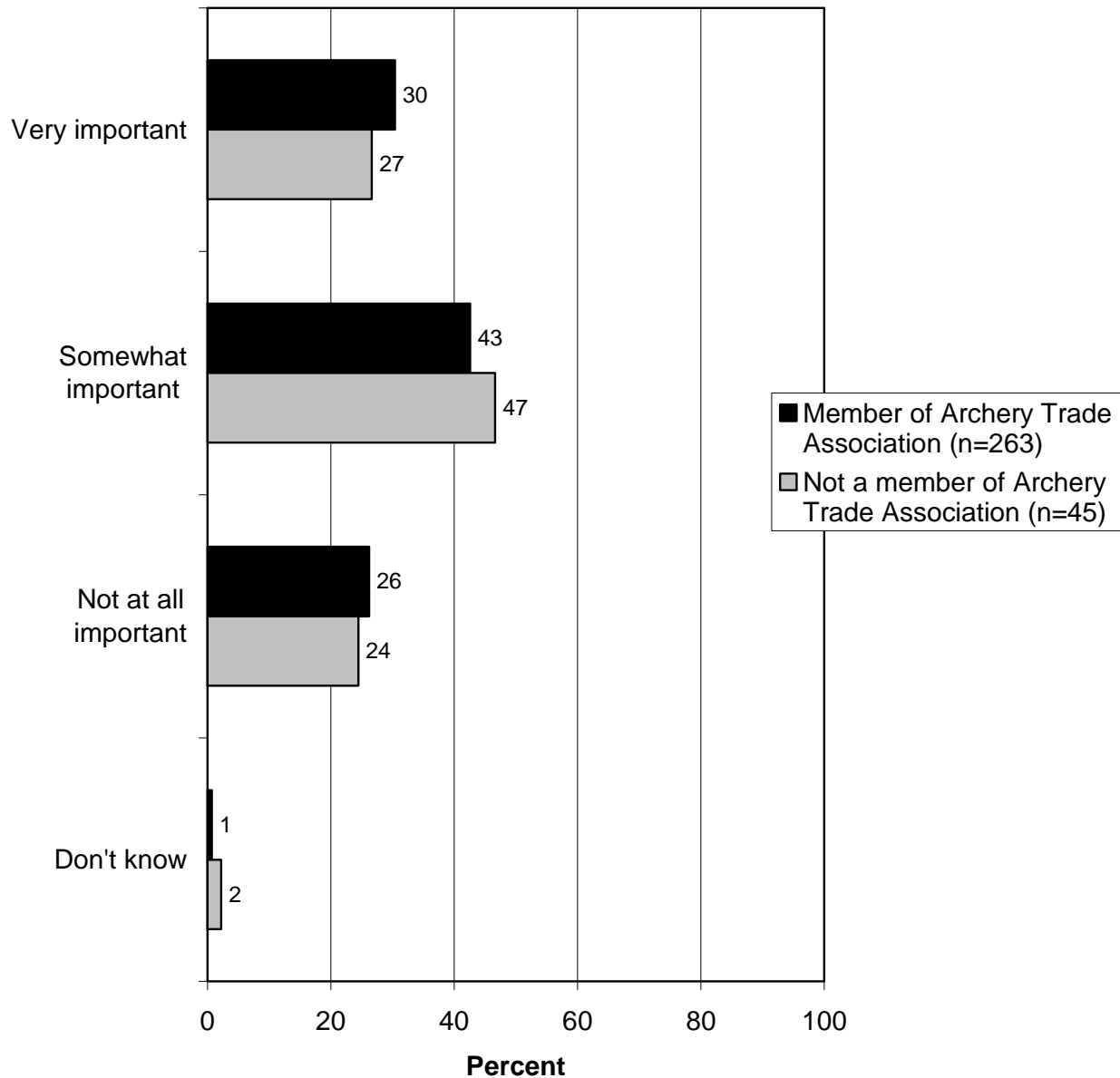
Q30. To talk with key manufacturers, distributors and sales reps (Was it very, somewhat, or not at all important in the decision for your company to attend the 2007 ATA Trade Show?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



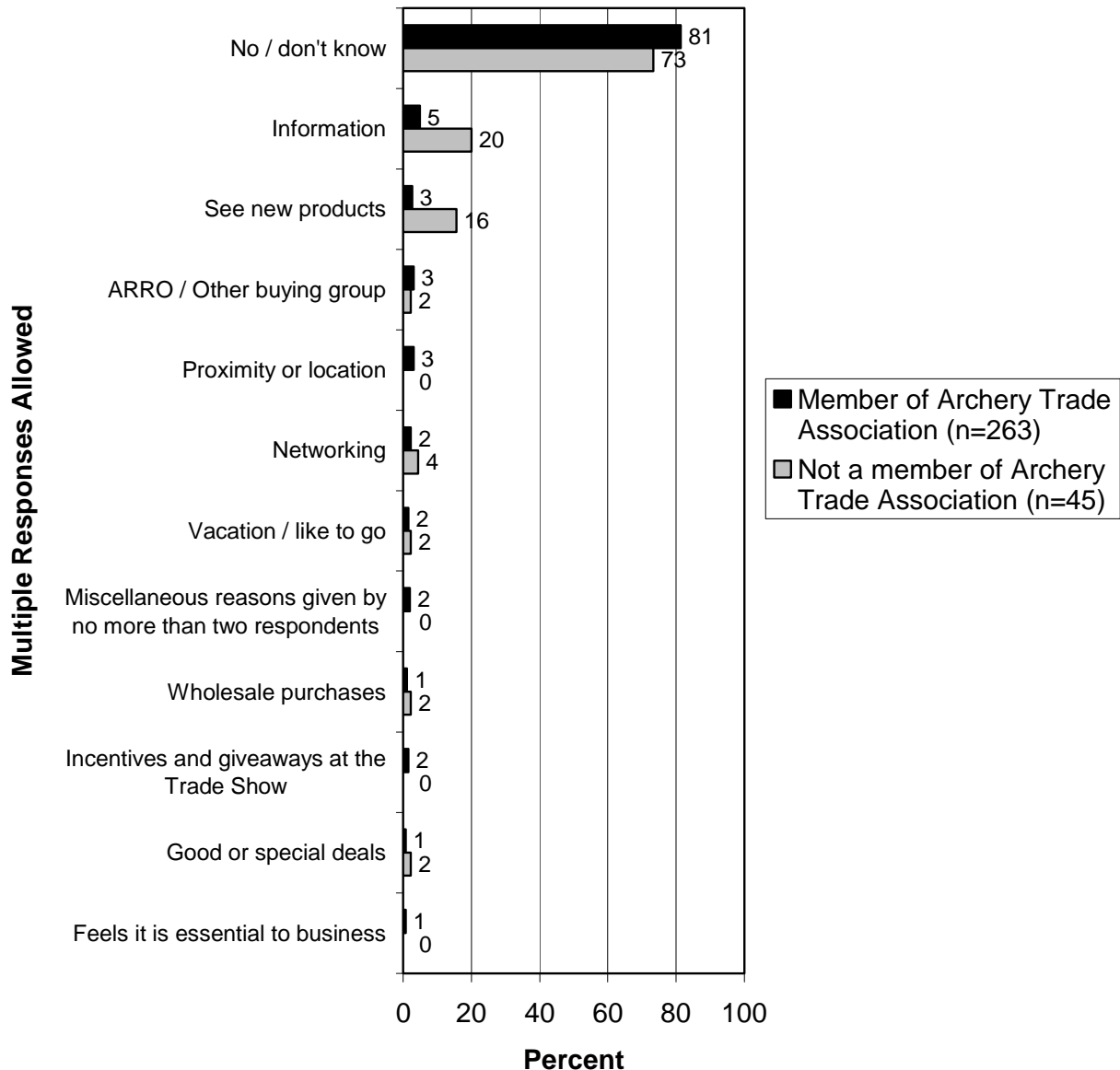
Q31. To enjoy the evening and social events (Was it very, somewhat, or not at all important in the decision for your company to attend the 2007 ATA Trade Show?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



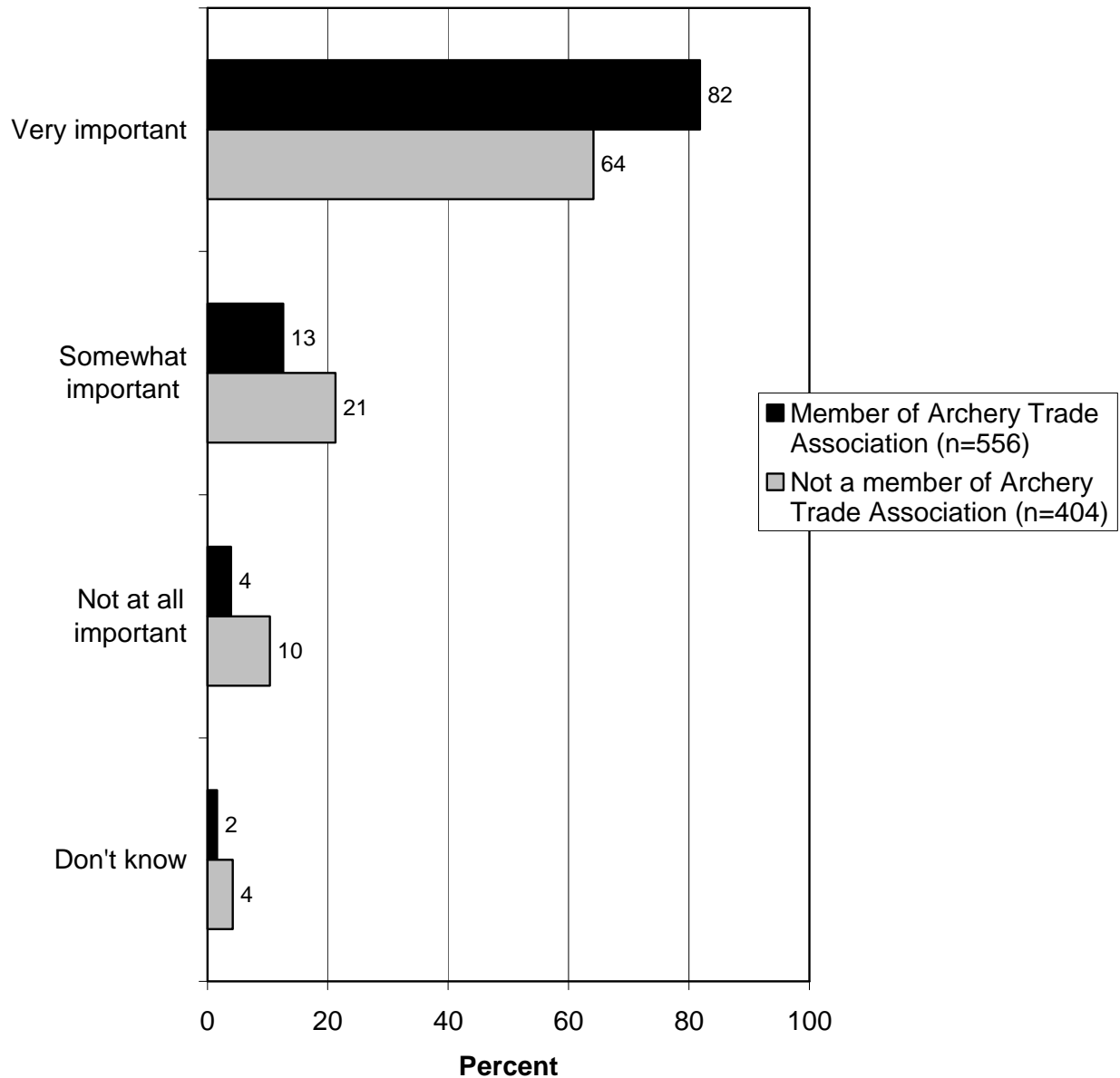
Q32. To talk with other dealers and retailers (Was it very, somewhat, or not at all important in the decision for your company to attend the 2007 ATA Trade Show?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



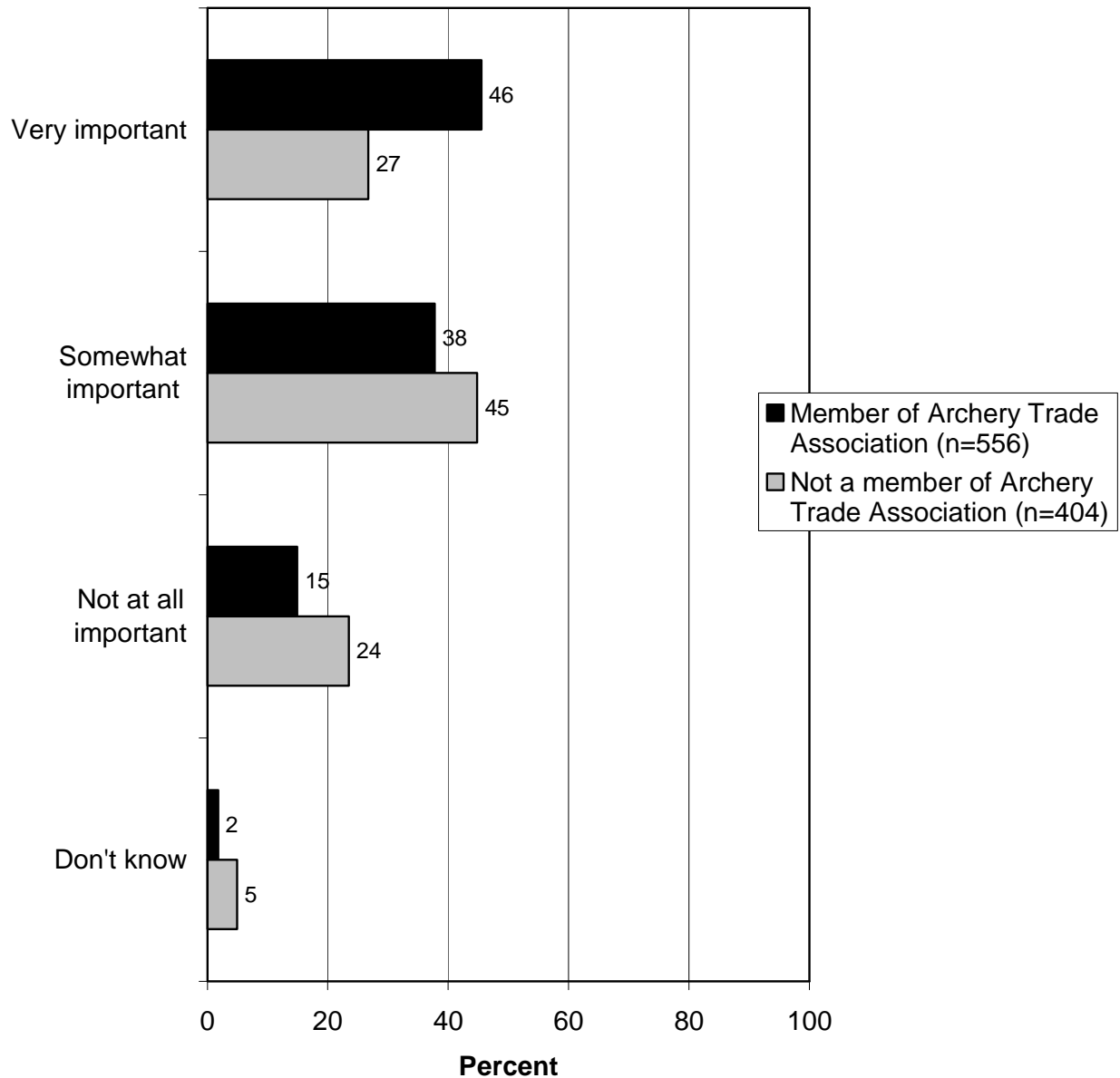
Q34. Are there any other reasons that were important in the decision for your company to attend the 2007 ATA Trade Show?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



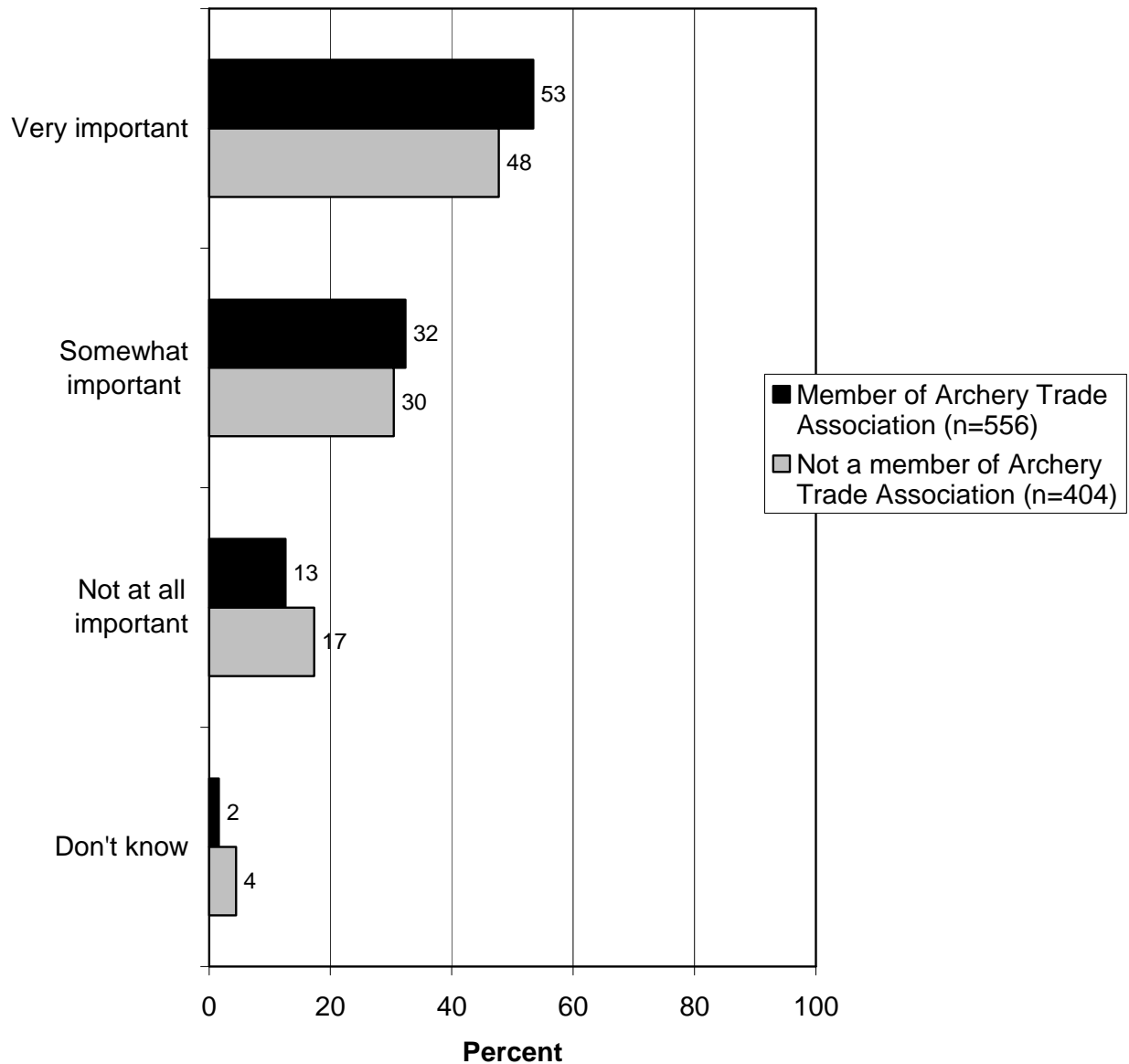
Q37. To see and learn about new products (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis on January 10-12, 2008?)



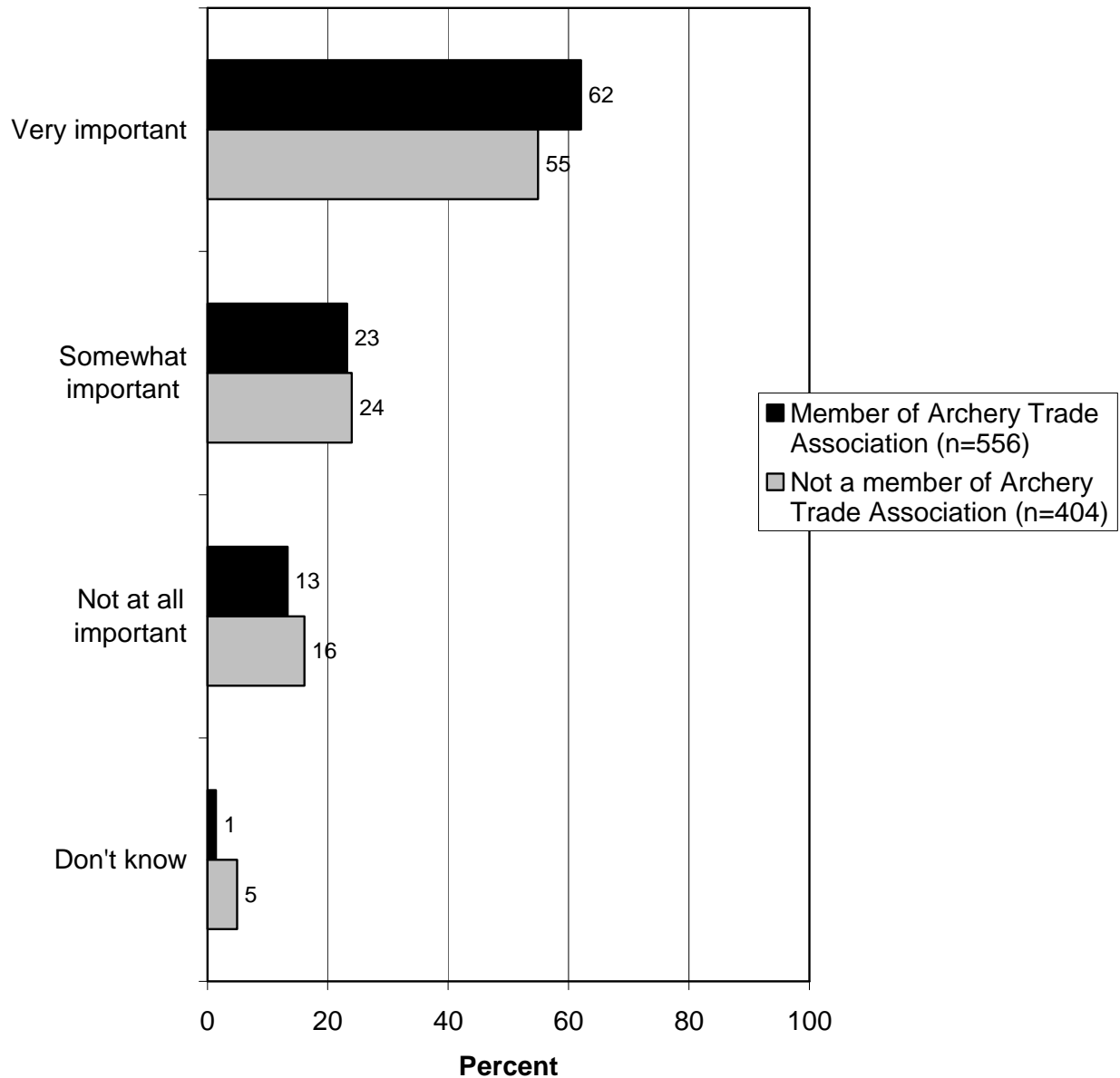
Q38. To write orders for products (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis on January 10-12, 2008?)



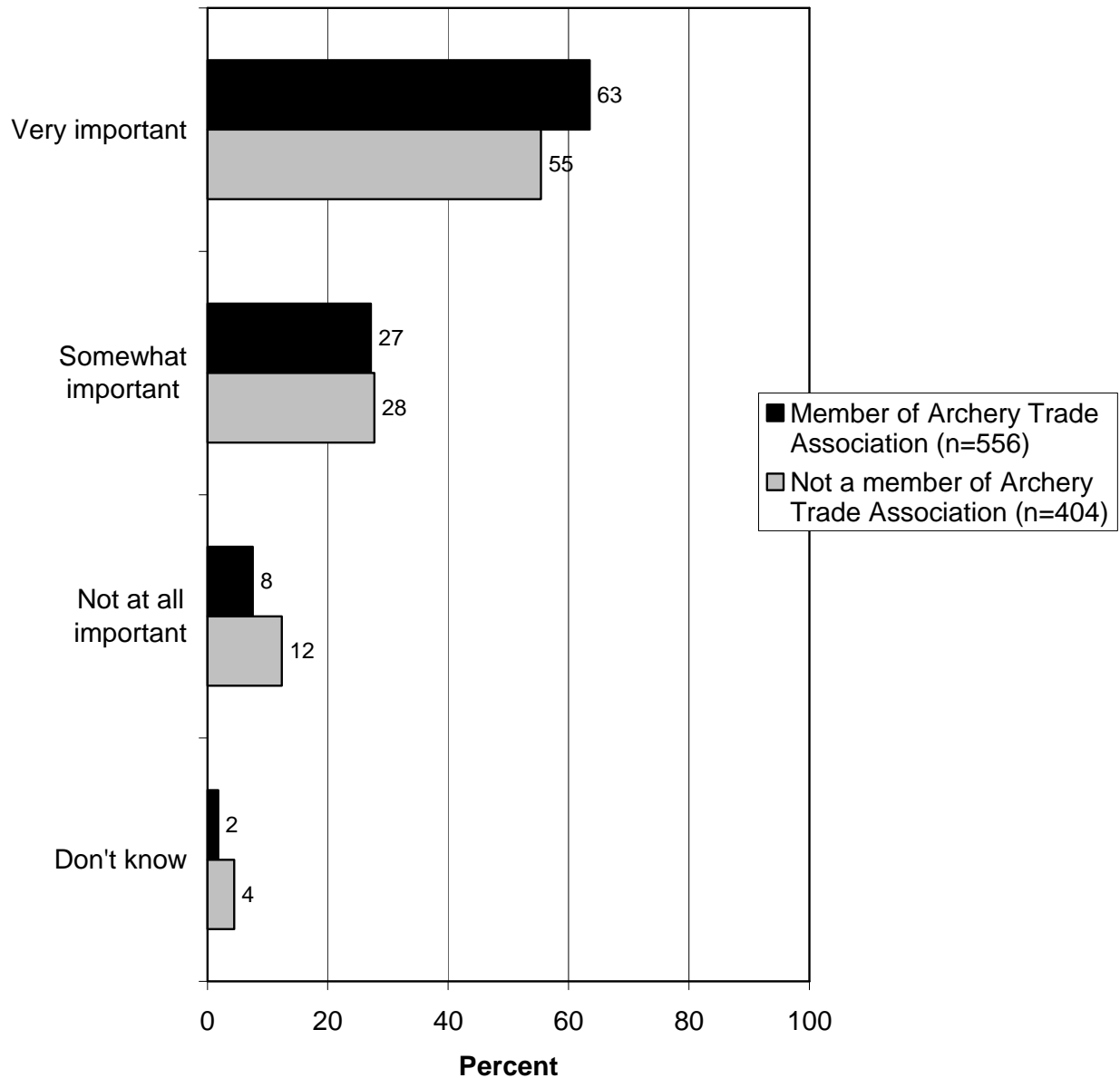
Q39. To increase technical expertise and knowledge (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis on January 10-12, 2008?)



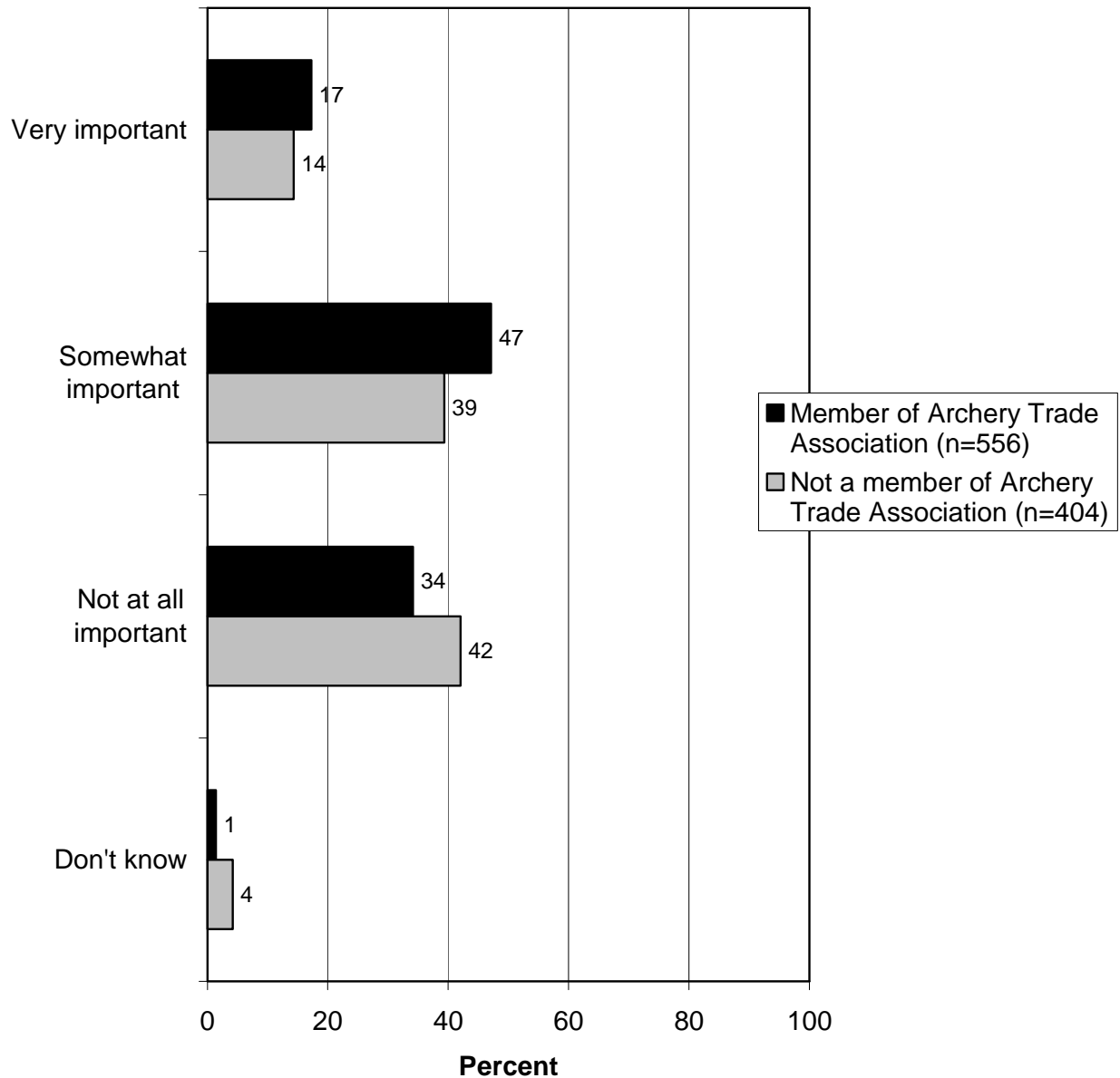
Q40. To save money on buying products (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis on January 10-12, 2008?)



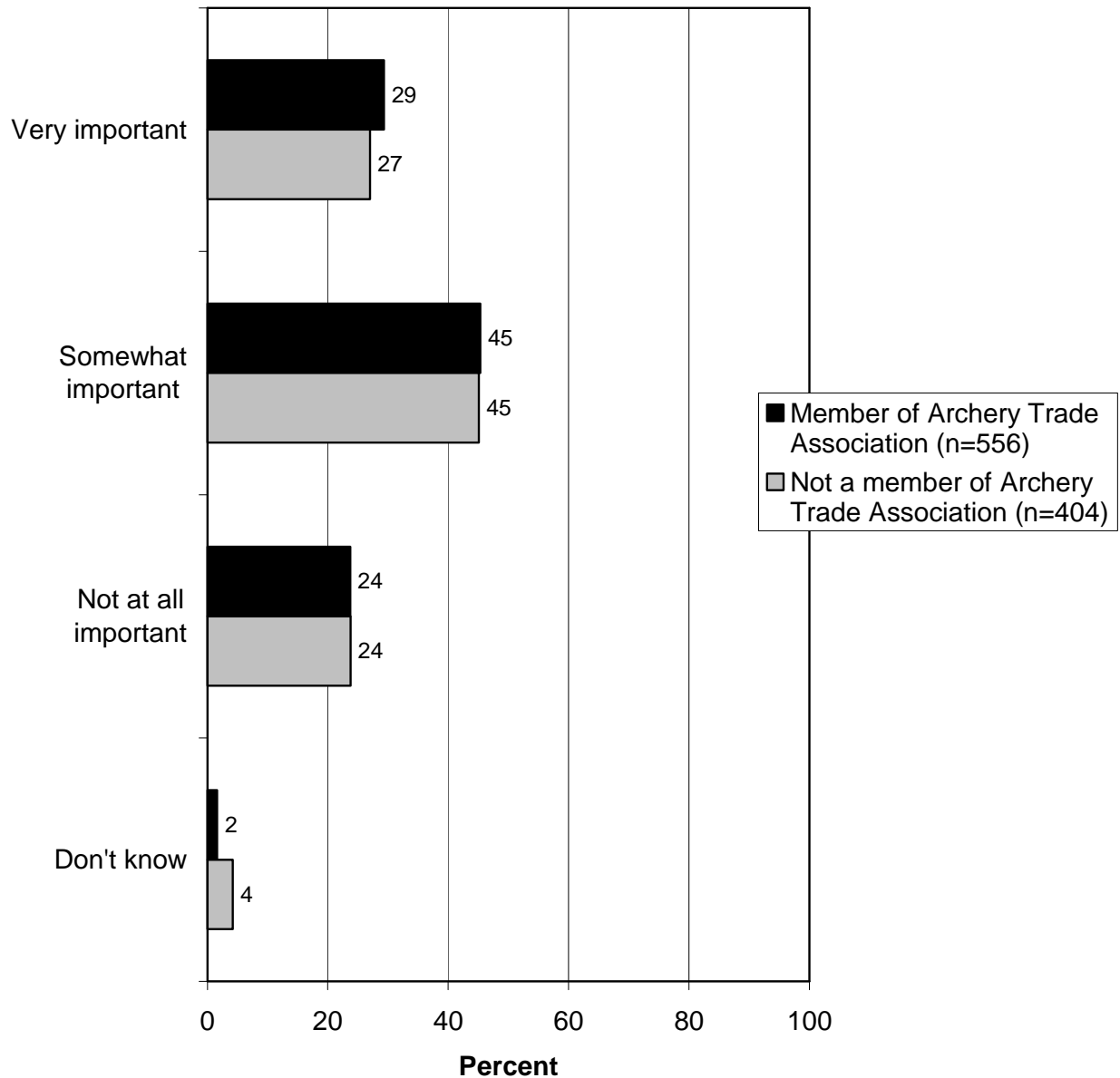
Q41. To talk with key manufacturers, distributors and sales reps (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis on January 10-12, 2008?)



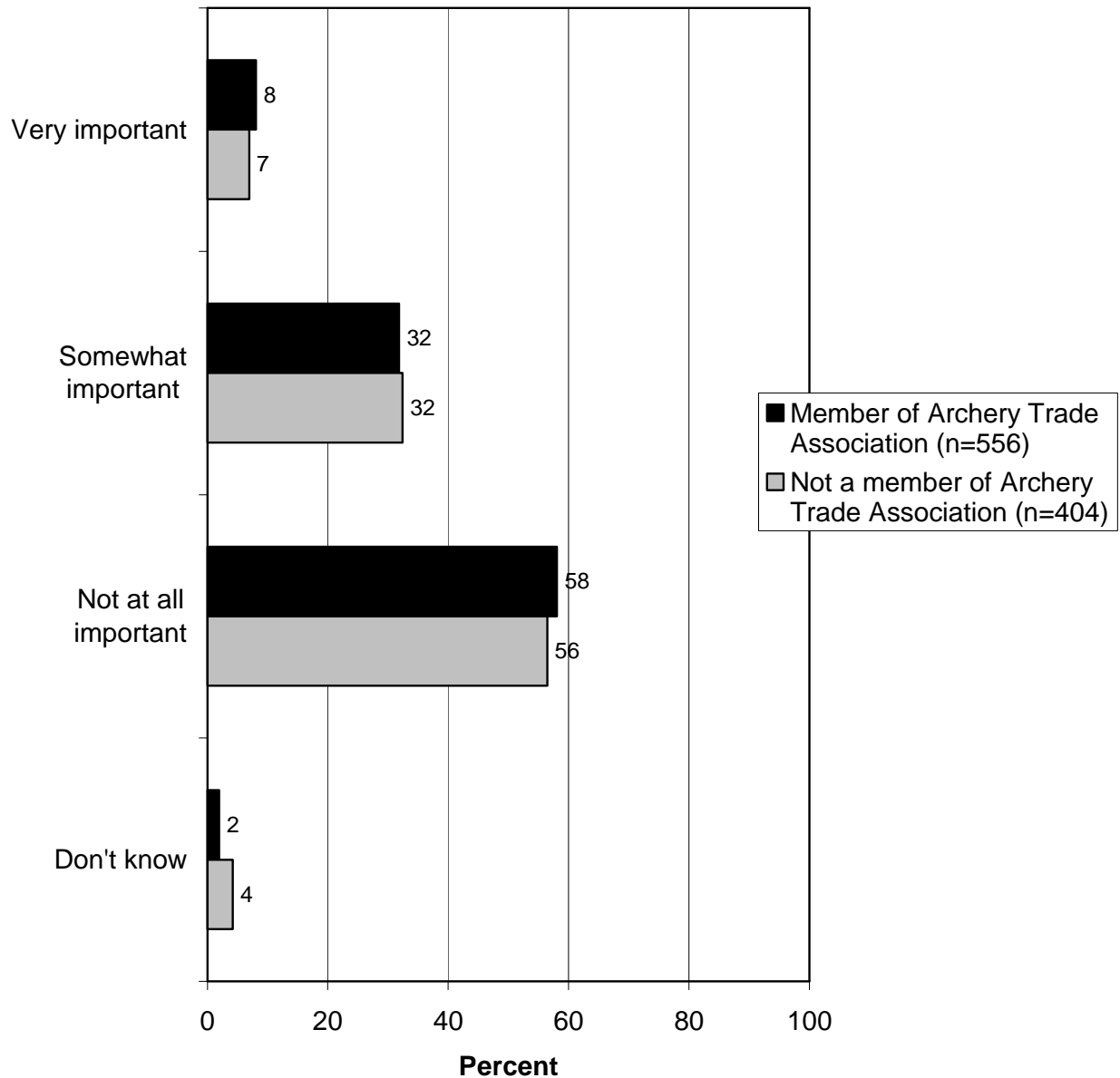
Q42. To enjoy the evening and social events (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis on January 10-12, 2008?)



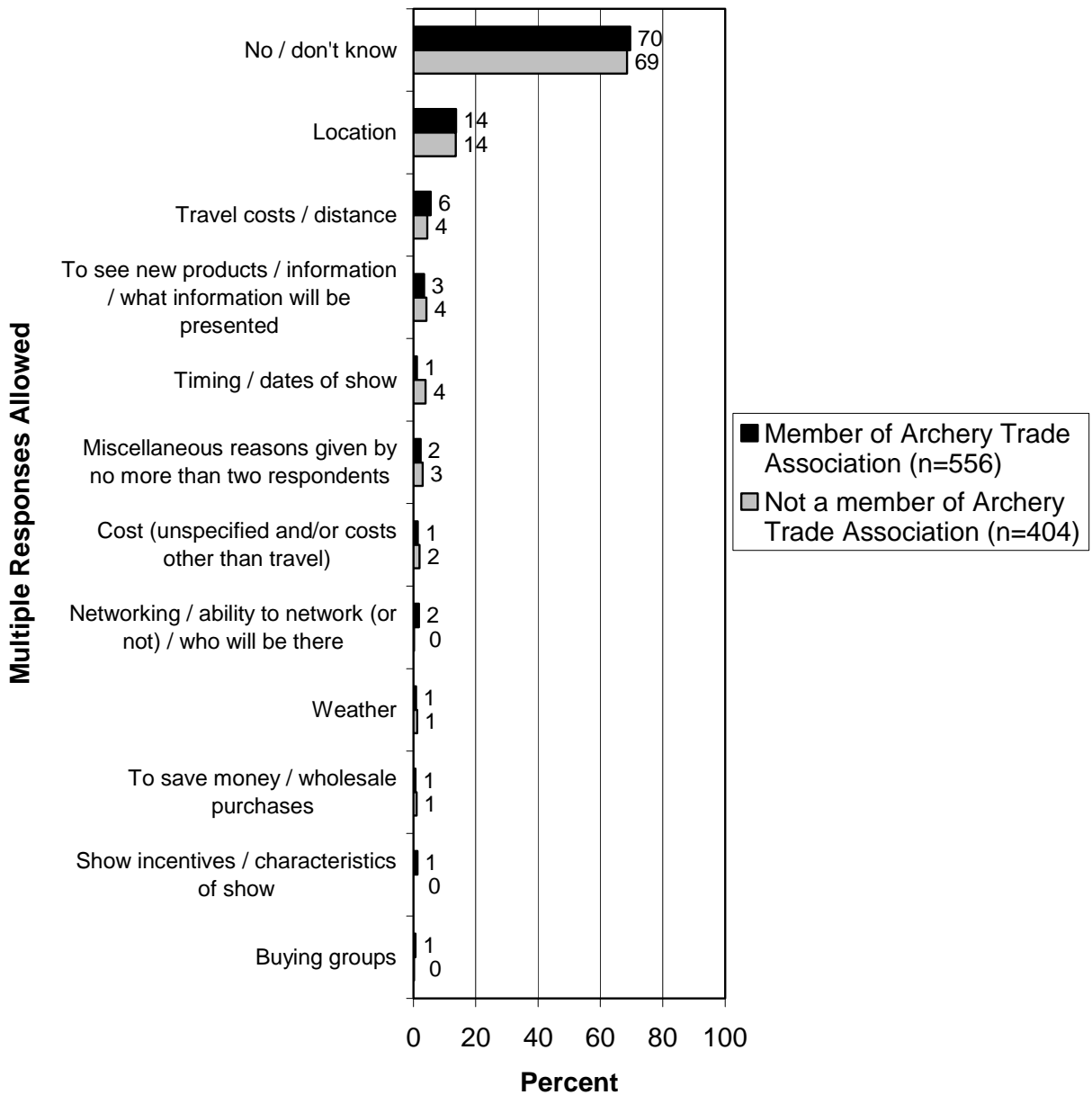
Q43. To talk with other dealers and retailers (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis on January 10-12, 2008?)



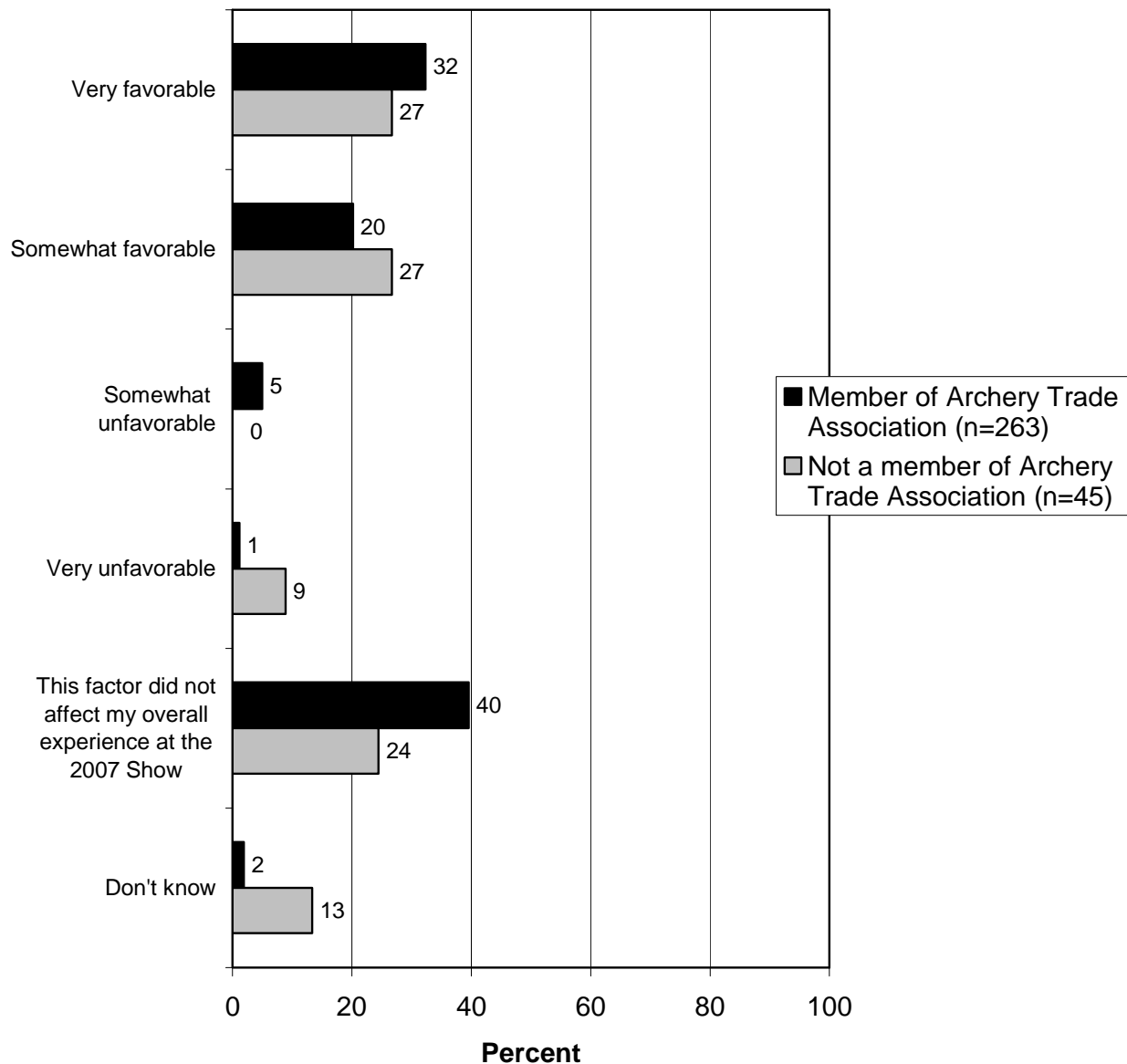
Q44. To see and meet with industry celebrities (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis on January 10-12, 2008?)



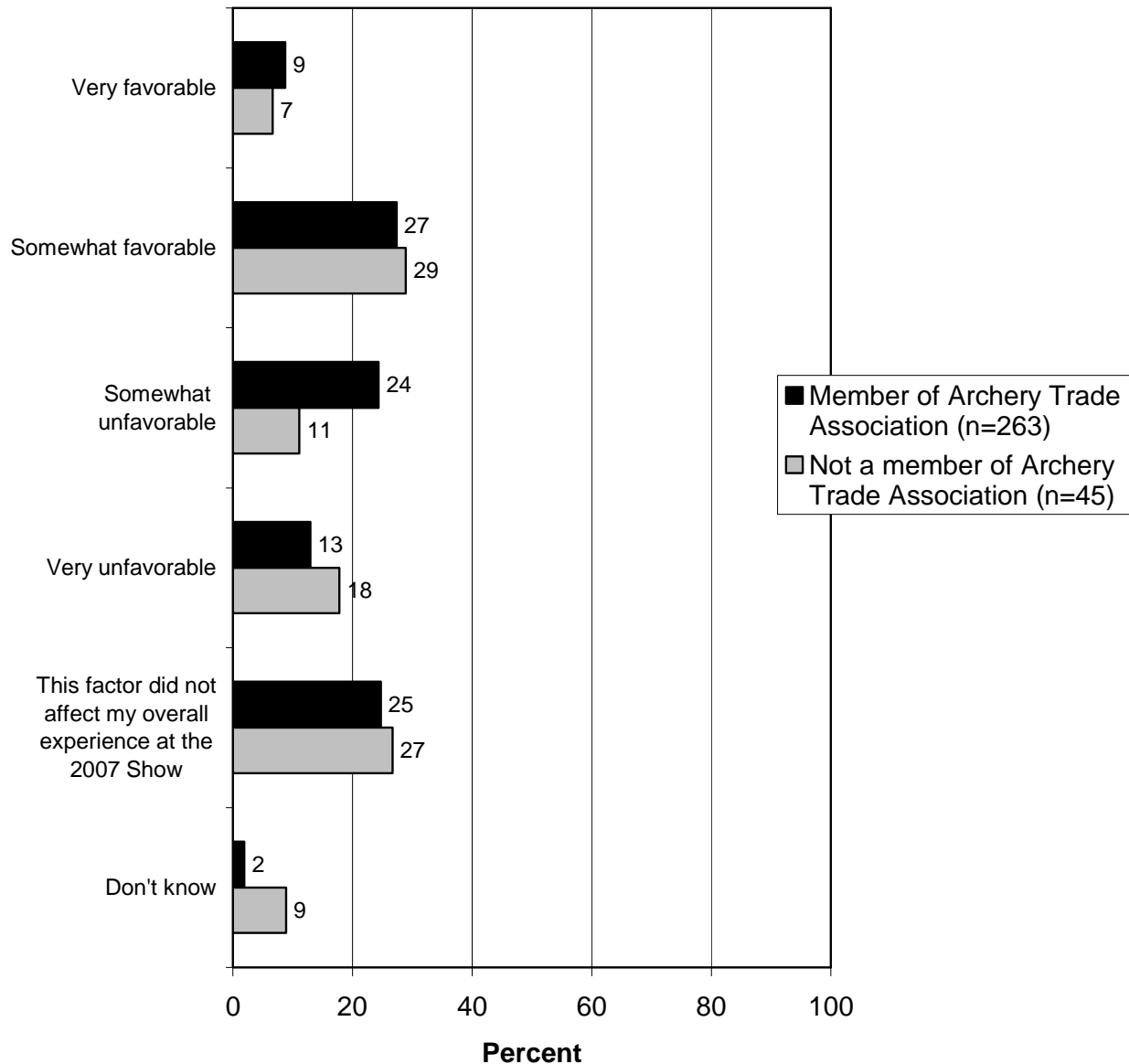
Q45. Are there any other aspects of the ATA Trade Show that will be important to your company in deciding whether or not to attend the 2008 ATA Trade Show?



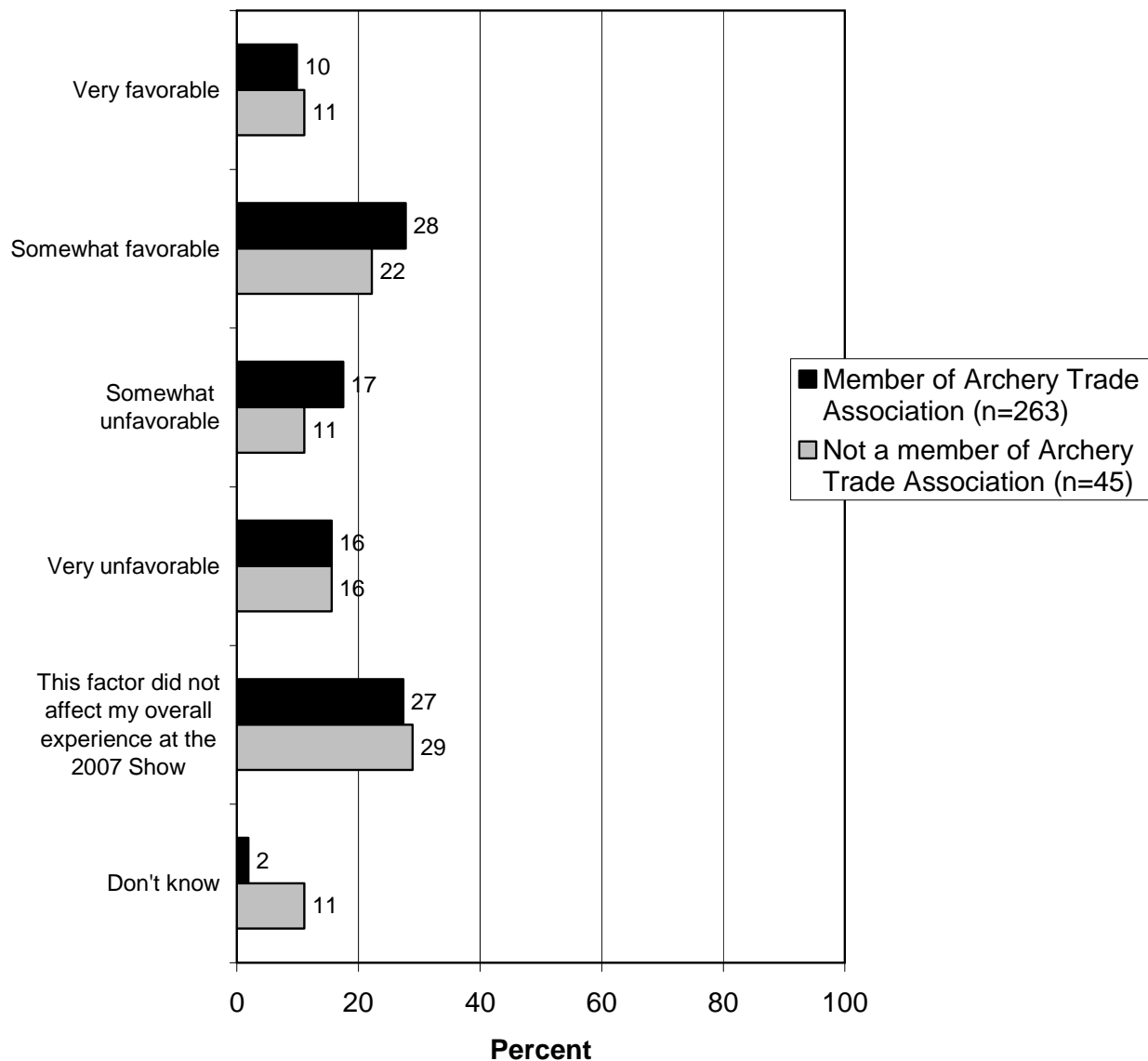
Q48. Cost of show registration (Was this factor very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or did it not affect your overall 2007 ATA Trade Show experience?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



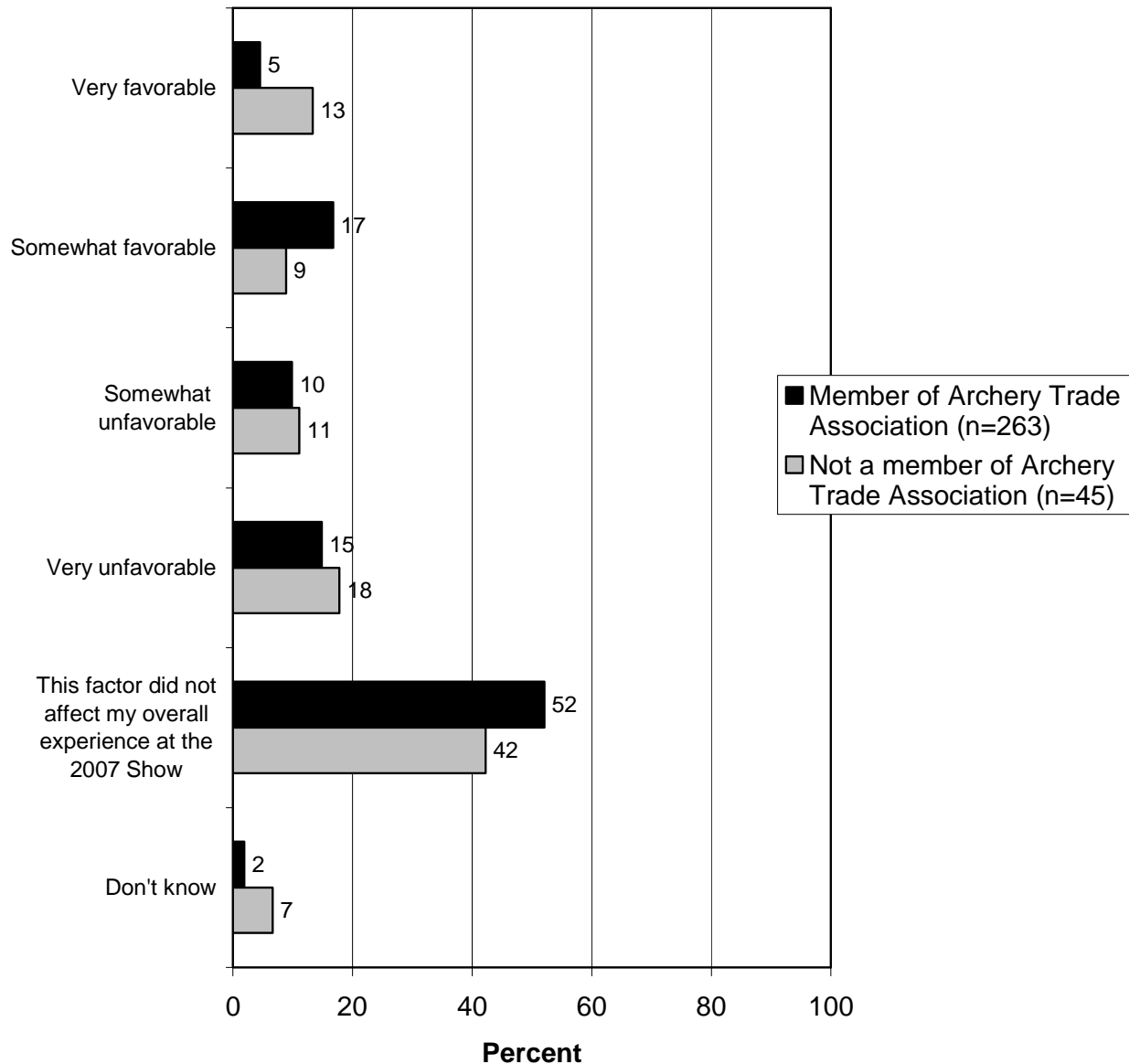
Q49. Cost of hotel rooms (Was this factor very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or did it not affect your overall 2007 ATA Trade Show experience?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



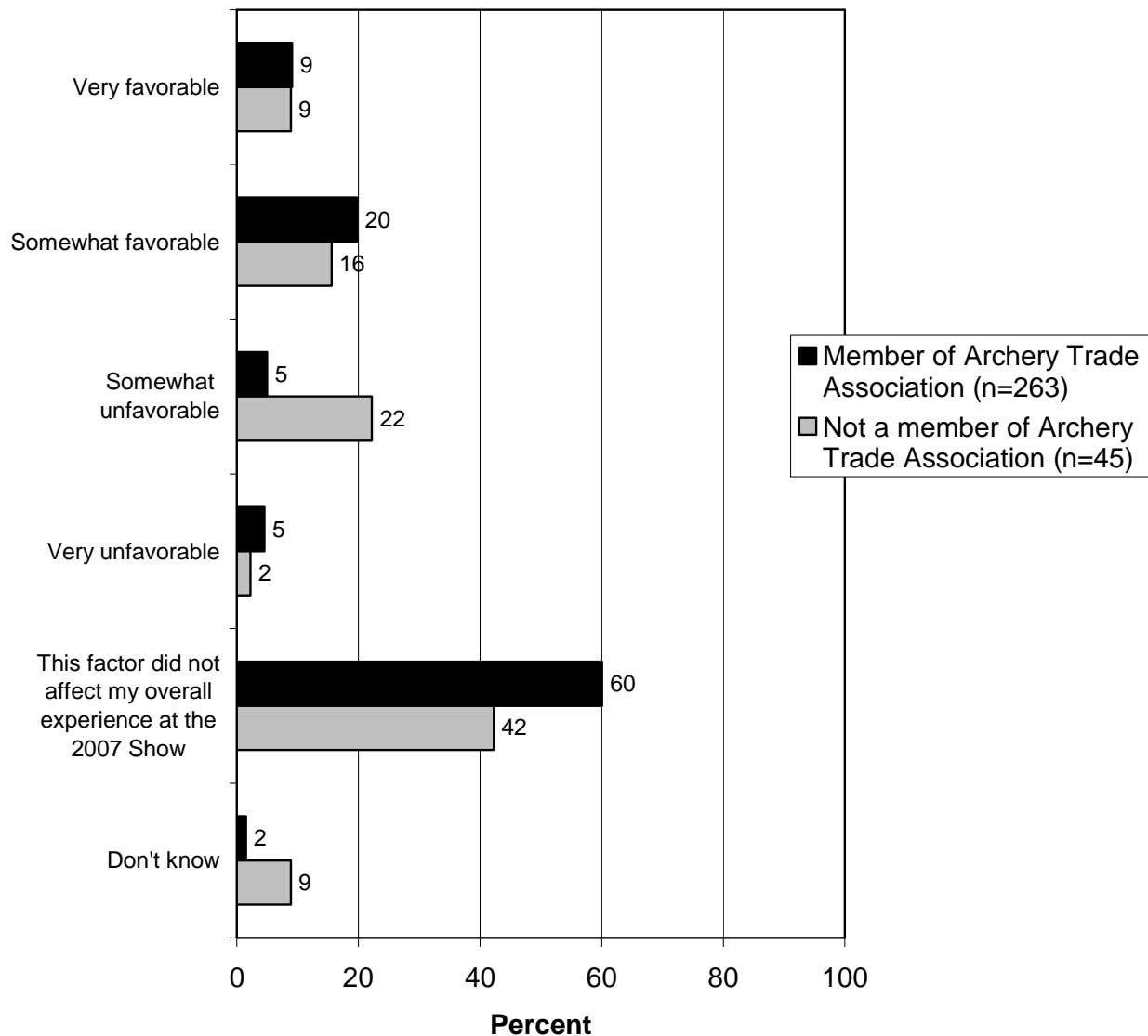
Q50. Cost of food (Was this factor very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or did it not affect your overall 2007 ATA Trade Show experience?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



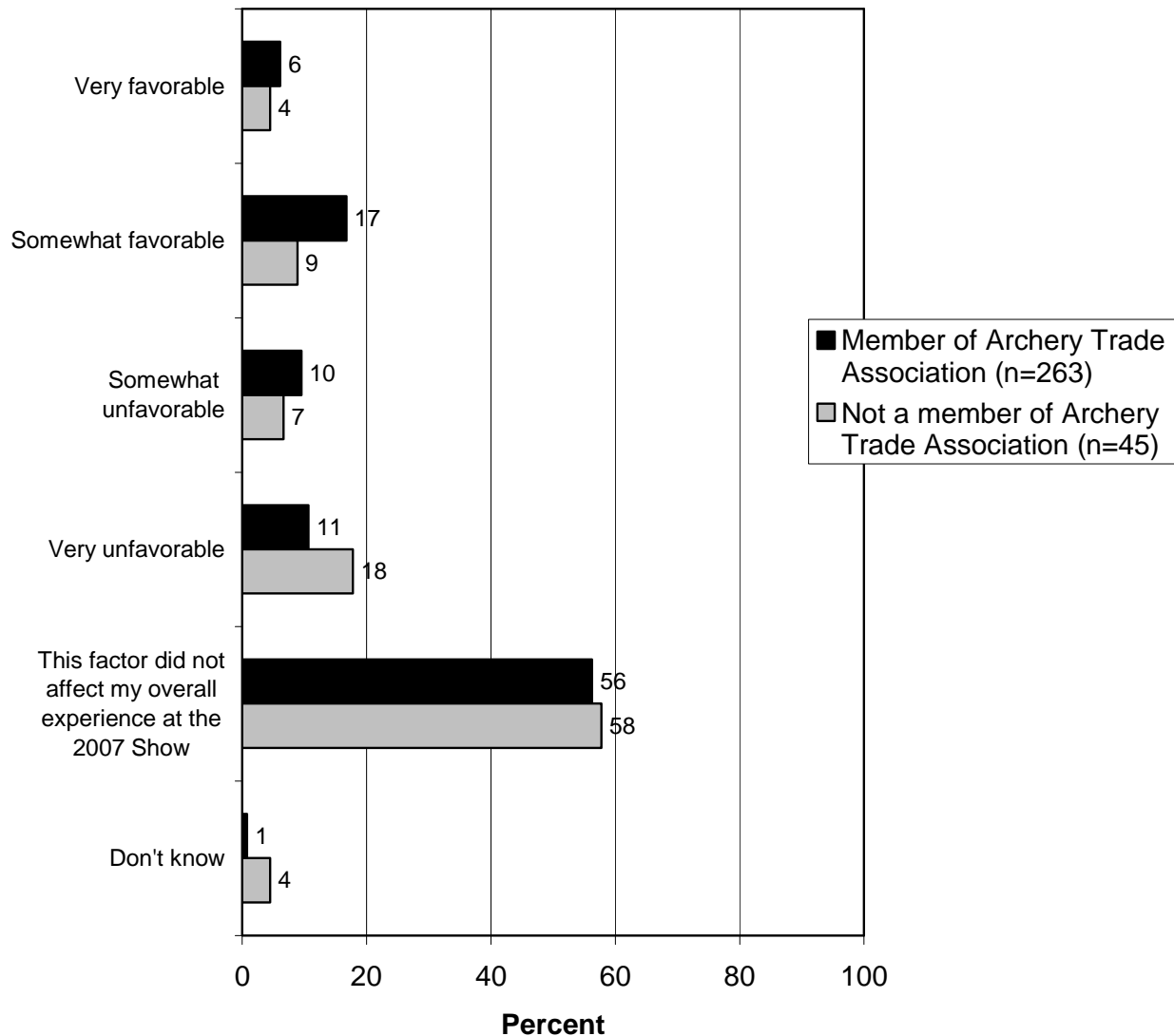
Q51. Cost of parking (Was this factor very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or did it not affect your overall 2007 ATA Trade Show experience?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



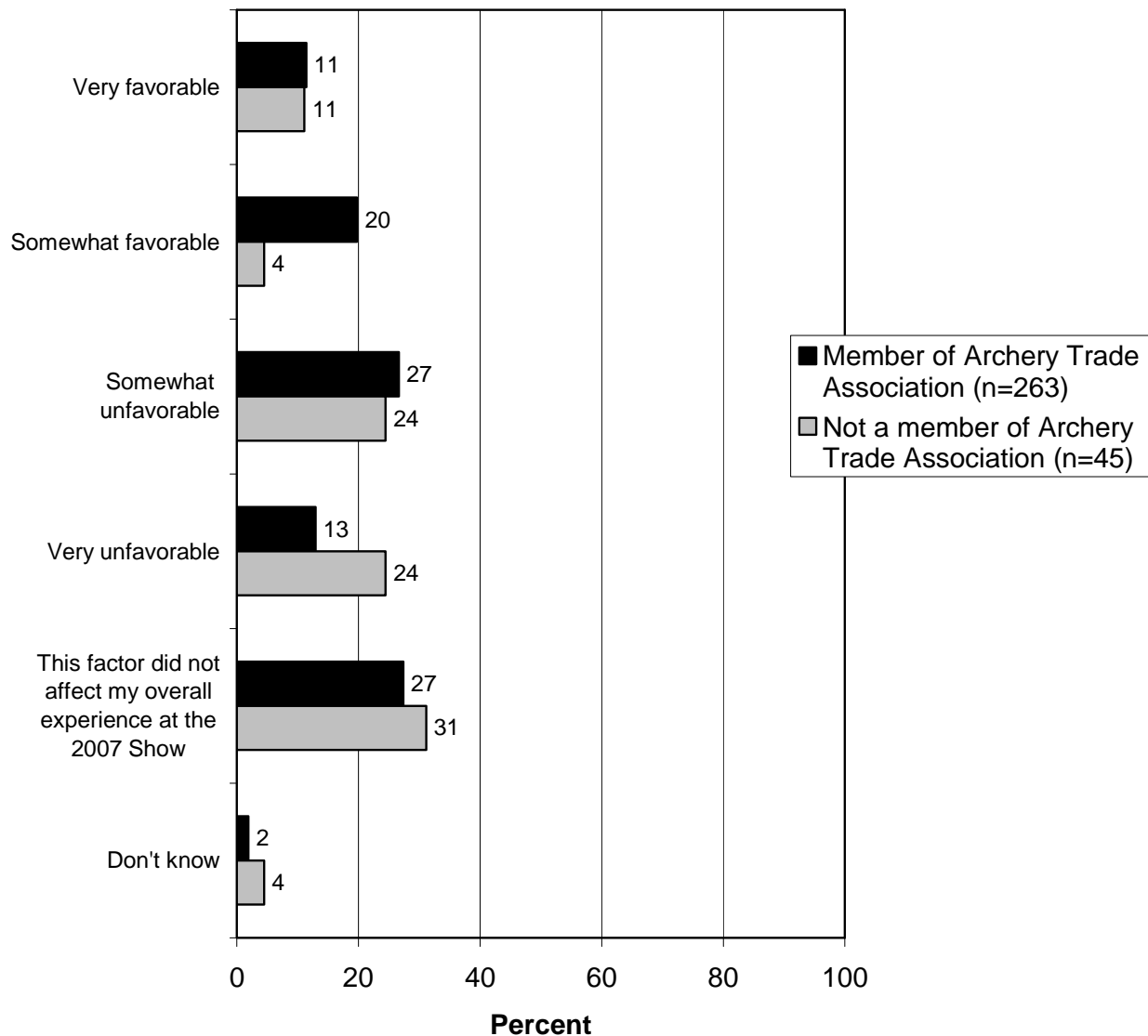
Q52. Cost of airfare to and from Atlanta (Was this factor very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or did it not affect your overall 2007 ATA Trade Show experience?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



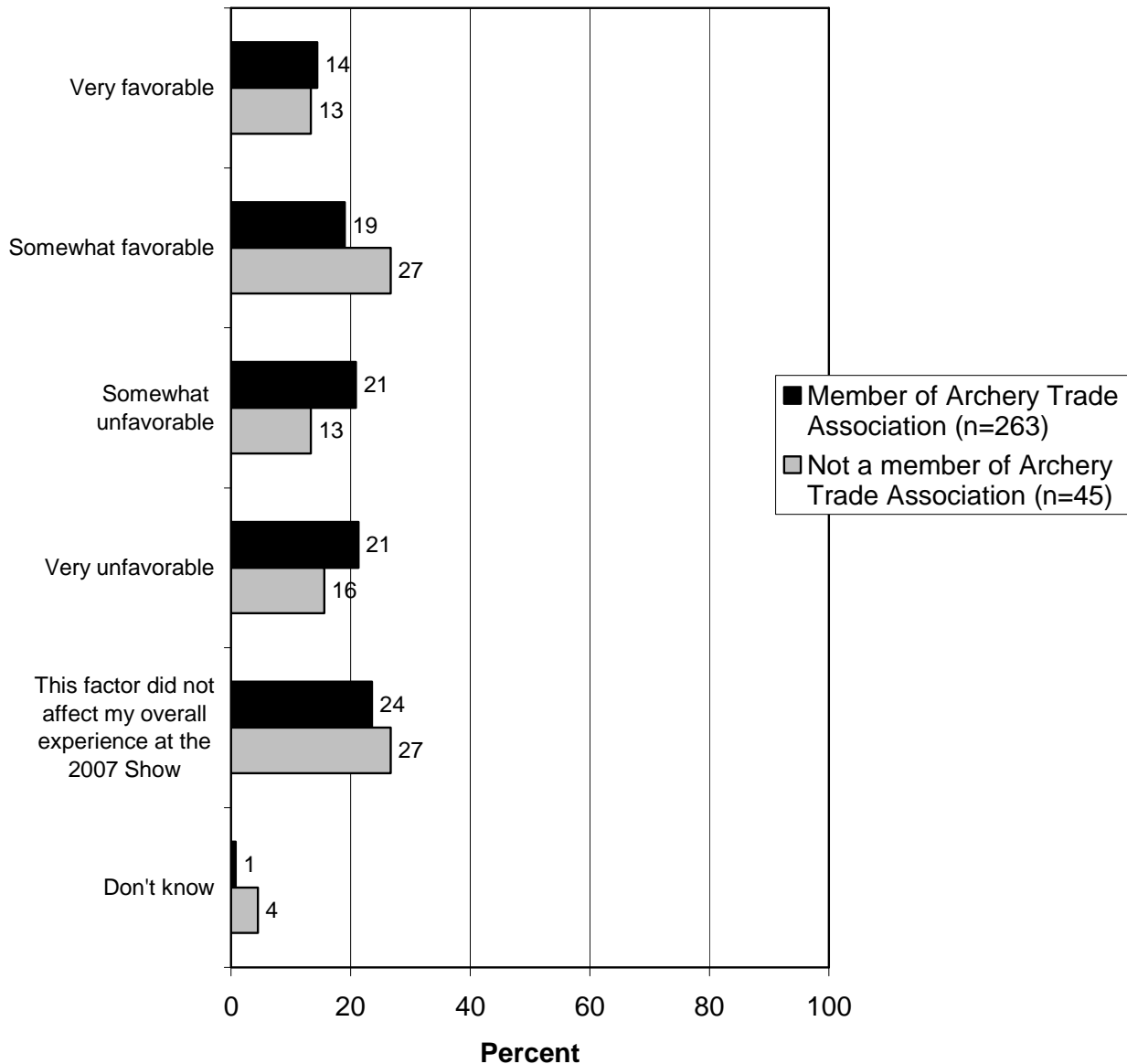
Q53. Cost of gas and wear and tear on vehicle traveling to and from Atlanta (Was this factor very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or did it not affect your overall 2007 ATA Trade Show experience?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



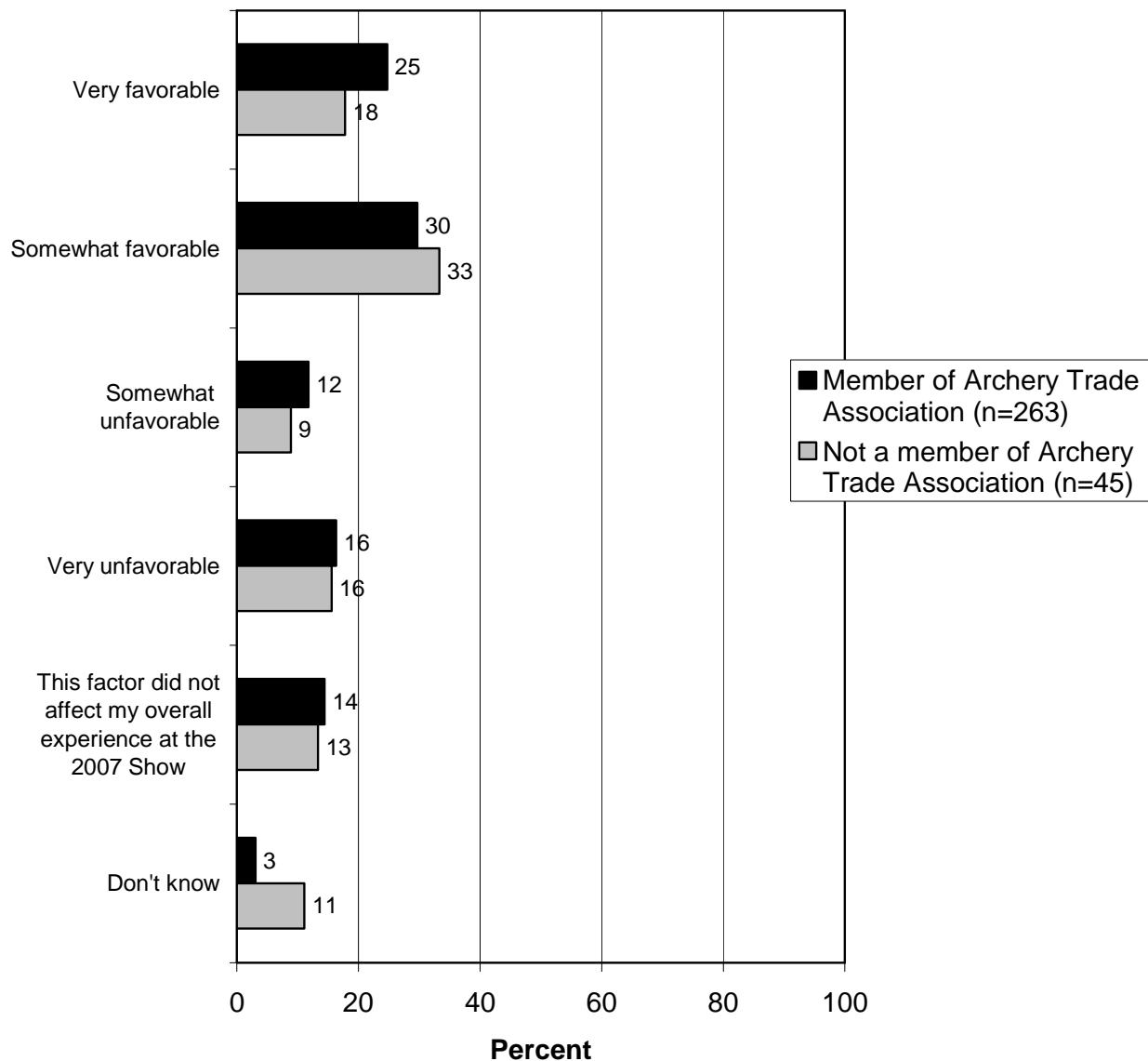
Q54. Leaving shop to attend the show (Was this factor very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or did it not affect your overall 2007 ATA Trade Show experience?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



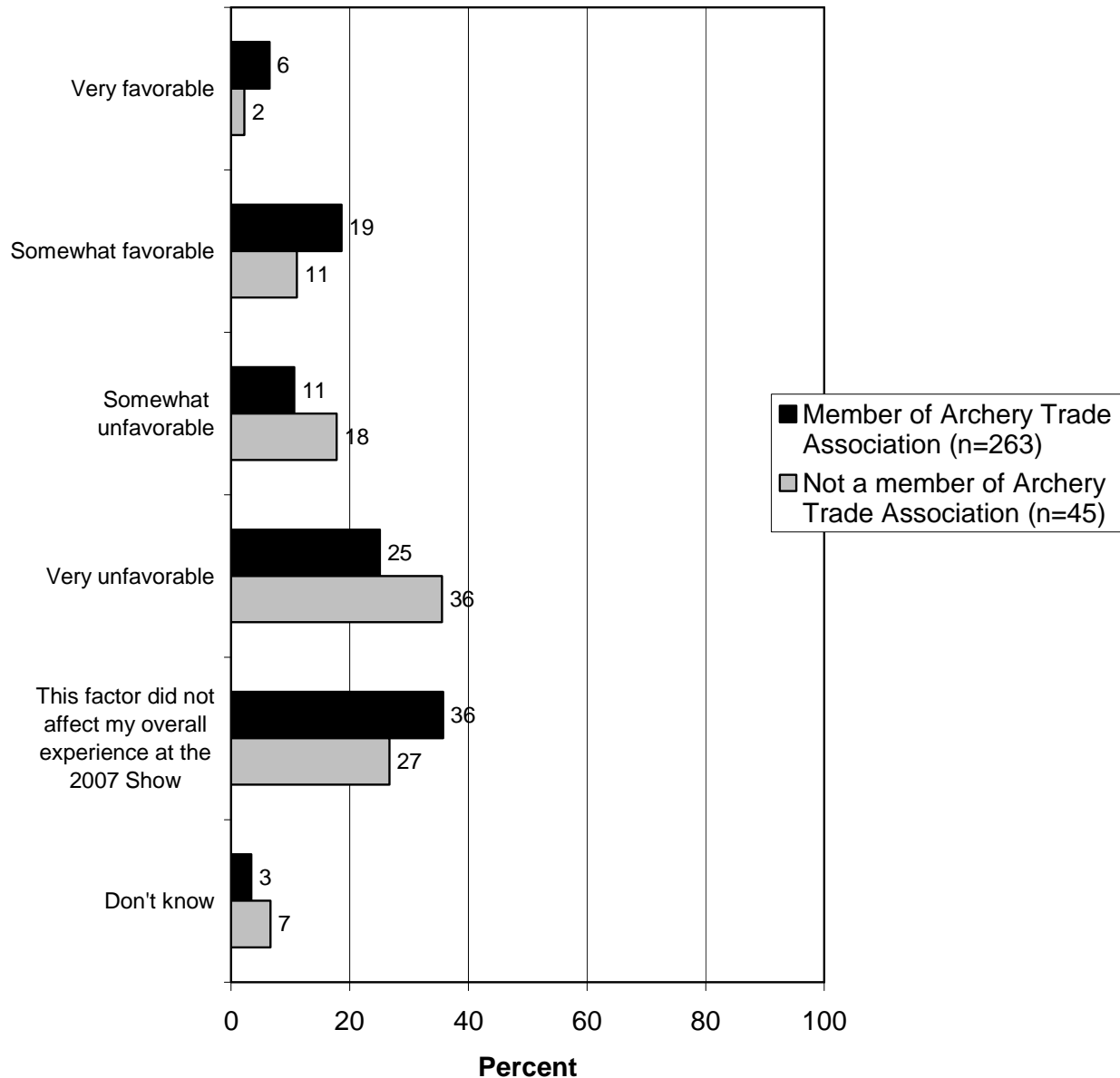
Q55. Distance to travel (Was this factor very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or did it not affect your overall 2007 ATA Trade Show experience?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



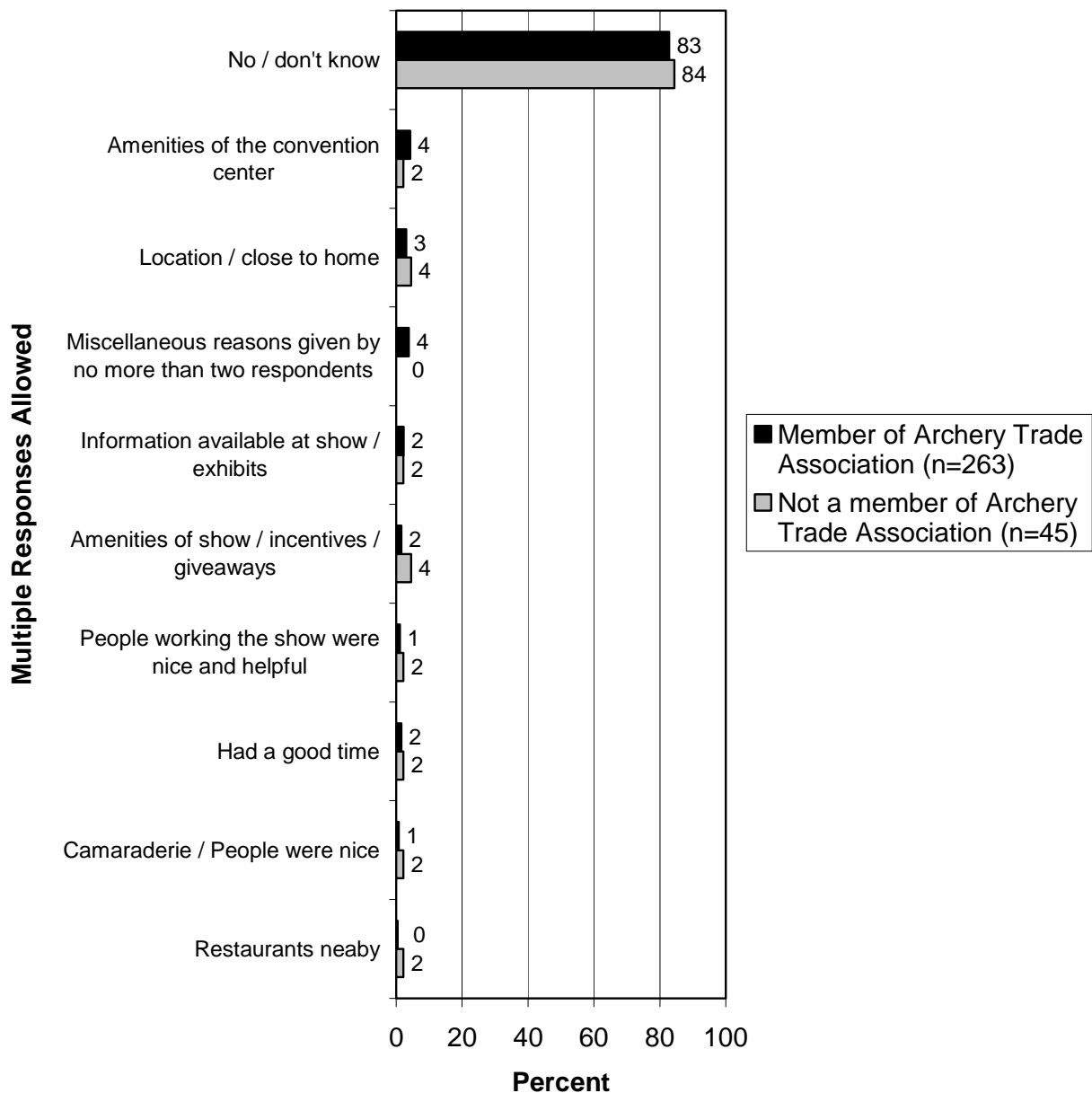
**Q56. Conditions in and around the convention center
(Was this factor very favorable, somewhat favorable,
somewhat unfavorable, very unfavorable, or did it not
affect your overall 2007 ATA Trade Show experience?)
(Asked of those whose company attended the 2007 ATA
Trade Show in Atlanta.)**



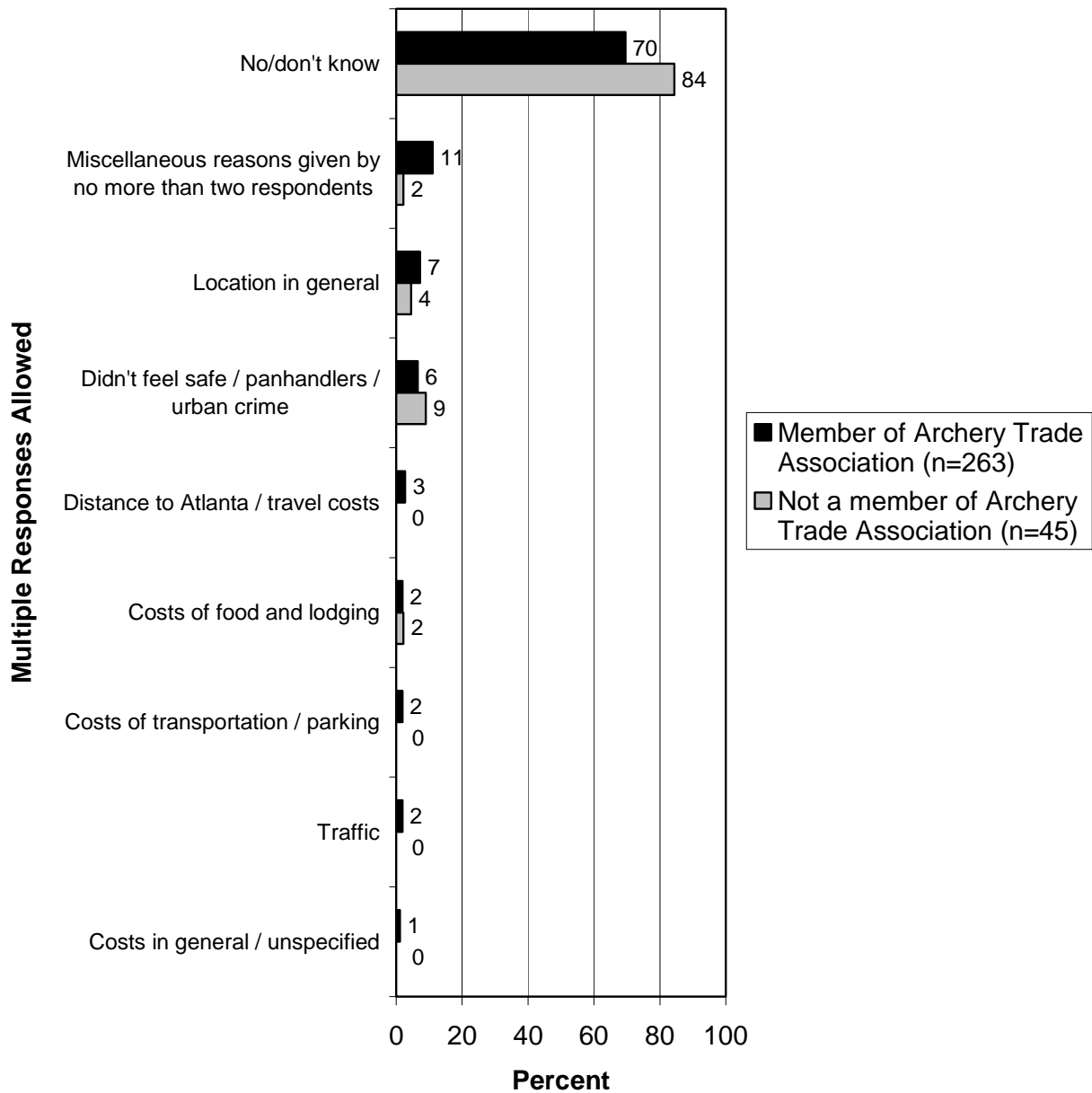
Q57. Traffic in and around Atlanta (Was this factor very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or did it not affect your overall 2007 ATA Trade Show experience?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



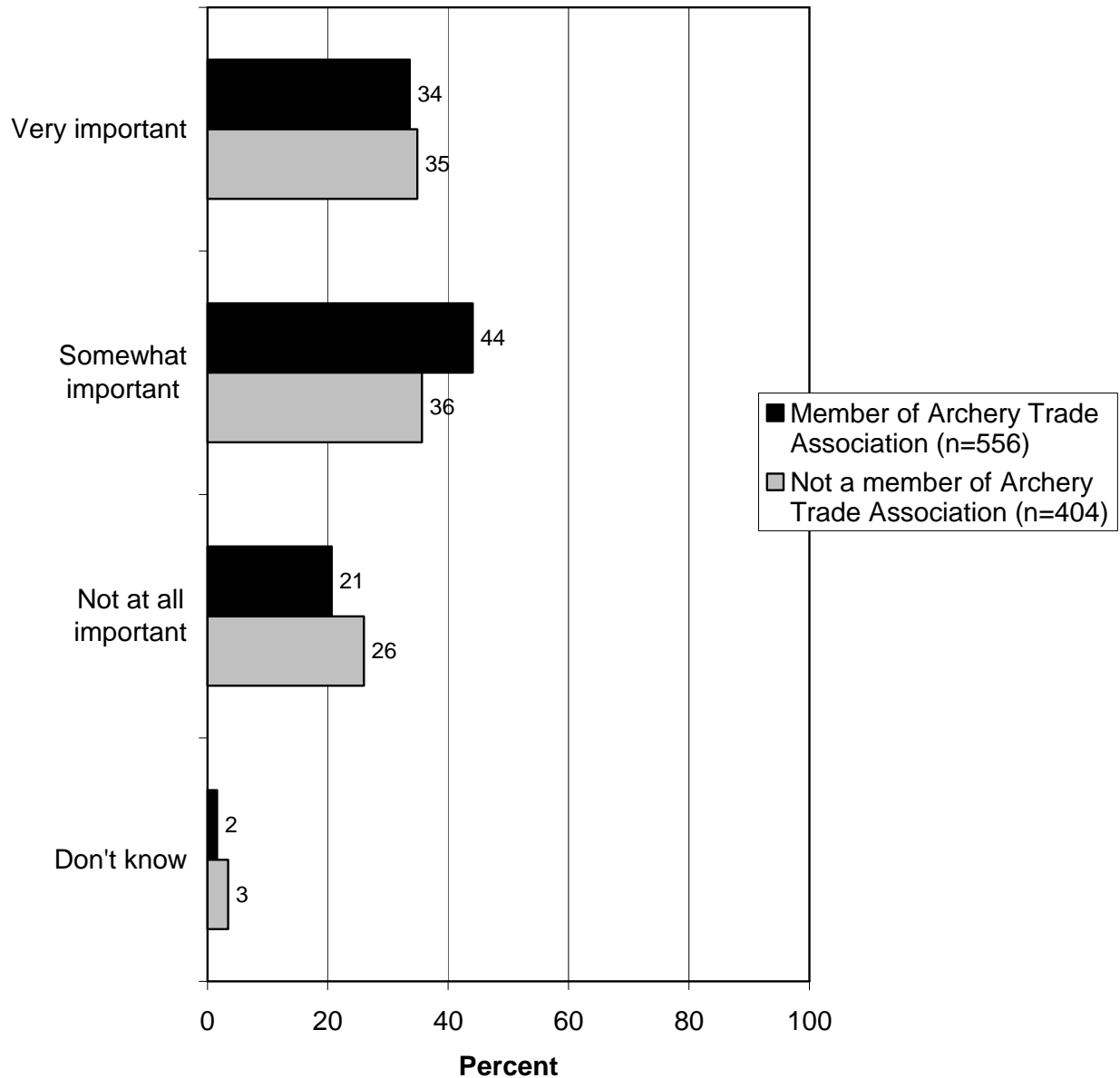
Q58. Are there any other factors that favorably influenced your 2007 ATA Trade Show experience? (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



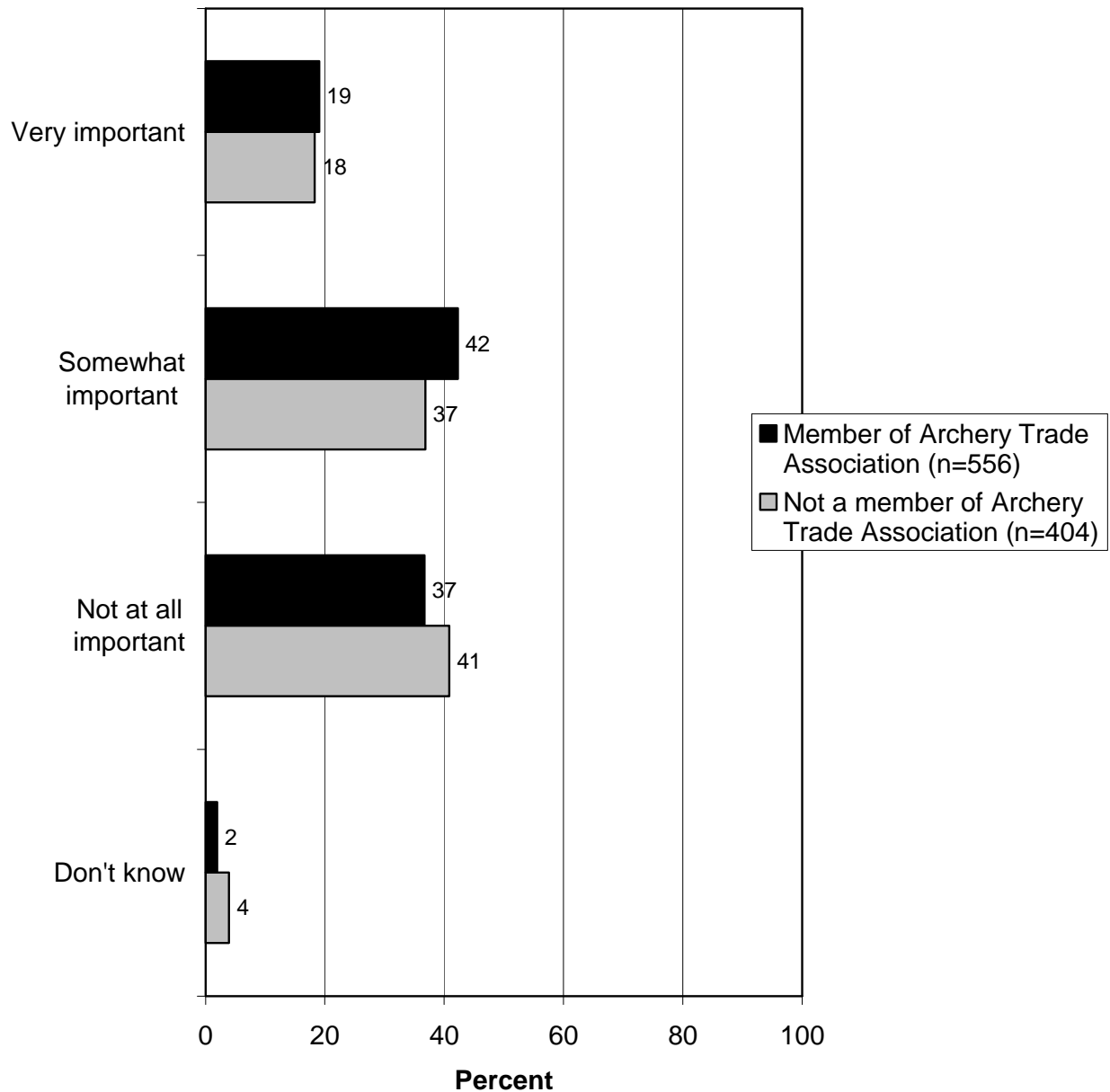
Q59. Are there any other factors that unfavorably influenced your 2007 ATA Trade Show experience? (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



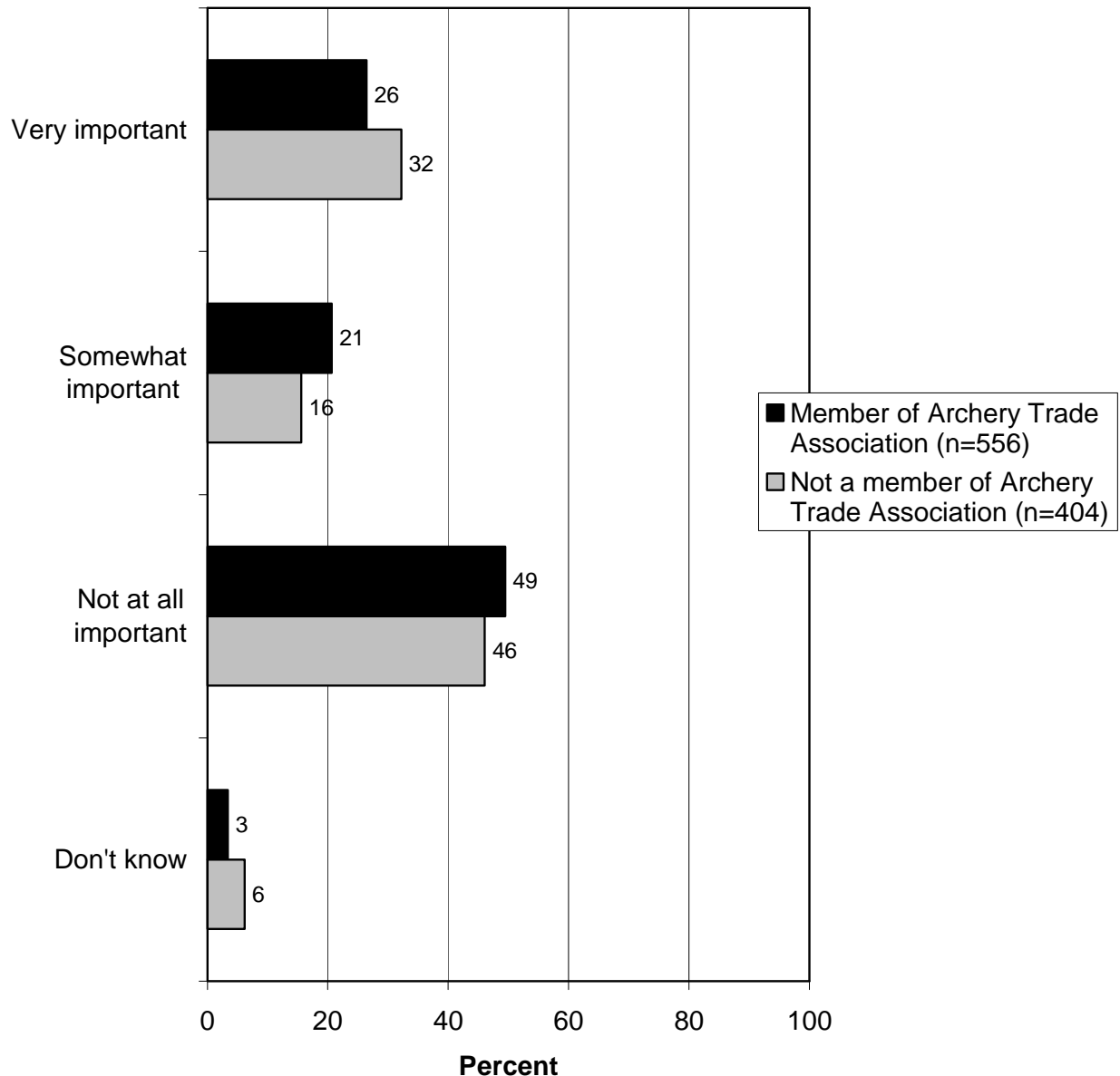
Q63. Cost of hotel rooms (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?)



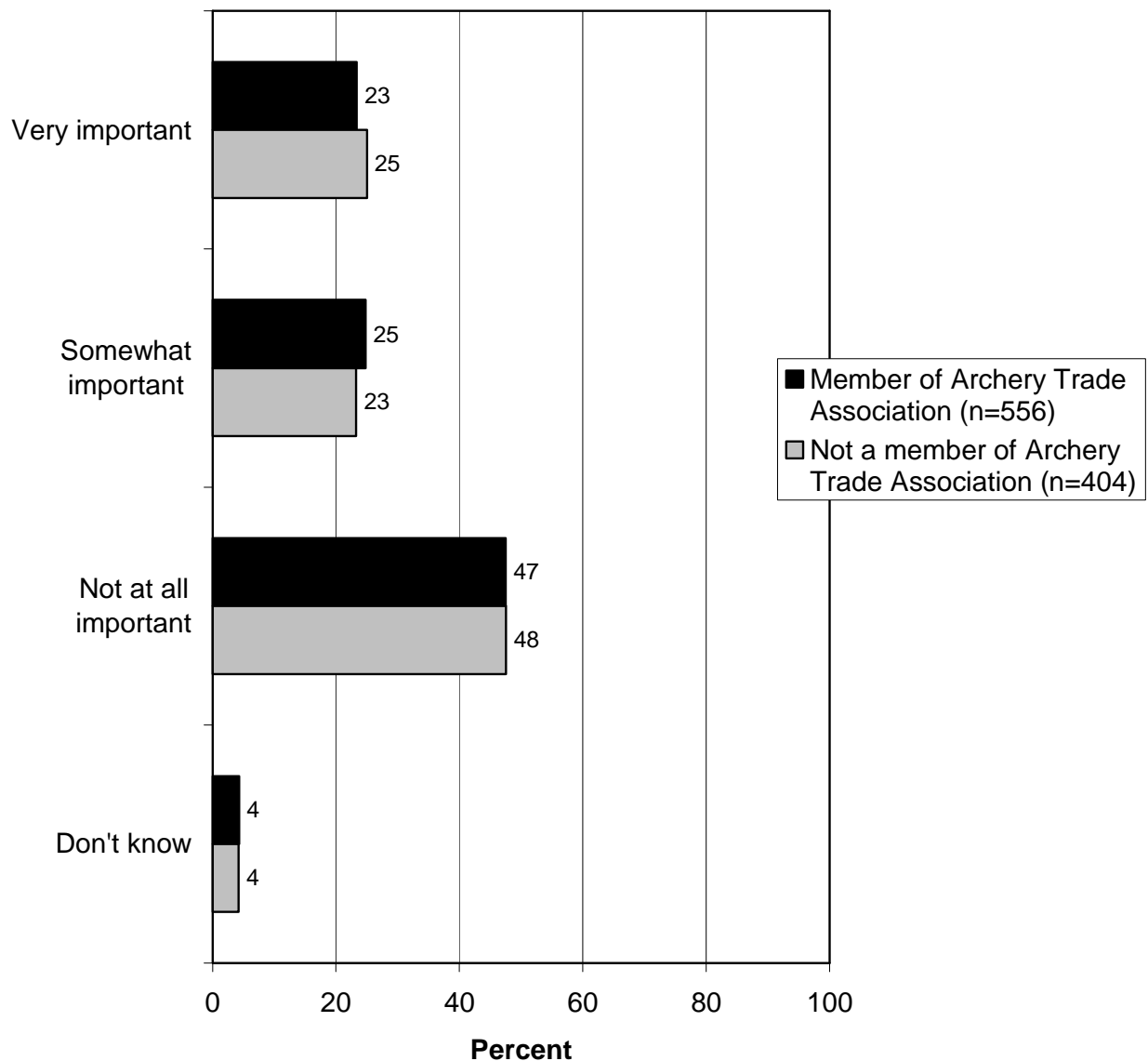
Q64. Cost of food (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?)



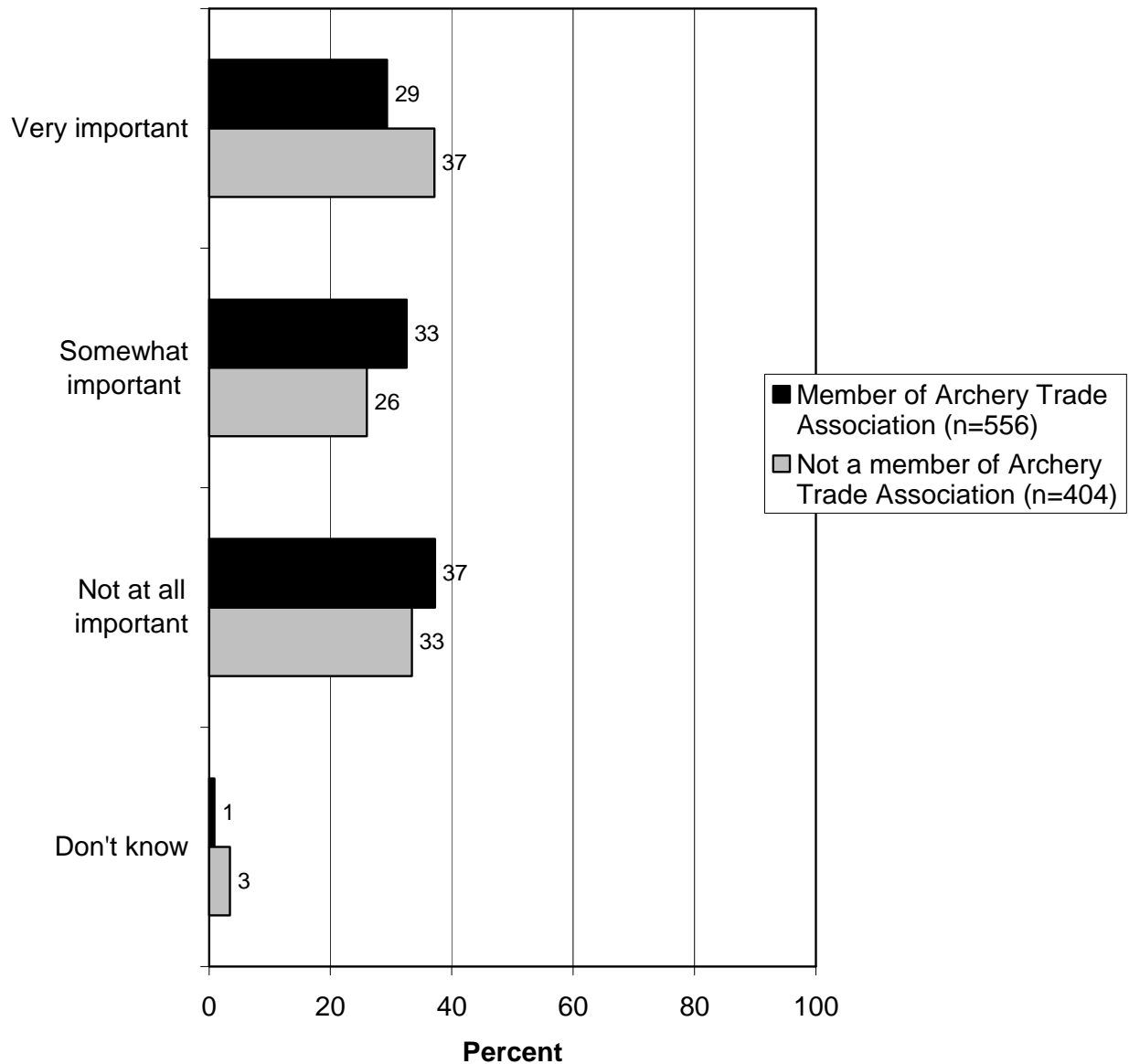
Q66. Cost of airfare to and from Indianapolis (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?)



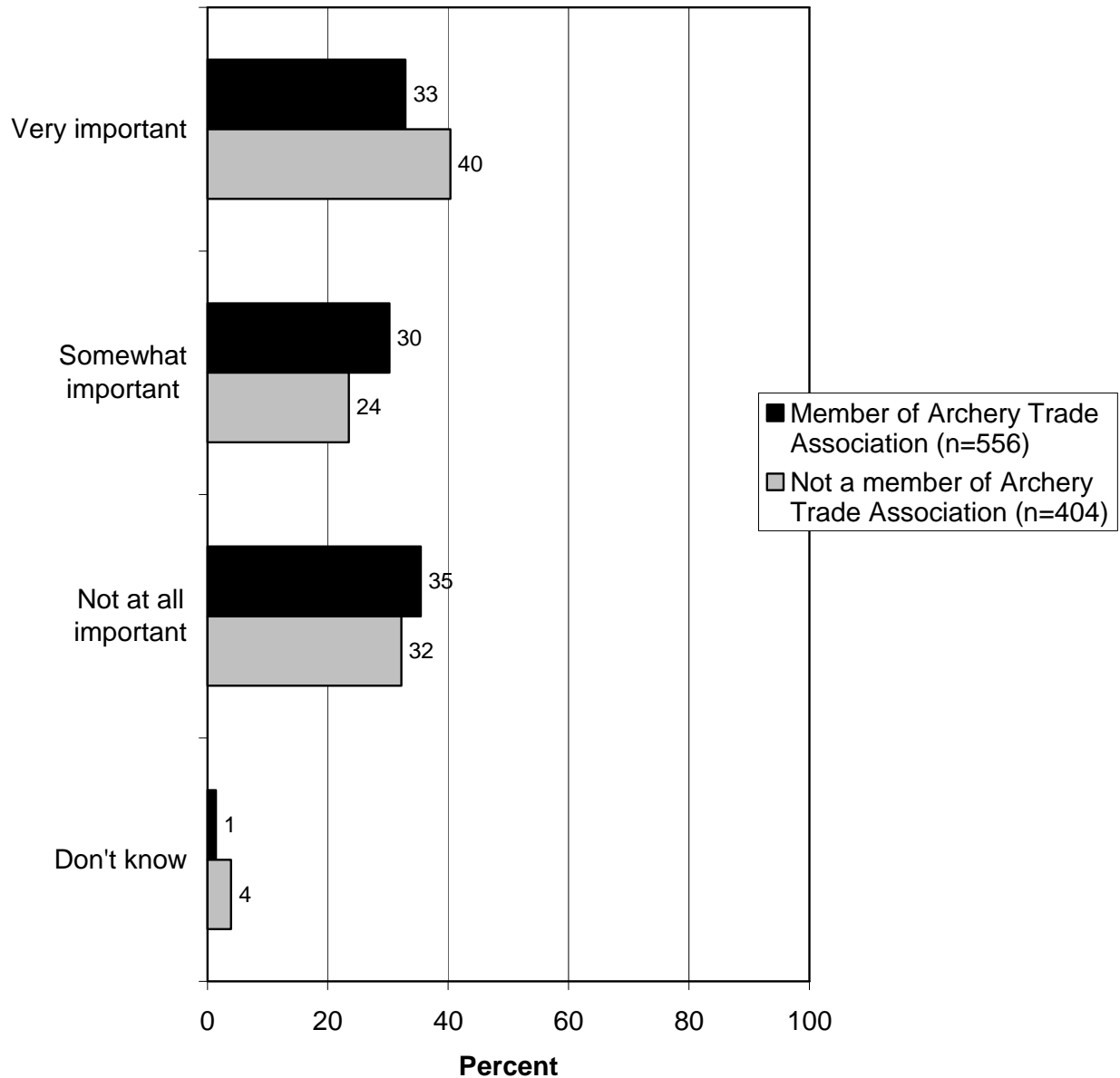
Q67. Cost of gas and wear and tear on vehicle traveling to and from Indianapolis (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?)



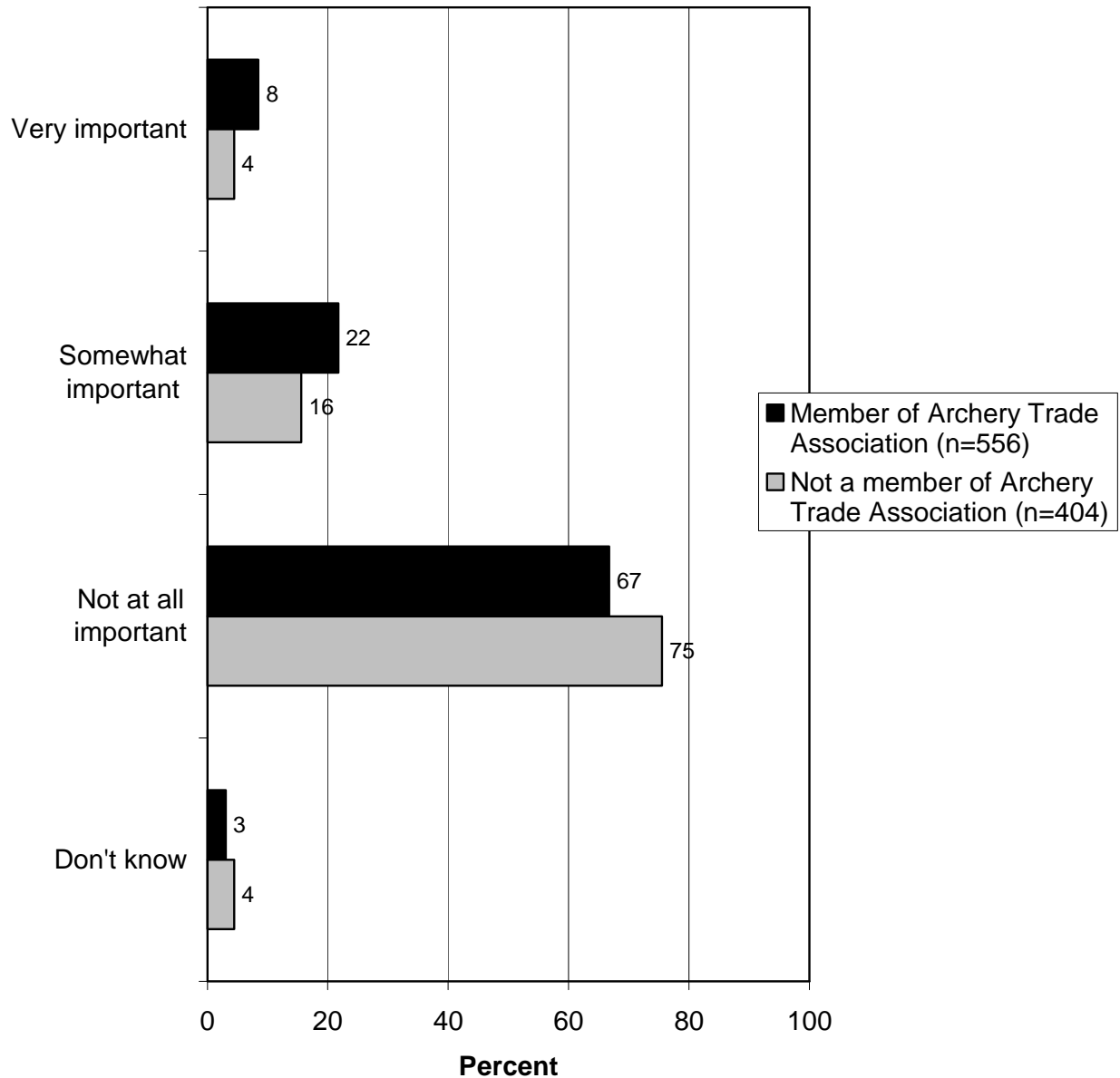
Q68. Leaving shop to attend the show (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?)



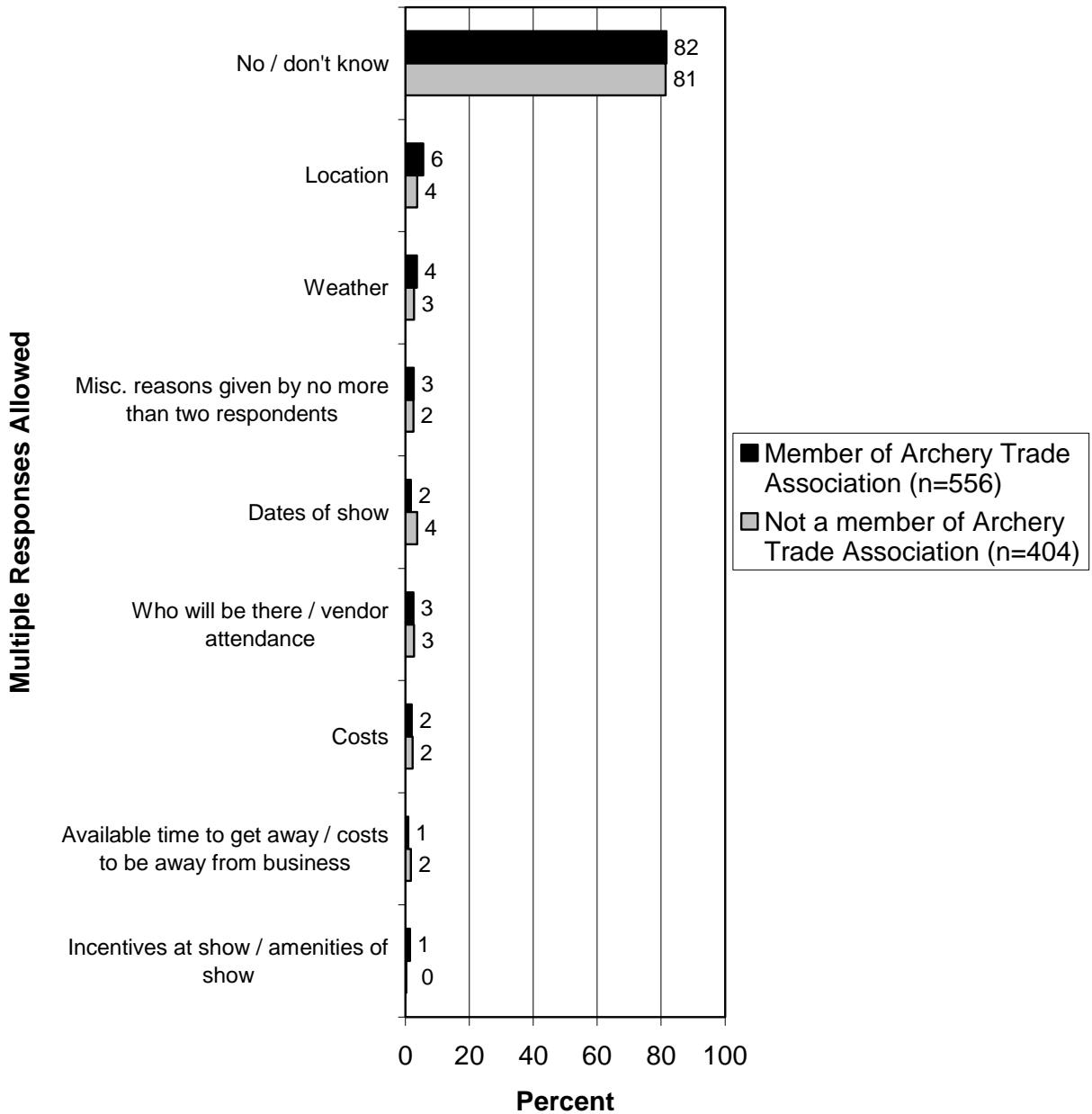
Q69. Distance would have to travel (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?)



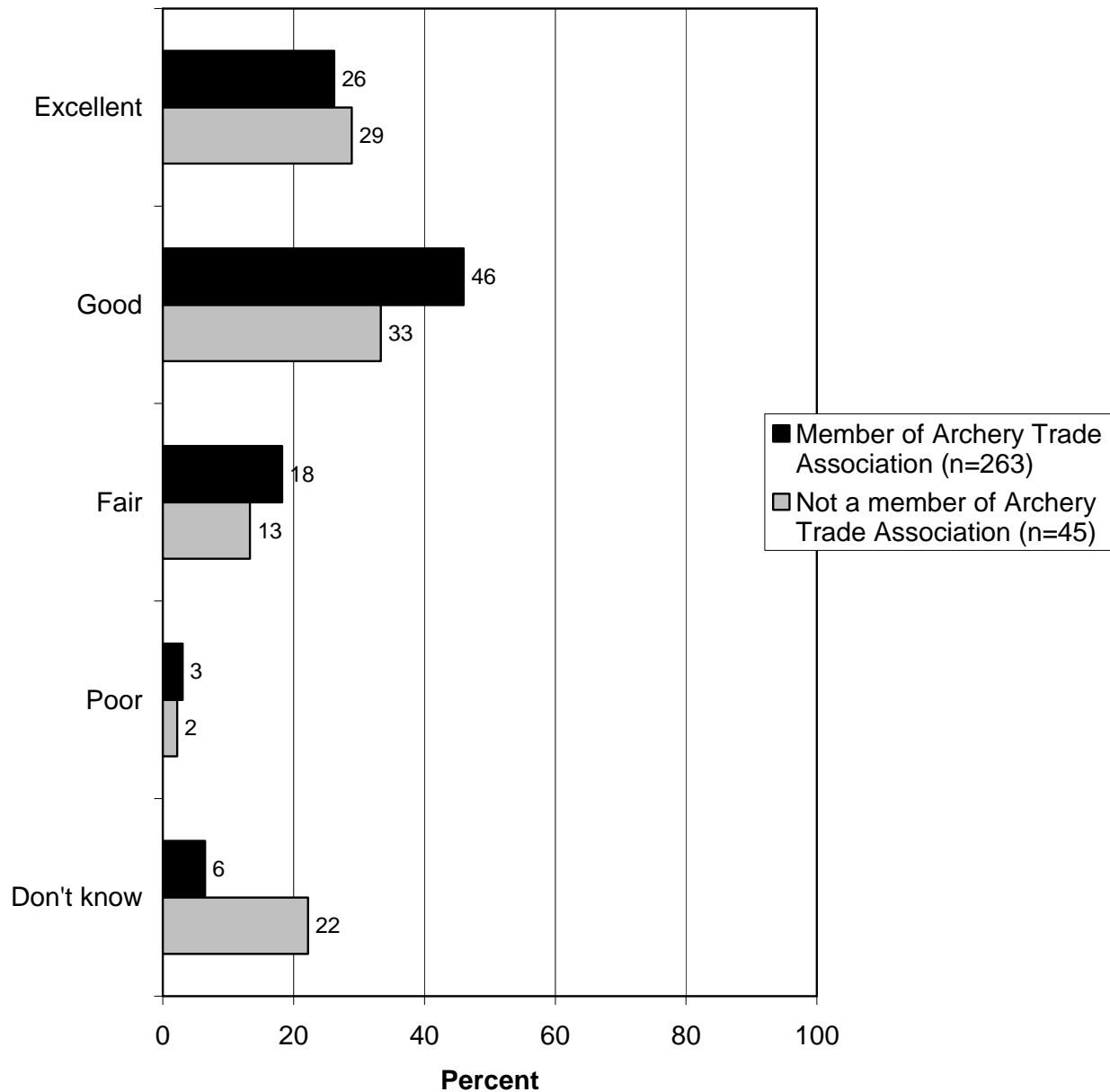
Q70. Things to do in Indianapolis (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?)



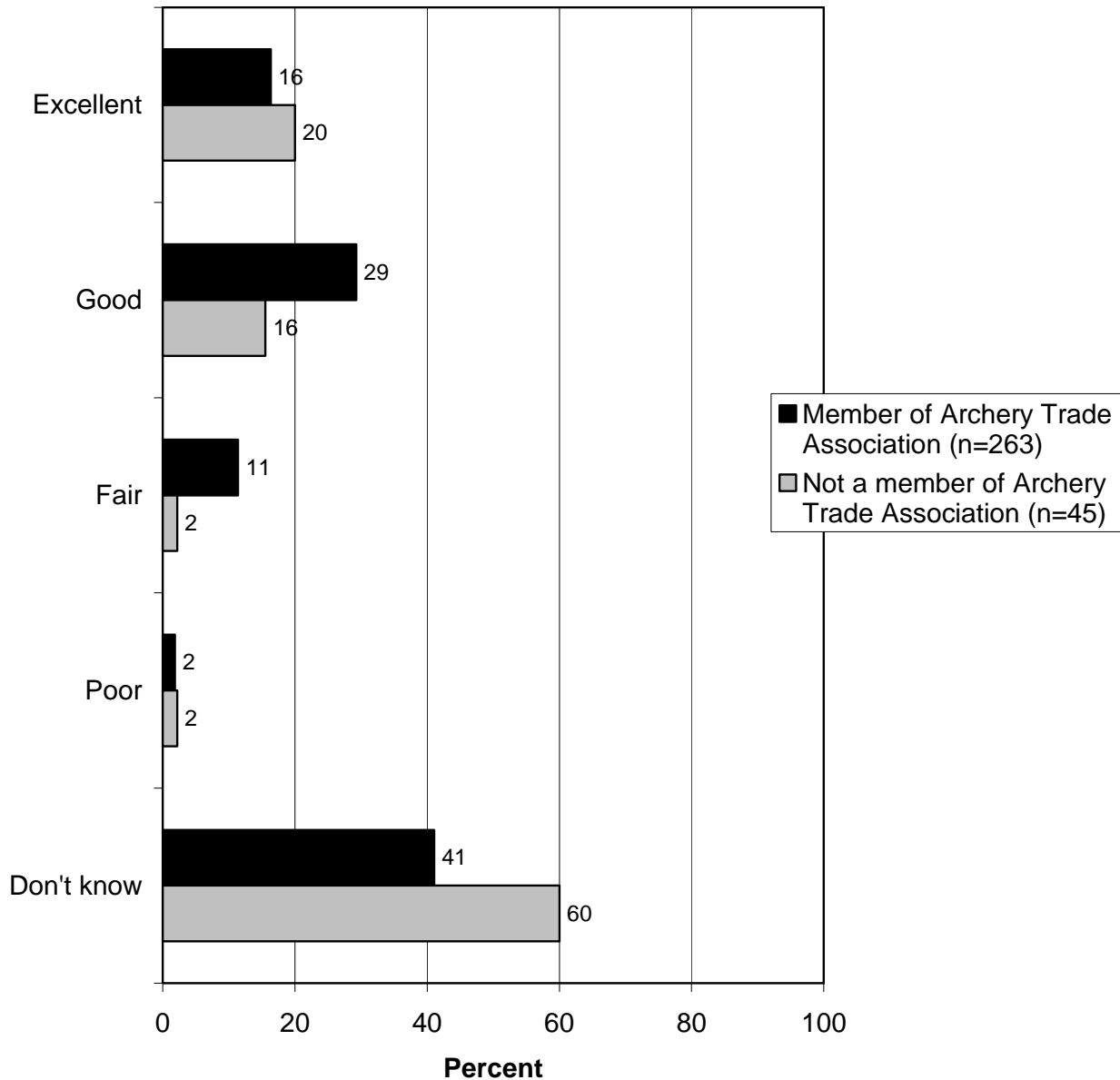
Q71. Are there any other factors that will be important to your company in deciding whether or not to attend the 2008 ATA Trade Show?



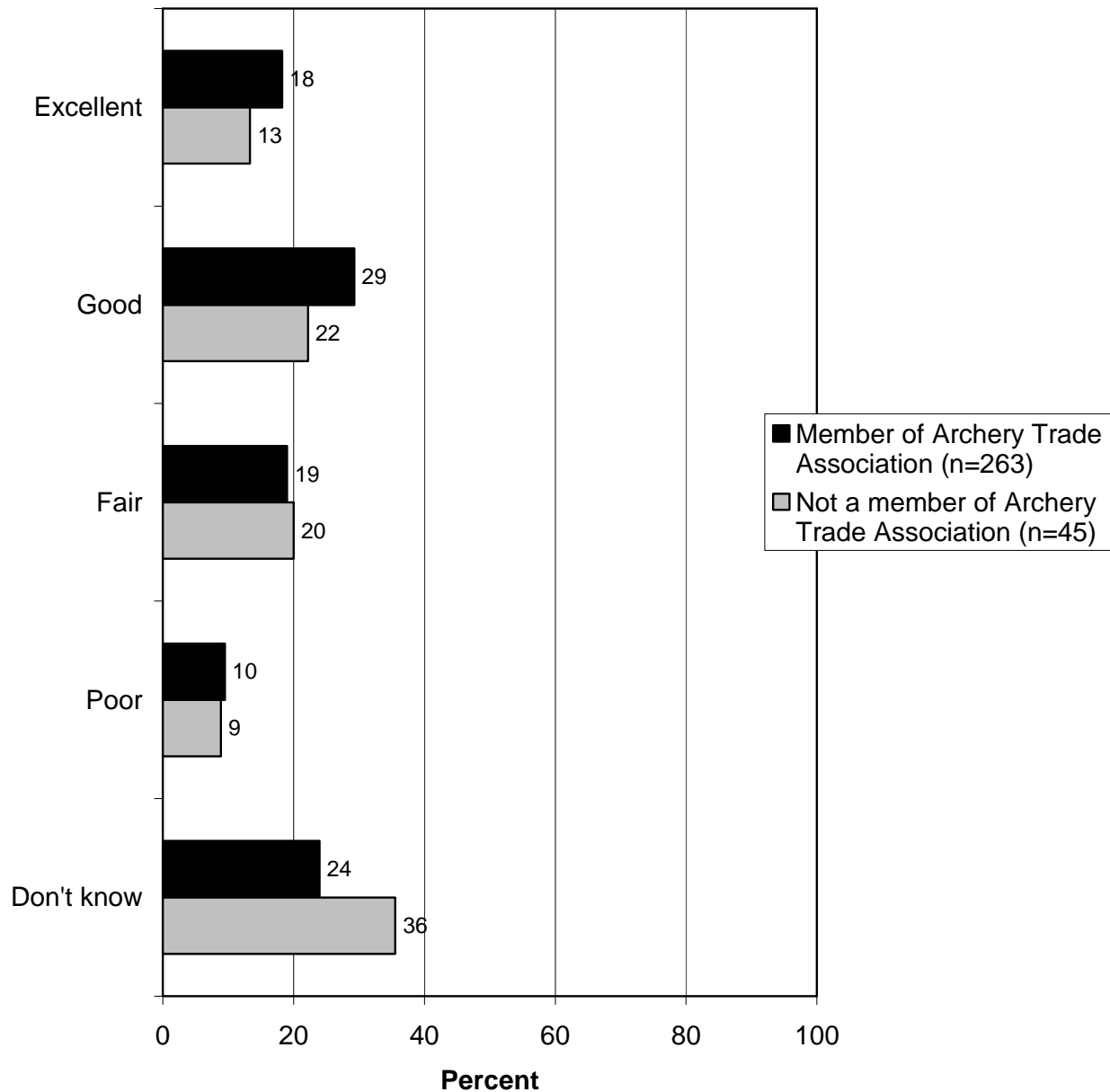
Q74. Featured Products Area (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



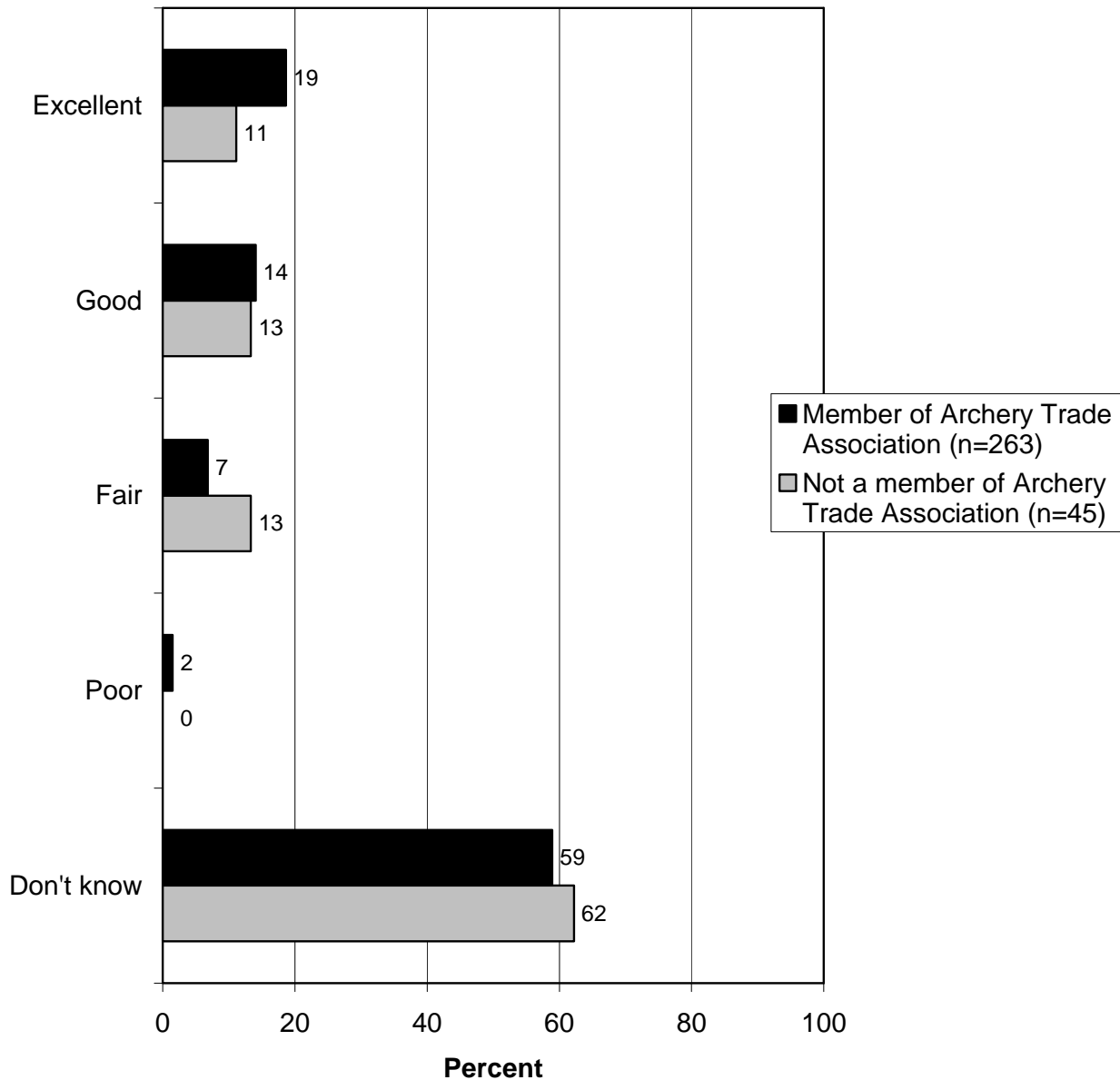
Q75. Morning Technical Seminars (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



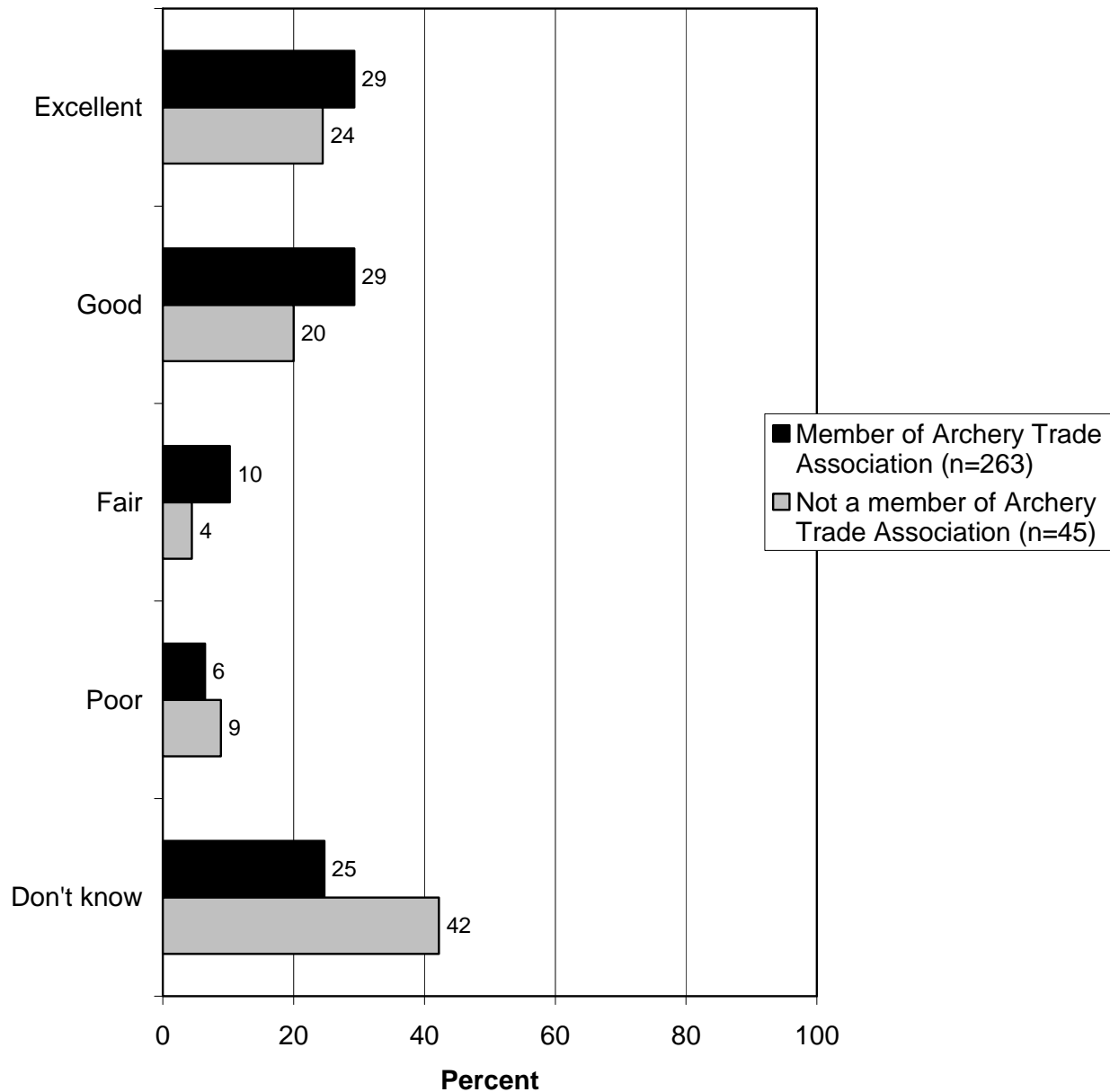
Q76. Real Deal (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



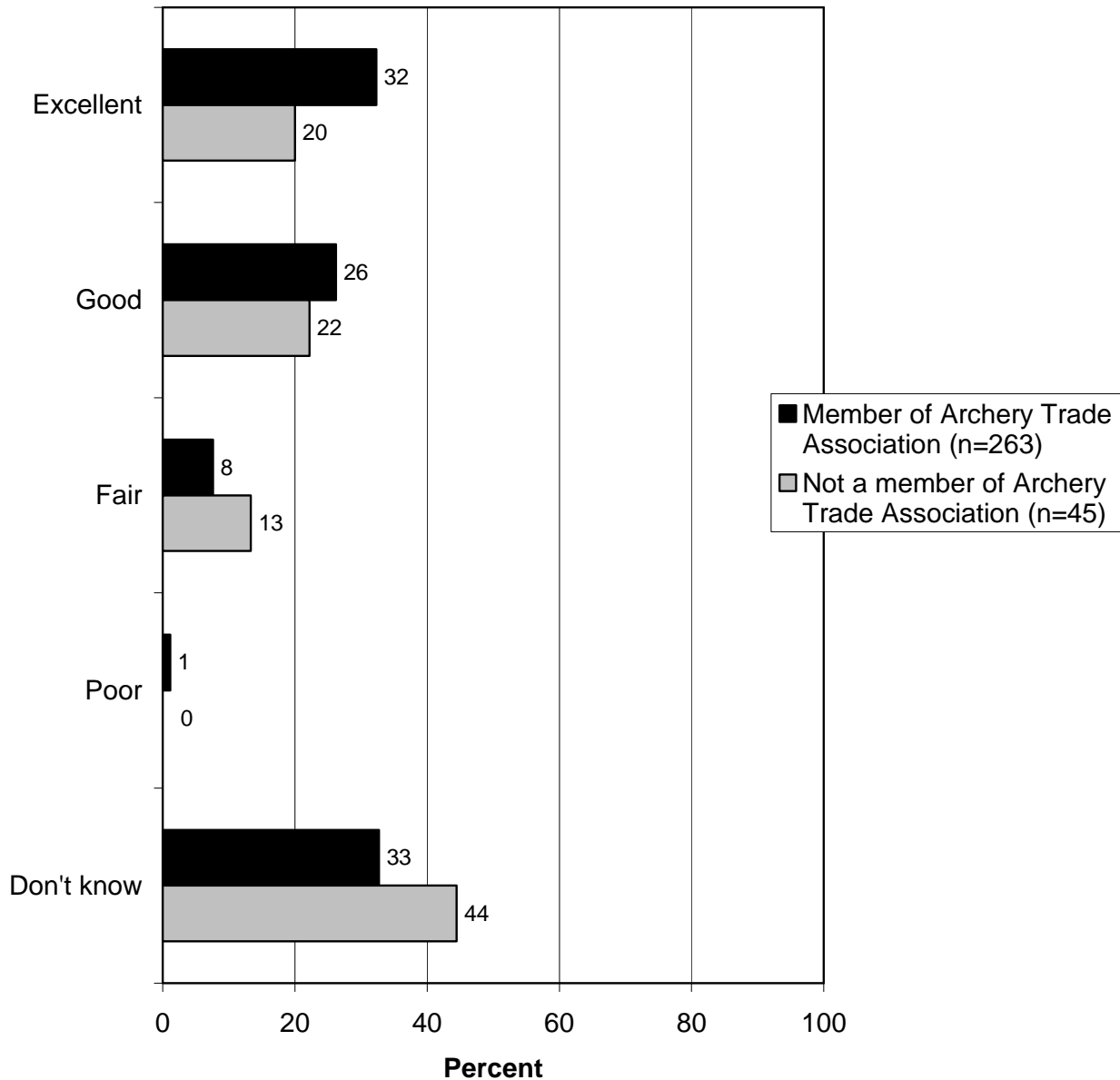
Q77. ARRO Buying Group Special Pricing (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



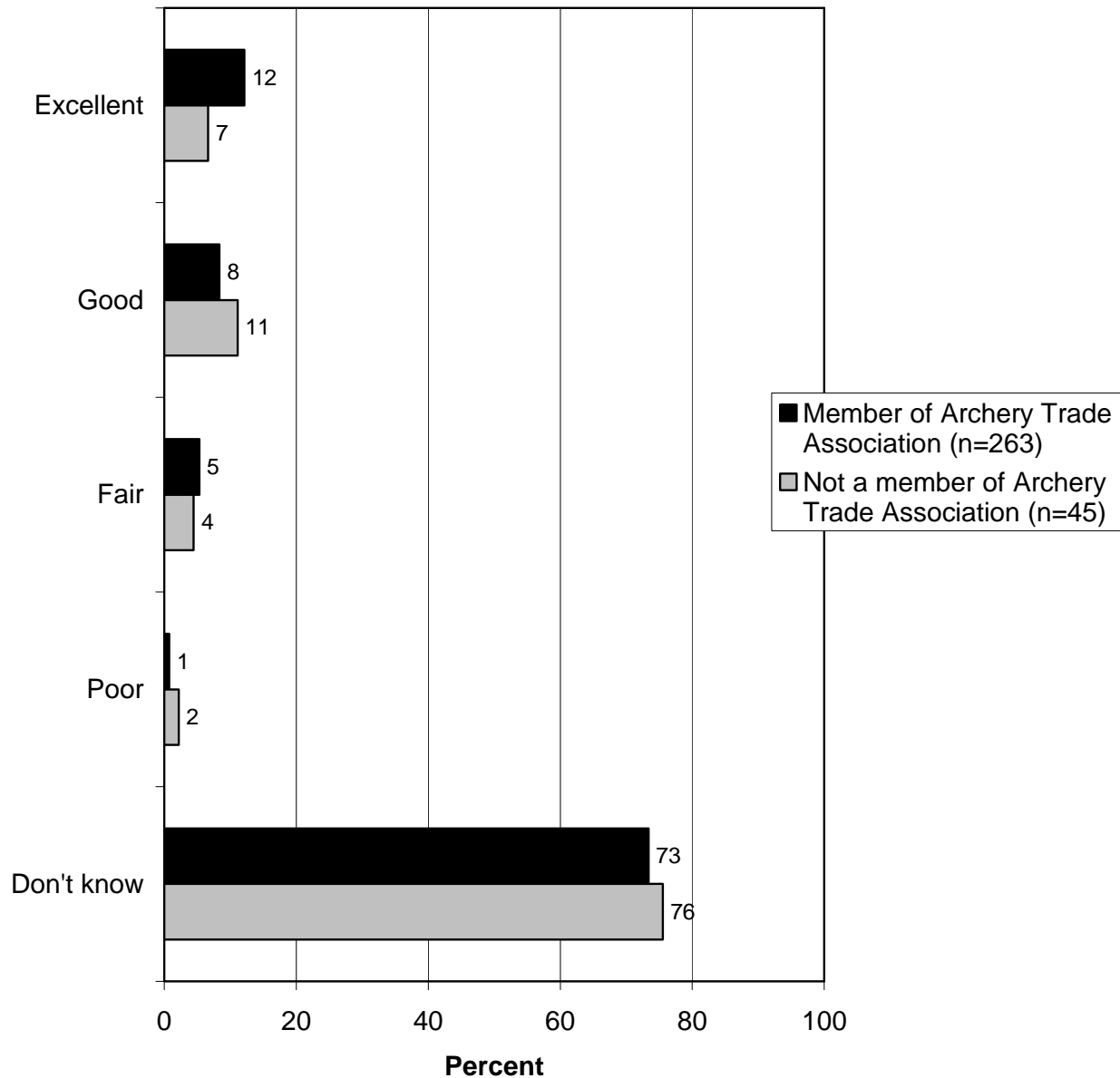
**Q78. Great Giveaway (Was this aspect of the 2007
ATA Trade Show excellent, good, fair, or poor?)
(Asked of those whose company attended the 2007
ATA Trade Show in Atlanta.)**



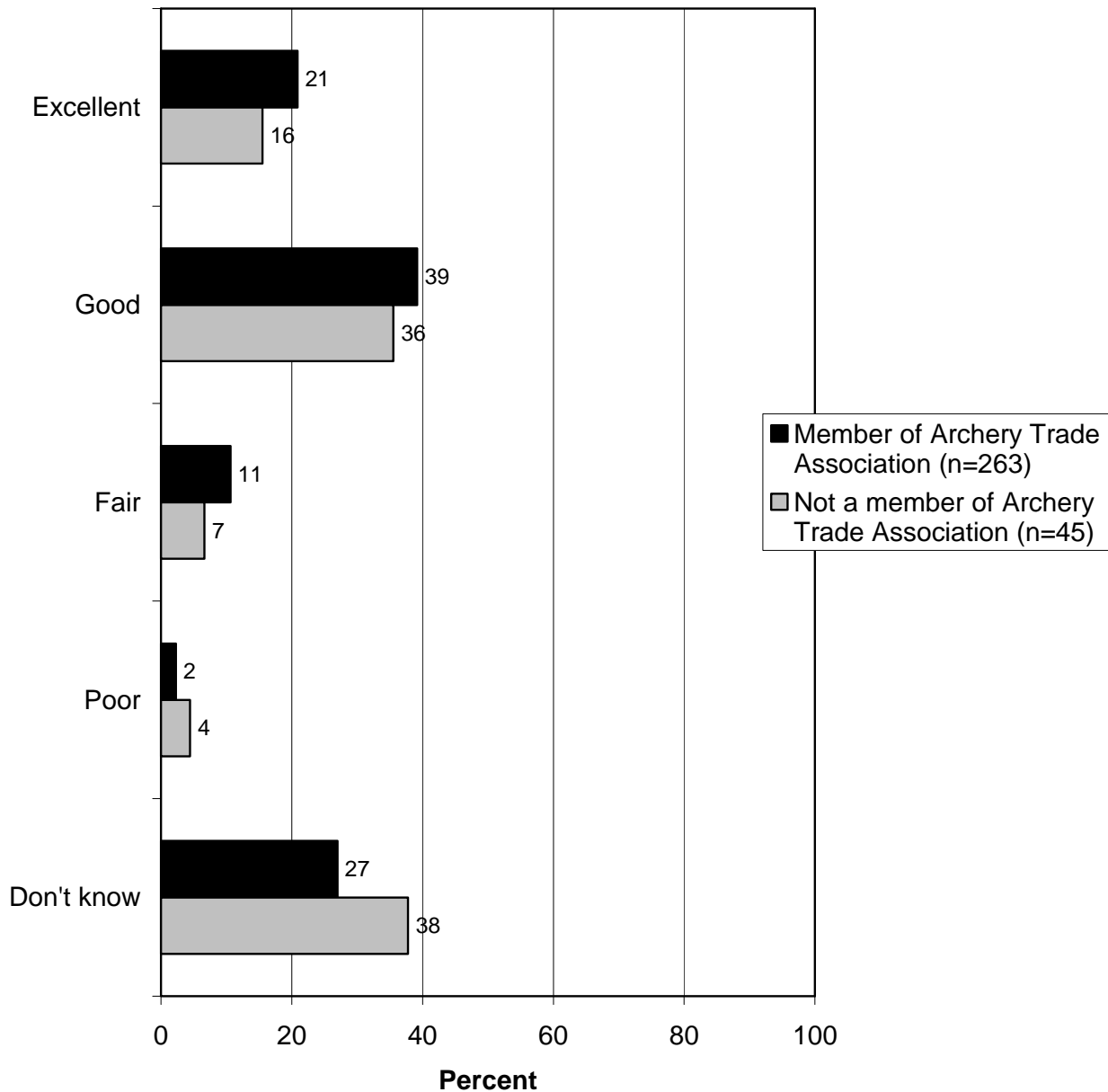
Q79. Outtech Innovations Event (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



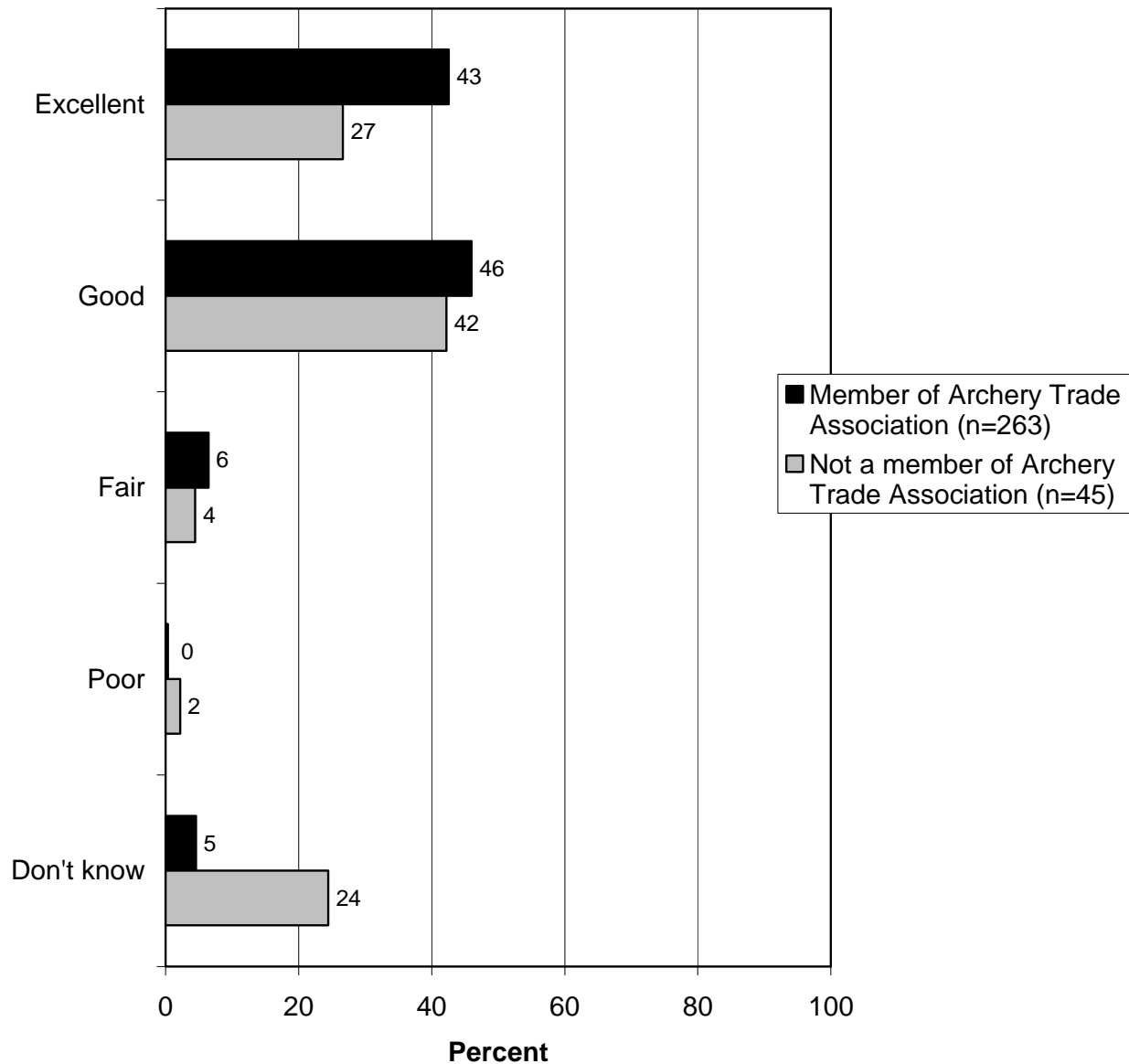
Q80. NABA Buying Group Special Pricing (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



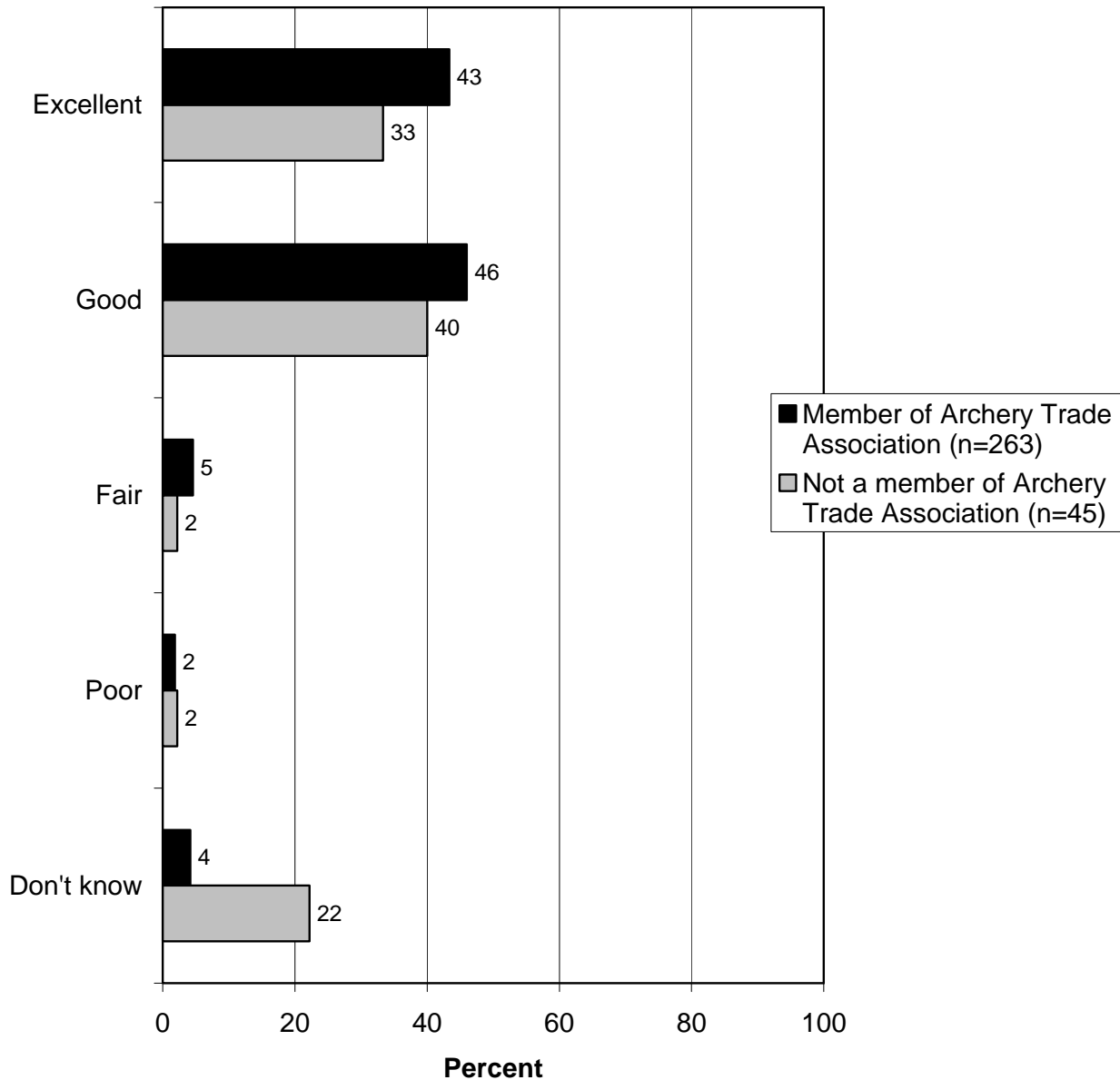
**Q81. Literature Kiosk (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?)
(Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)**



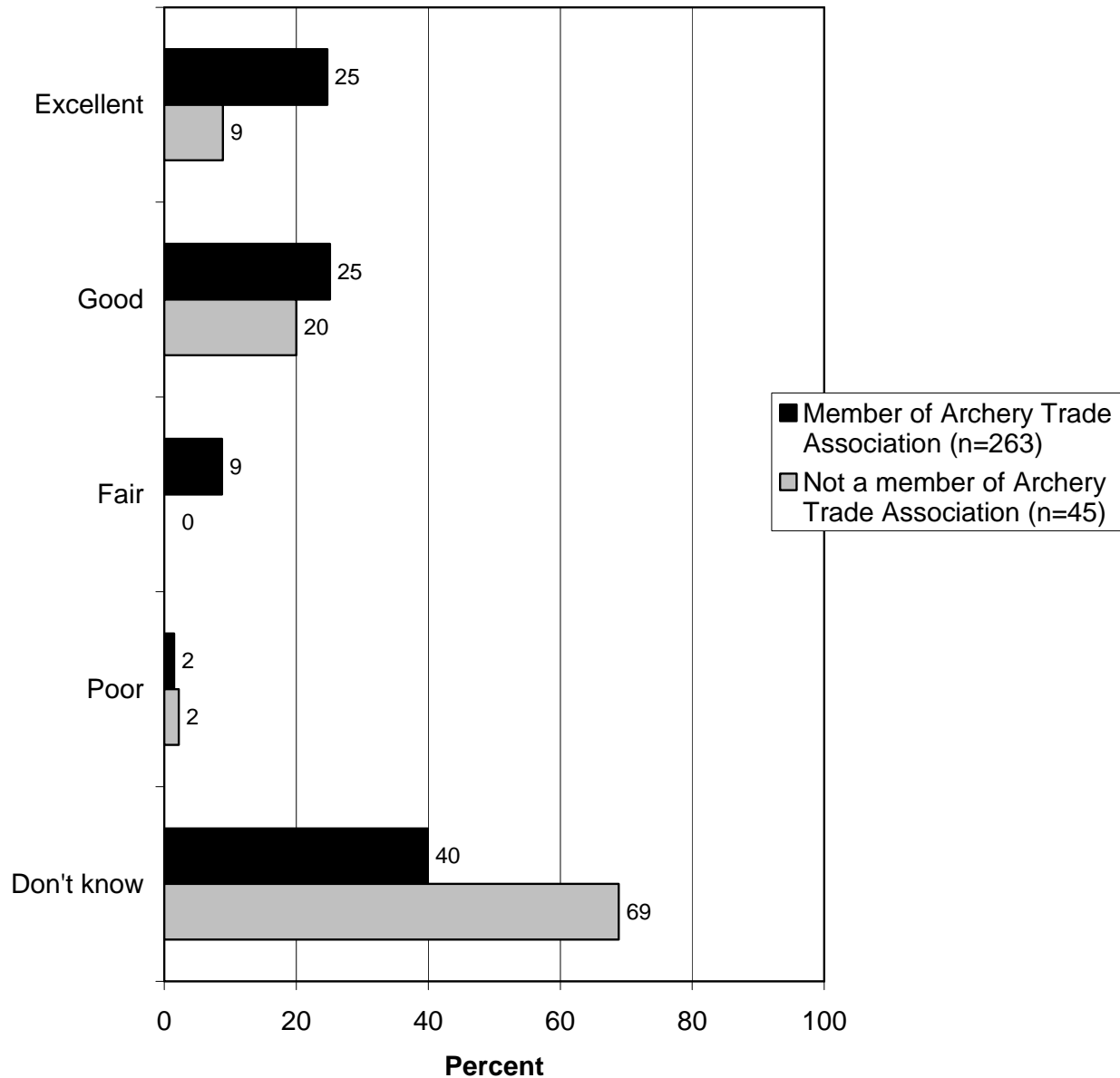
Q82. Shooting Demonstration Areas (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



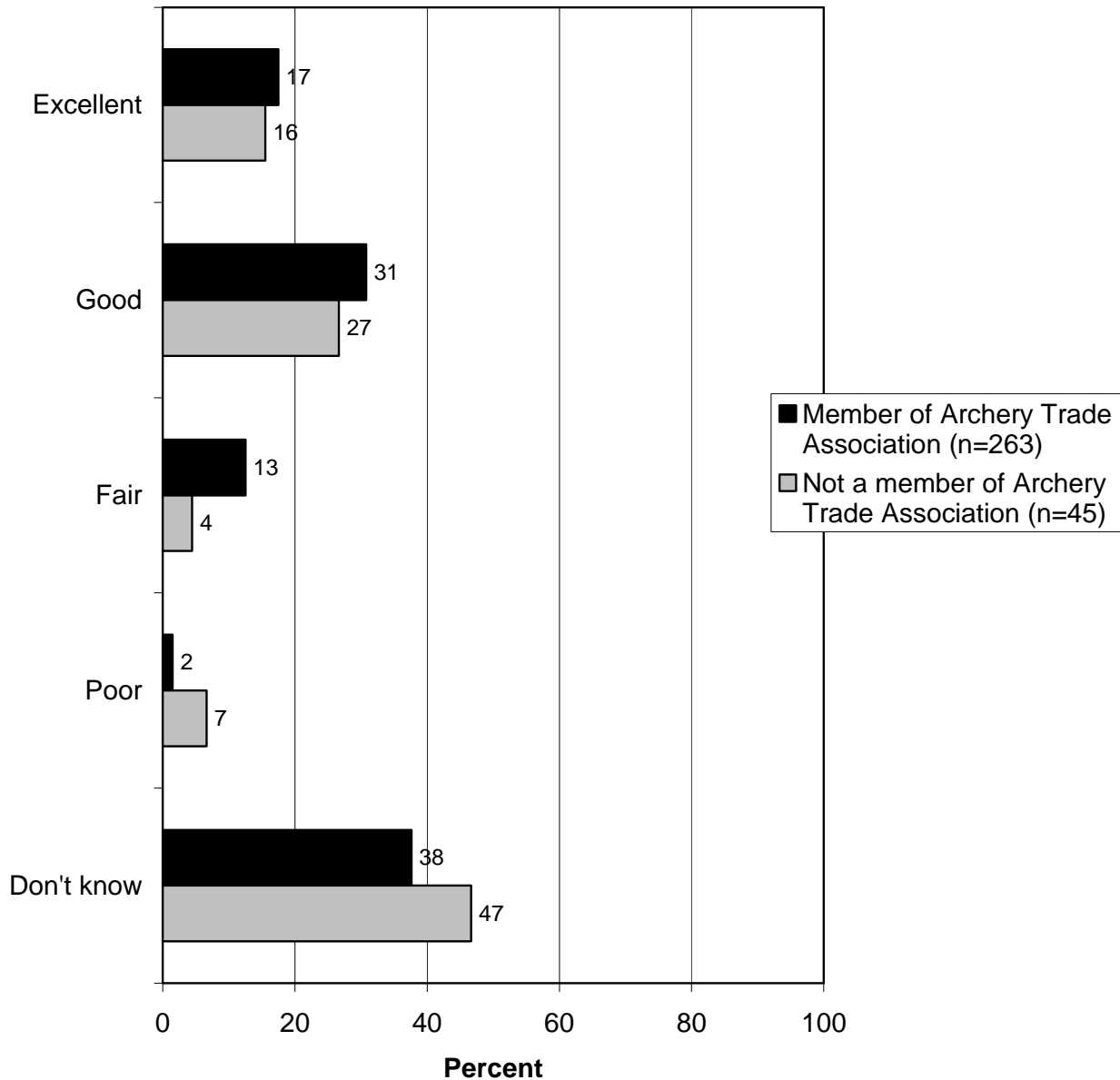
Q83. Show Guide (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



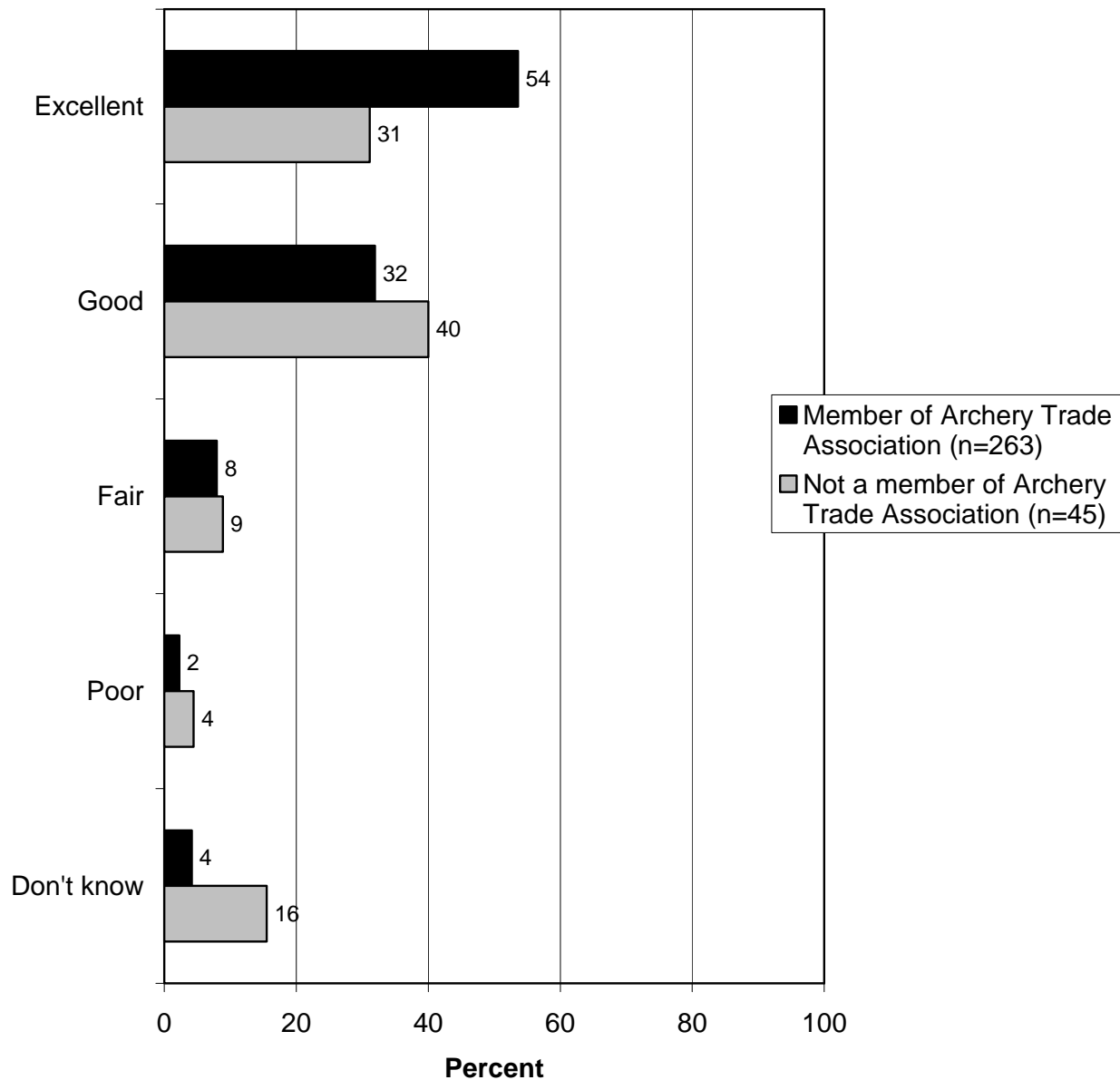
**Q84. Members Lounge (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?)
(Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)**



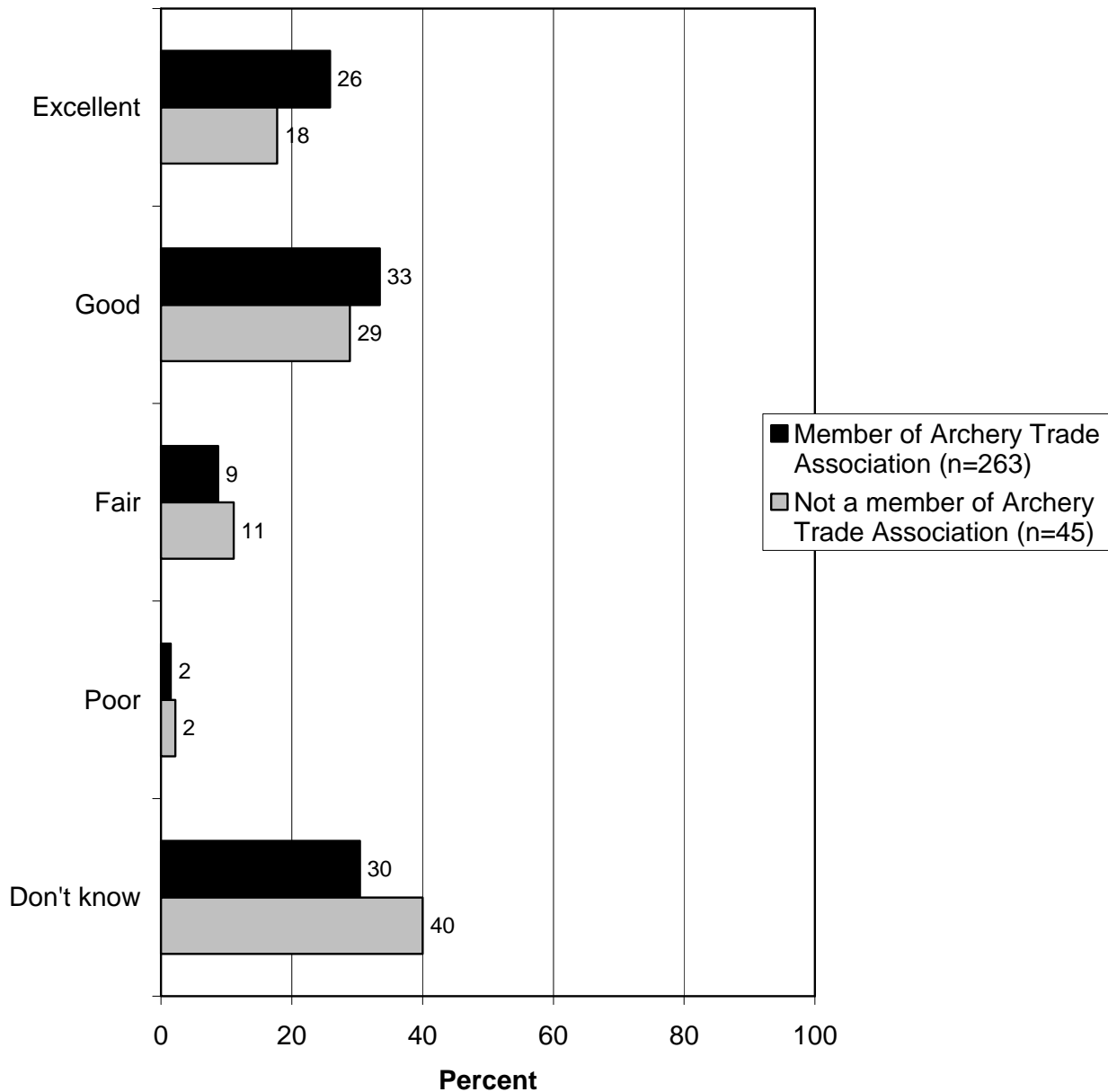
Q85. Show Daily News Flyer (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



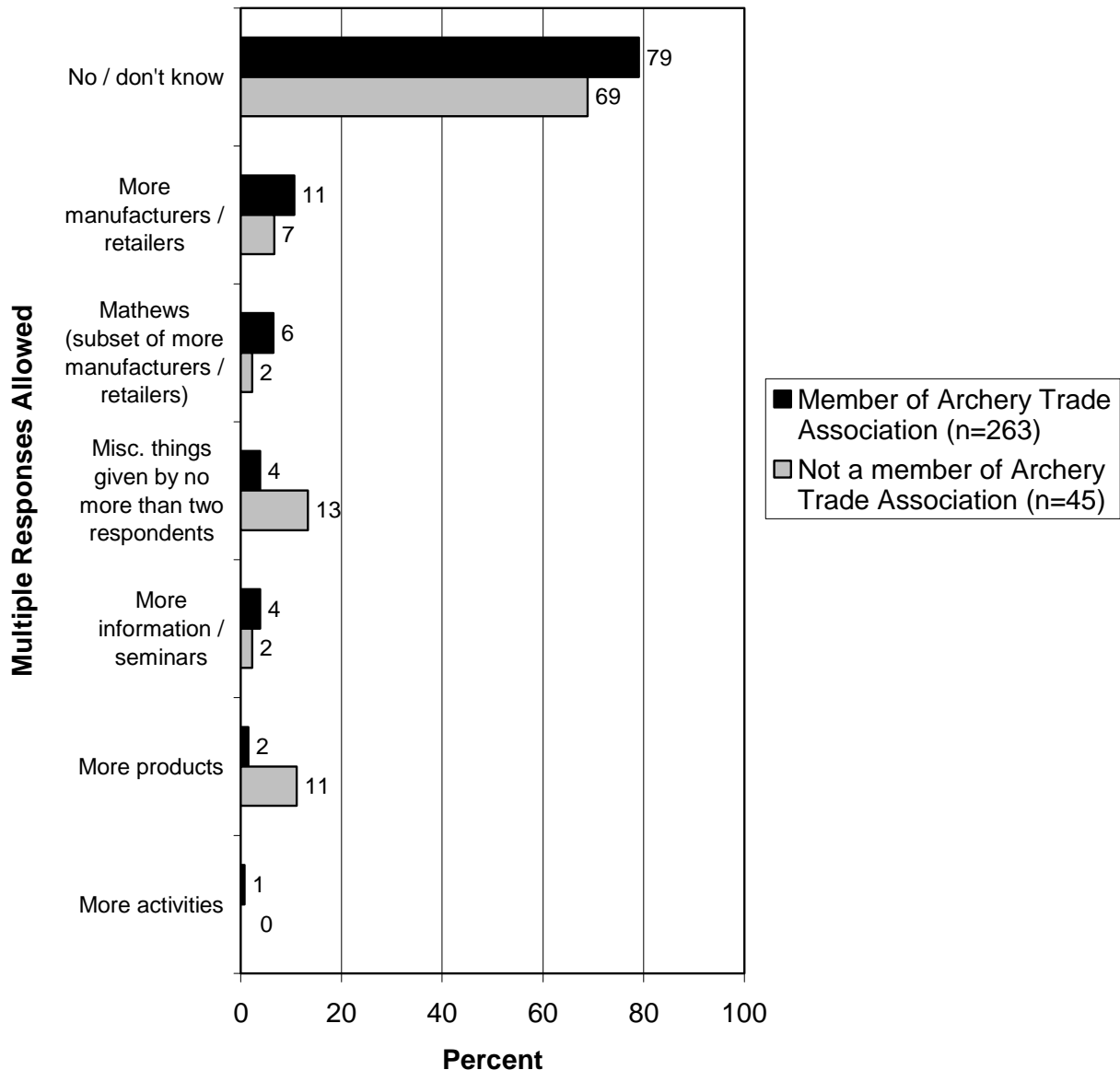
Q86. Registration process (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



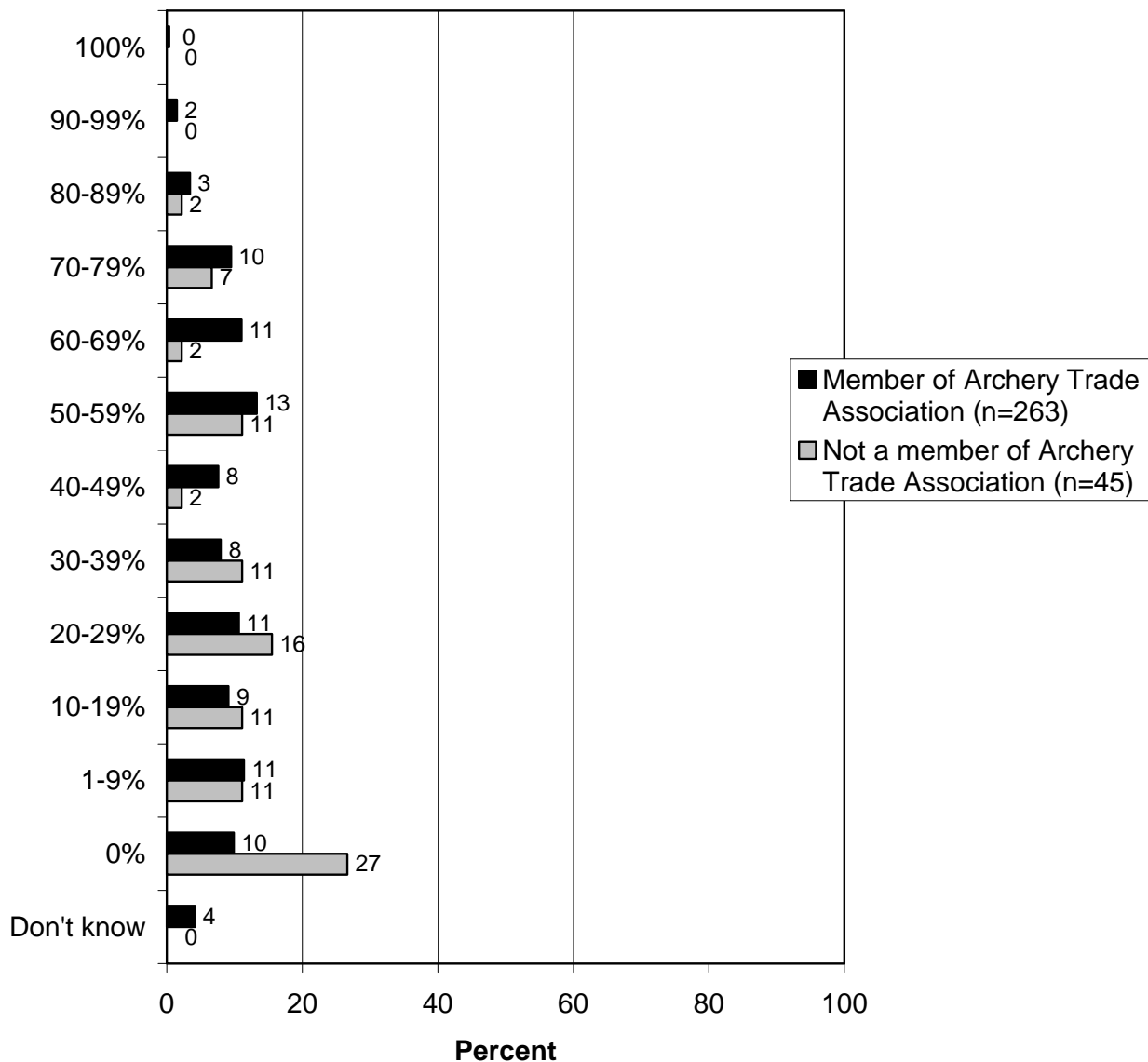
Q87. Plasma Screen Information (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



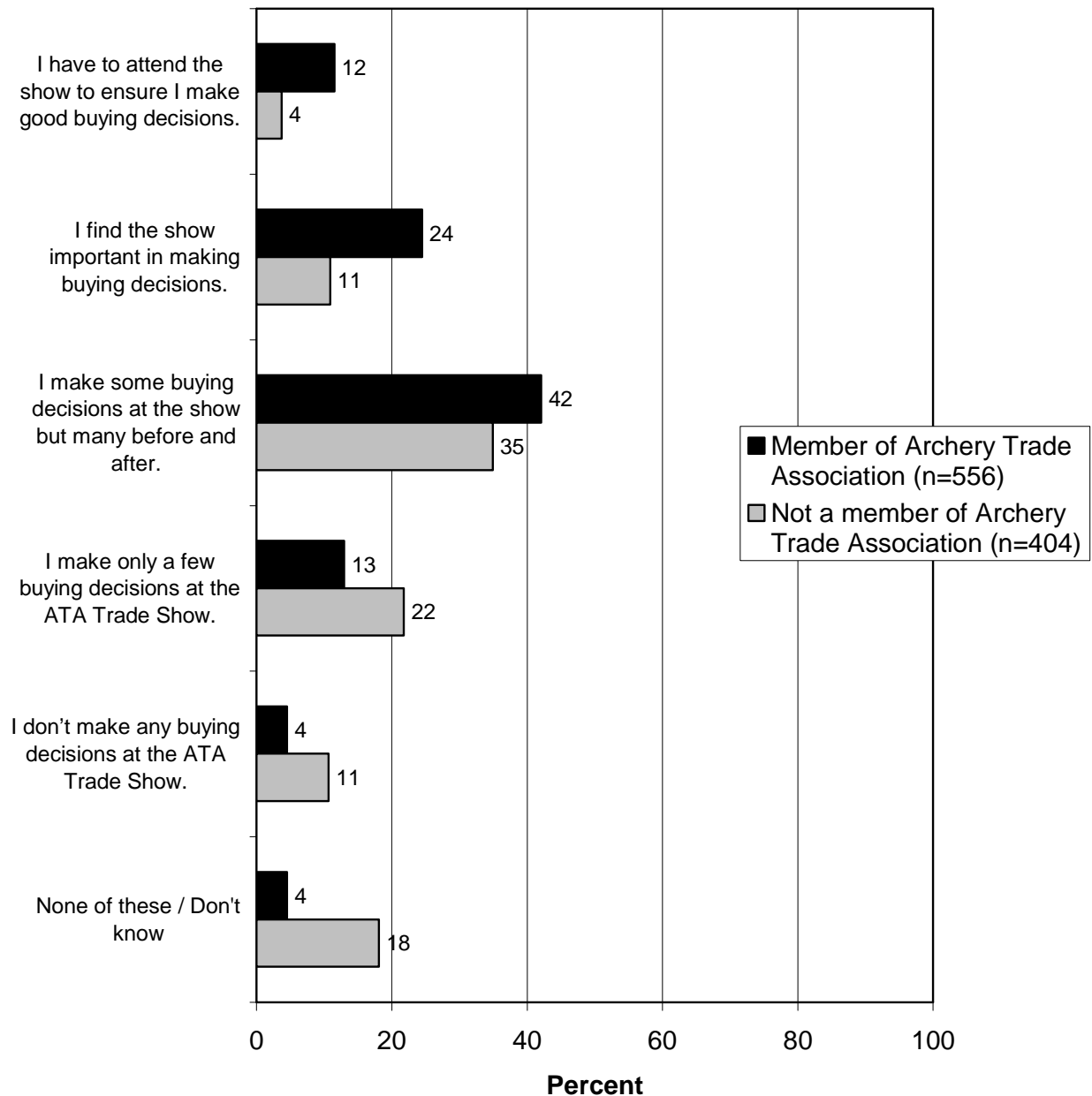
Q88. Were there any products or services not at the 2007 show that you'd like to see, or are there any products or services that you'd like to see more of? (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



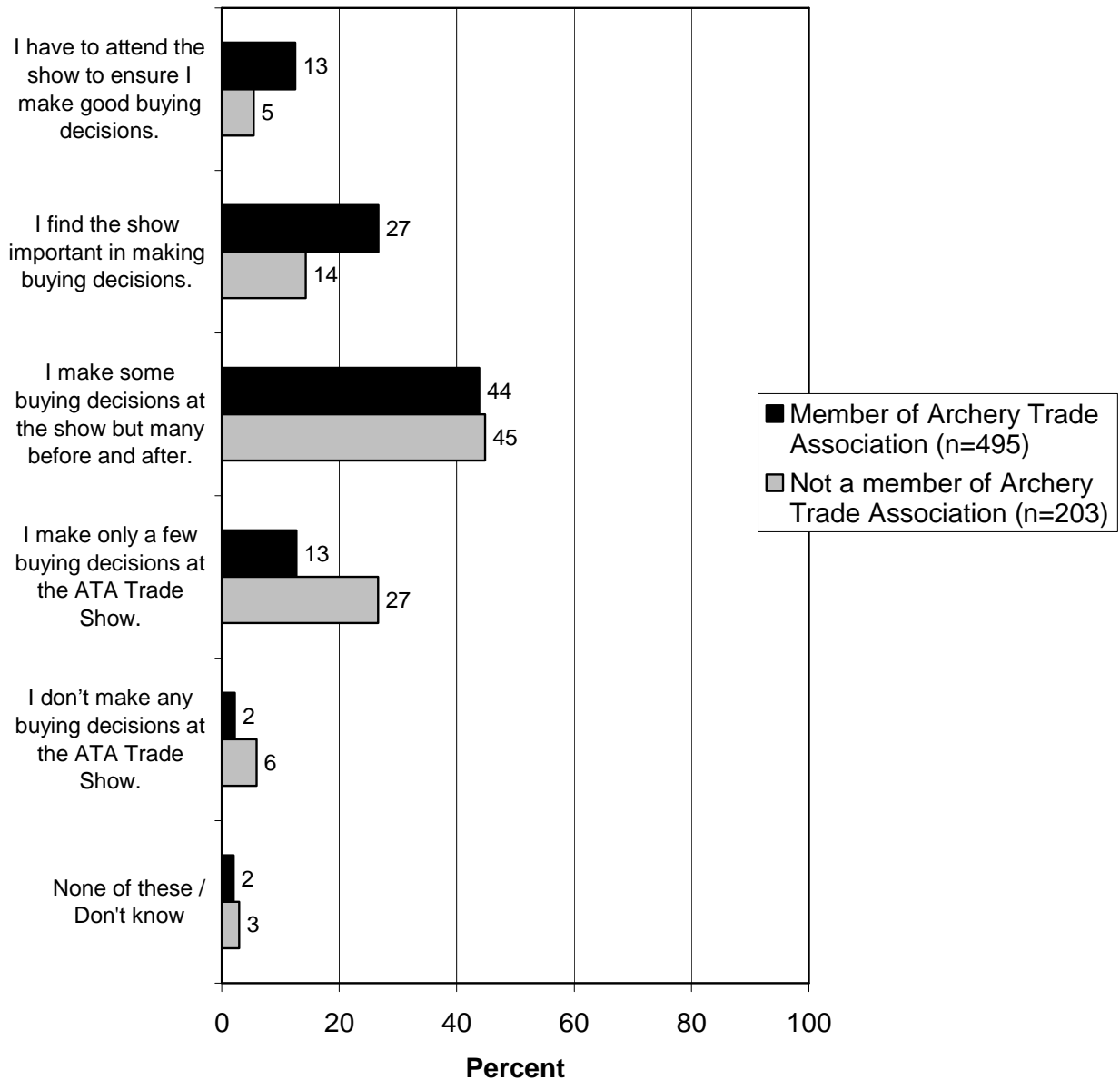
Q89. Approximately what percentage of your annual retail product inventory for sales did you order at the 2007 ATA Trade Show, including orders placed with a buying group? (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



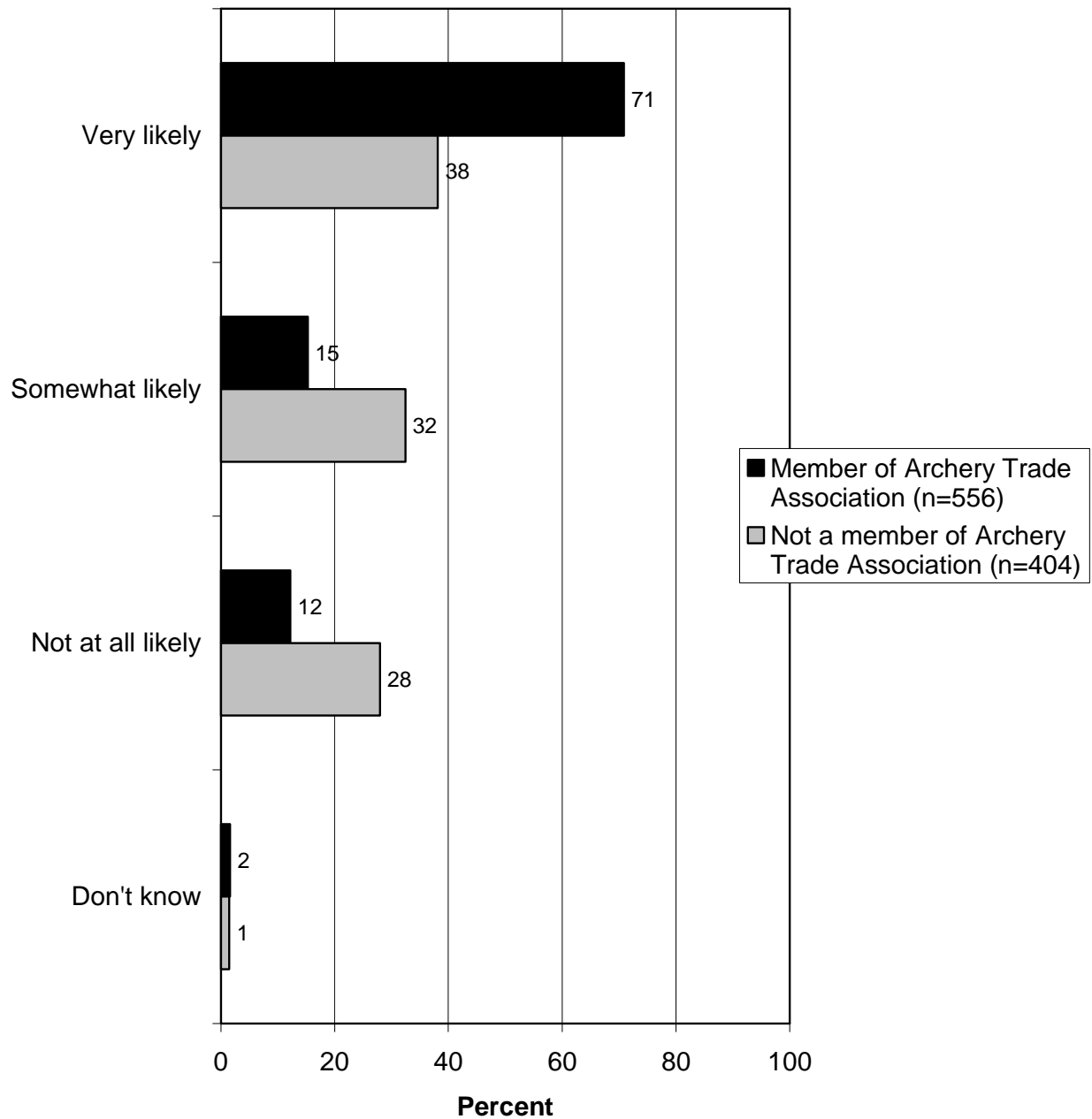
Q91. Which of the following statements best describes the importance of the ATA Trade Show in helping you make your product buying decisions for the coming year?



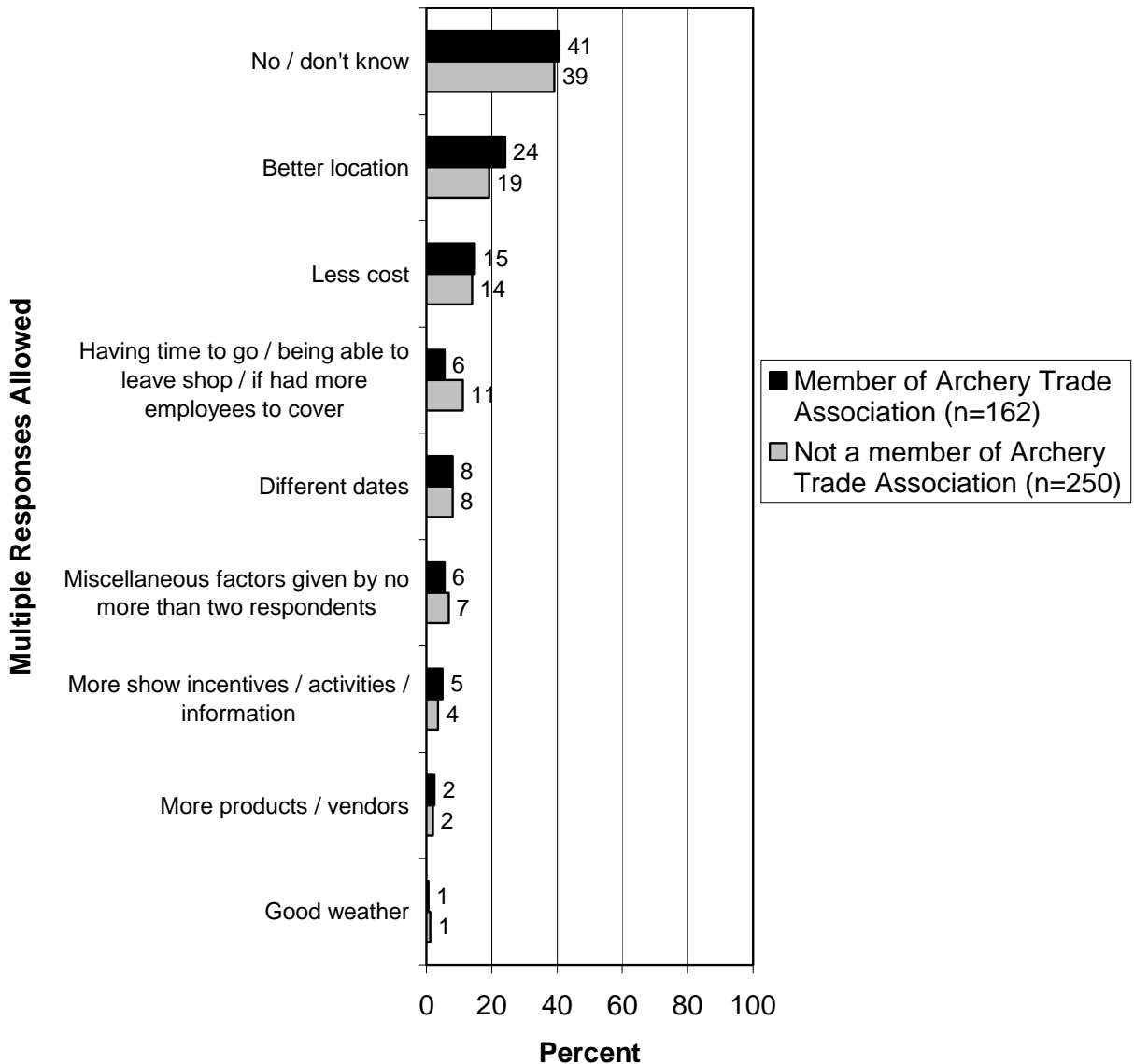
Q91. Which of the following statements best describes the importance of the ATA Trade Show in helping you make your product buying decisions for the coming year? (Among those who attended at least one ATA Trade Show.)



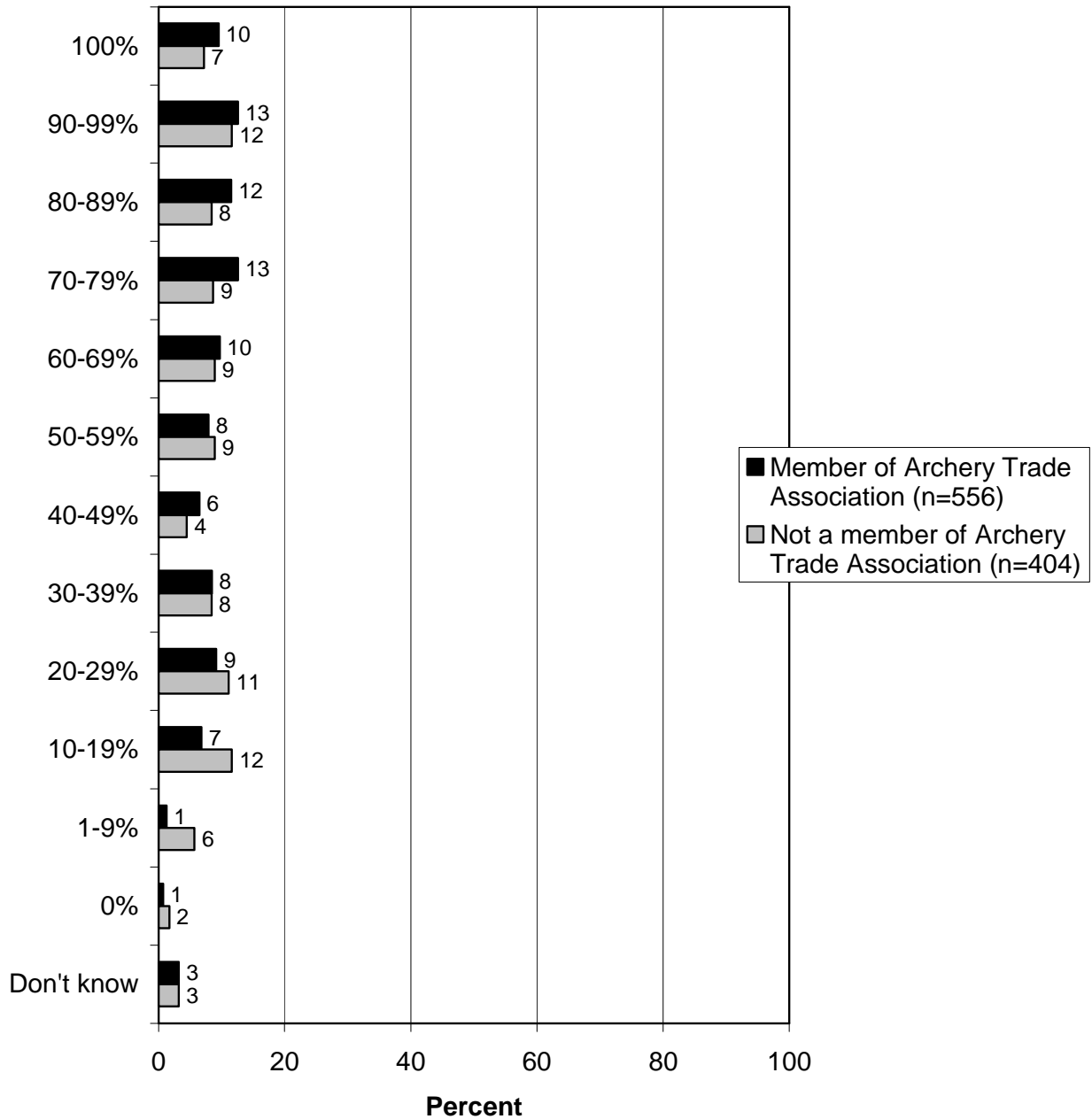
Q92. Is your company very, somewhat, or not at all likely to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?



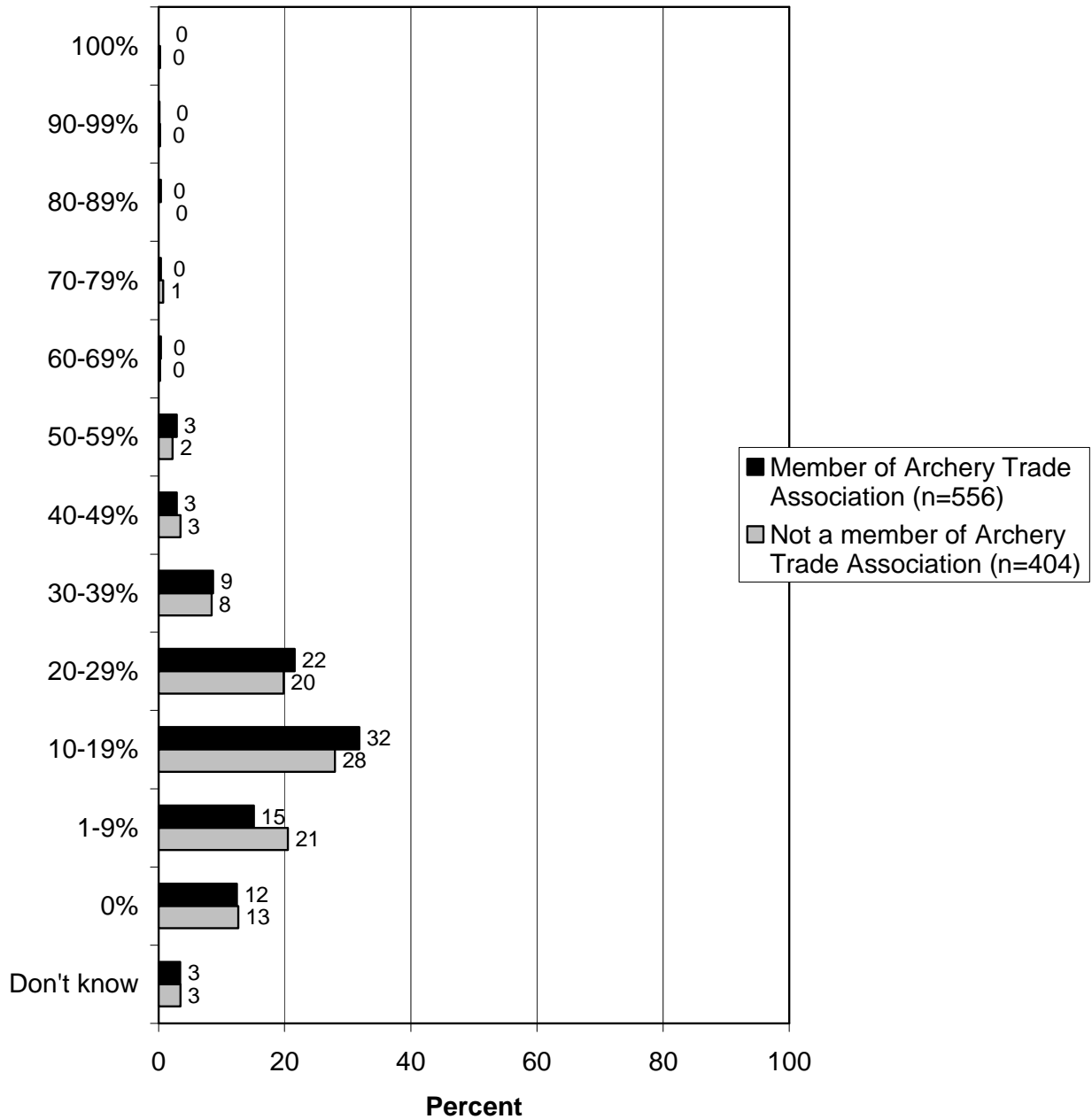
Q93. What would make your company more likely to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008? (Asked of those whose company is only somewhat likely or is not at all likely to attend the 2008 ATA Trade Show, as well as those who answered, "Don't know.")



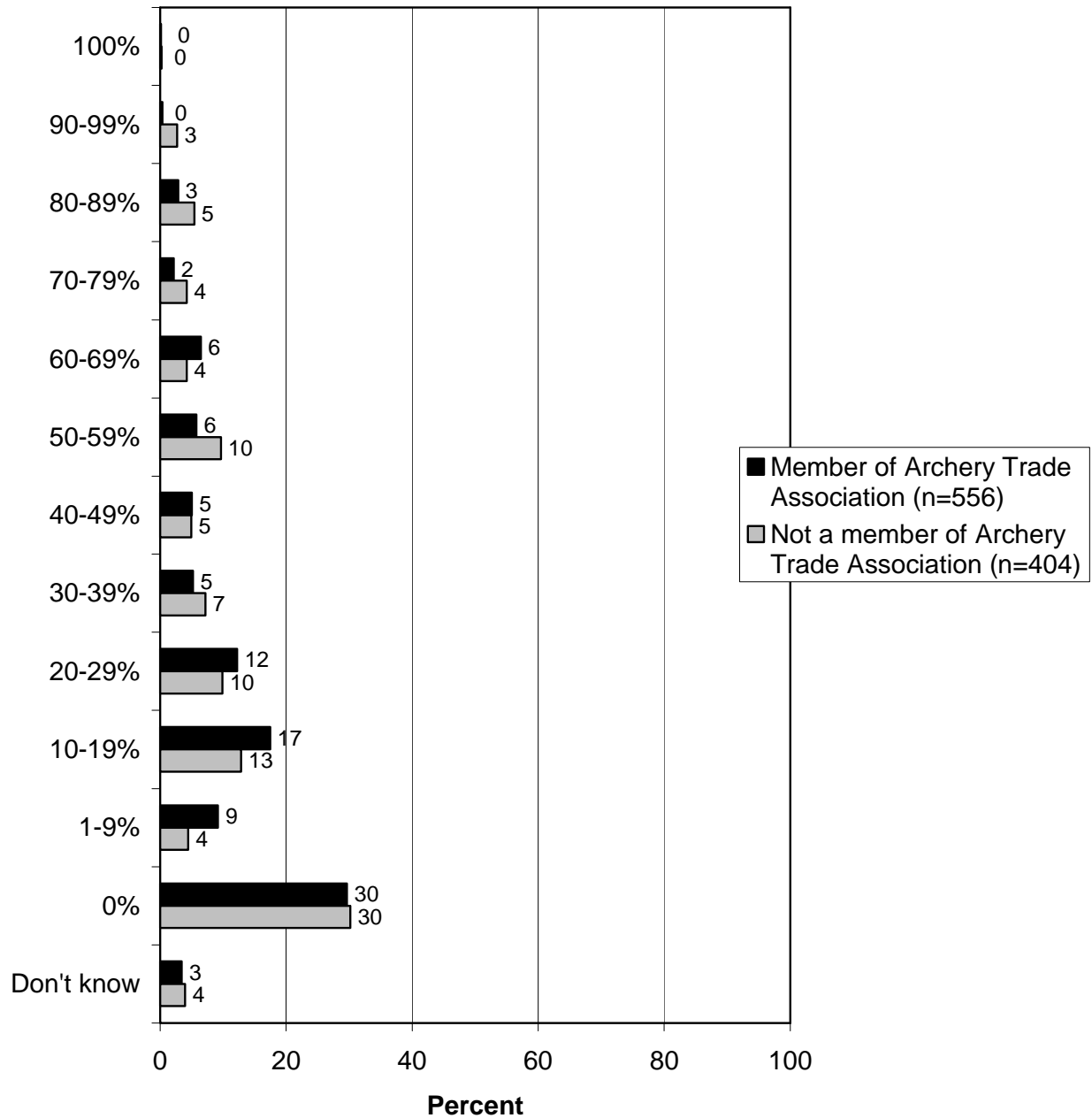
Q96. What percentage of your annual sales is strictly archery shooting equipment and products, such as bows, arrows, rests, and releases?



Q98. What percentage of your annual sales is bowhunting accessories, such as tree stands, clothing, and blinds?

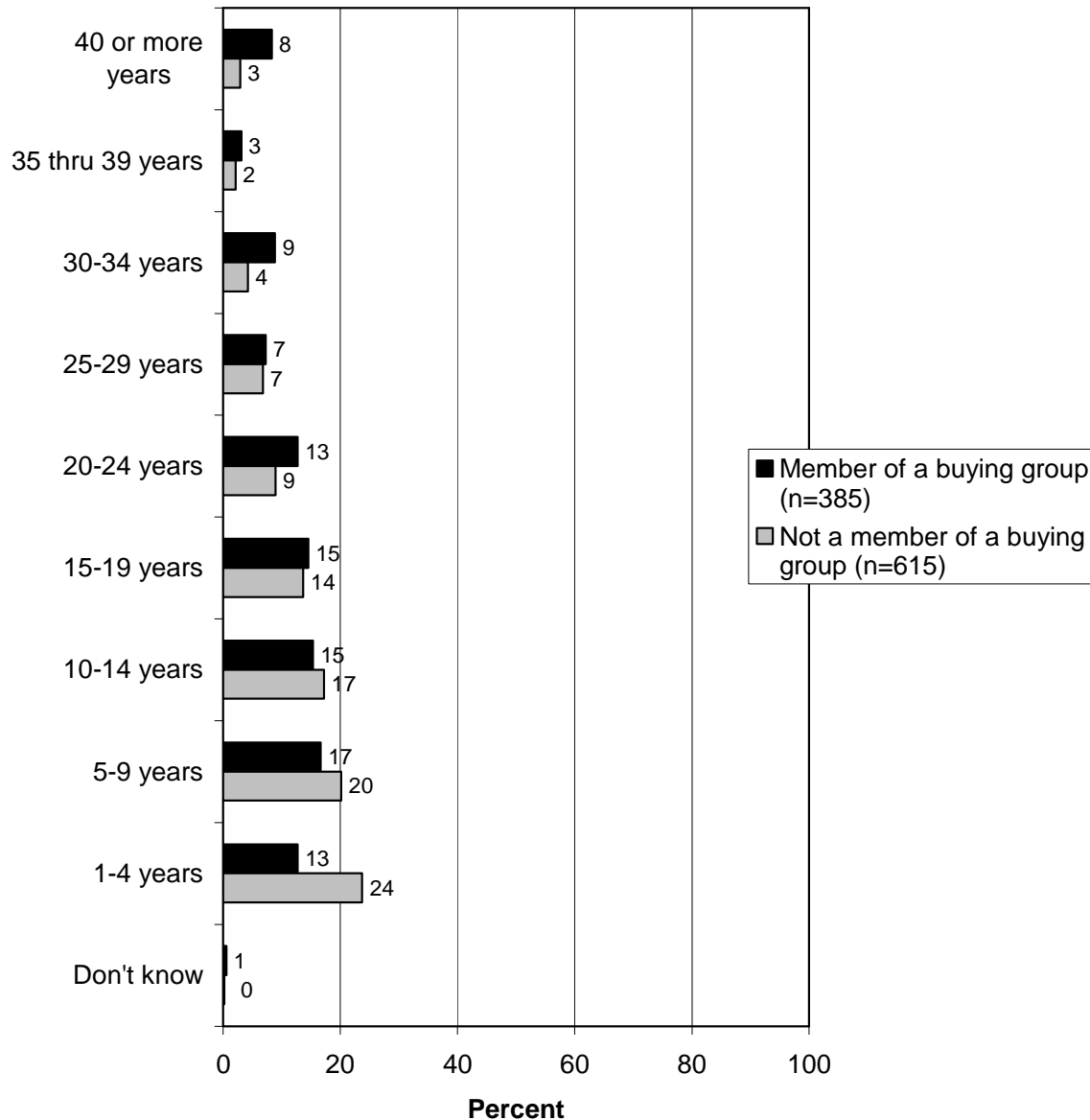


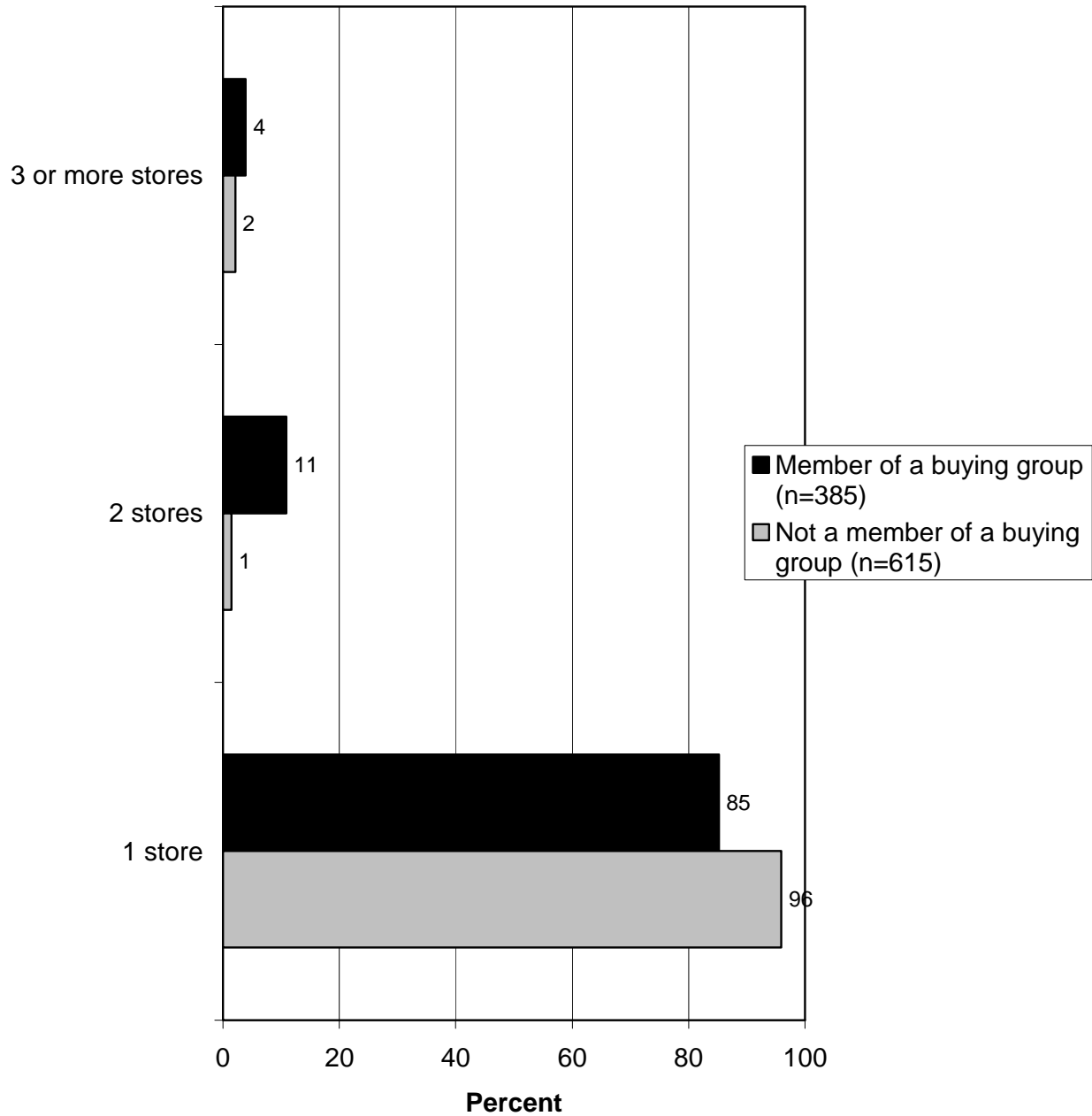
Q100. What percentage of your annual sales is other outdoor equipment and products?



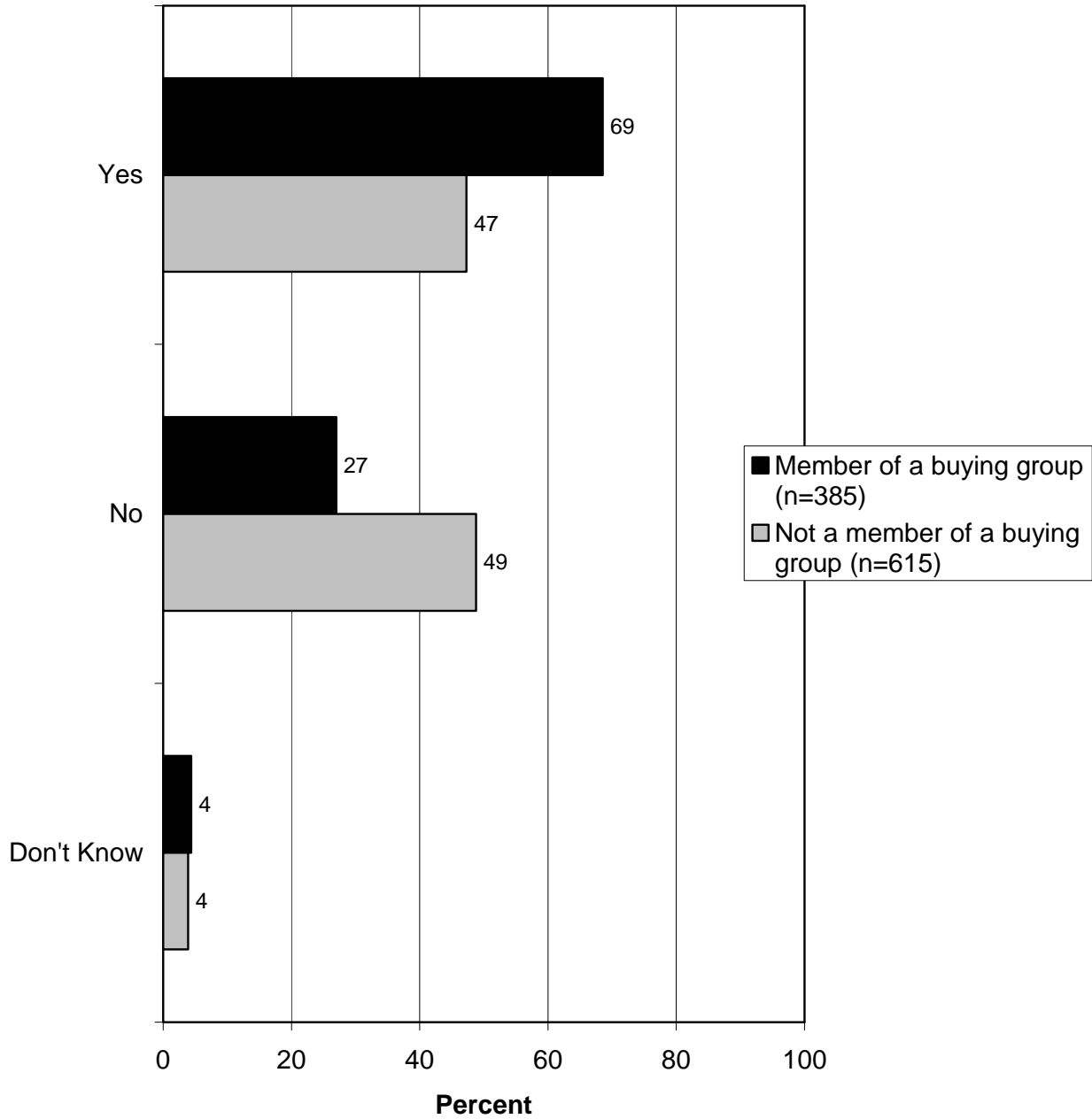
APPENDIX B: CROSSTABULATIONS BY MEMBERSHIP IN A BUYING GROUP

Q8. How many years has your company been in the archery retail business?

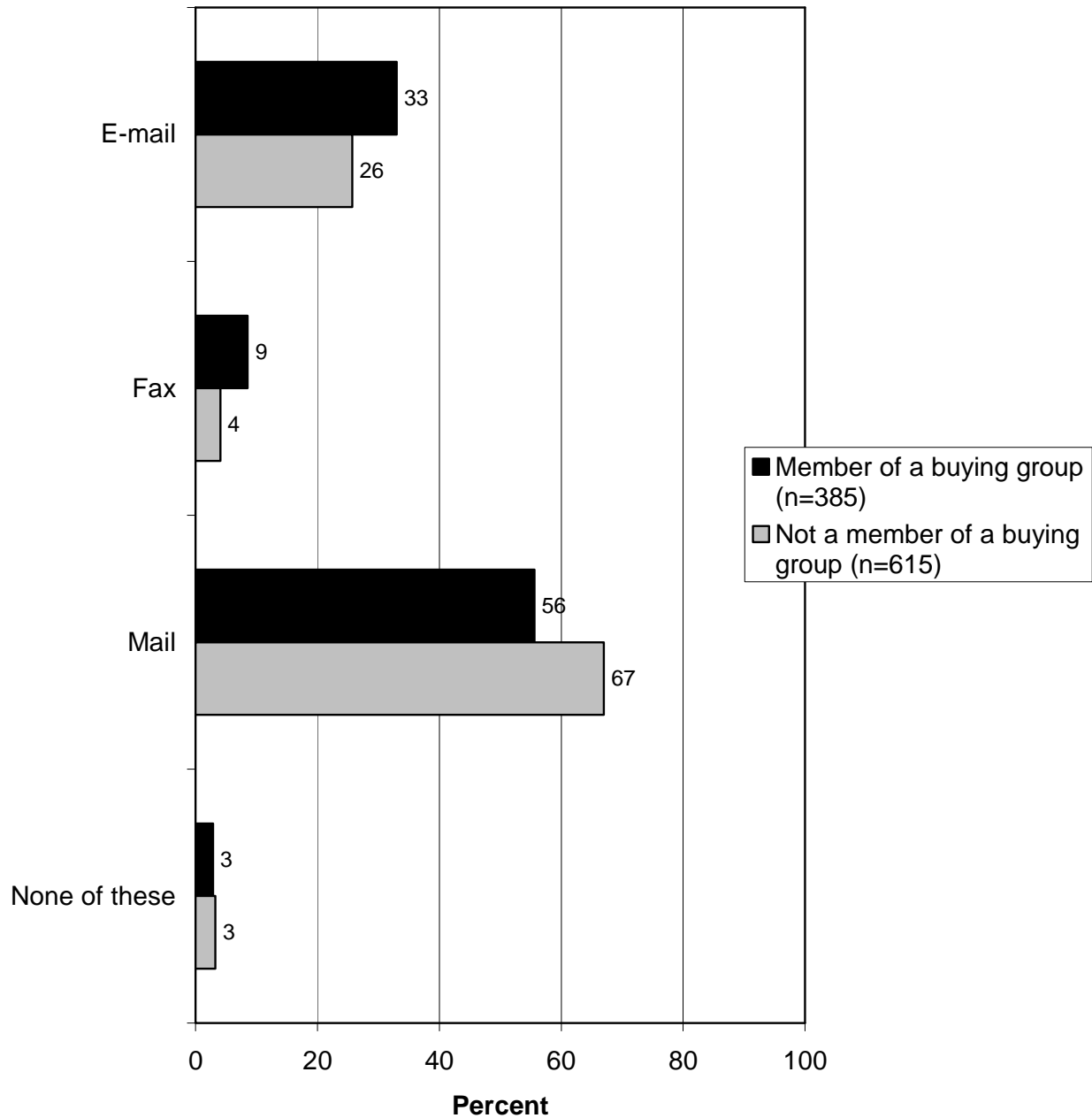


Q11. How many stores do you represent?

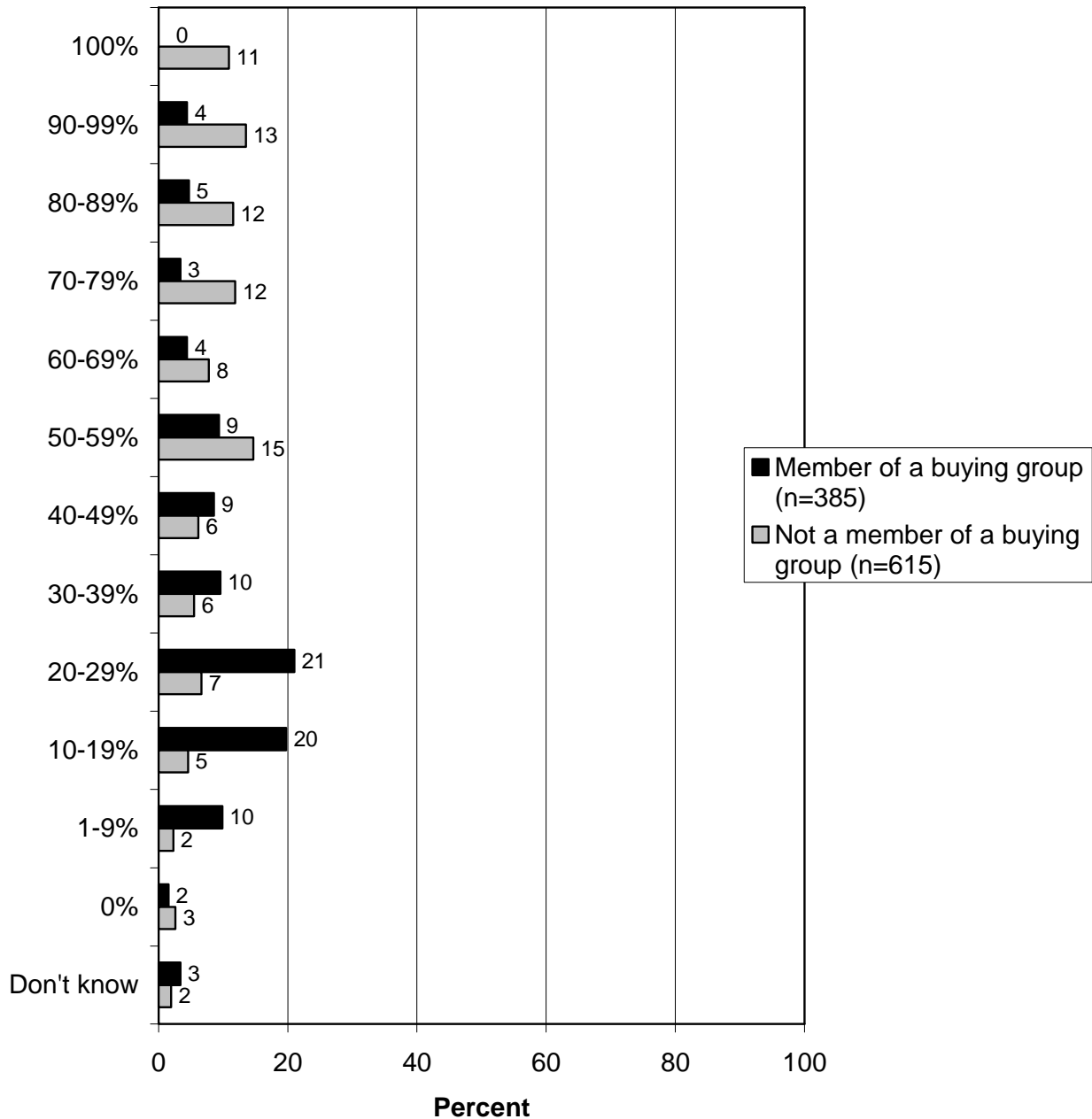
Q13. Are you a member of the Archery Trade Association?



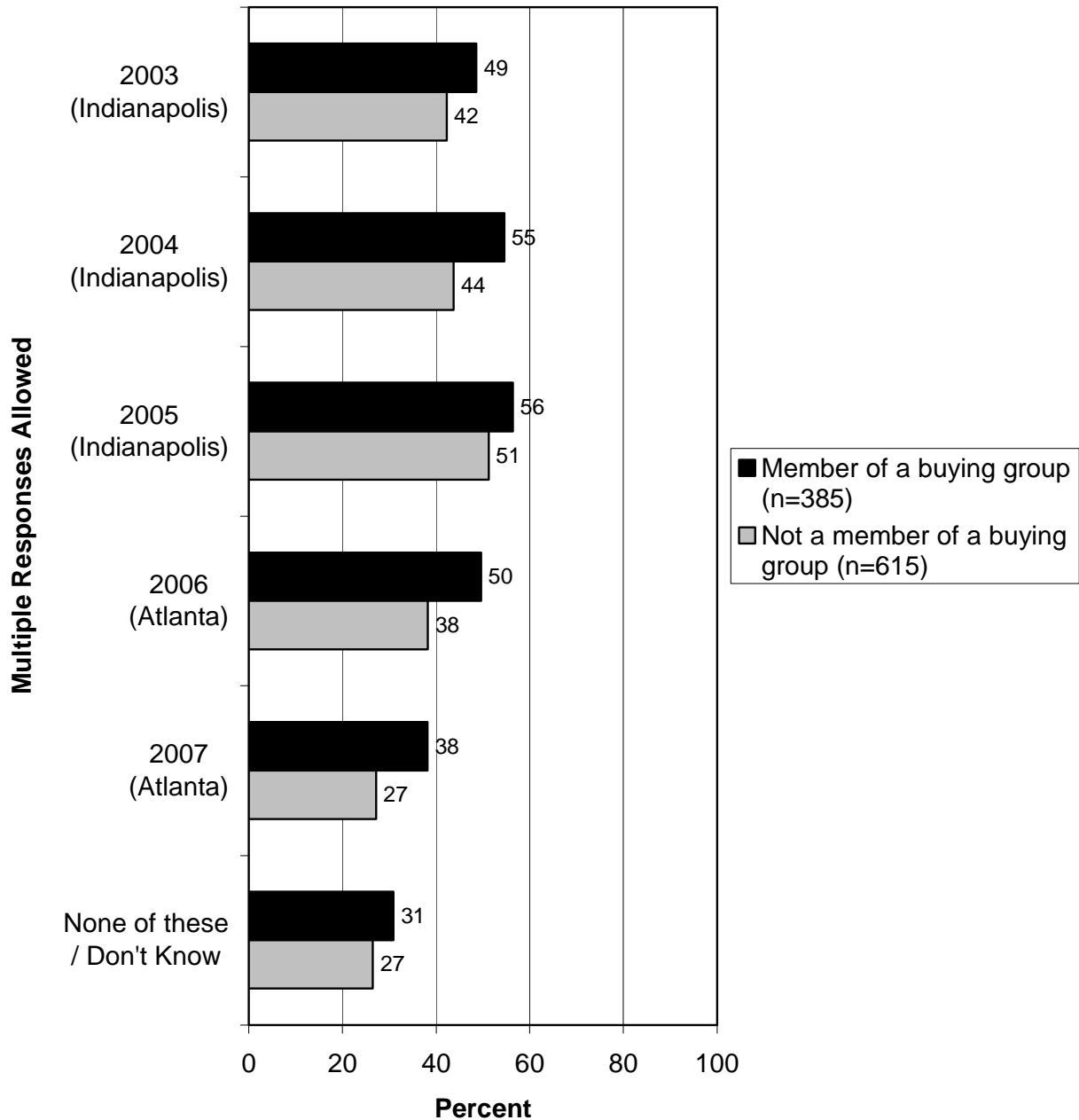
Q15. How do you prefer to receive information about the ATA Trade Show?



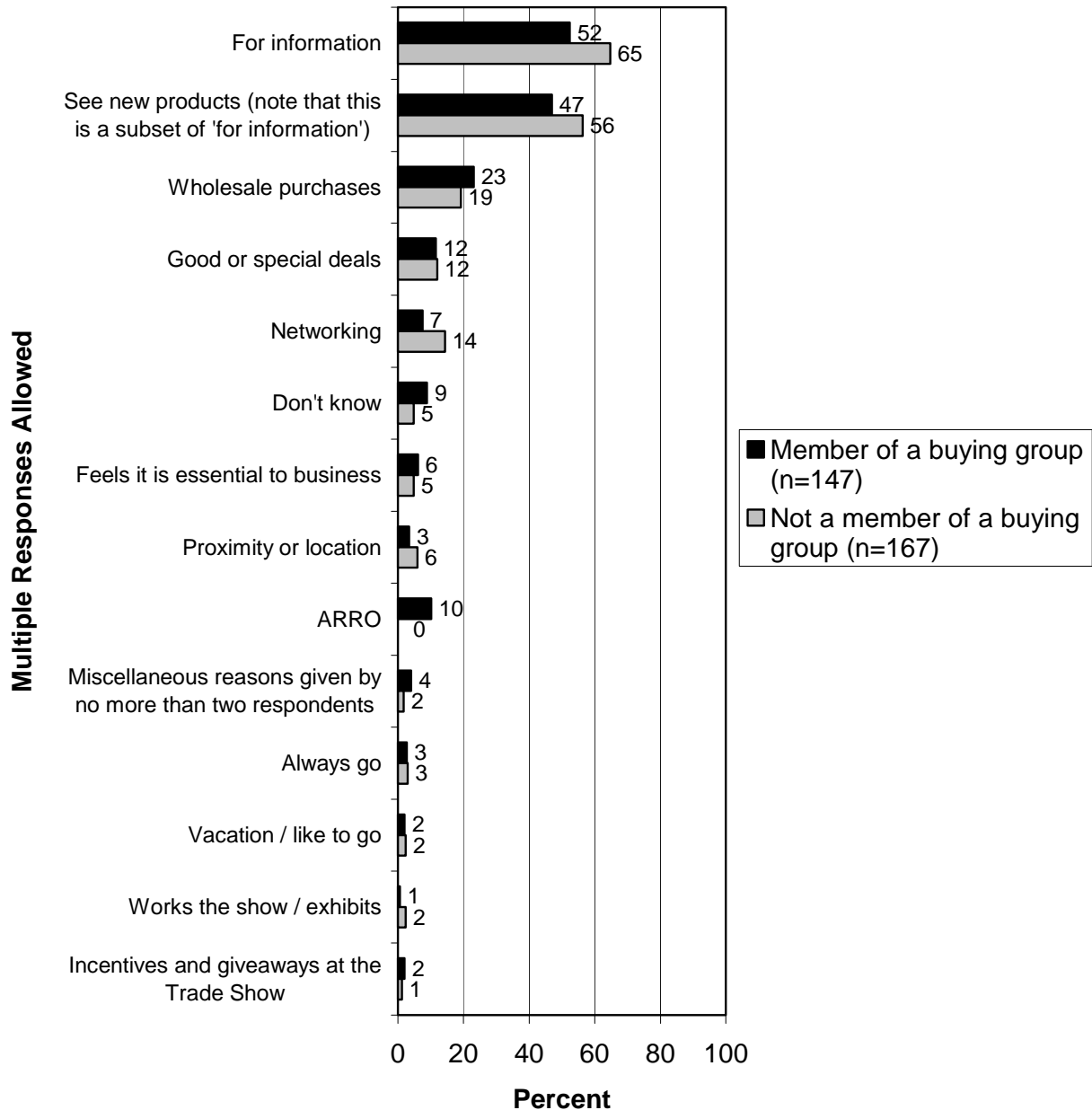
Q18. What percentage of your store products and merchandise do you purchase through a distributor, such as Kinsey's, Pape's, Jake's, H & H, or other distributor?



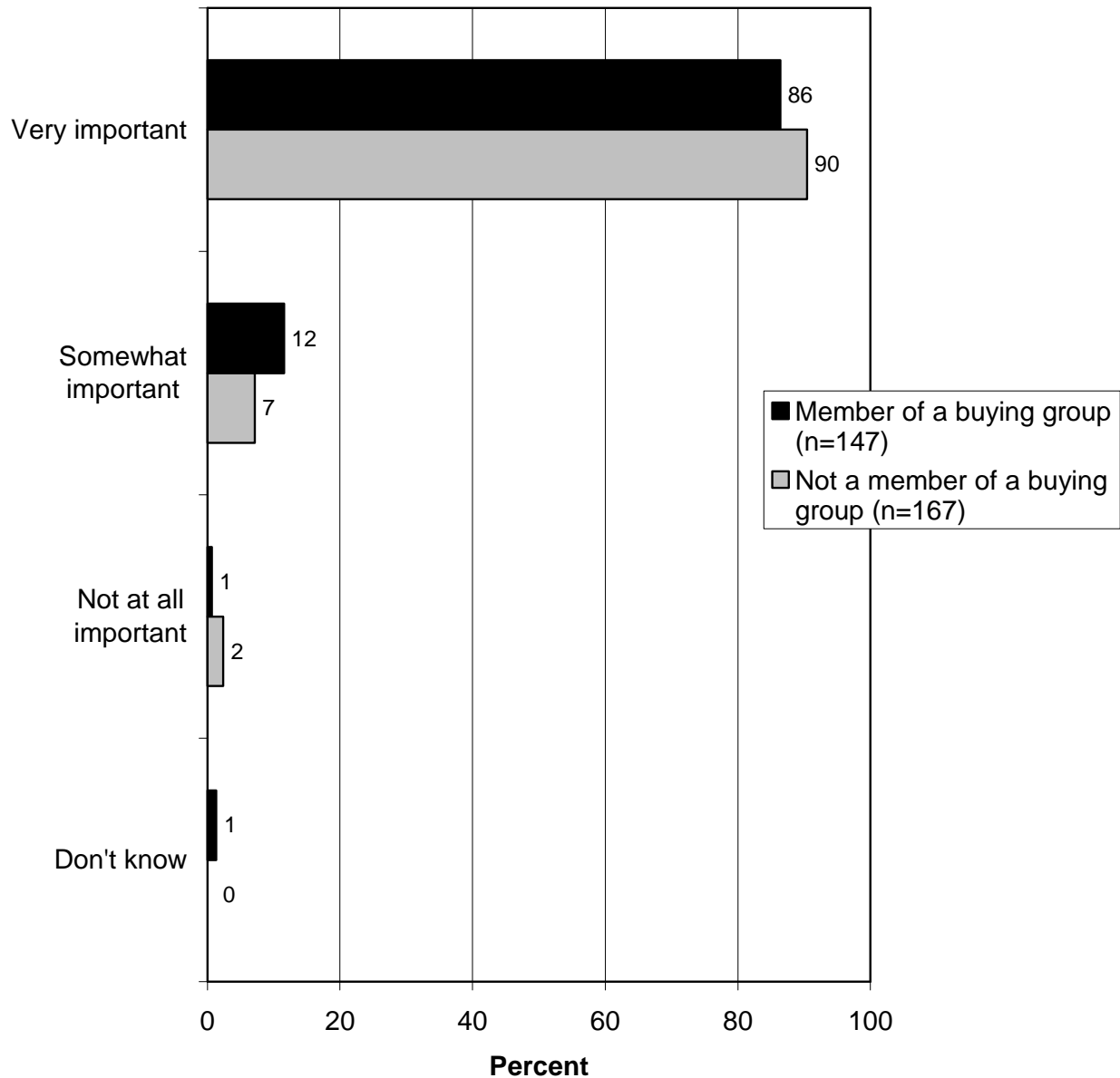
Q22. What years has your company attended the ATA Trade Show since 2003?



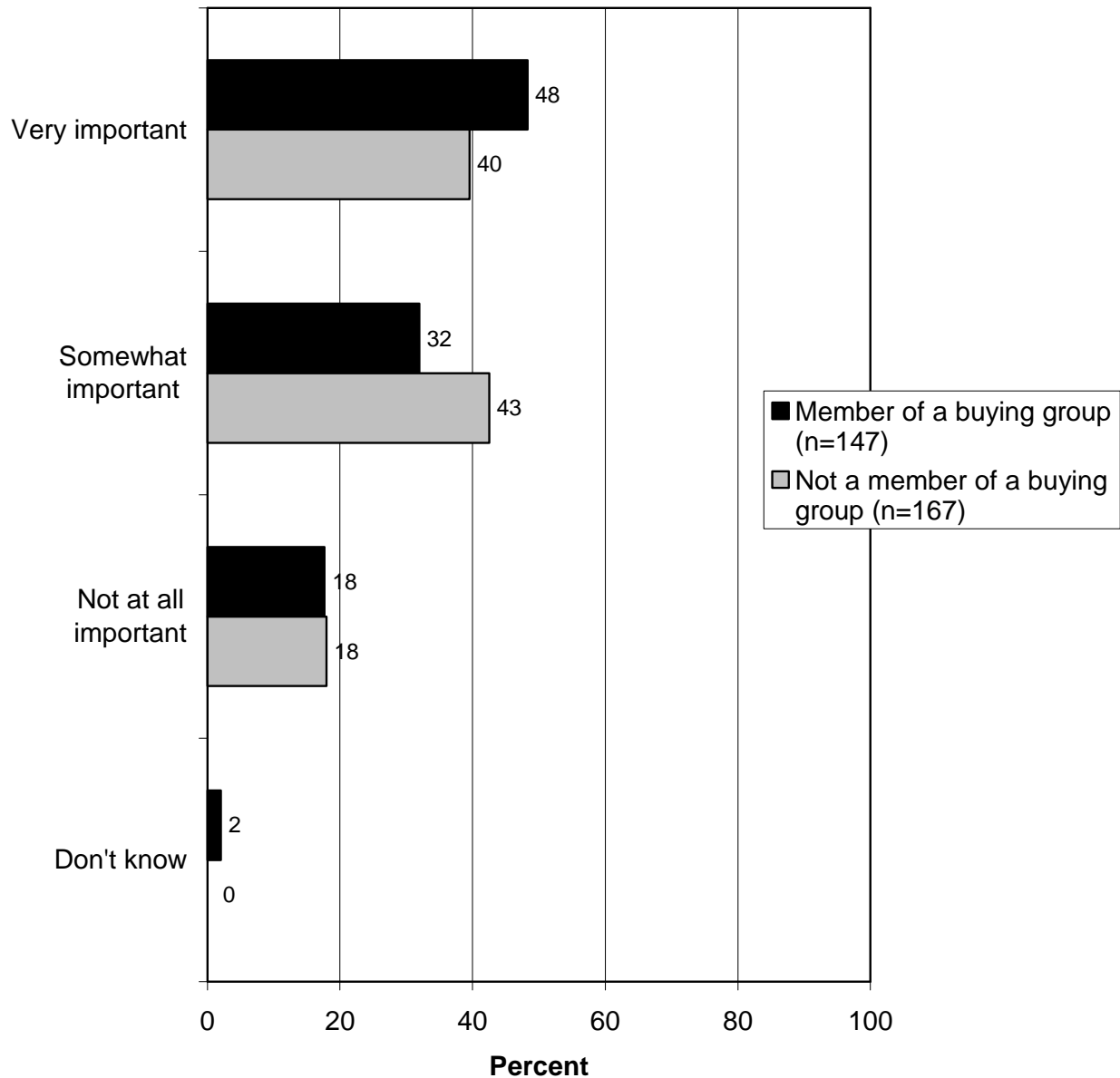
Q24. Why did your company attend the 2007 ATA Trade Show in Atlanta? (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



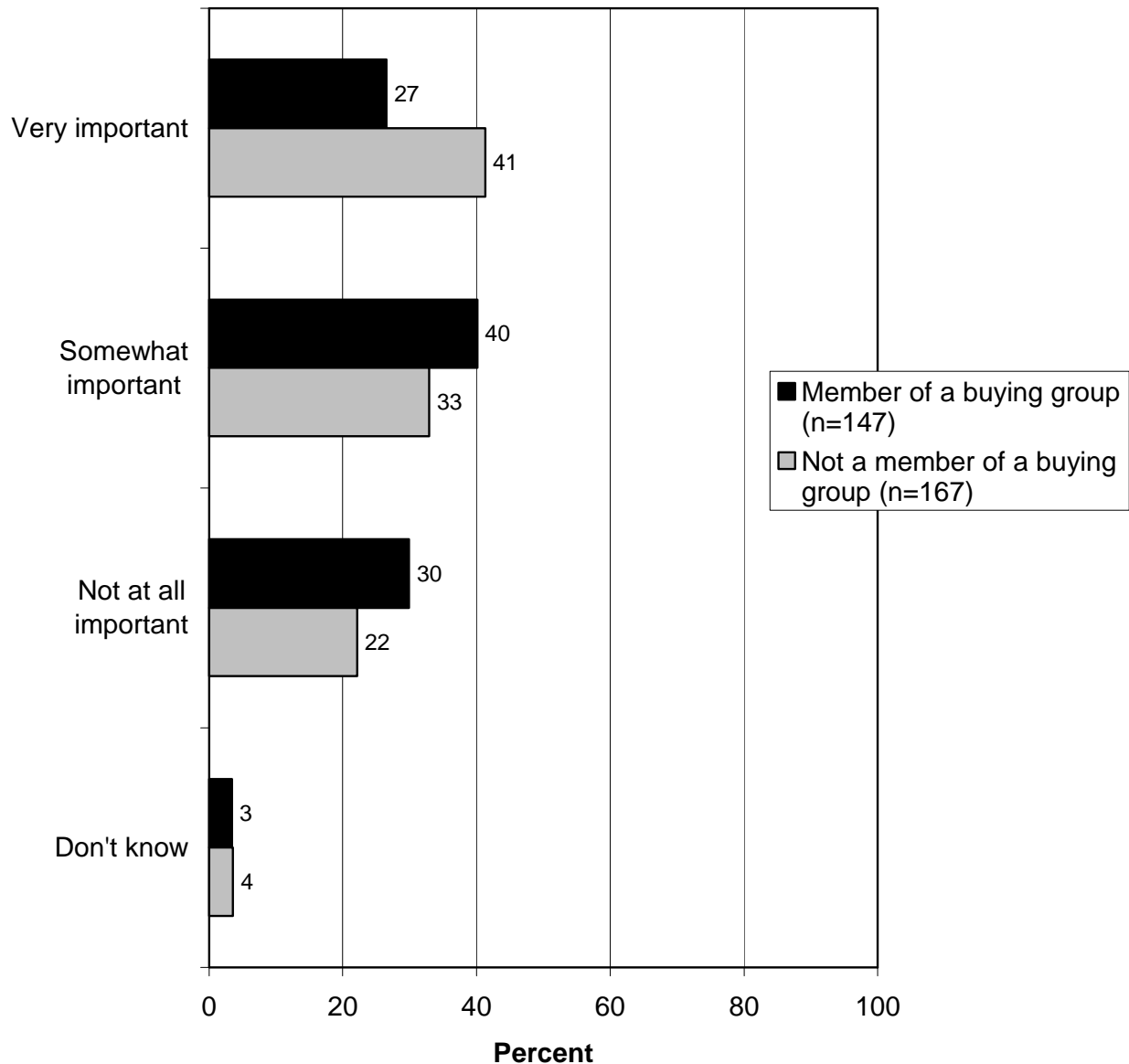
Q26. To see and learn about new products (Was it very, somewhat, or not at all important in the decision for your company to attend the 2007 ATA Trade Show?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



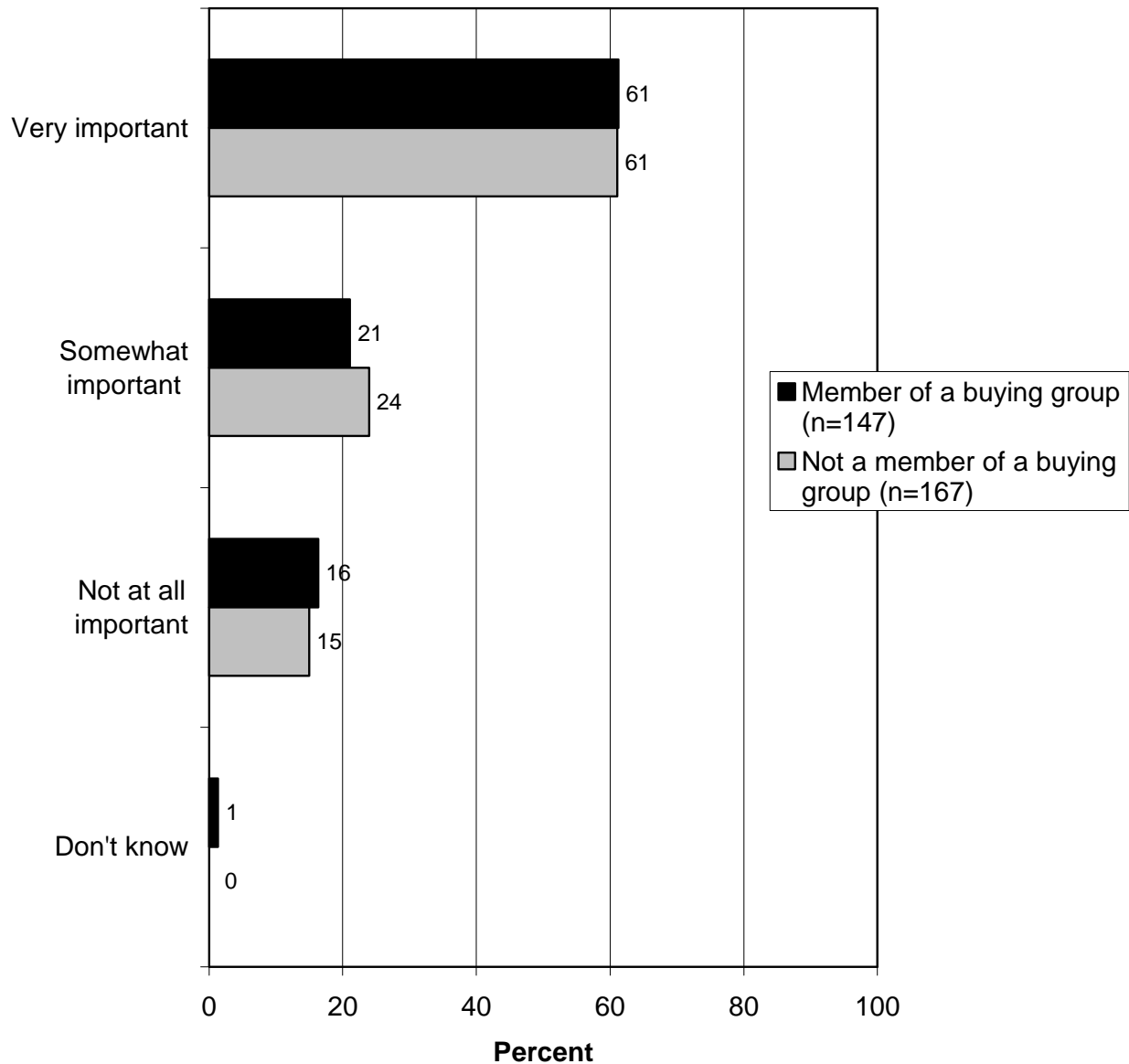
Q27. To write orders for products (Was it very, somewhat, or not at all important in the decision for your company to attend the 2007 ATA Trade Show?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



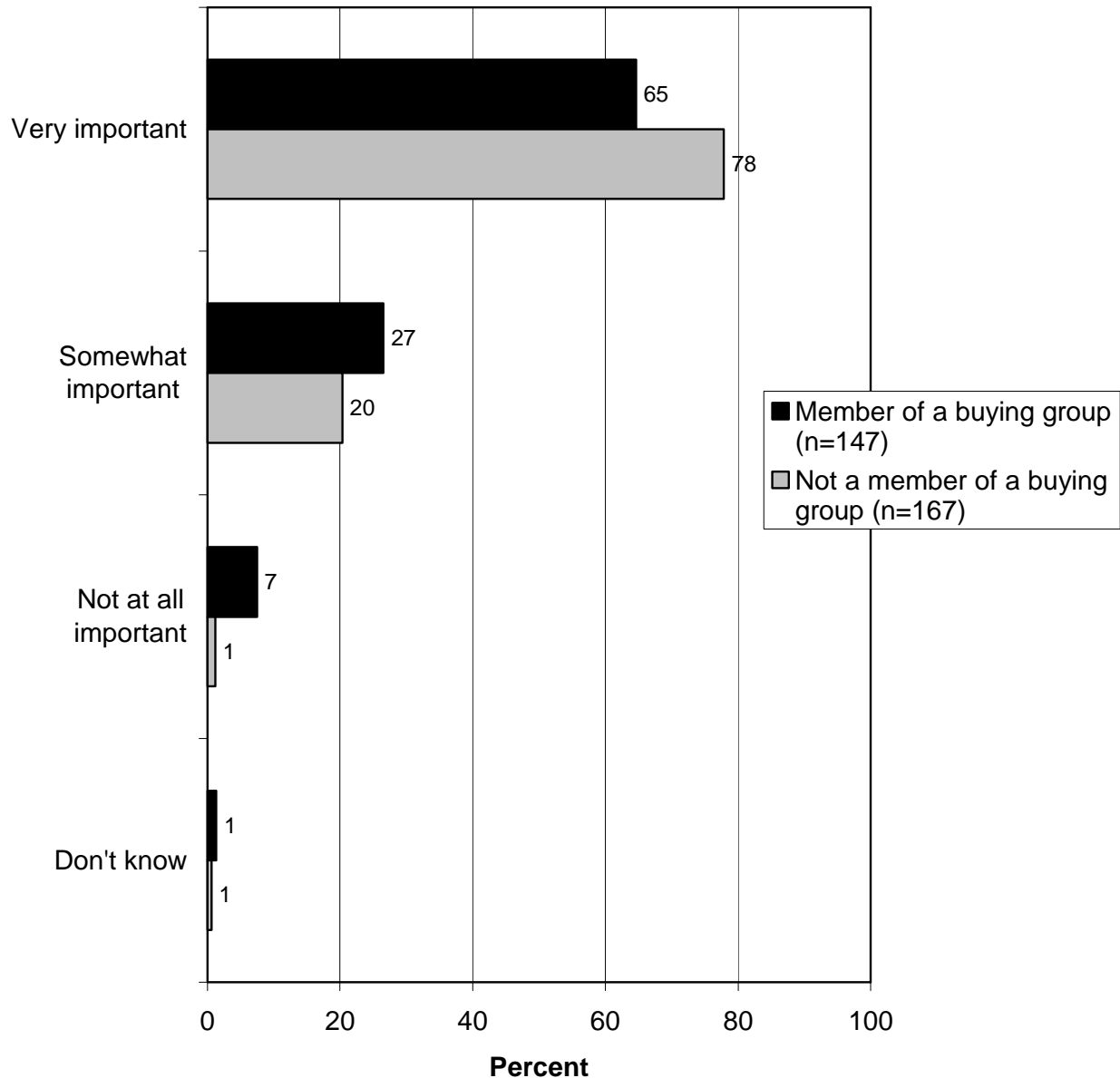
Q28. To increase product knowledge through seminars (Was it very, somewhat, or not at all important in the decision for your company to attend the 2007 ATA Trade Show?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



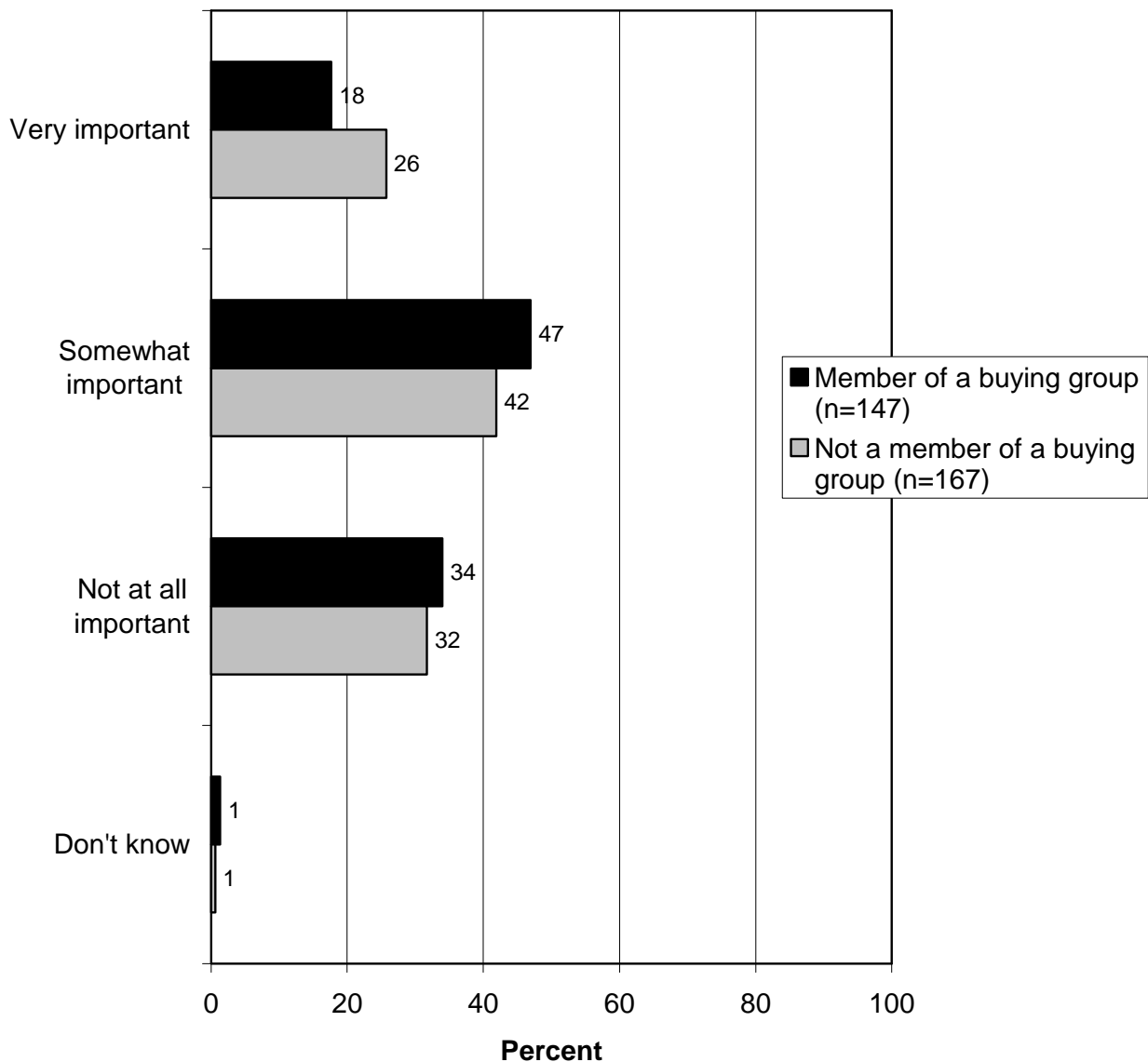
Q29. To save money on buying products (Was it very, somewhat, or not at all important in the decision for your company to attend the 2007 ATA Trade Show?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



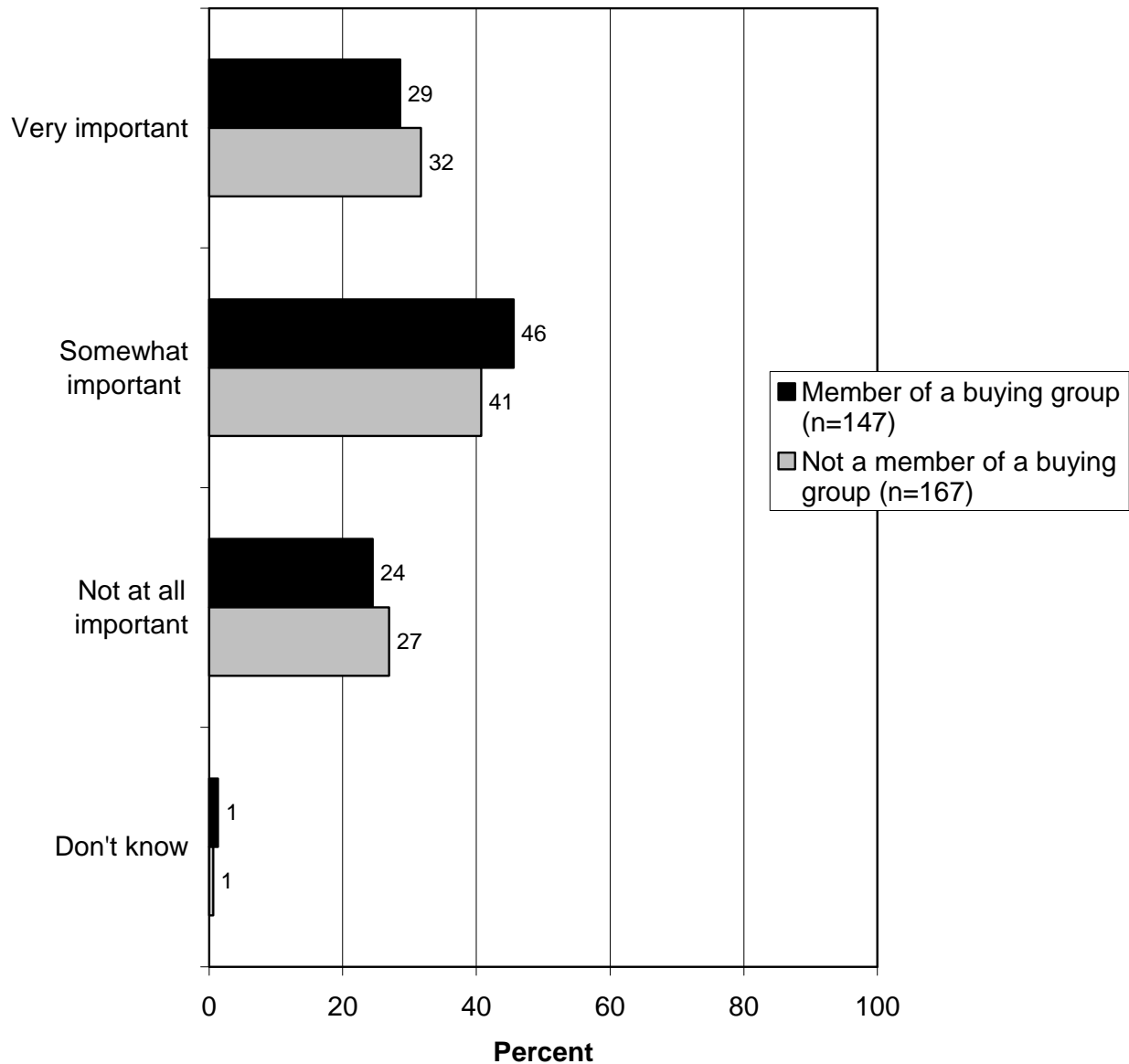
Q30. To talk with key manufacturers, distributors and sales reps (Was it very, somewhat, or not at all important in the decision for your company to attend the 2007 ATA Trade Show?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



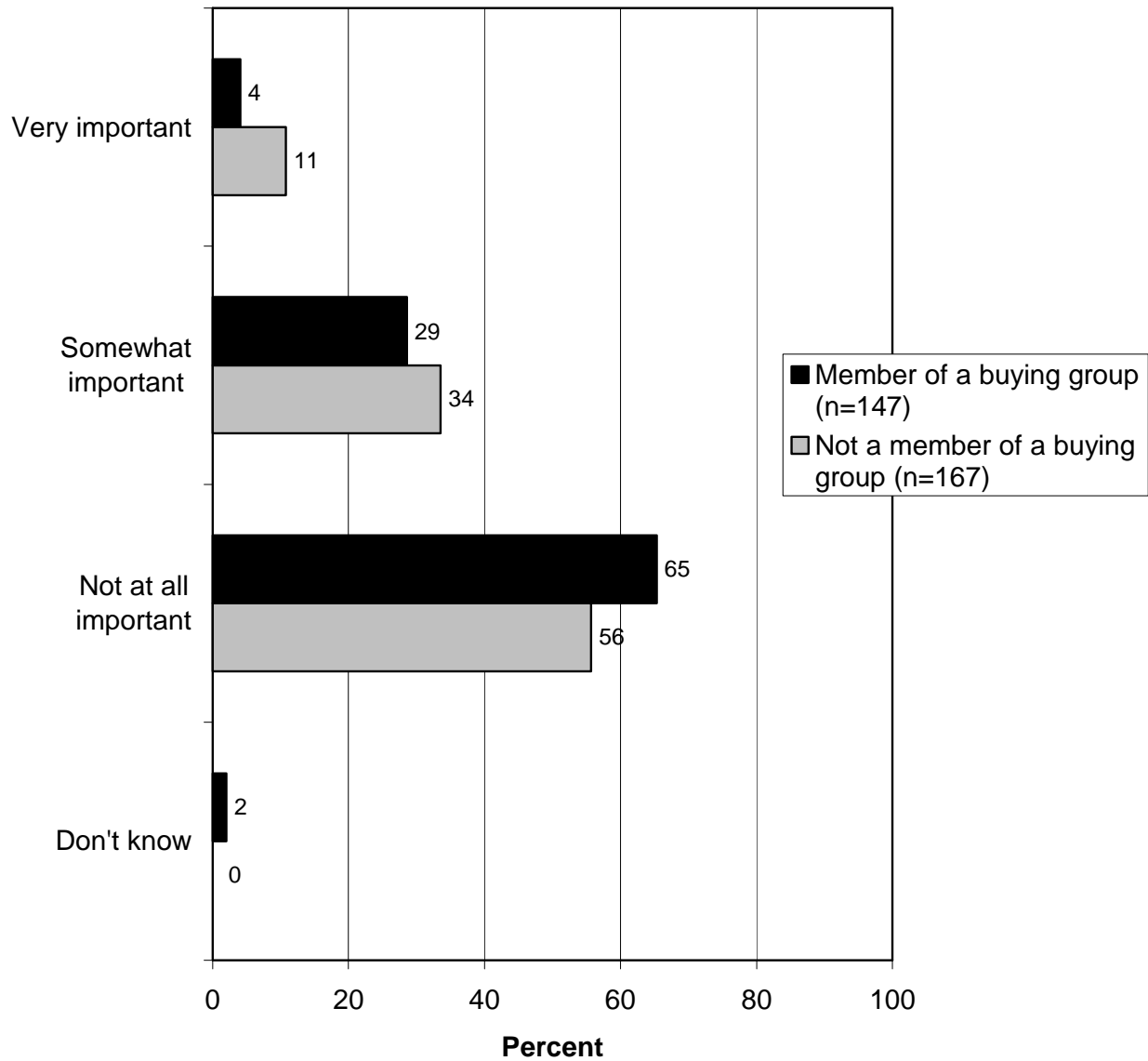
Q31. To enjoy the evening and social events (Was it very, somewhat, or not at all important in the decision for your company to attend the 2007 ATA Trade Show?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



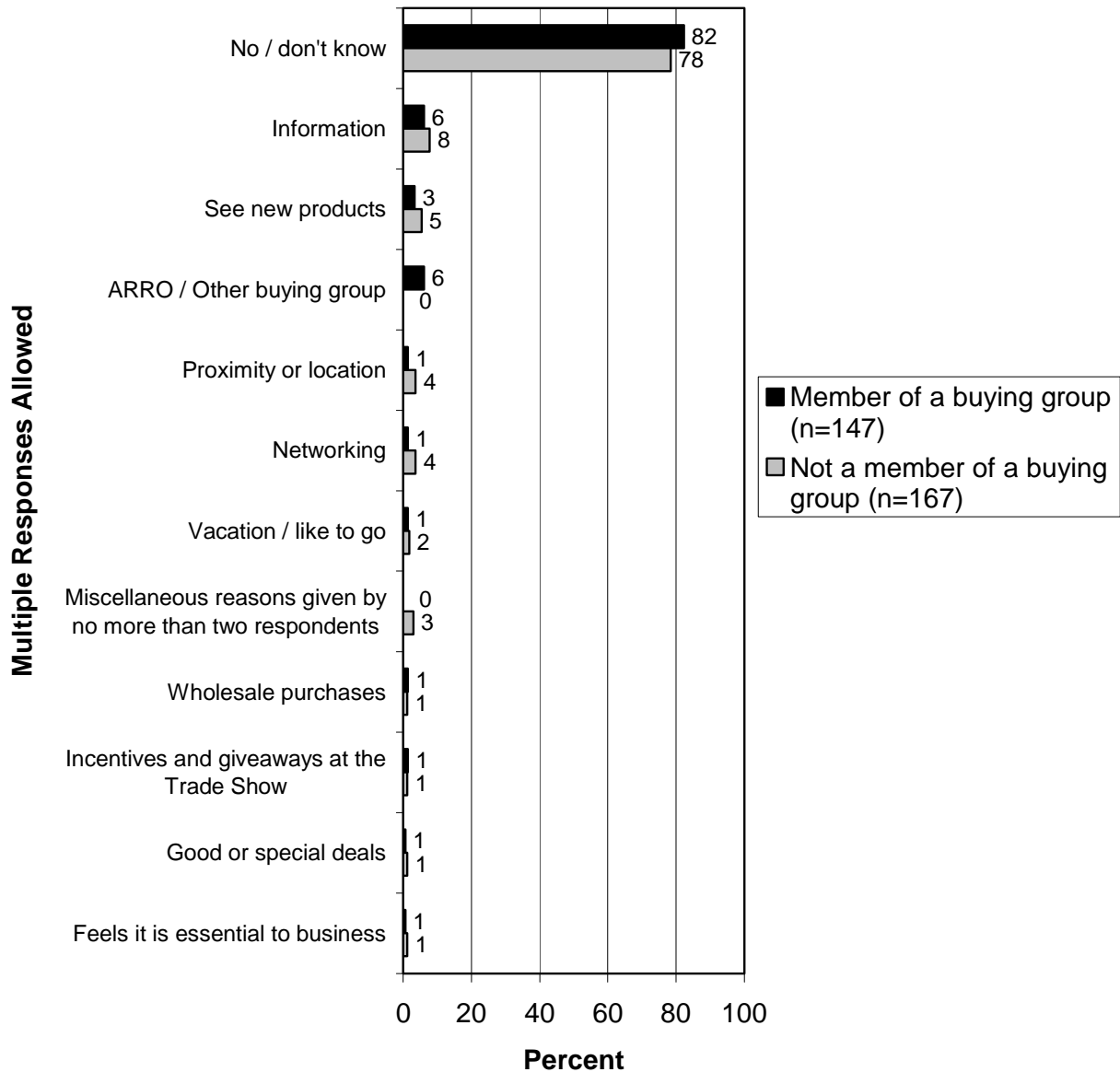
Q32. To talk with other dealers and retailers (Was it very, somewhat, or not at all important in the decision for your company to attend the 2007 ATA Trade Show?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



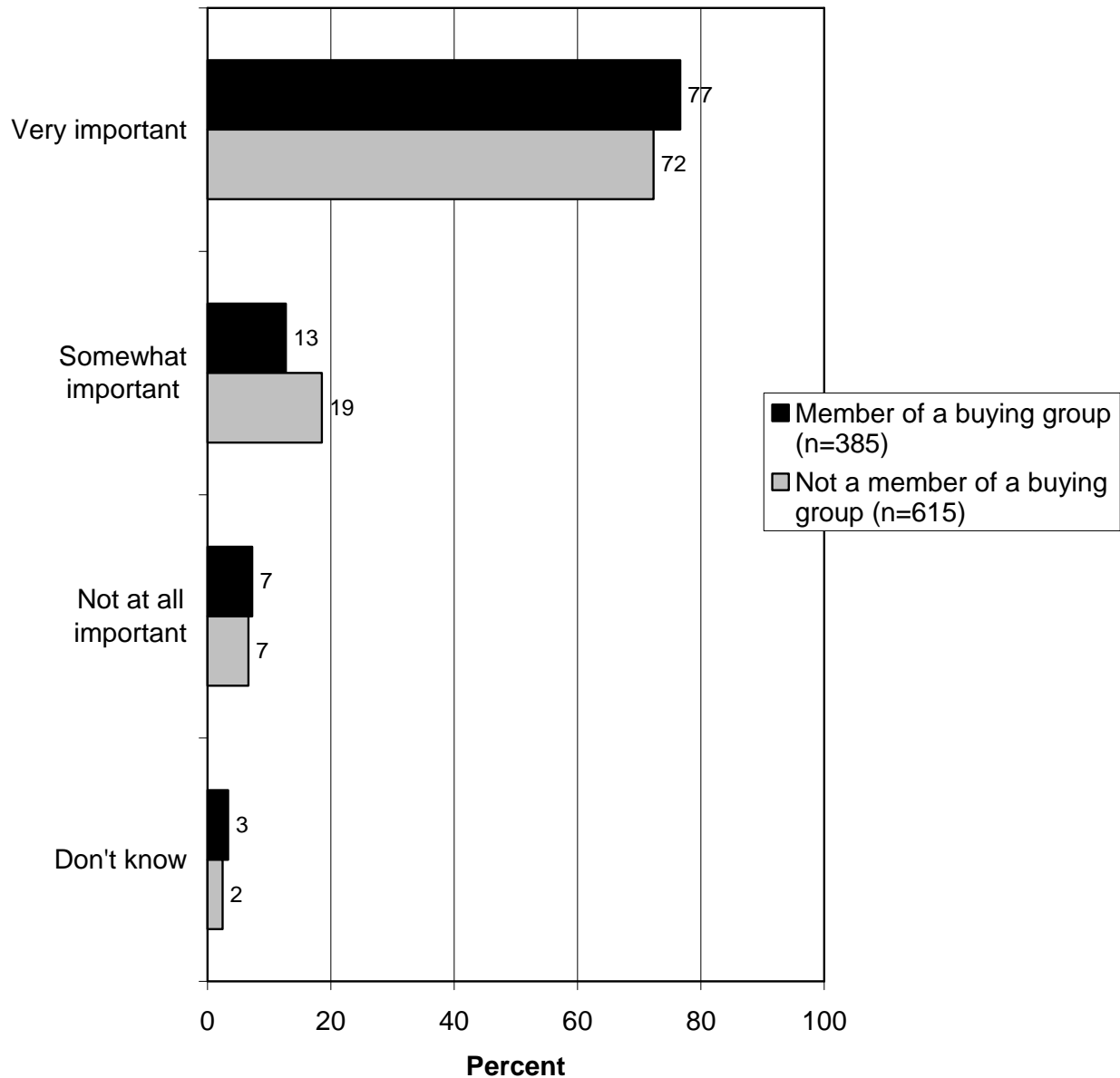
**Q33. To see and meet with industry celebrities
(Was it very, somewhat, or not at all important in
the decision for your company to attend the 2007
ATA Trade Show?) (Asked of those whose
company attended the 2007 ATA Trade Show in
Atlanta.)**



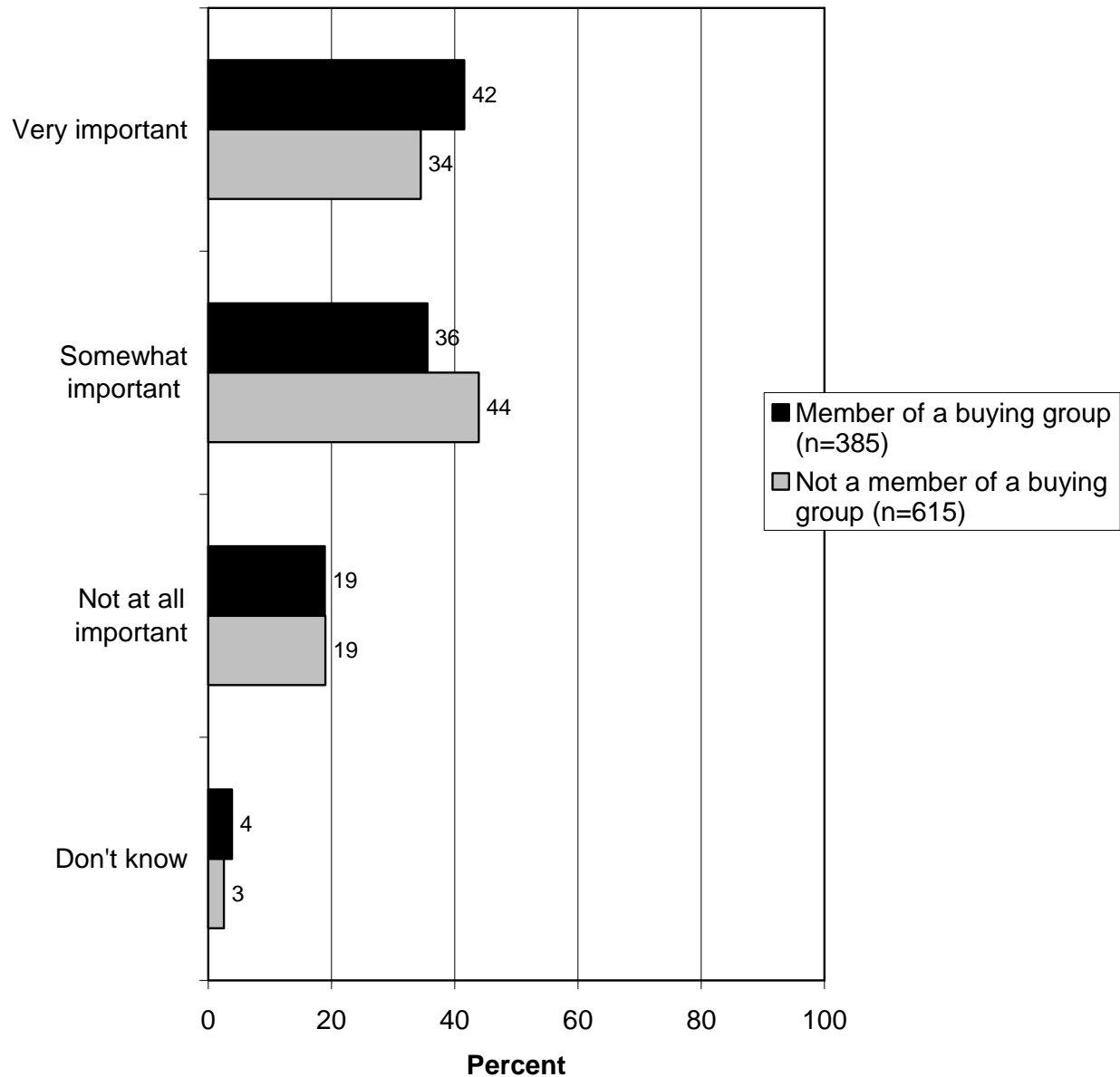
Q34. Are there any other reasons that were important in the decision for your company to attend the 2007 ATA Trade Show?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



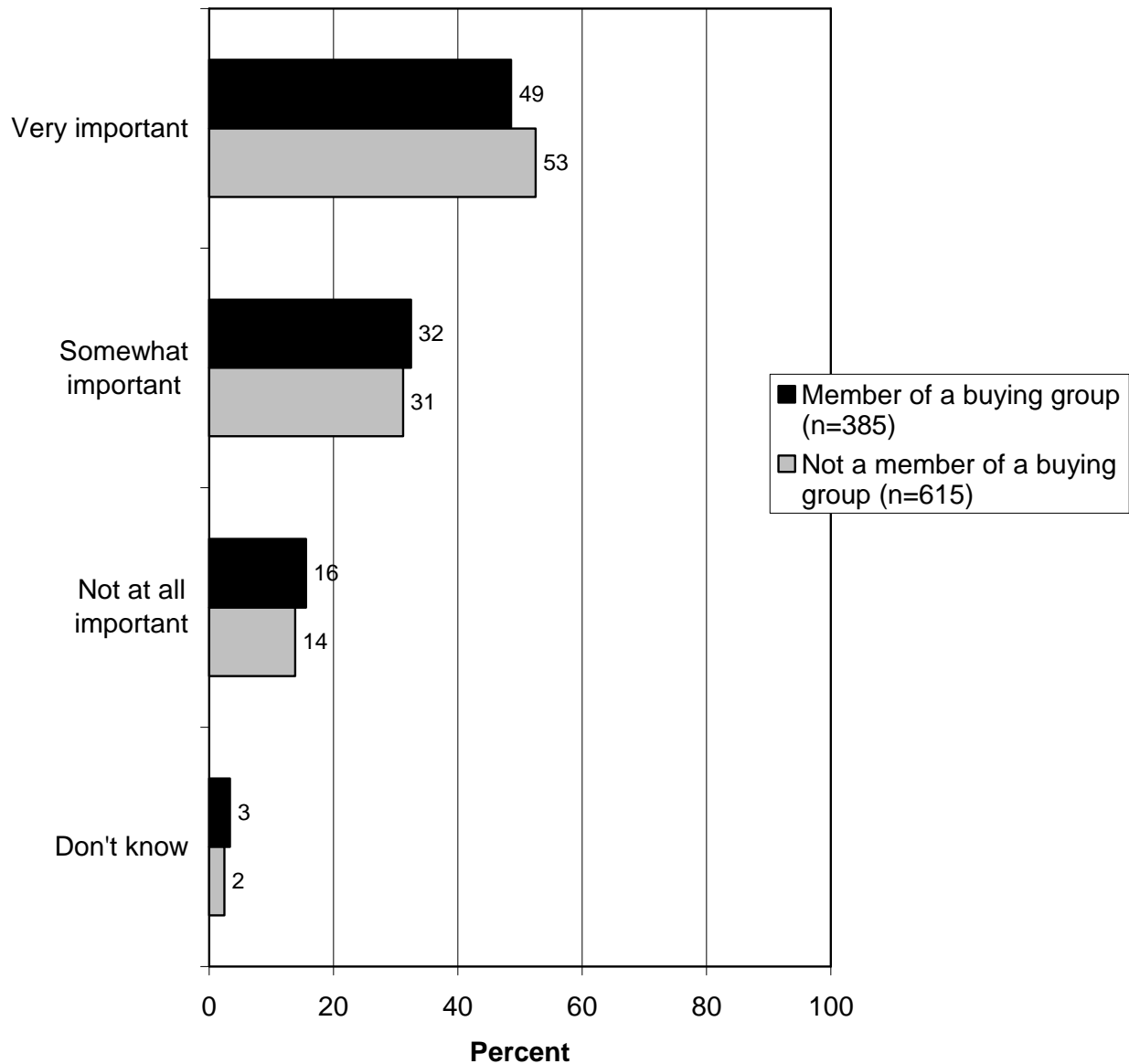
Q37. To see and learn about new products (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis on January 10-12, 2008?)



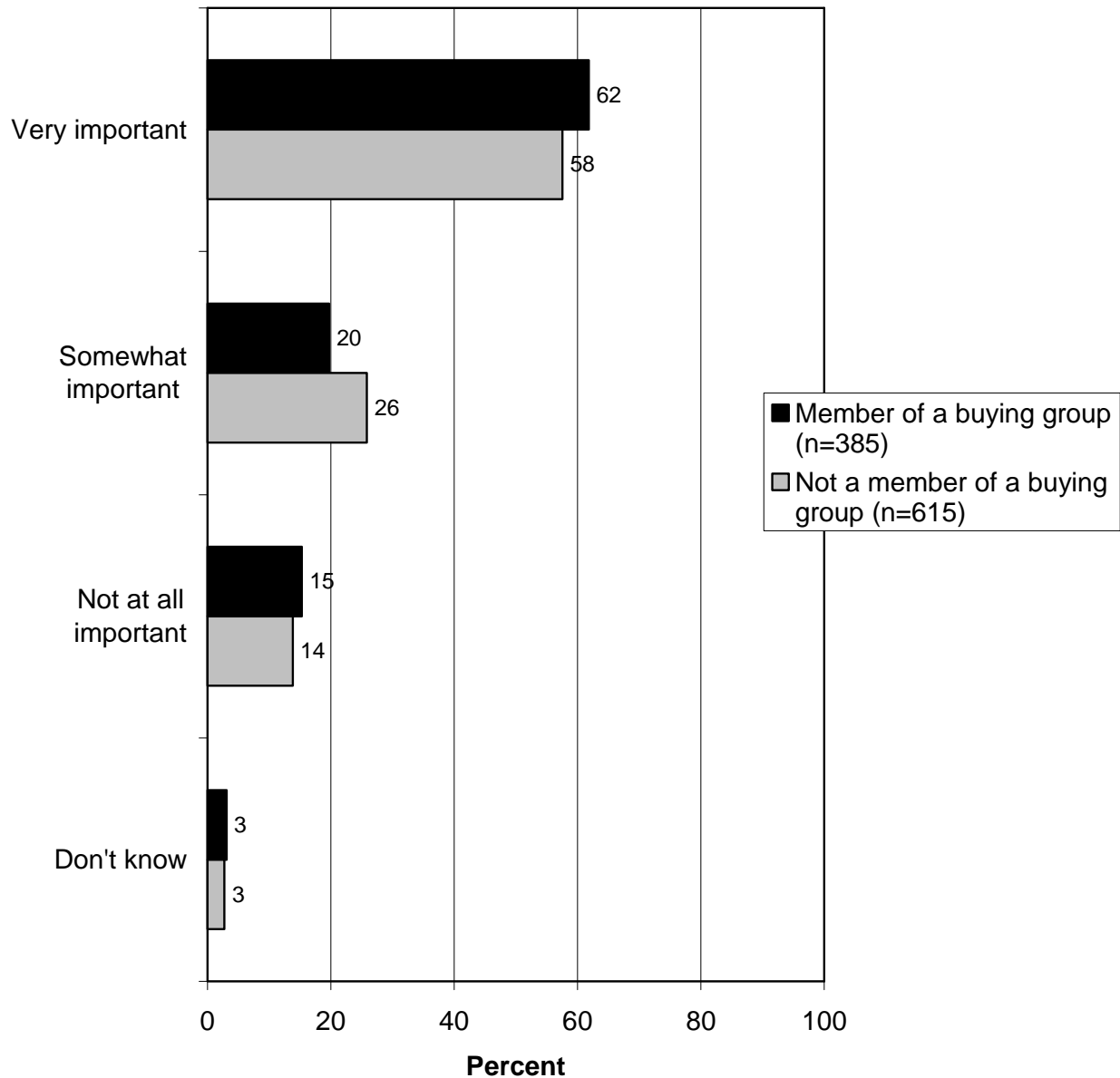
Q38. To write orders for products (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis on January 10-12, 2008?)



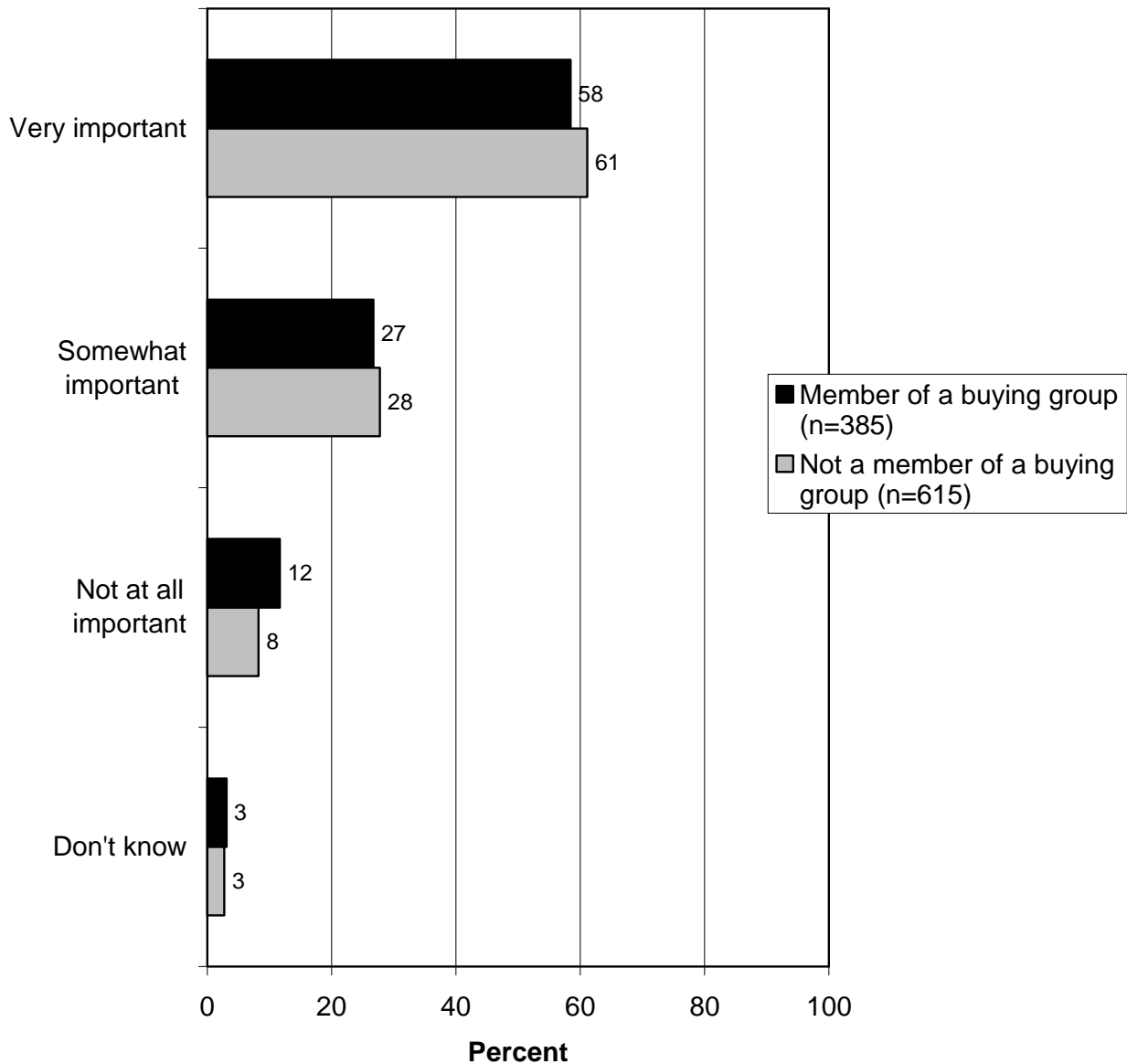
Q39. To increase technical expertise and knowledge (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis on January 10-12, 2008?)



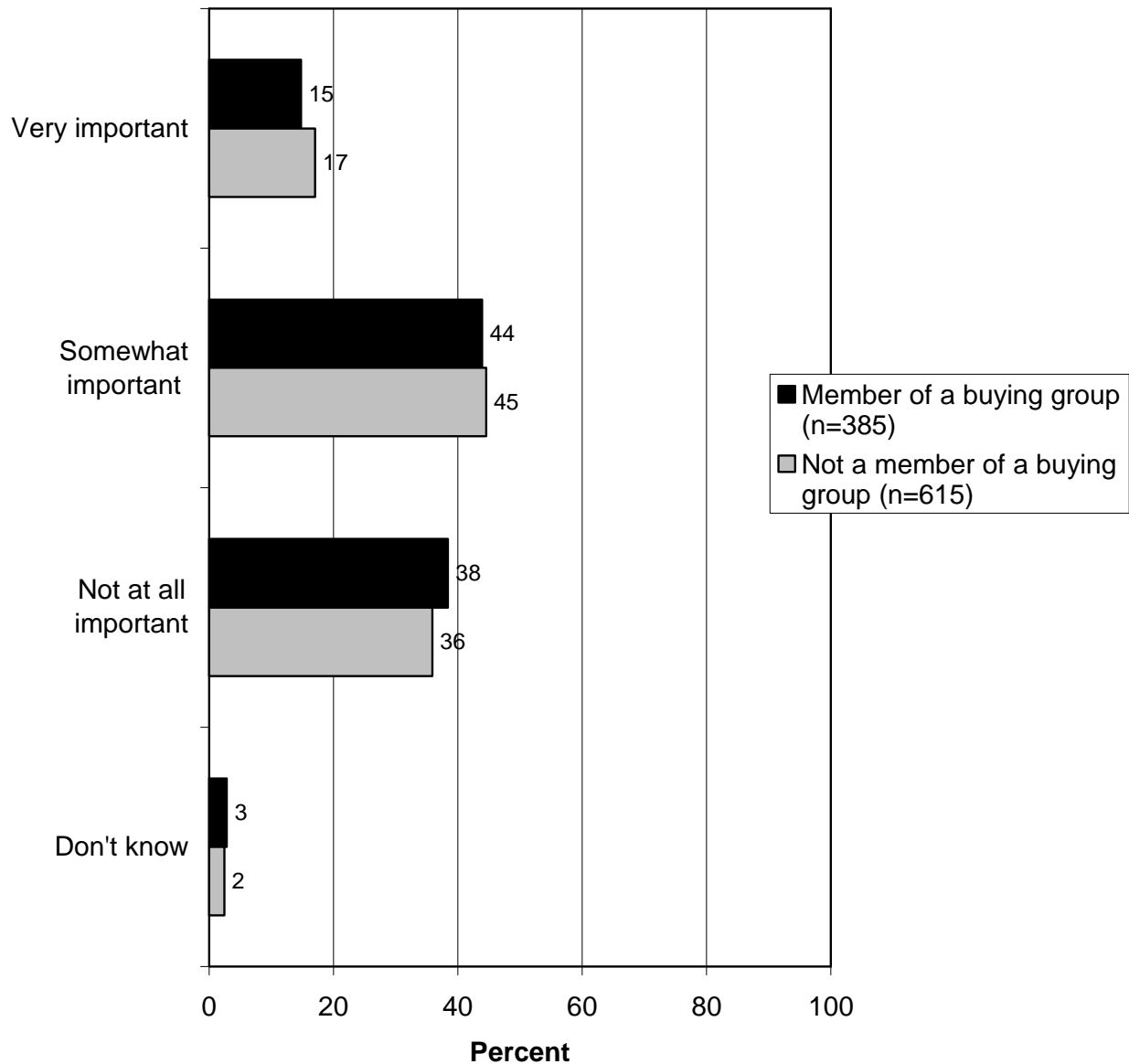
Q40. To save money on buying products (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis on January 10-12, 2008?)



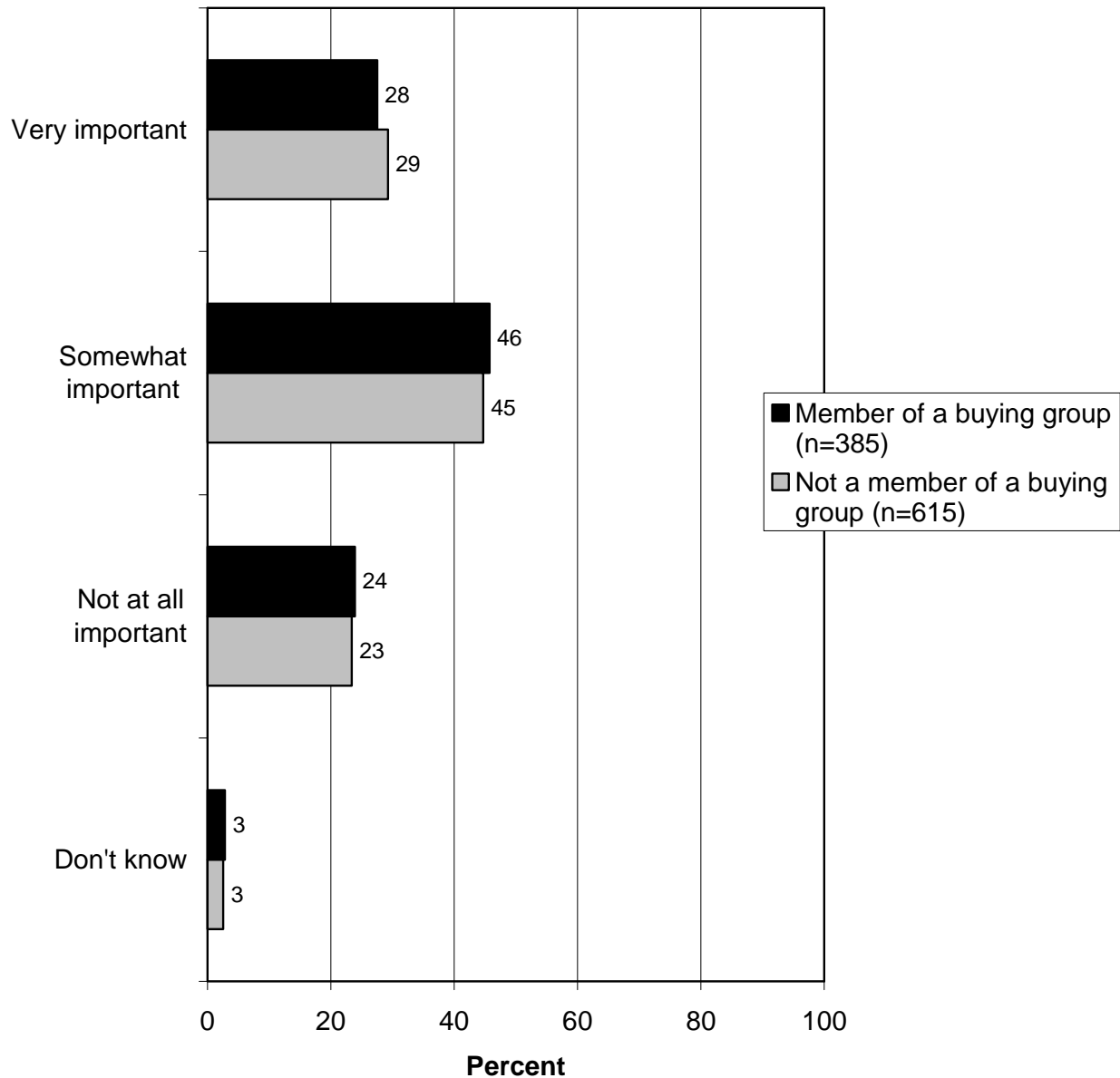
Q41. To talk with key manufacturers, distributors and sales reps (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis on January 10-12, 2008?)



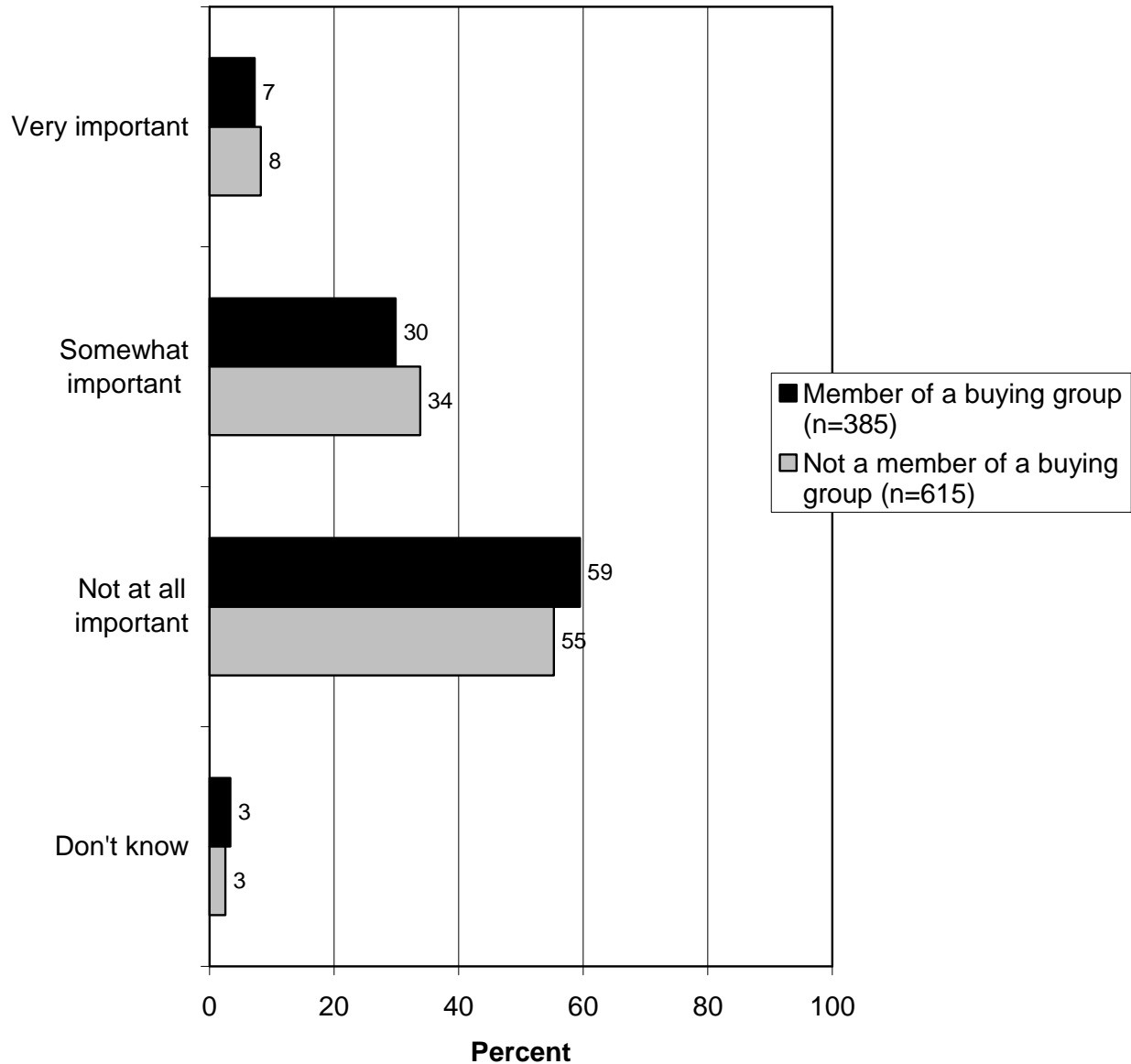
Q42. To enjoy the evening and social events (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis on January 10-12, 2008?)



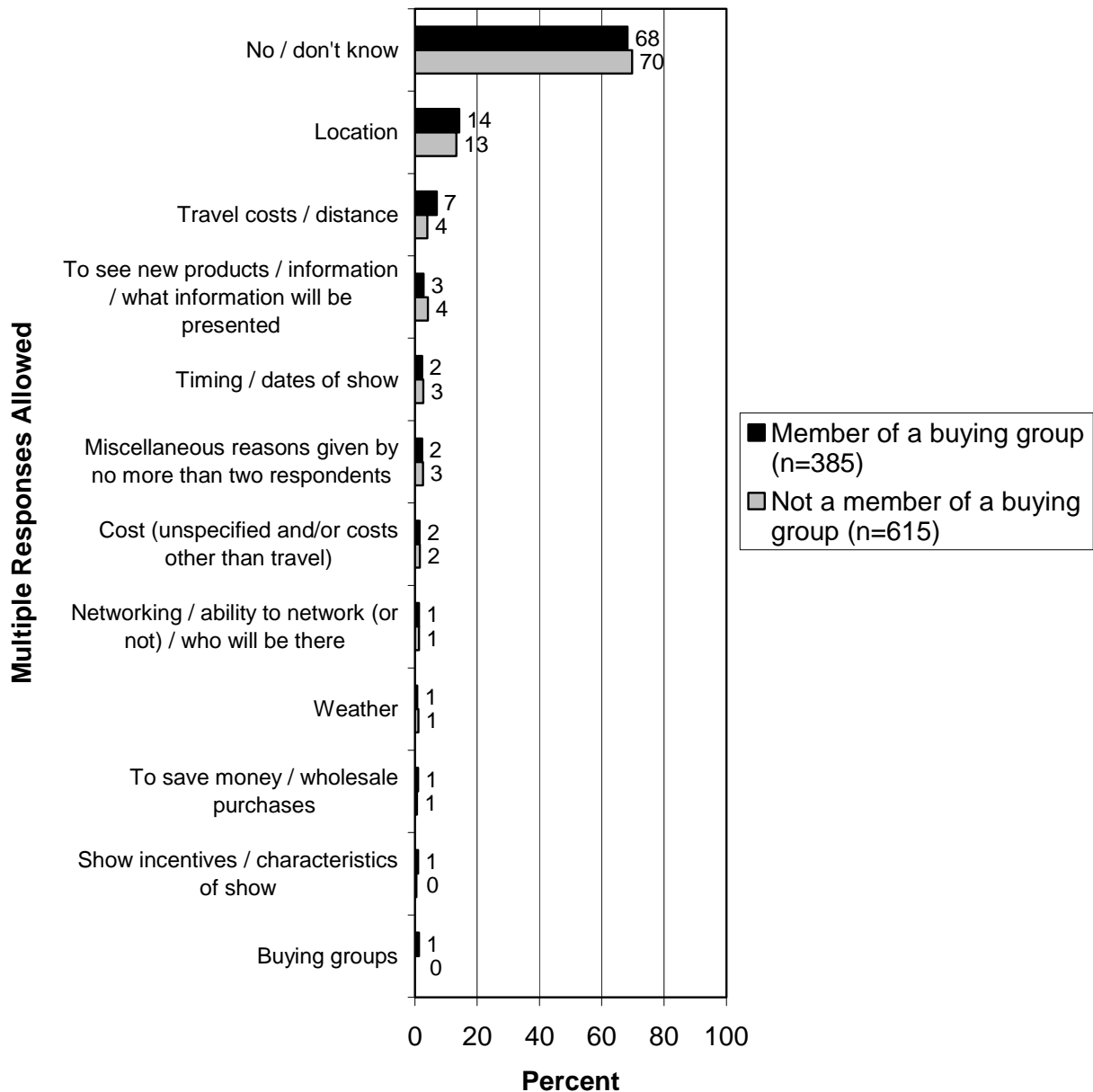
Q43. To talk with other dealers and retailers (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis on January 10-12, 2008?)



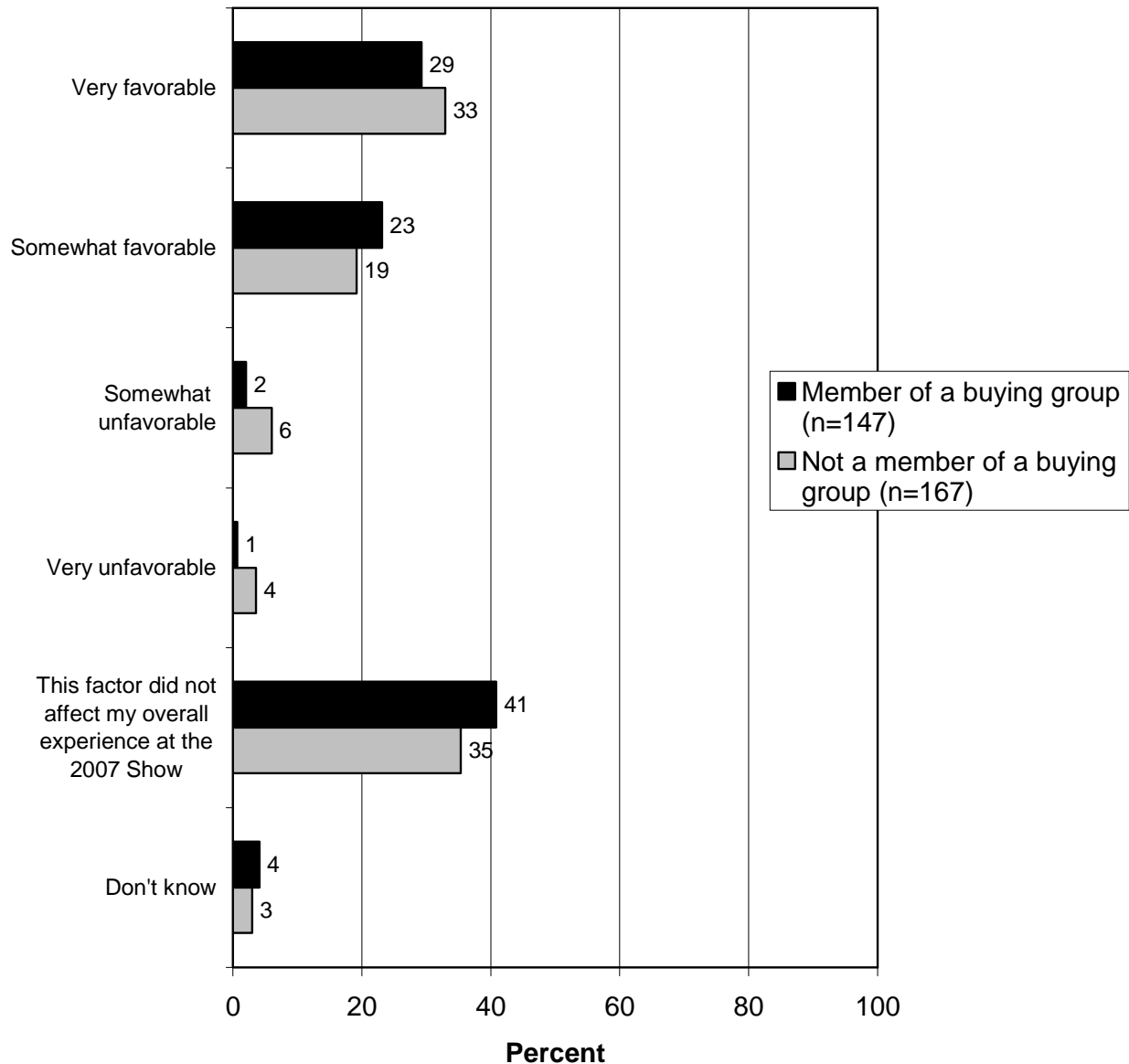
Q44. To see and meet with industry celebrities (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis on January 10-12, 2008?)



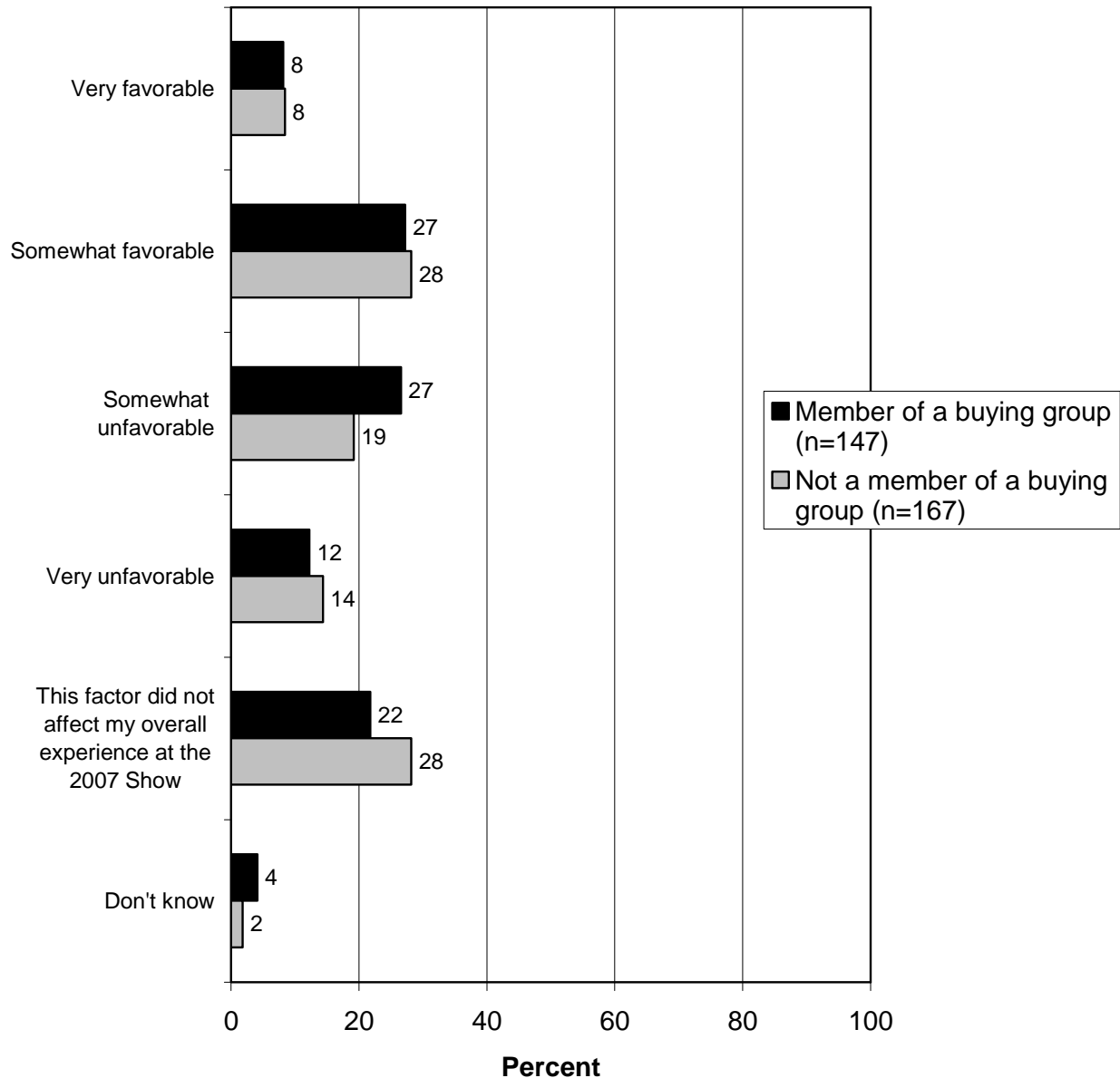
Q45. Are there any other aspects of the ATA Trade Show that will be important to your company in deciding whether or not to attend the 2008 ATA Trade Show?



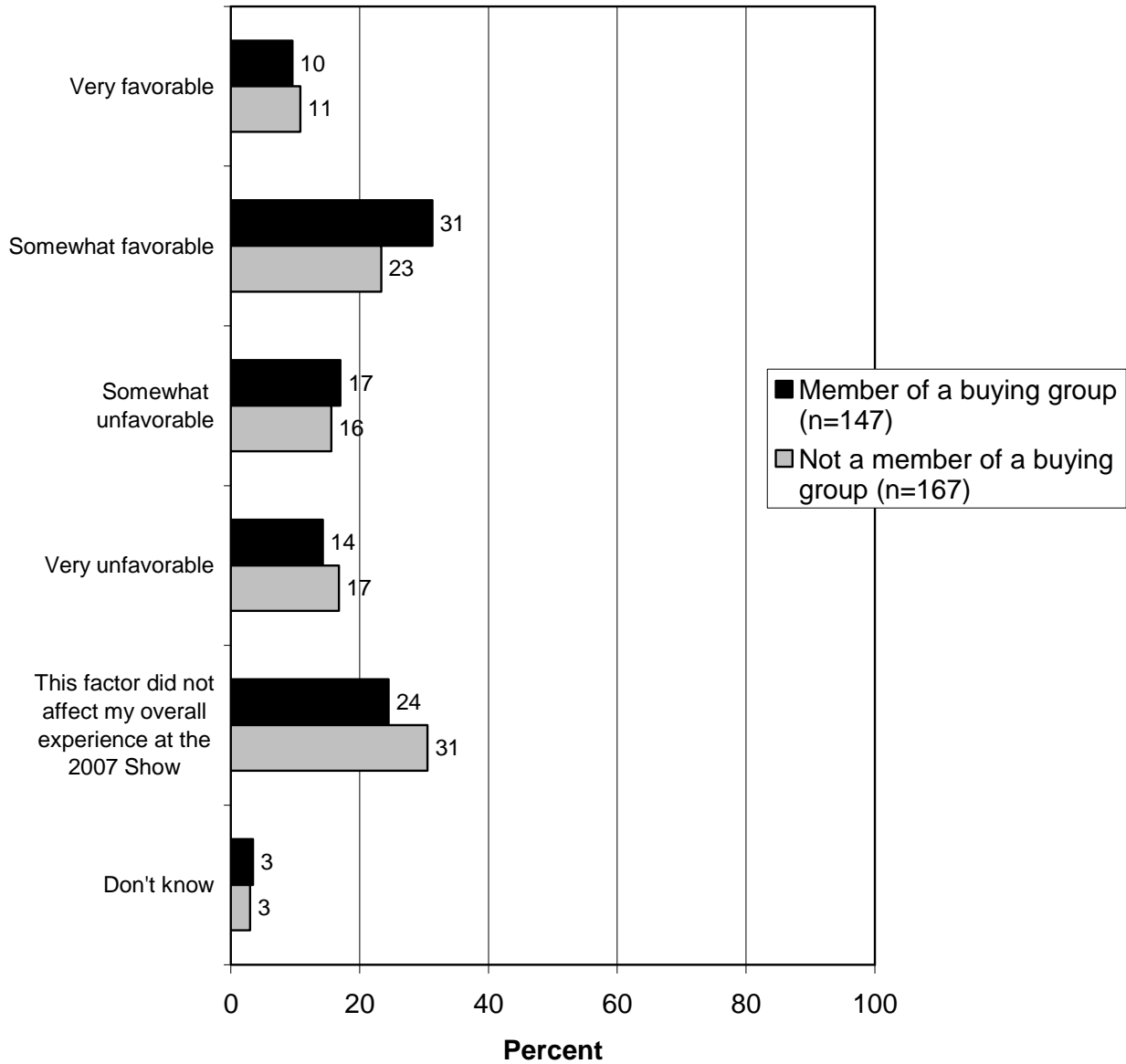
Q48. Cost of show registration (Was this factor very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or did it not affect your overall 2007 ATA Trade Show experience?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



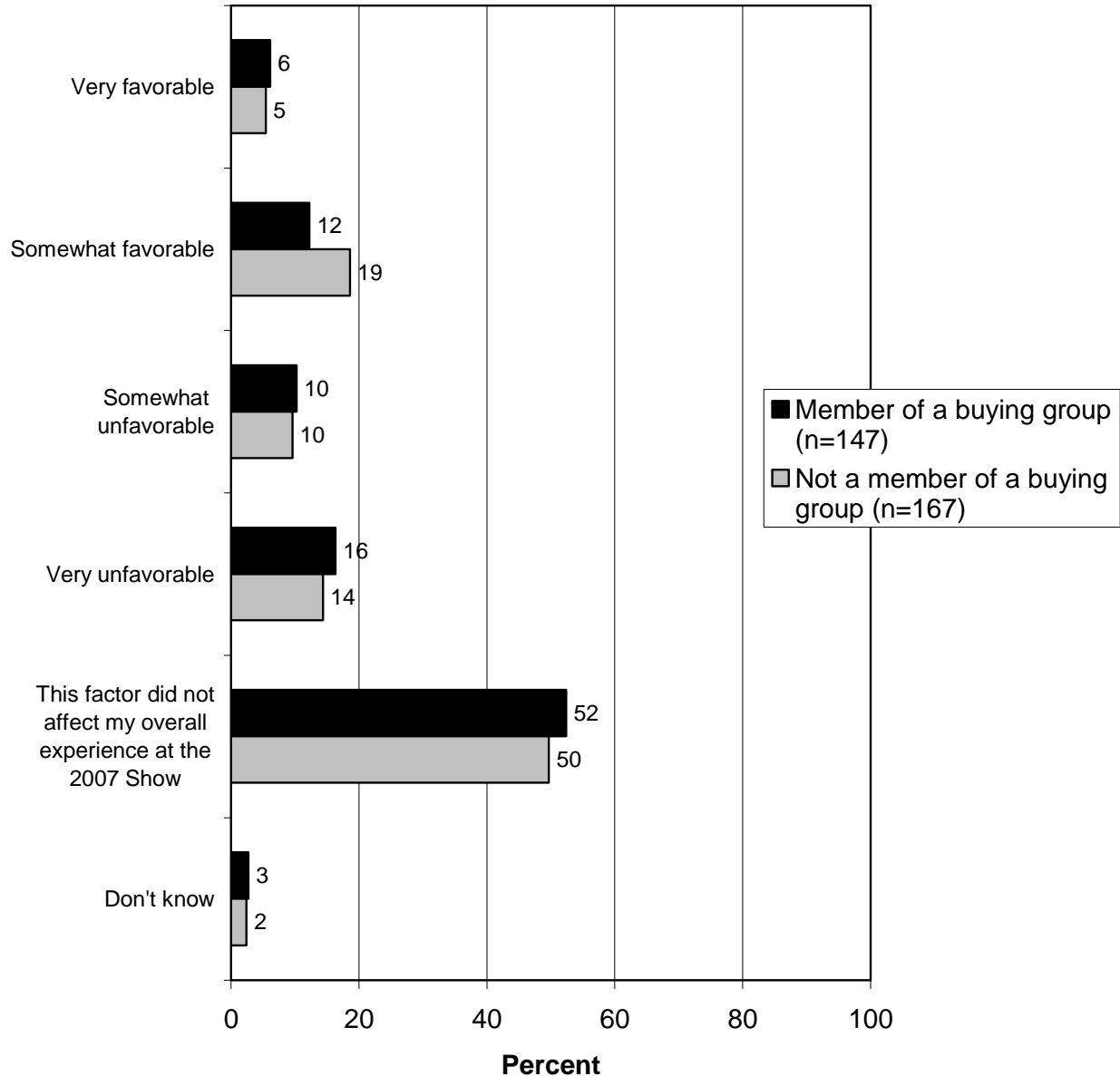
Q49. Cost of hotel rooms (Was this factor very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or did it not affect your overall 2007 ATA Trade Show experience?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



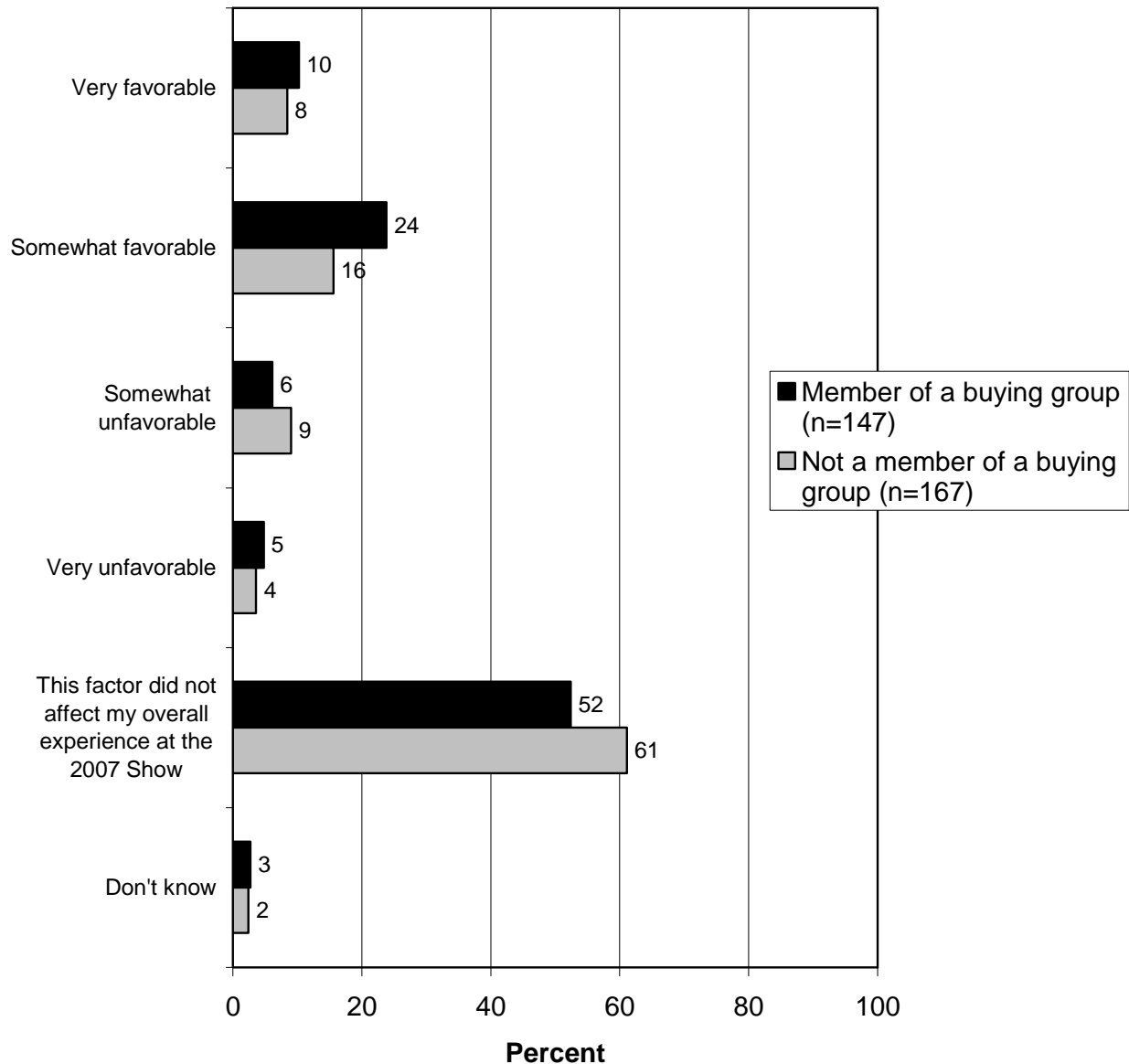
Q50. Cost of food (Was this factor very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or did it not affect your overall 2007 ATA Trade Show experience?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



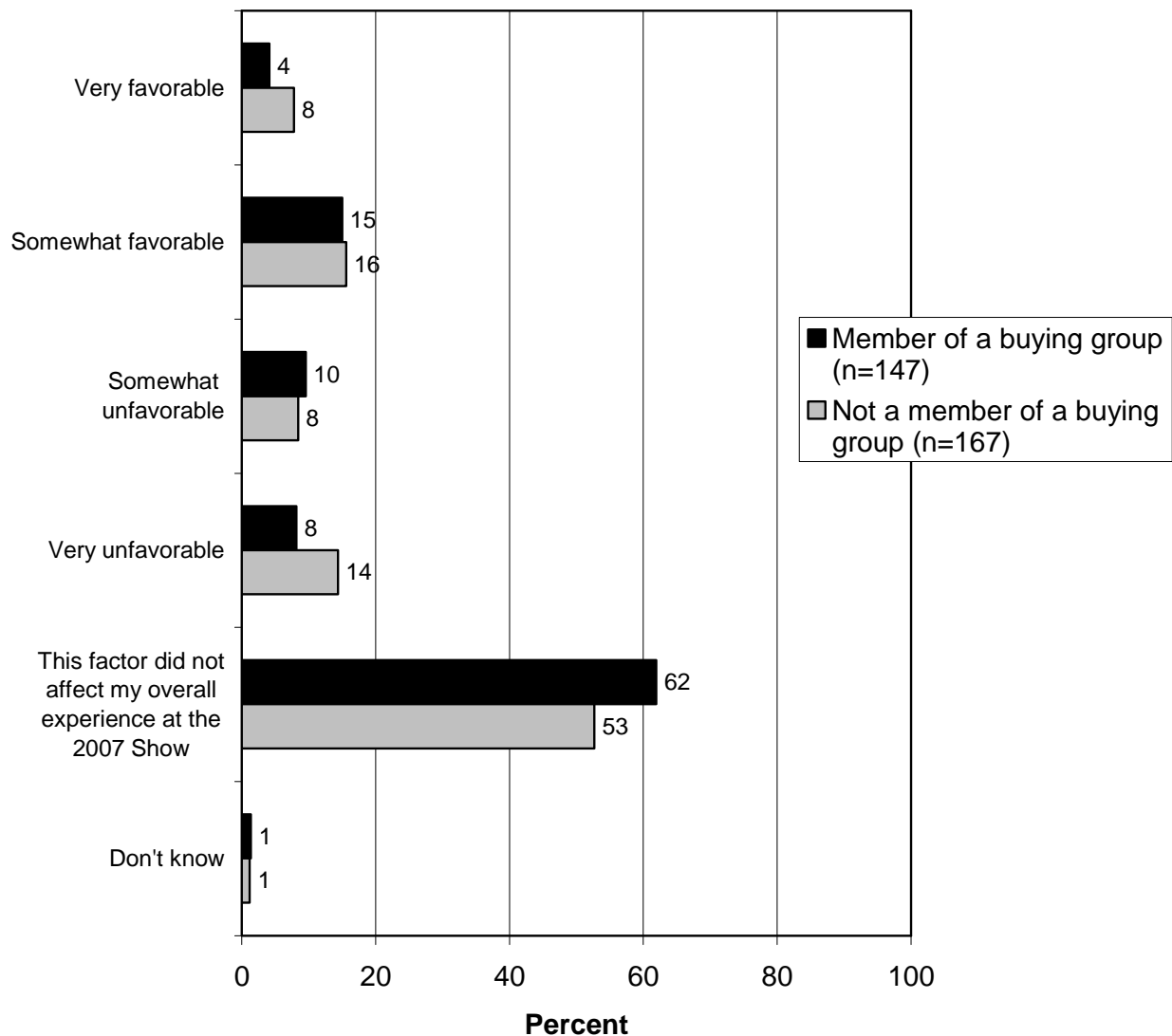
Q51. Cost of parking (Was this factor very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or did it not affect your overall 2007 ATA Trade Show experience?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



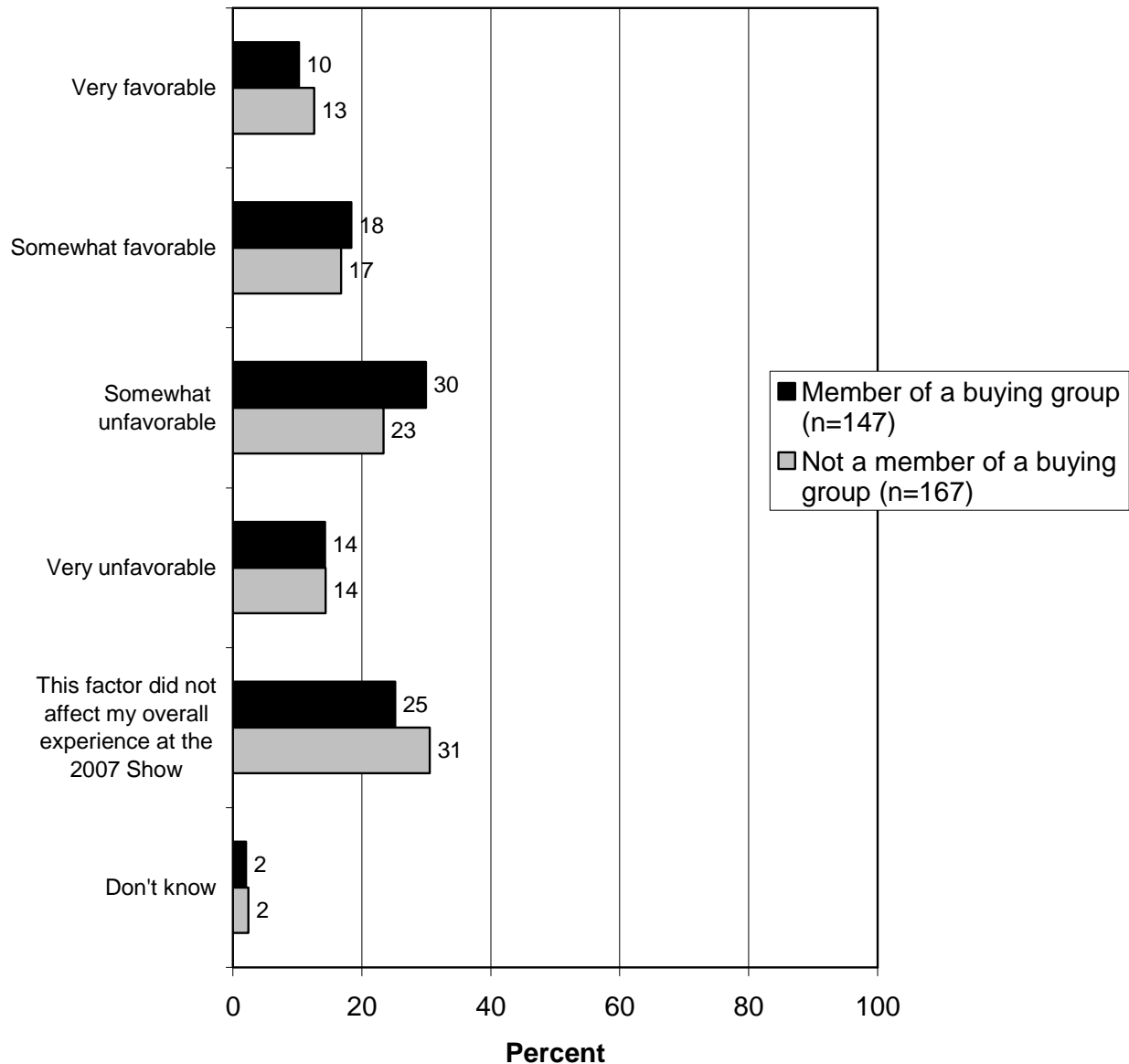
Q52. Cost of airfare to and from Atlanta (Was this factor very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or did it not affect your overall 2007 ATA Trade Show experience?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



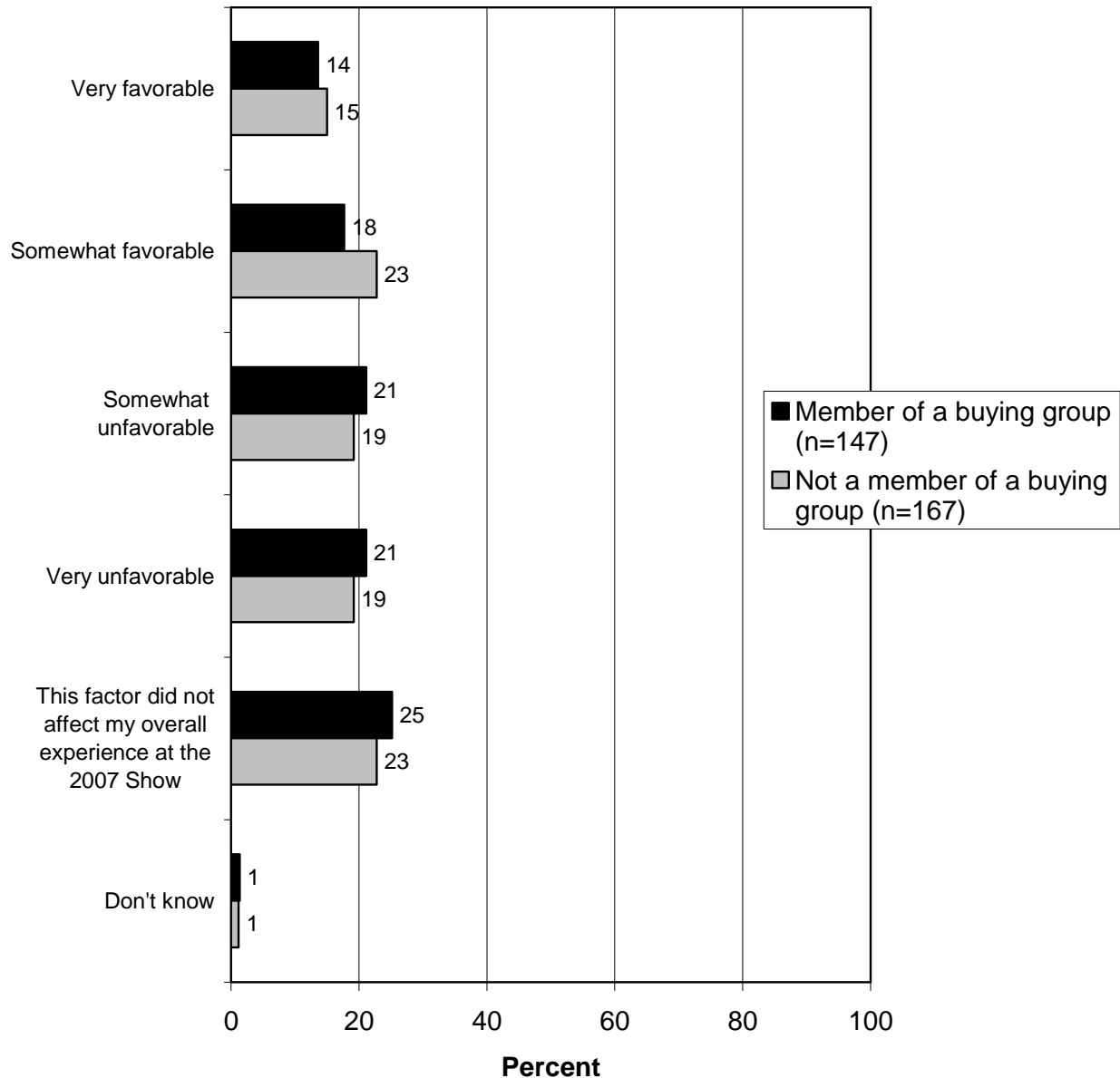
Q53. Cost of gas and wear and tear on vehicle traveling to and from Atlanta (Was this factor very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or did it not affect your overall 2007 ATA Trade Show experience?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



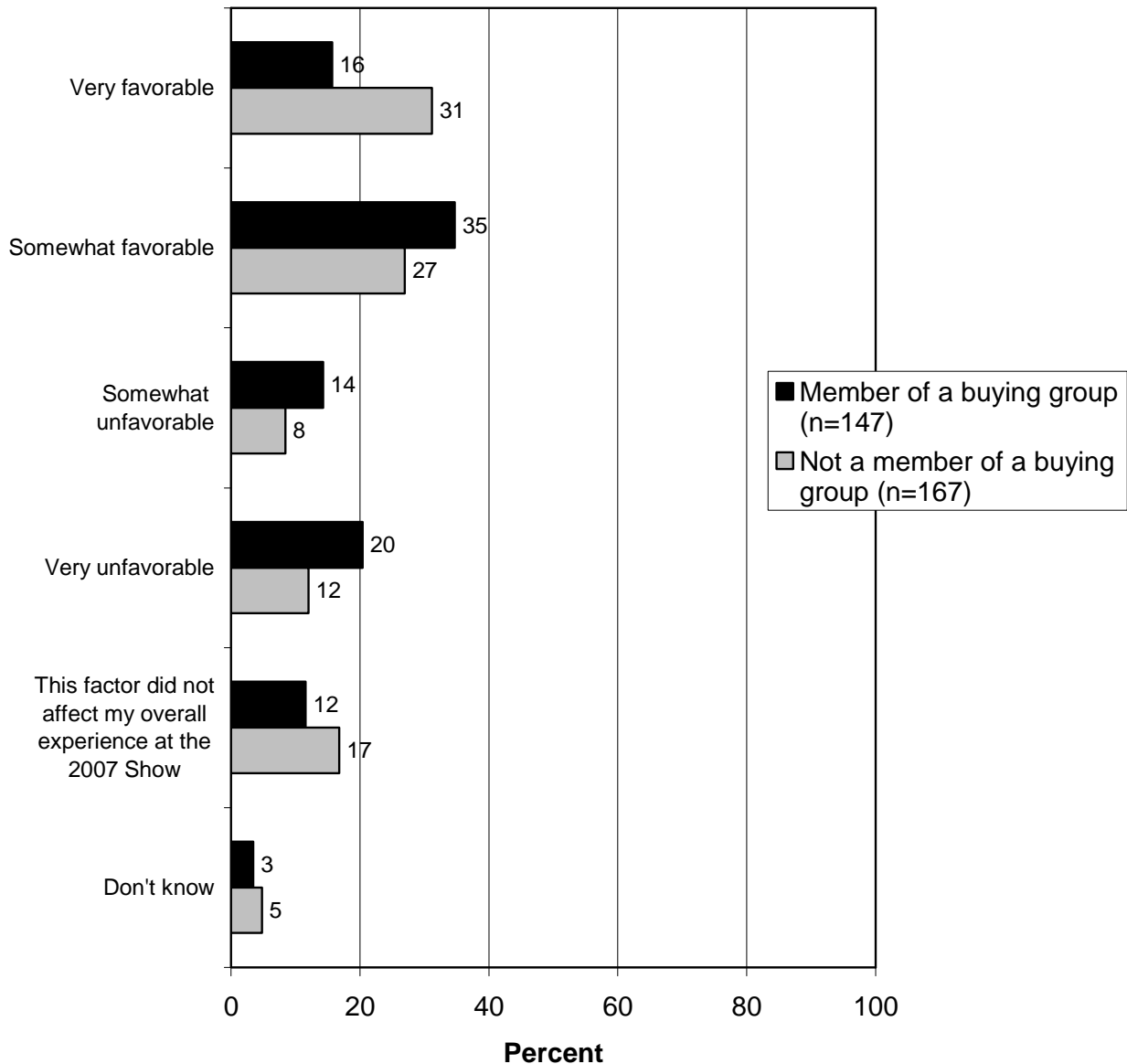
Q54. Leaving shop to attend the show (Was this factor very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or did it not affect your overall 2007 ATA Trade Show experience?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



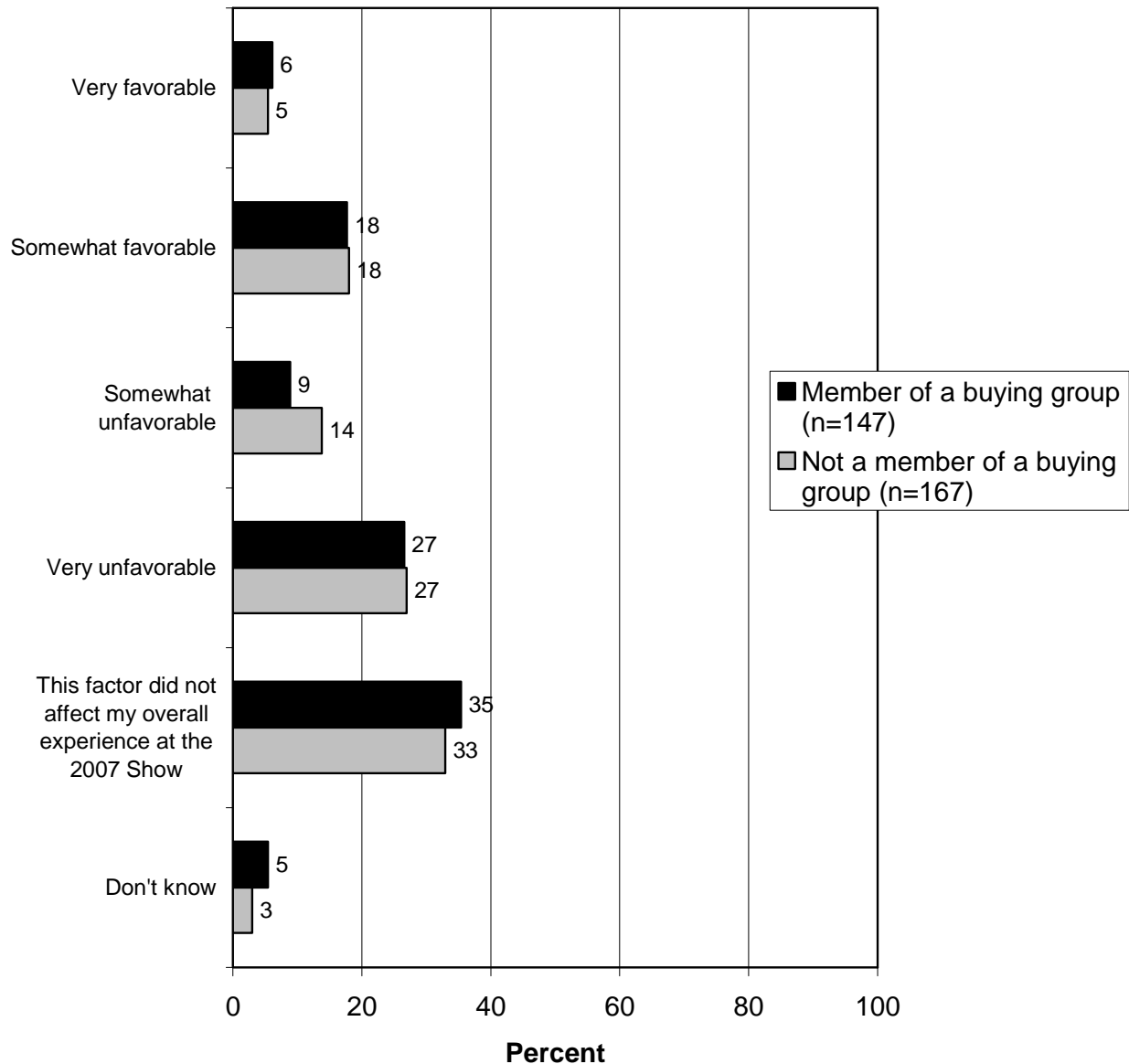
Q55. Distance to travel (Was this factor very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or did it not affect your overall 2007 ATA Trade Show experience?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



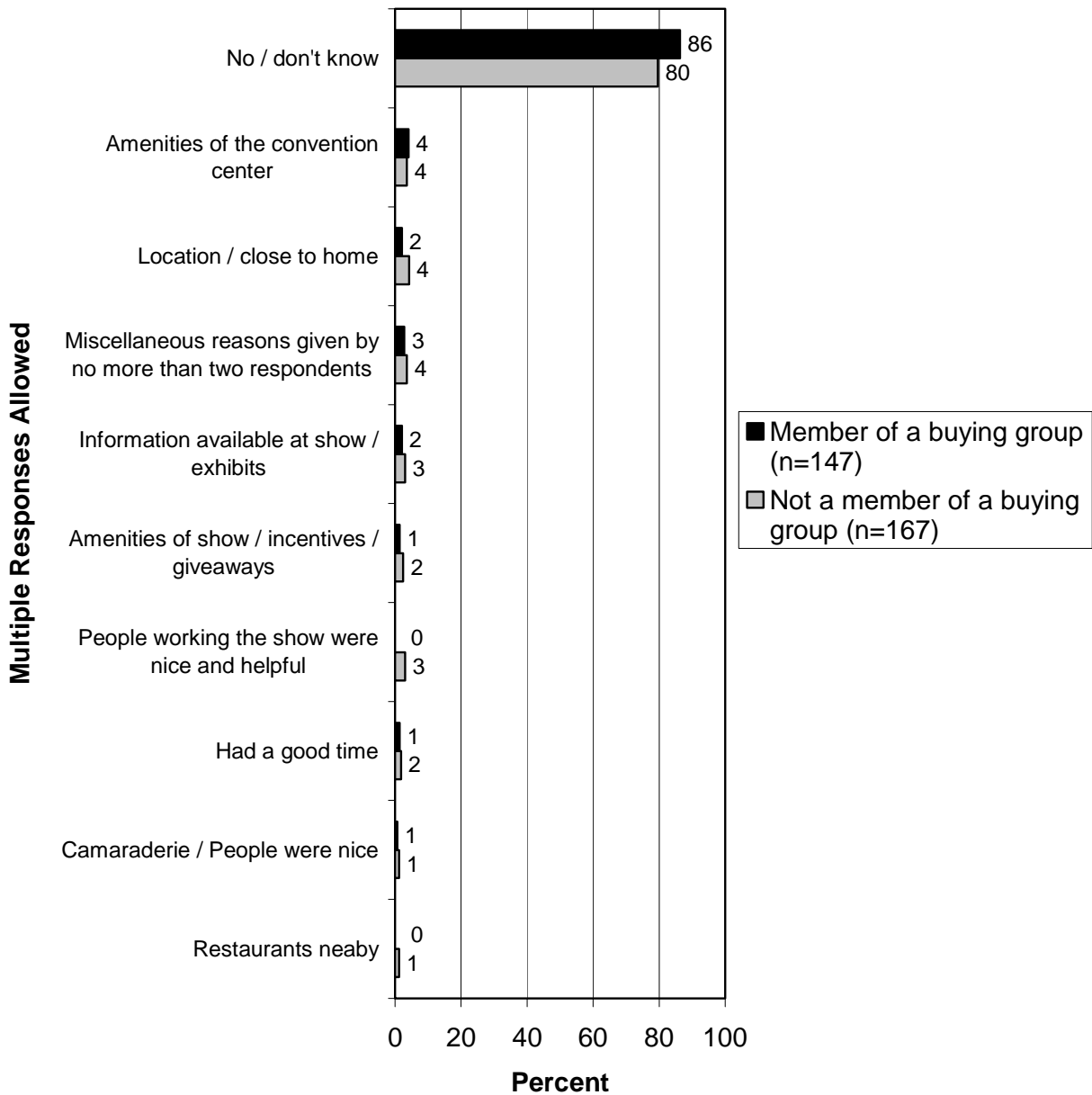
**Q56. Conditions in and around the convention center
(Was this factor very favorable, somewhat favorable,
somewhat unfavorable, very unfavorable, or did it not
affect your overall 2007 ATA Trade Show experience?)
(Asked of those whose company attended the 2007 ATA
Trade Show in Atlanta.)**



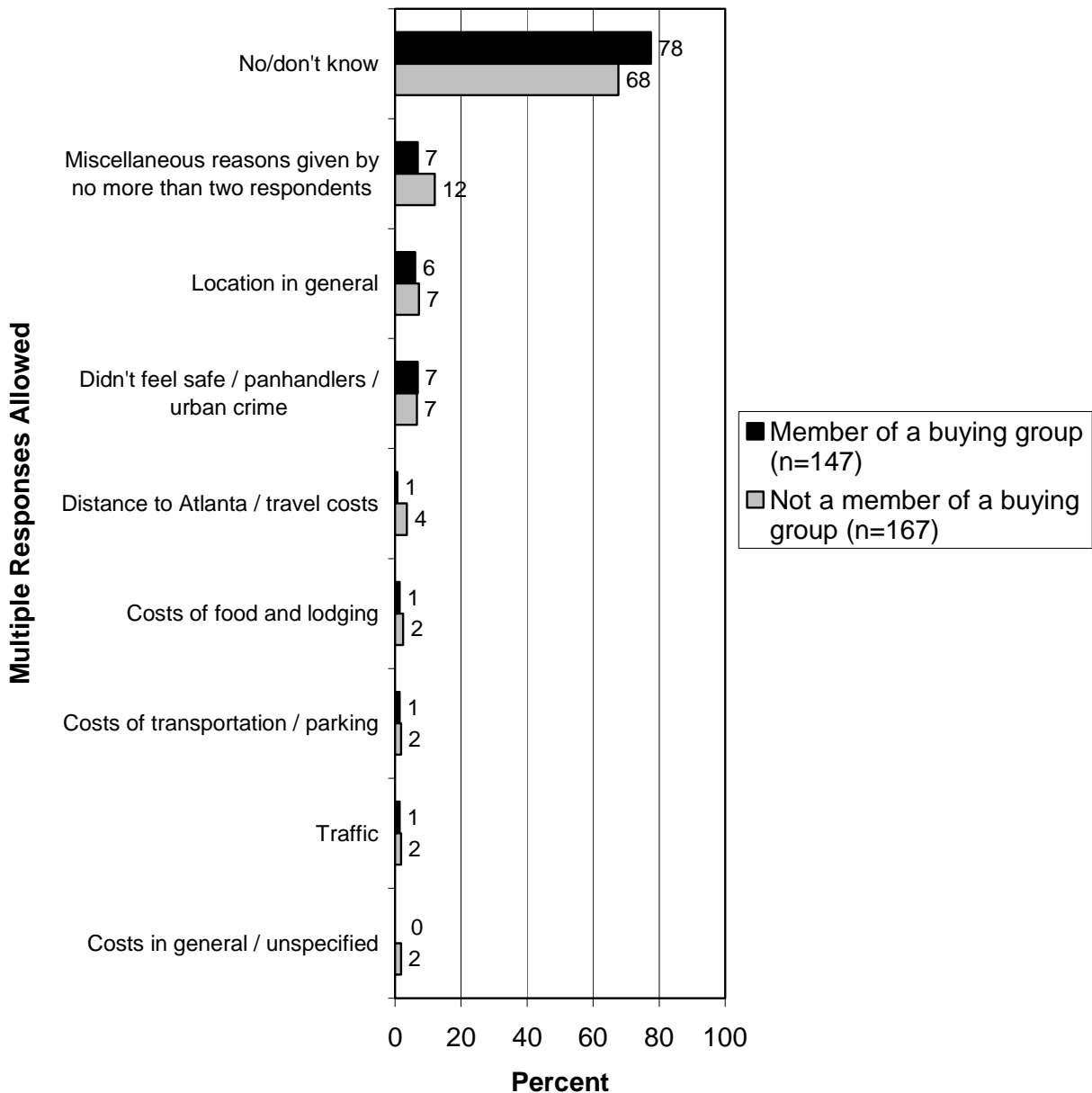
Q57. Traffic in and around Atlanta (Was this factor very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or did it not affect your overall 2007 ATA Trade Show experience?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



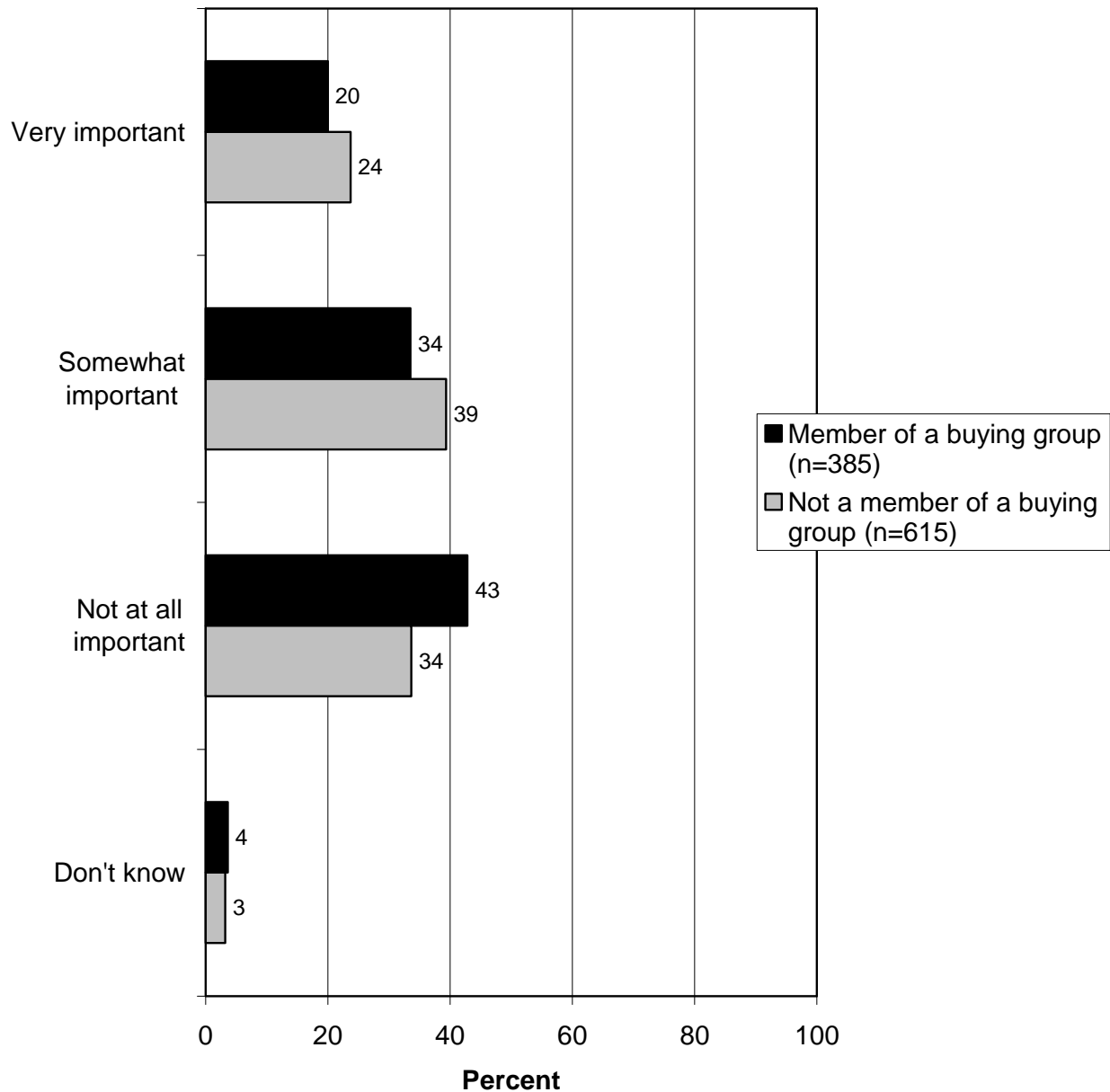
Q58. Are there any other factors that favorably influenced your 2007 ATA Trade Show experience? (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



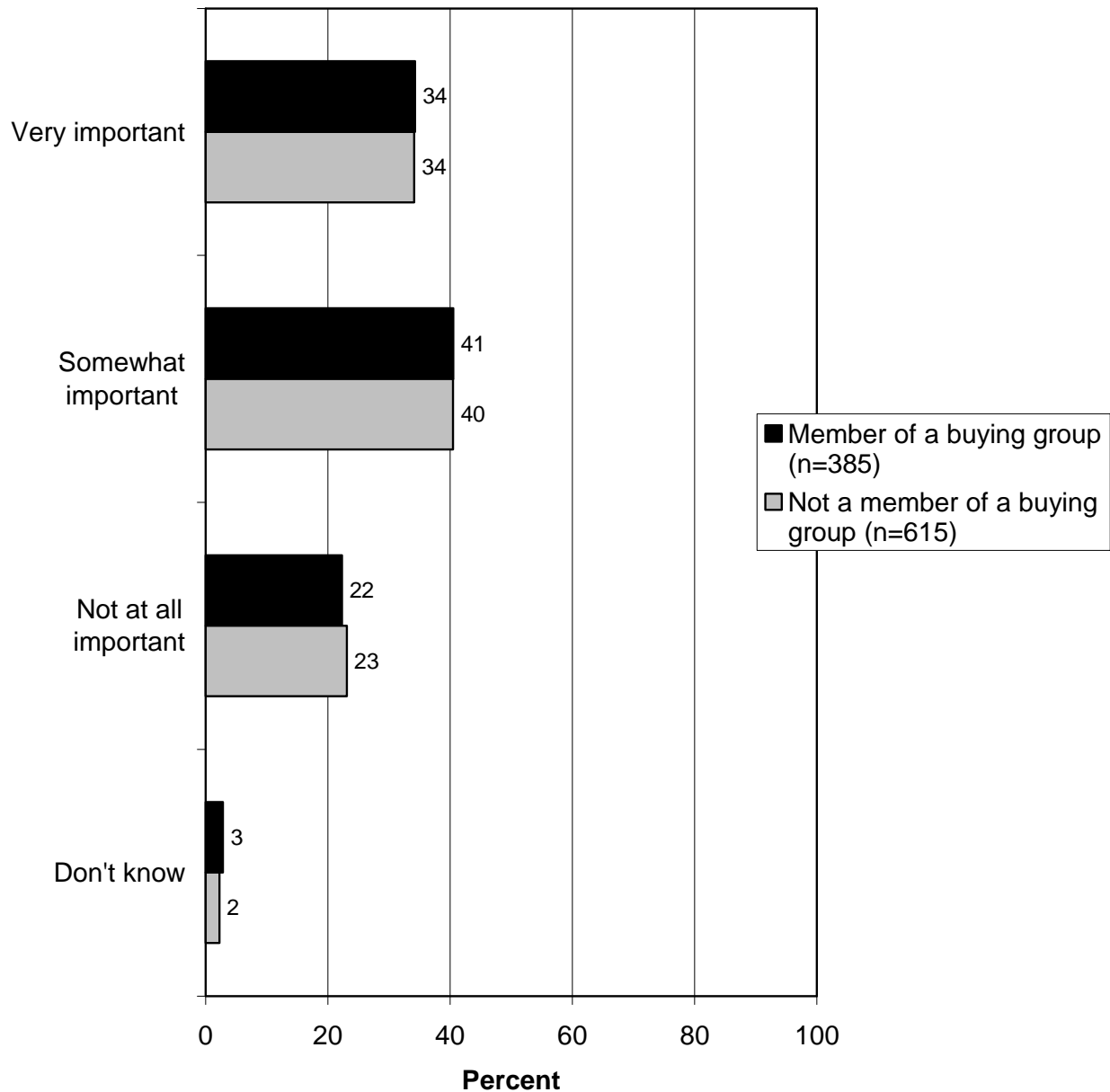
Q59. Are there any other factors that unfavorably influenced your 2007 ATA Trade Show experience? (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



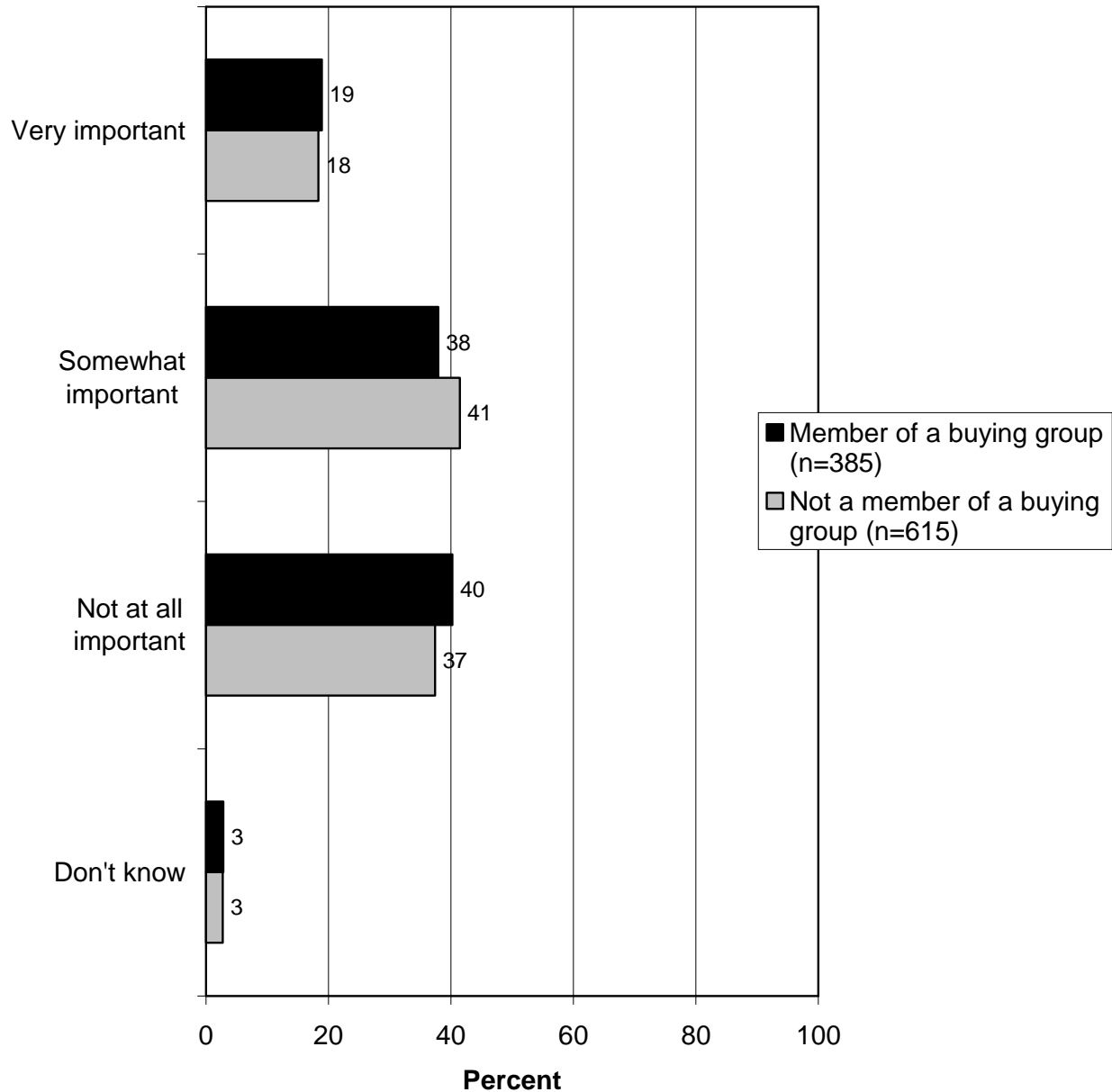
Q62. Cost of show registration (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?)



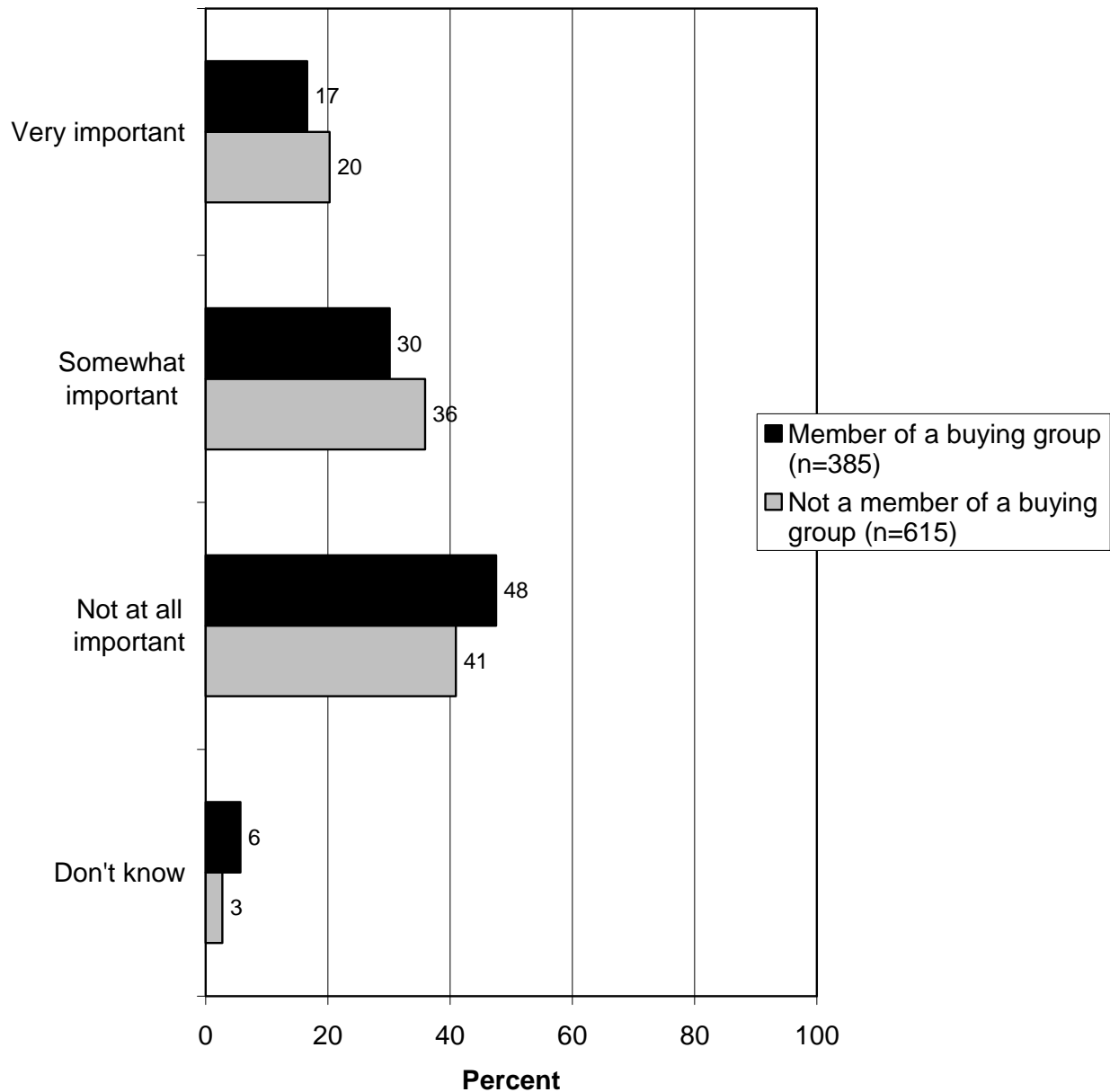
Q63. Cost of hotel rooms (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?)



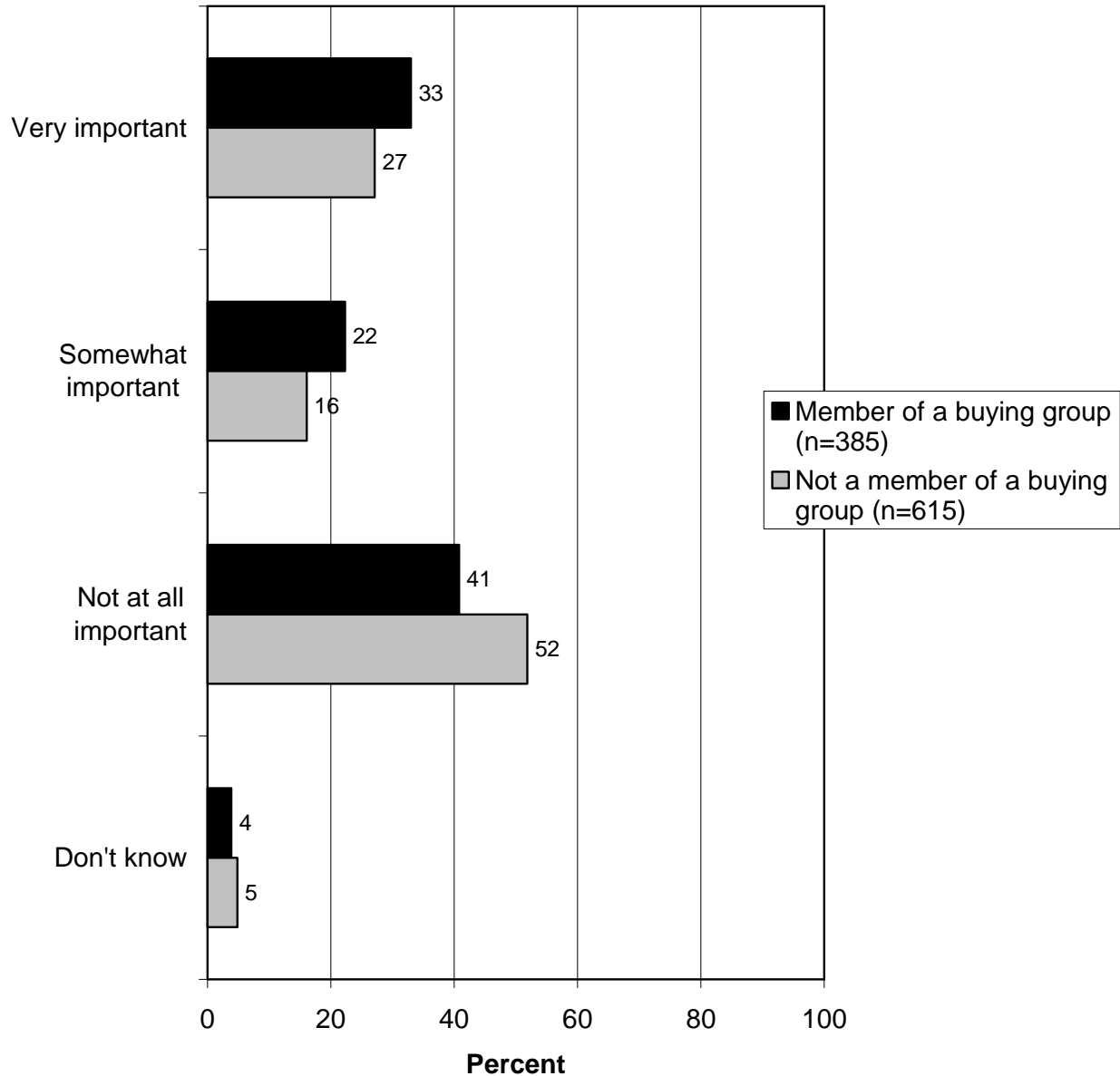
Q64. Cost of food (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?)



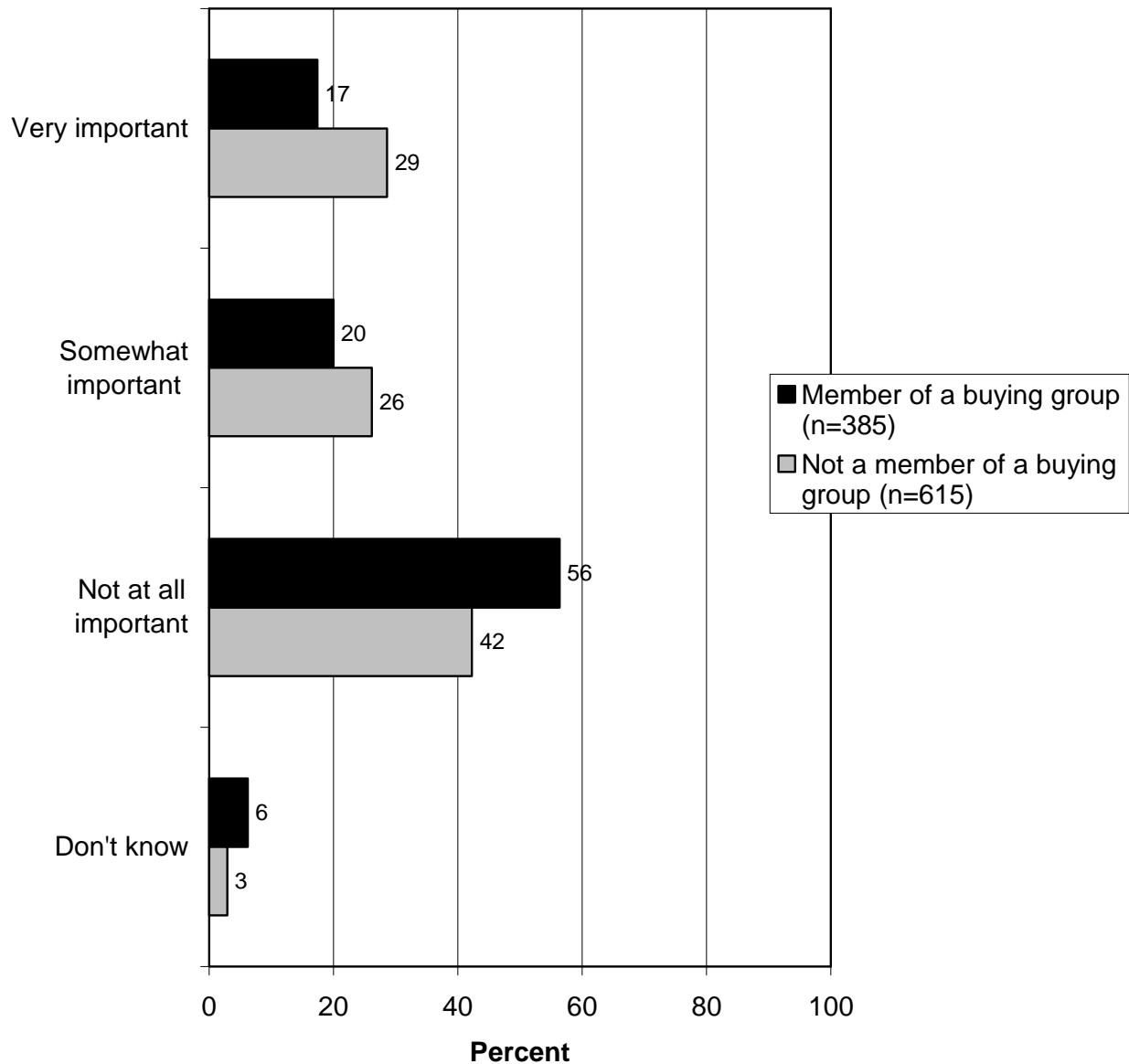
Q65. Cost of parking (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?)



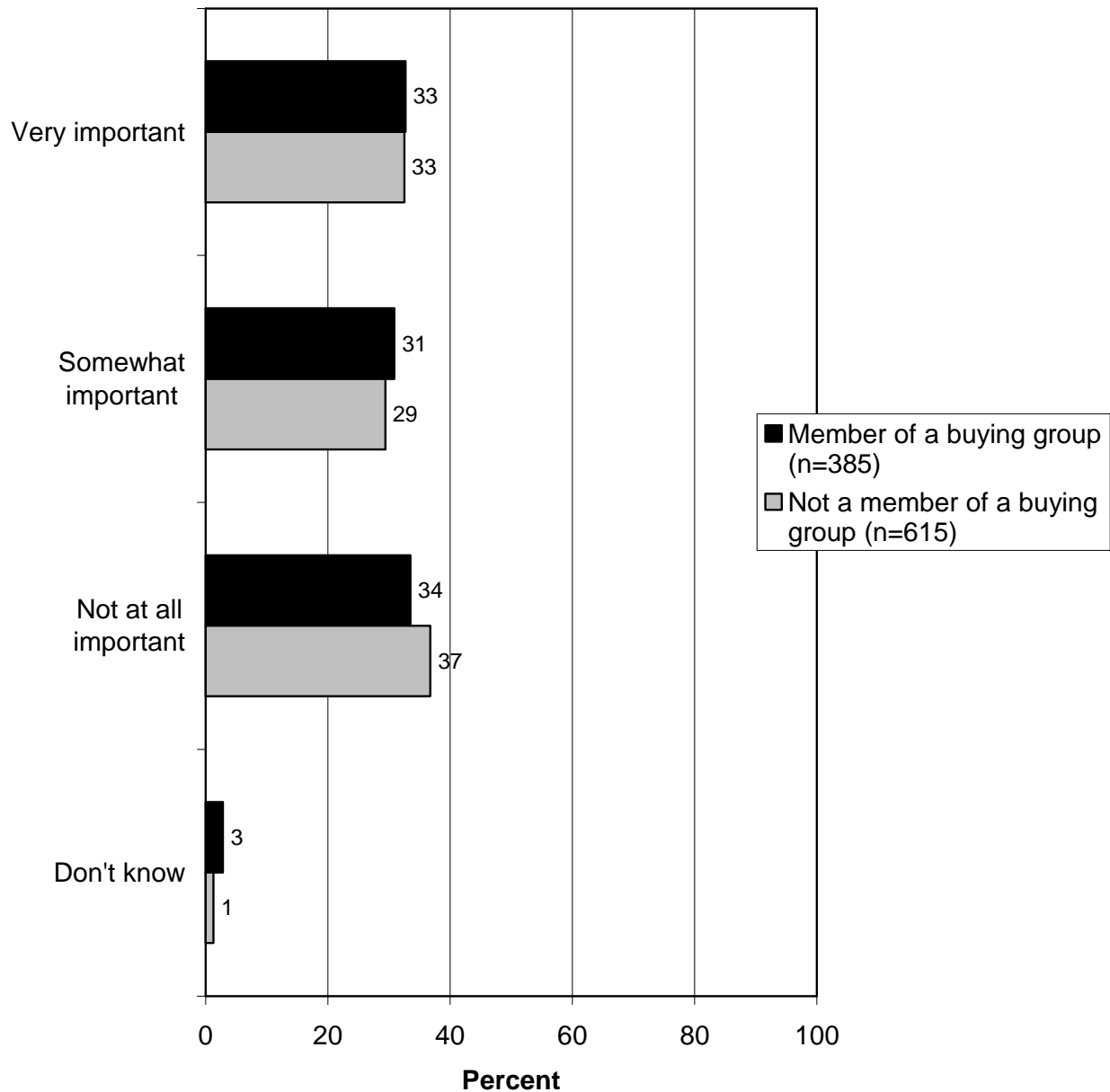
Q66. Cost of airfare to and from Indianapolis (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?)



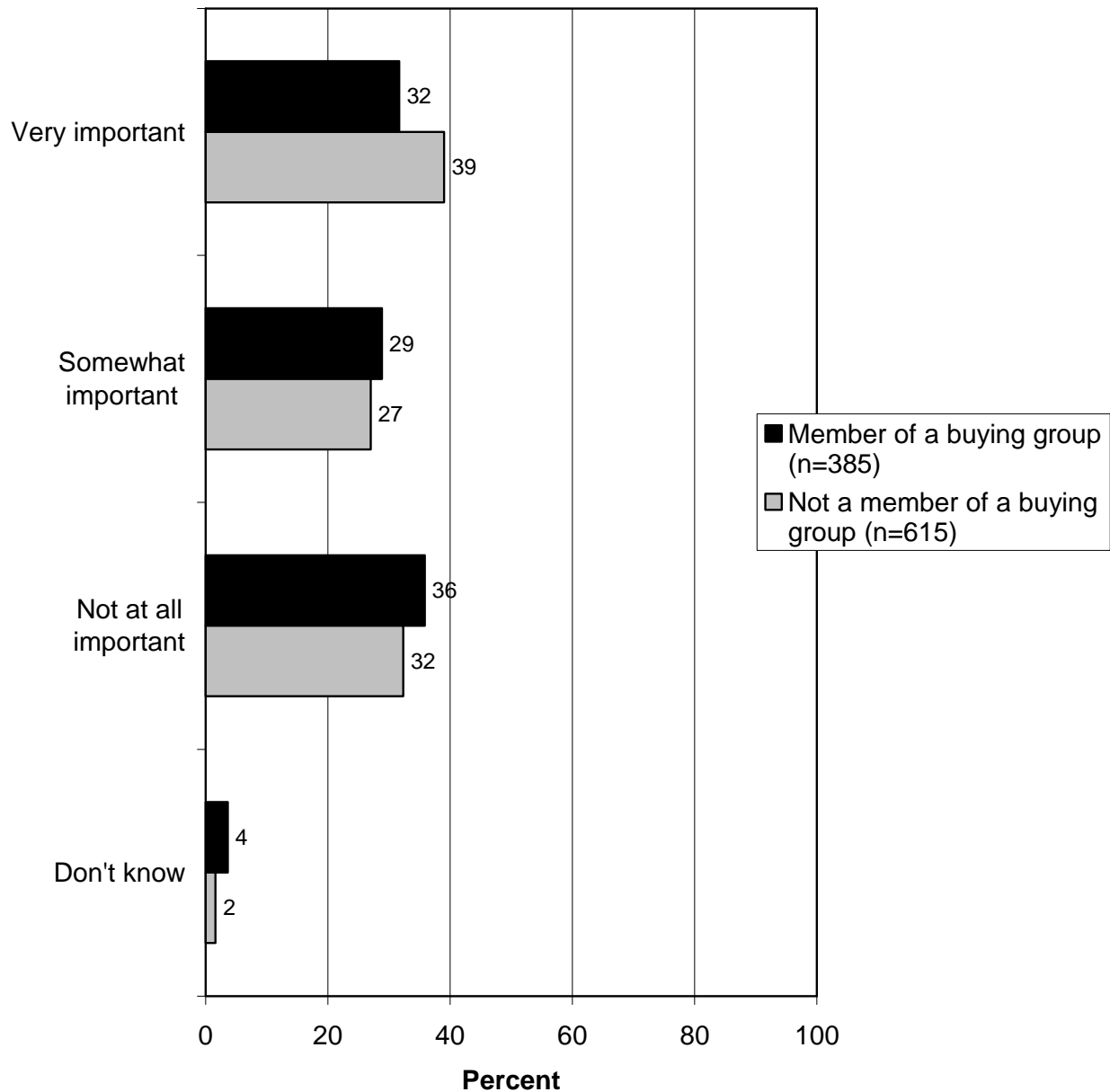
Q67. Cost of gas and wear and tear on vehicle traveling to and from Indianapolis (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?)



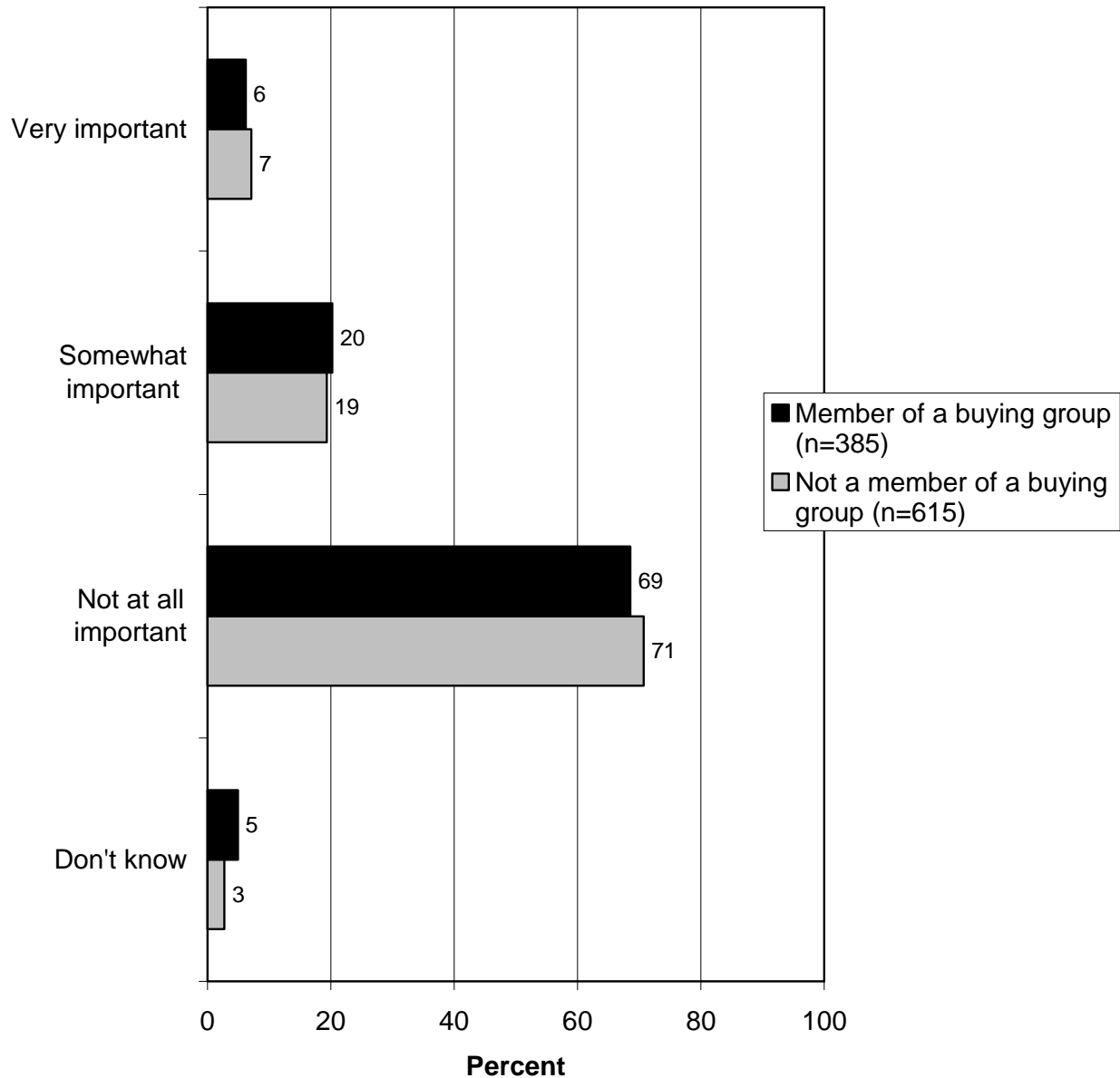
Q68. Leaving shop to attend the show (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?)



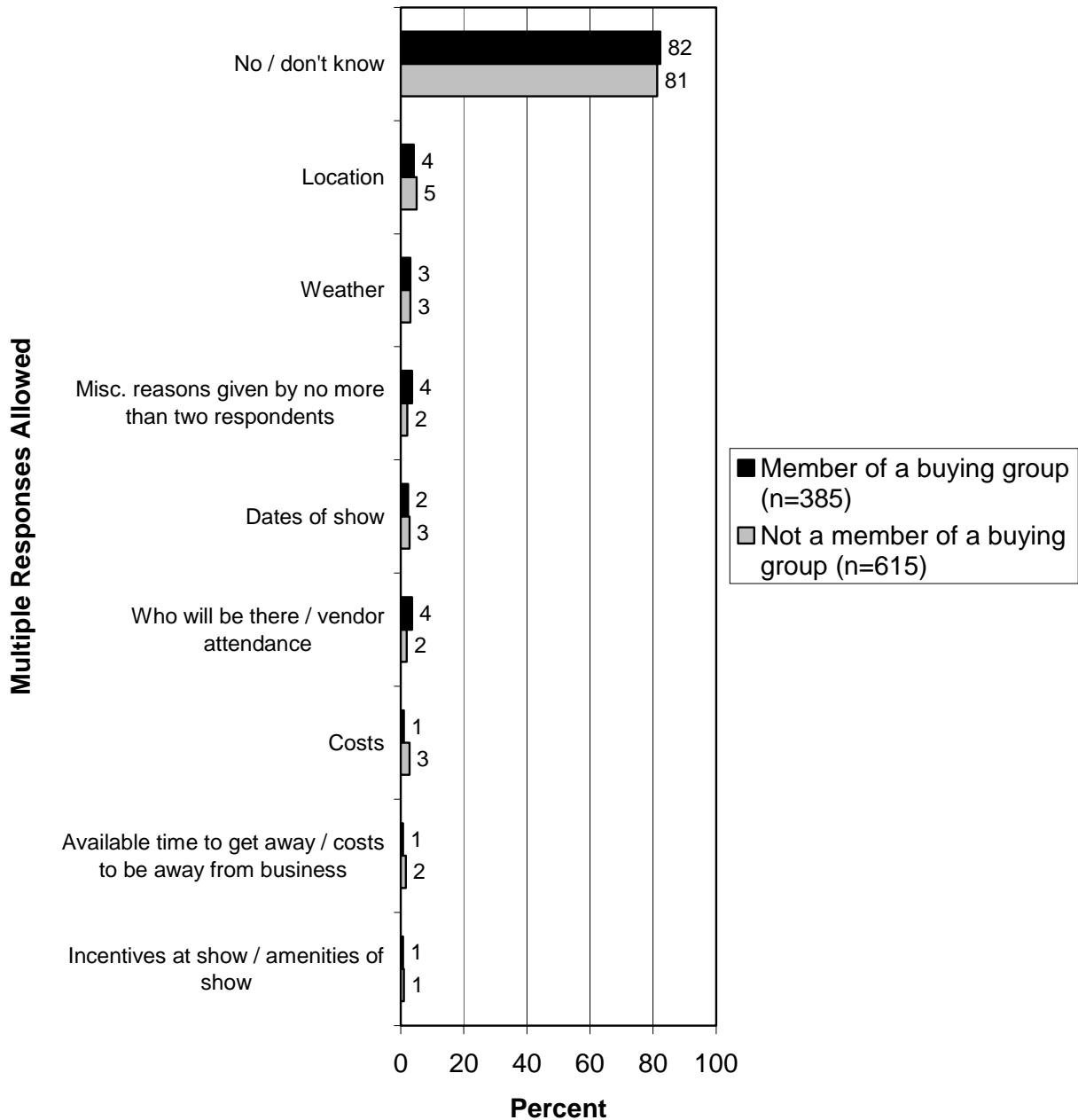
Q69. Distance would have to travel (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?)



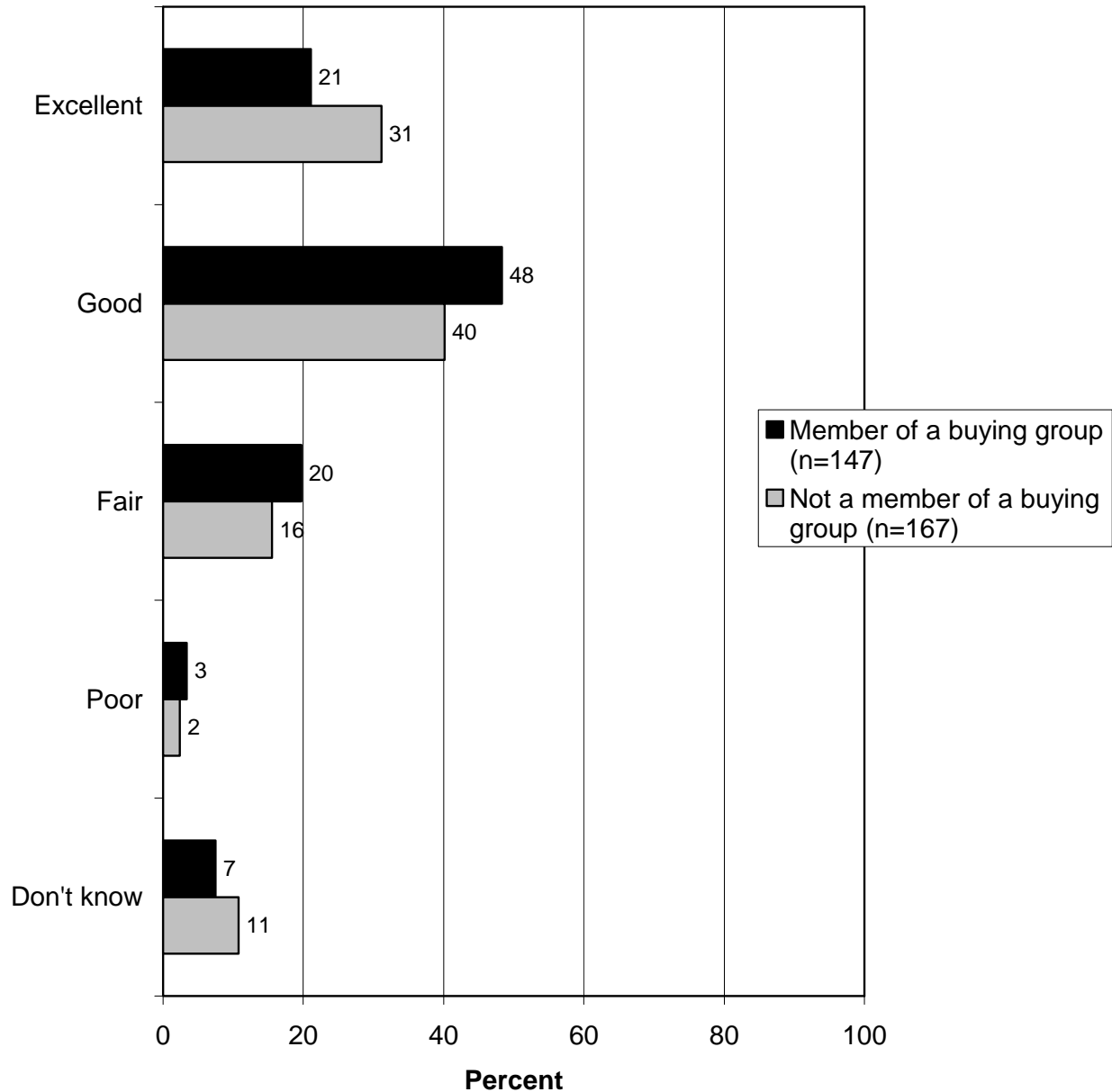
Q70. Things to do in Indianapolis (Will it be very, somewhat, or not at all important to your company in deciding whether or not to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?)



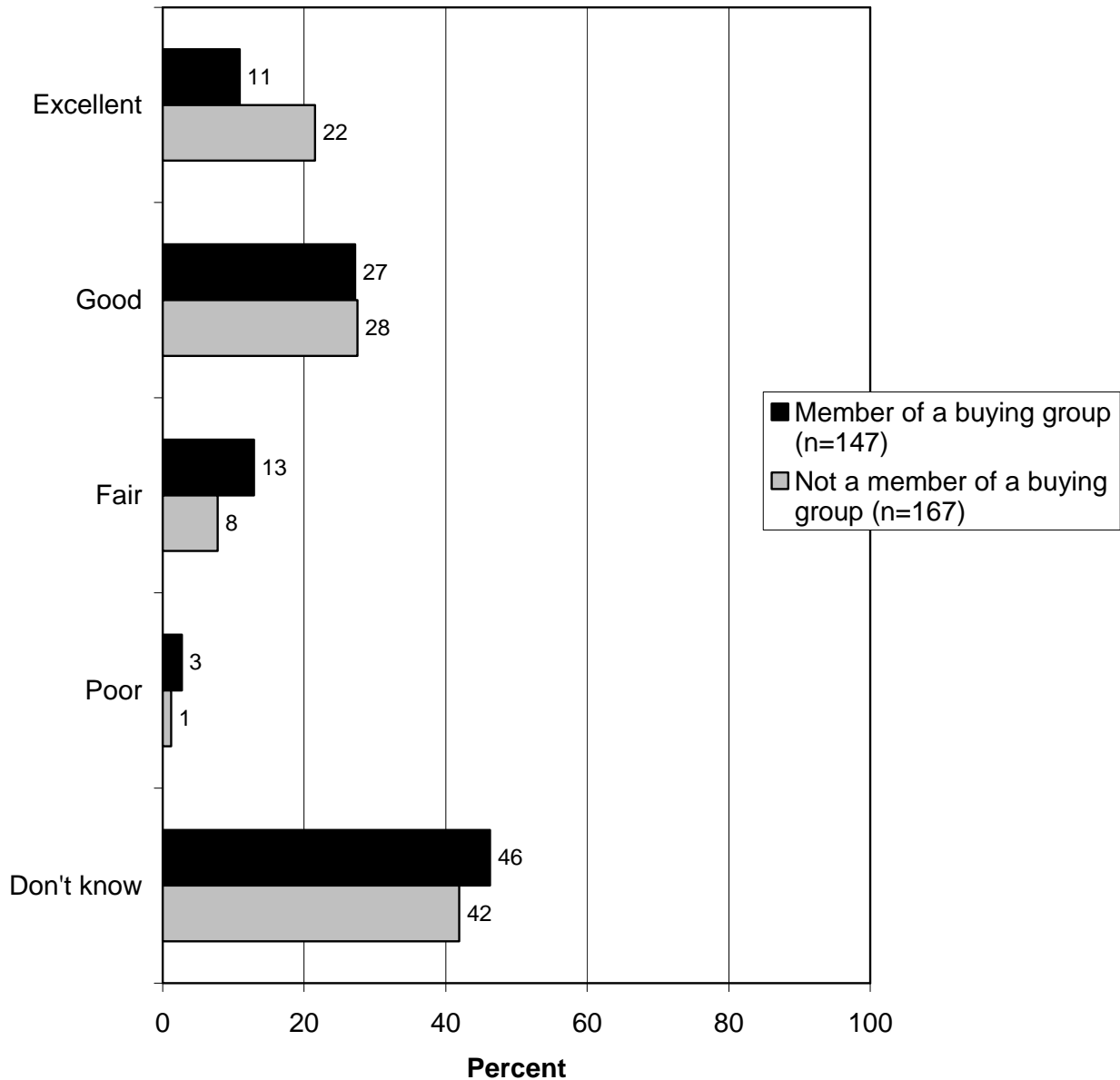
Q71. Are there any other factors that will be important to your company in deciding whether or not to attend the 2008 ATA Trade Show?



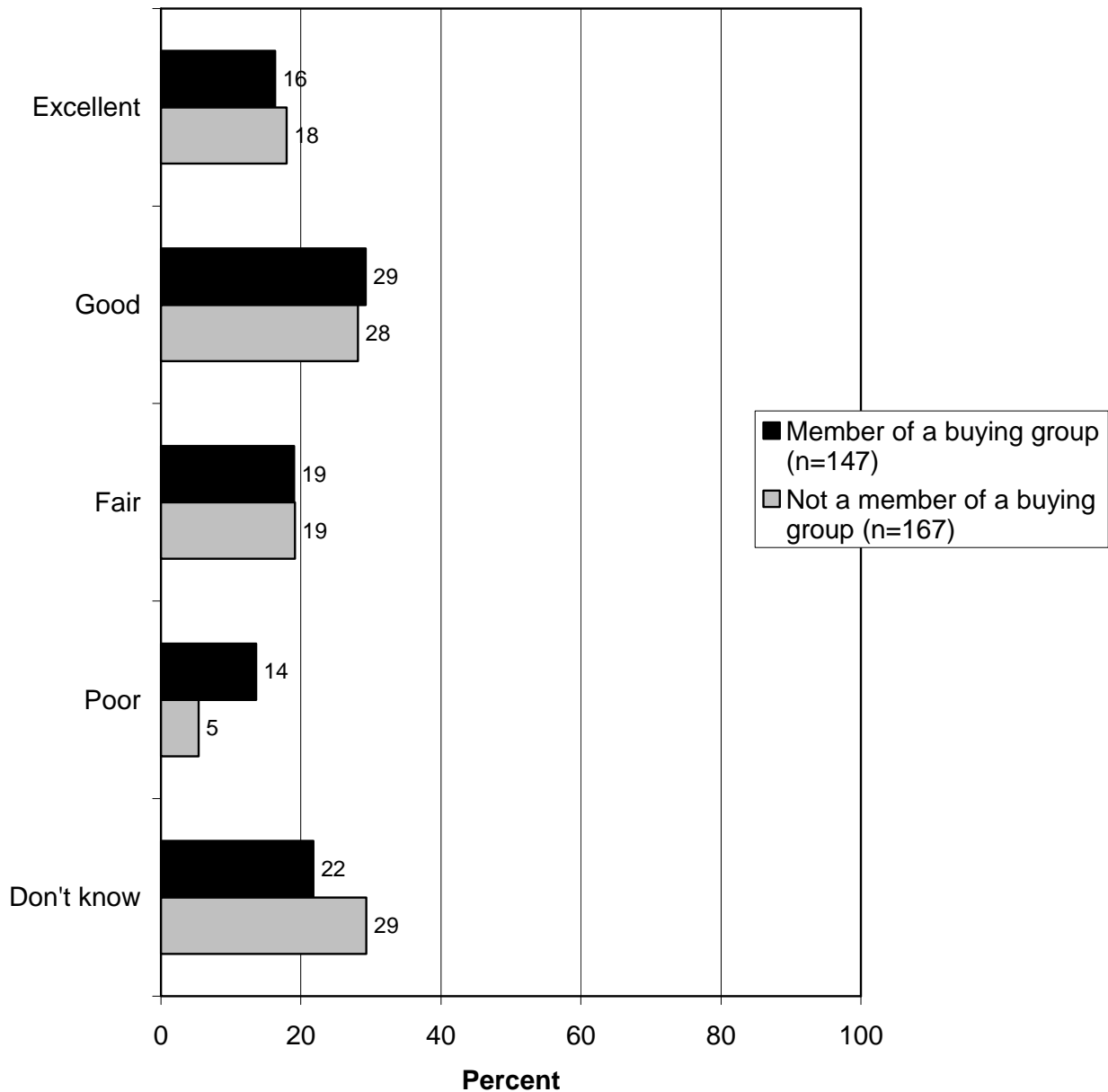
Q74. Featured Products Area (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



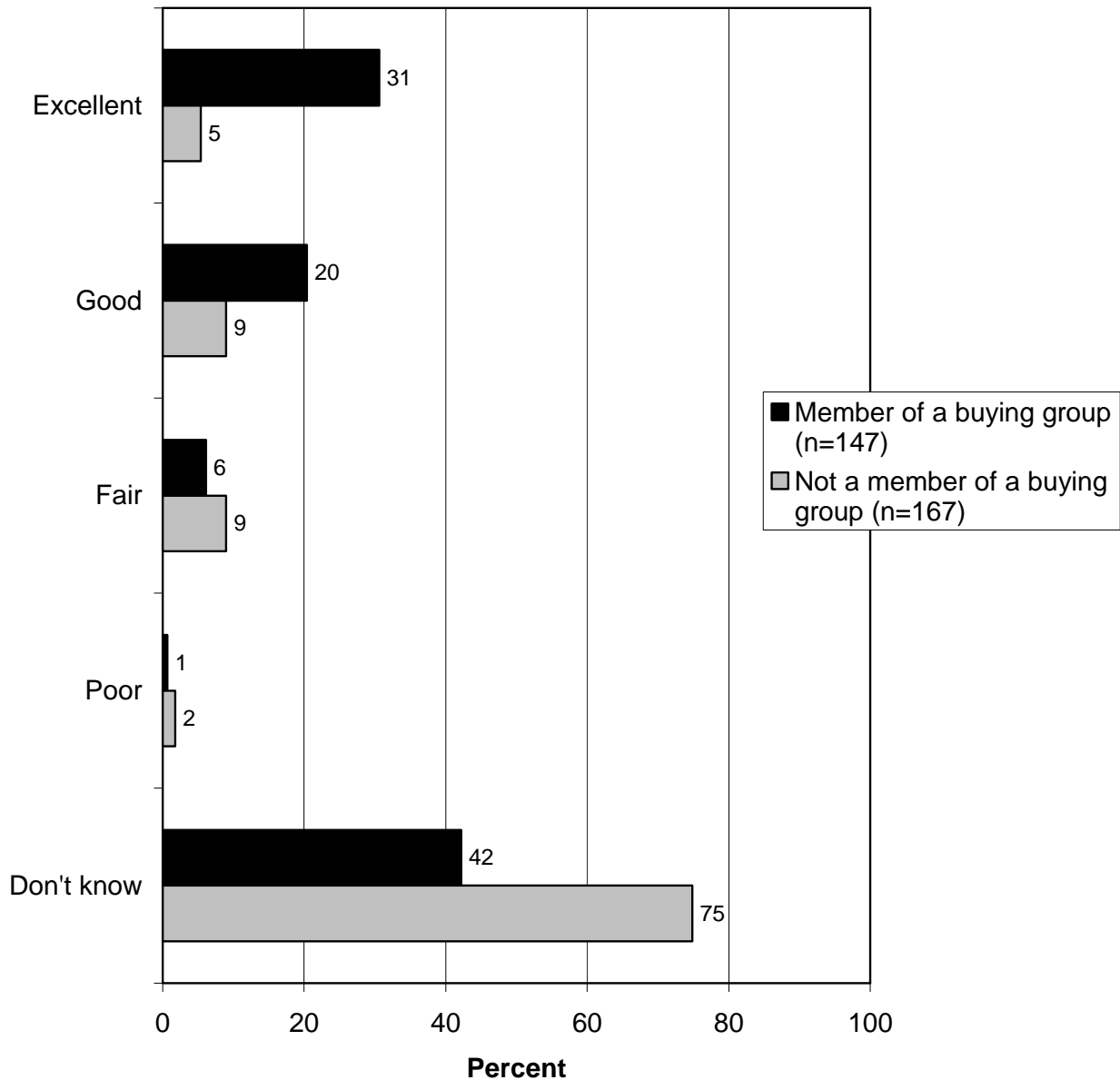
Q75. Morning Technical Seminars (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



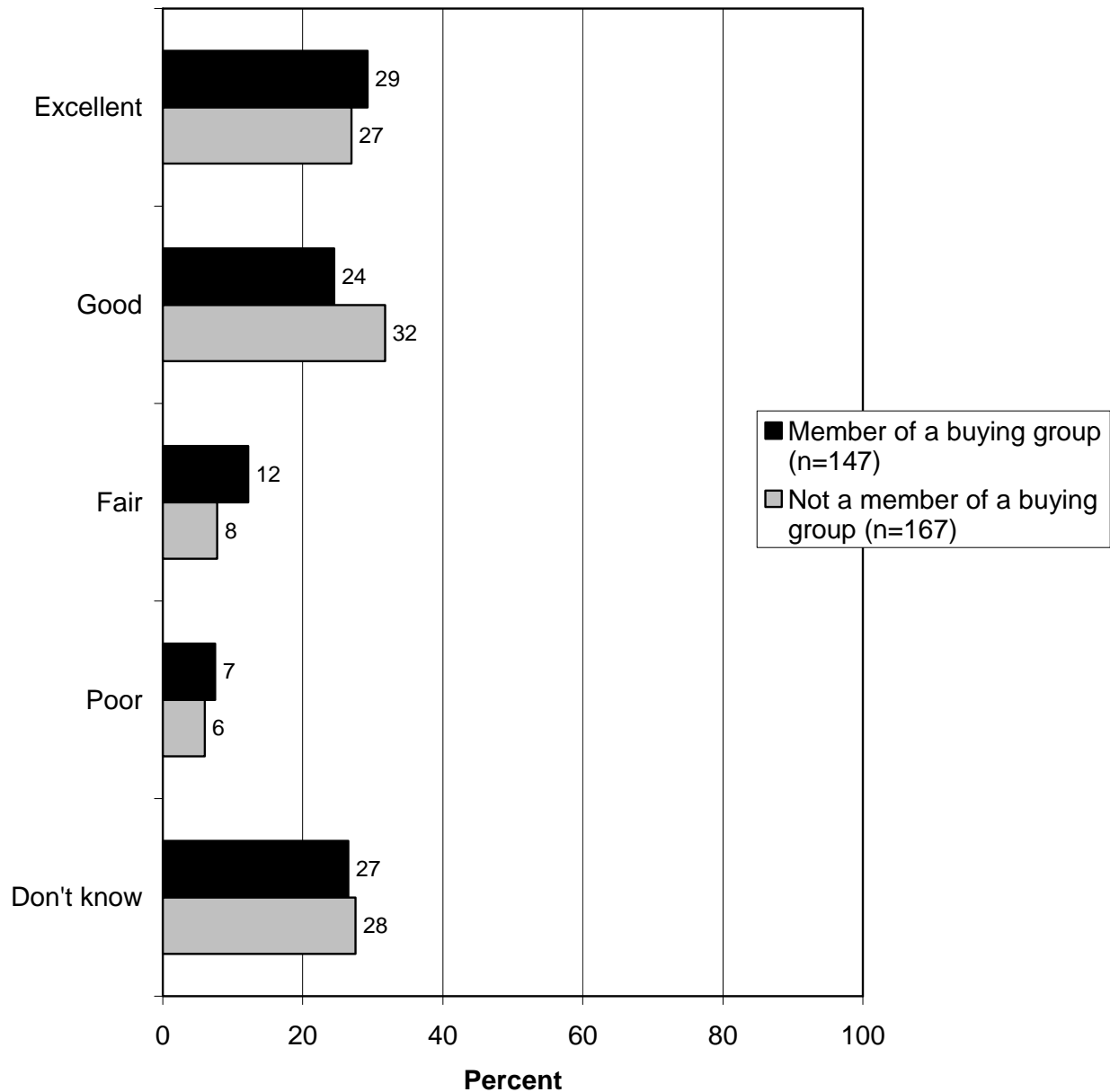
Q76. Real Deal (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



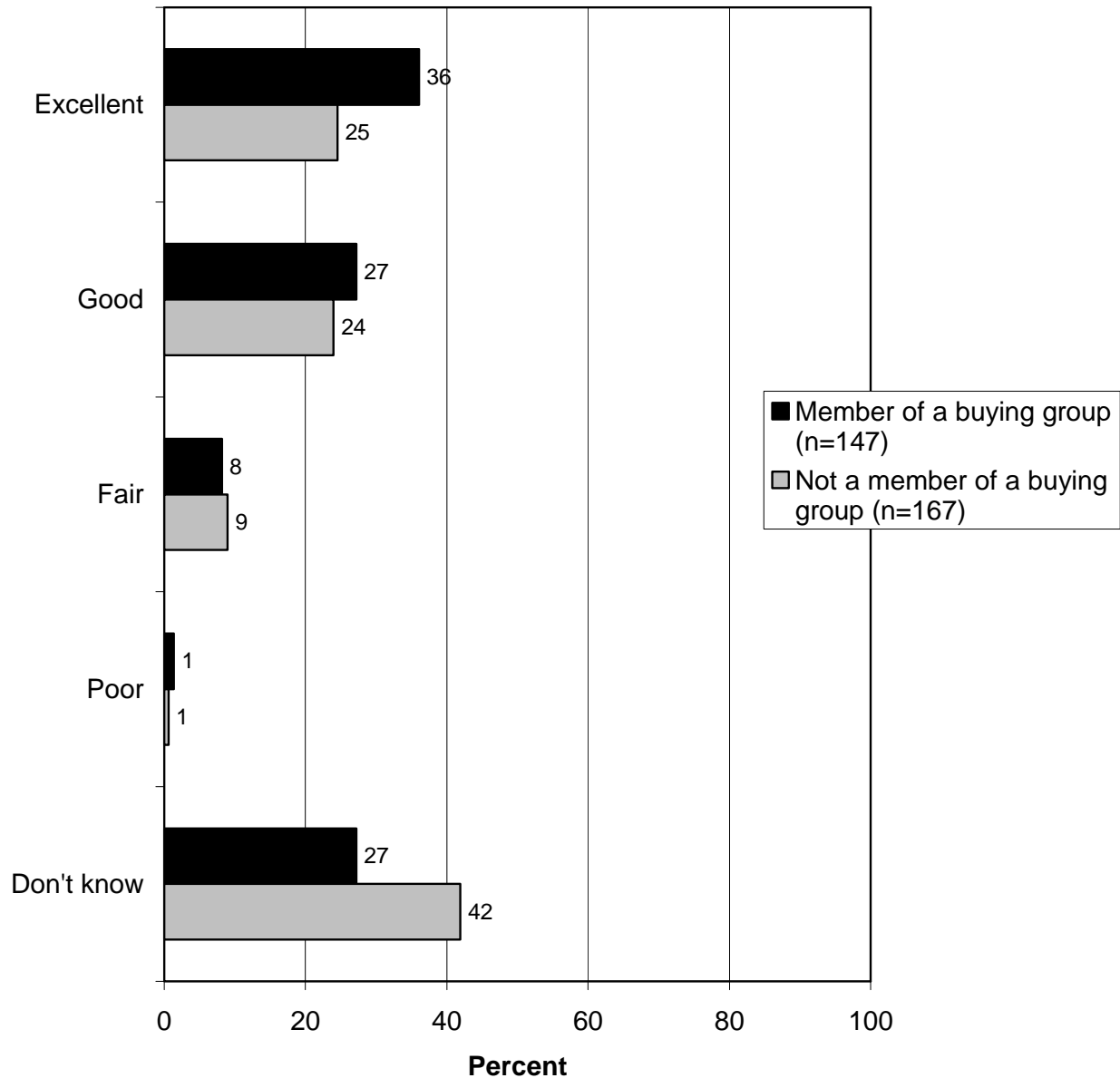
Q77. ARRO Buying Group Special Pricing (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



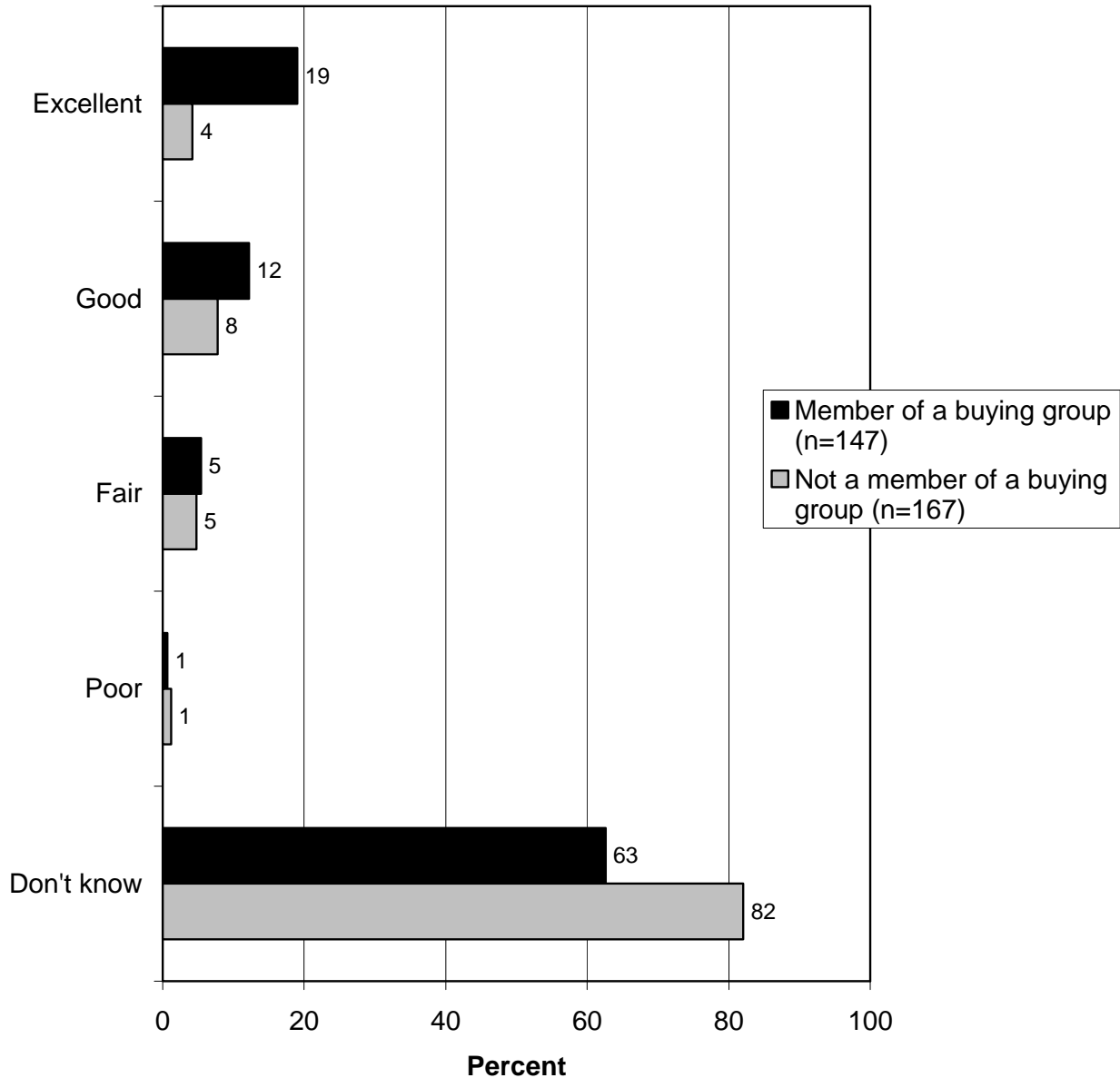
**Q78. Great Giveaway (Was this aspect of the 2007
ATA Trade Show excellent, good, fair, or poor?)
(Asked of those whose company attended the 2007
ATA Trade Show in Atlanta.)**



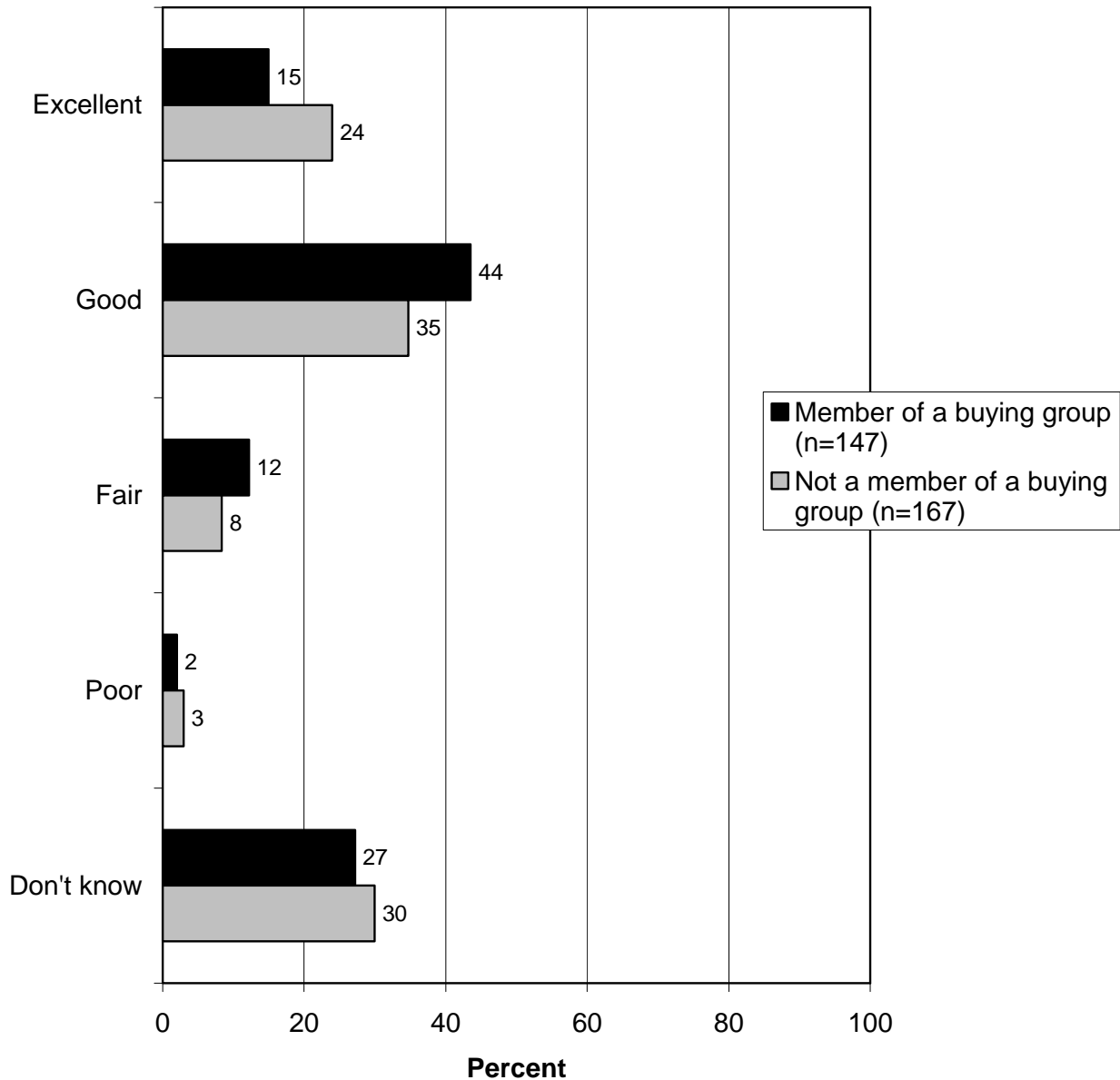
Q79. Outtech Innovations Event (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



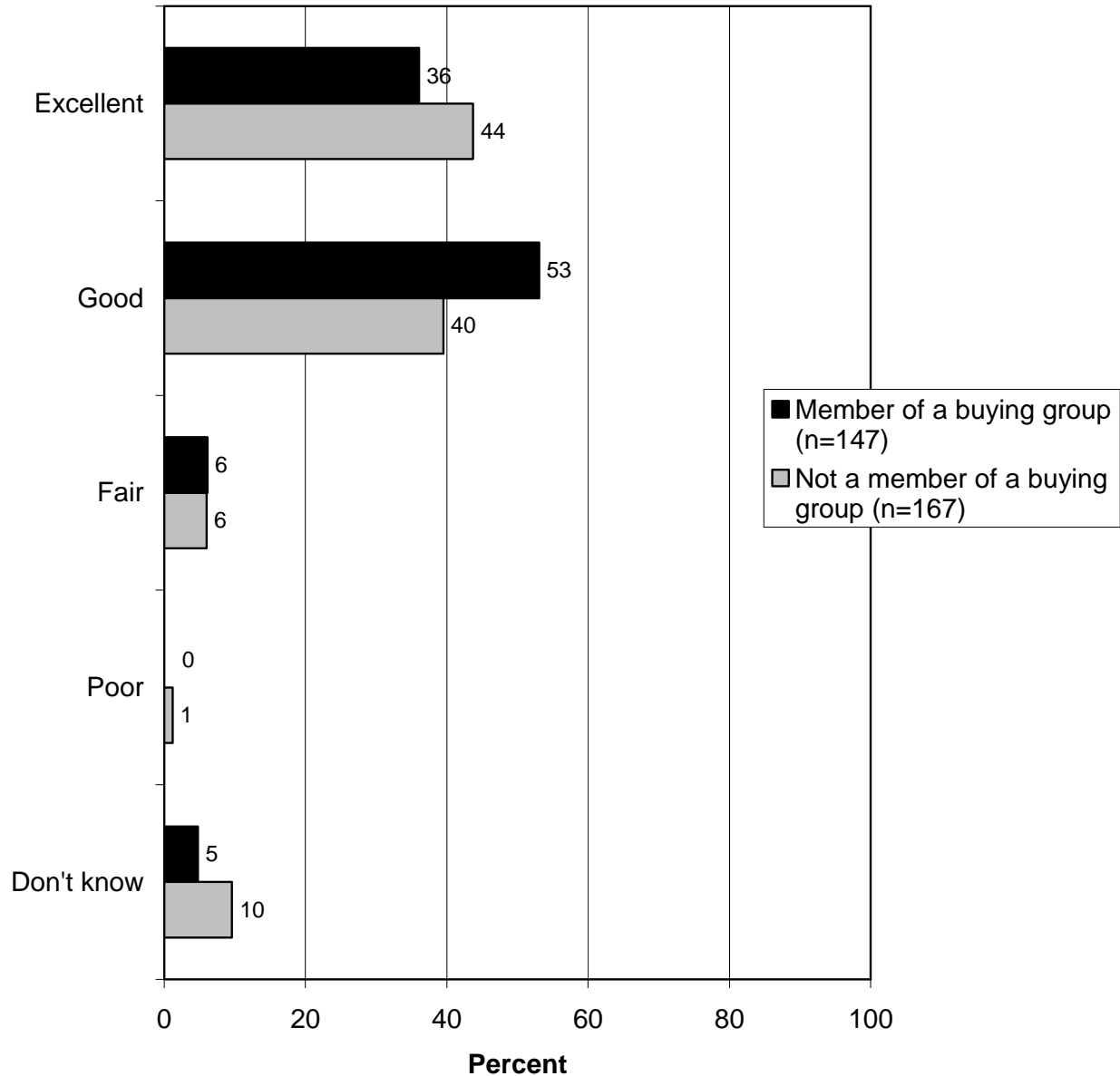
Q80. NABA Buying Group Special Pricing (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



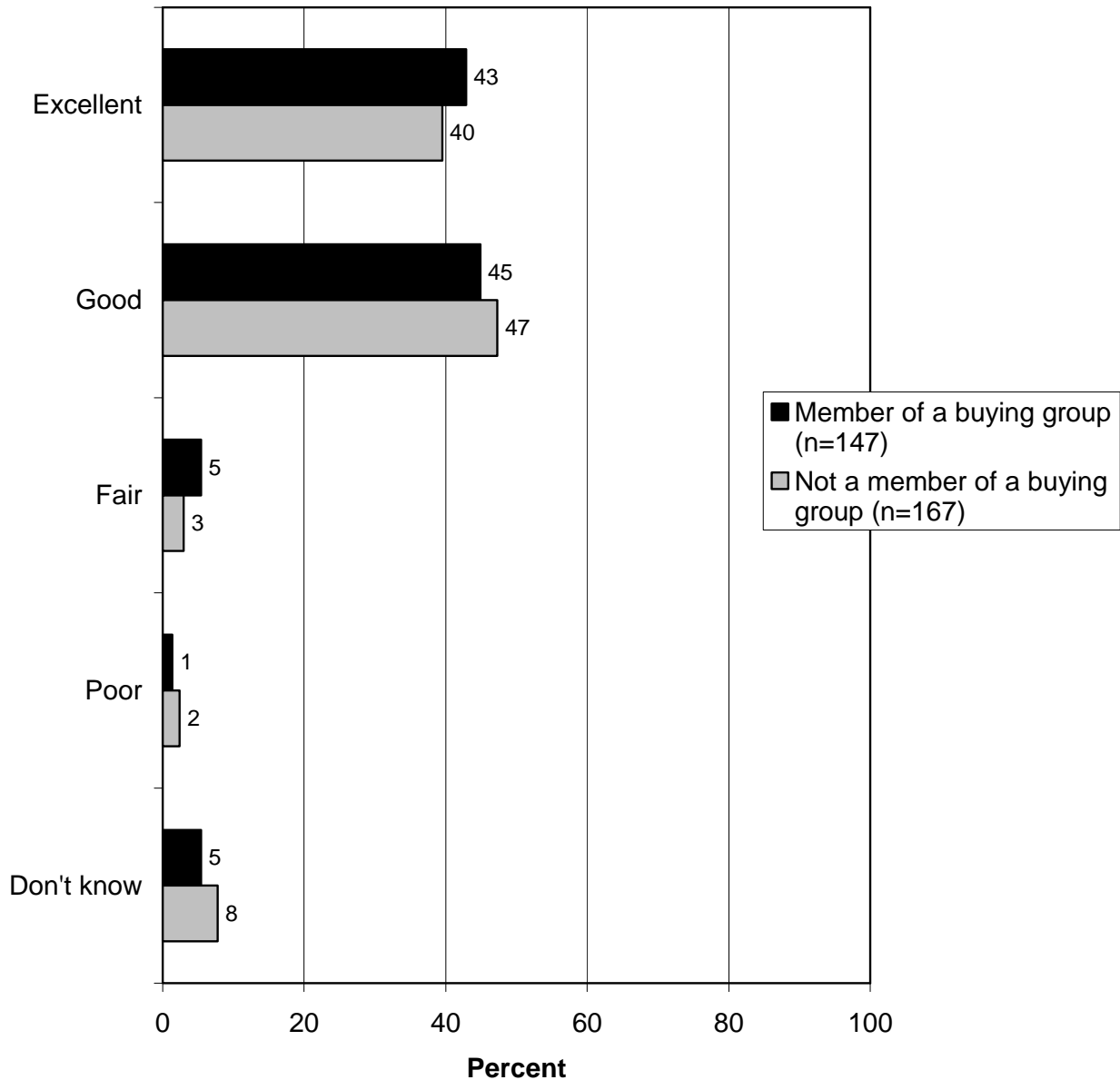
**Q81. Literature Kiosk (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?)
(Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)**



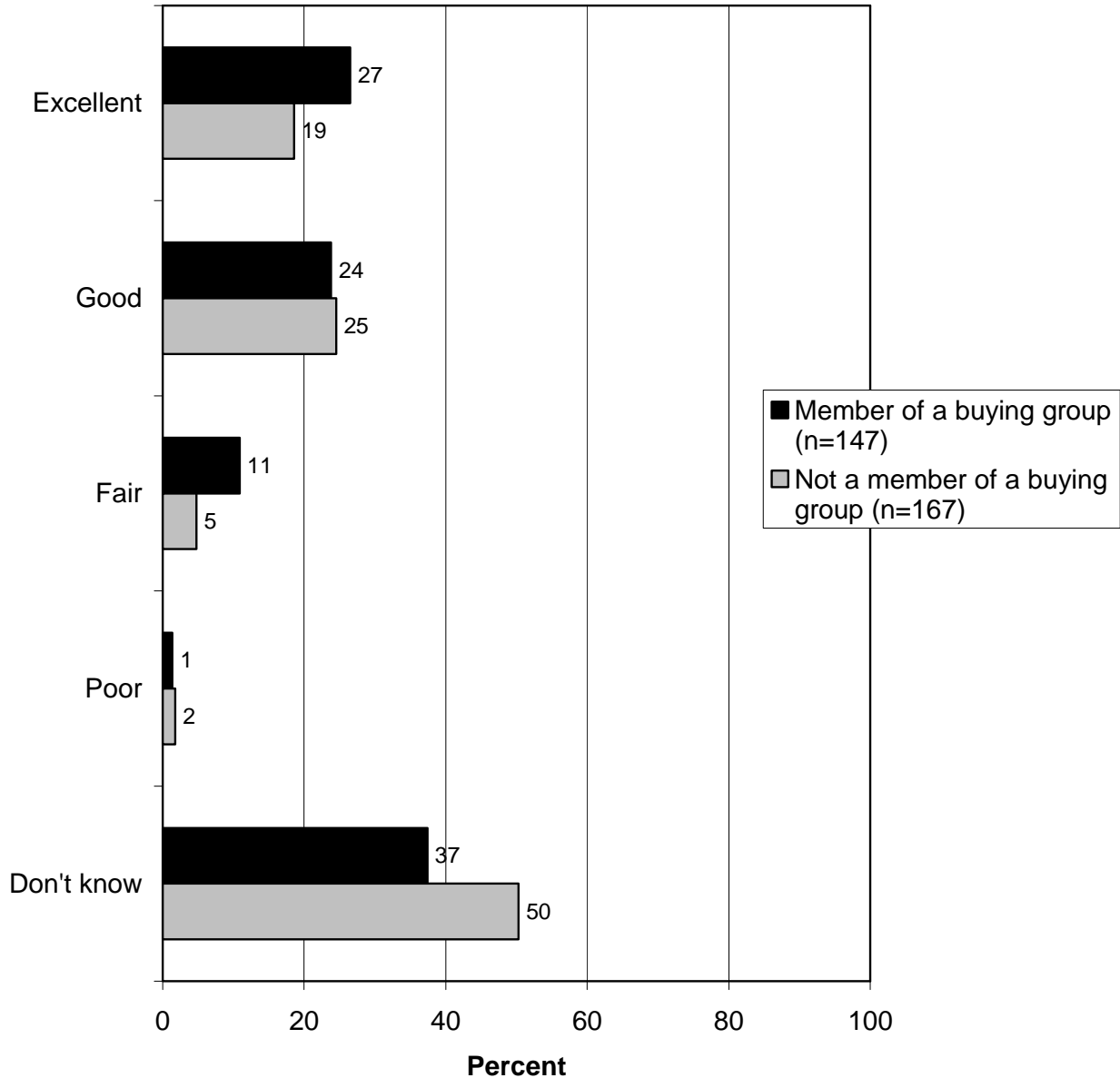
Q82. Shooting Demonstration Areas (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



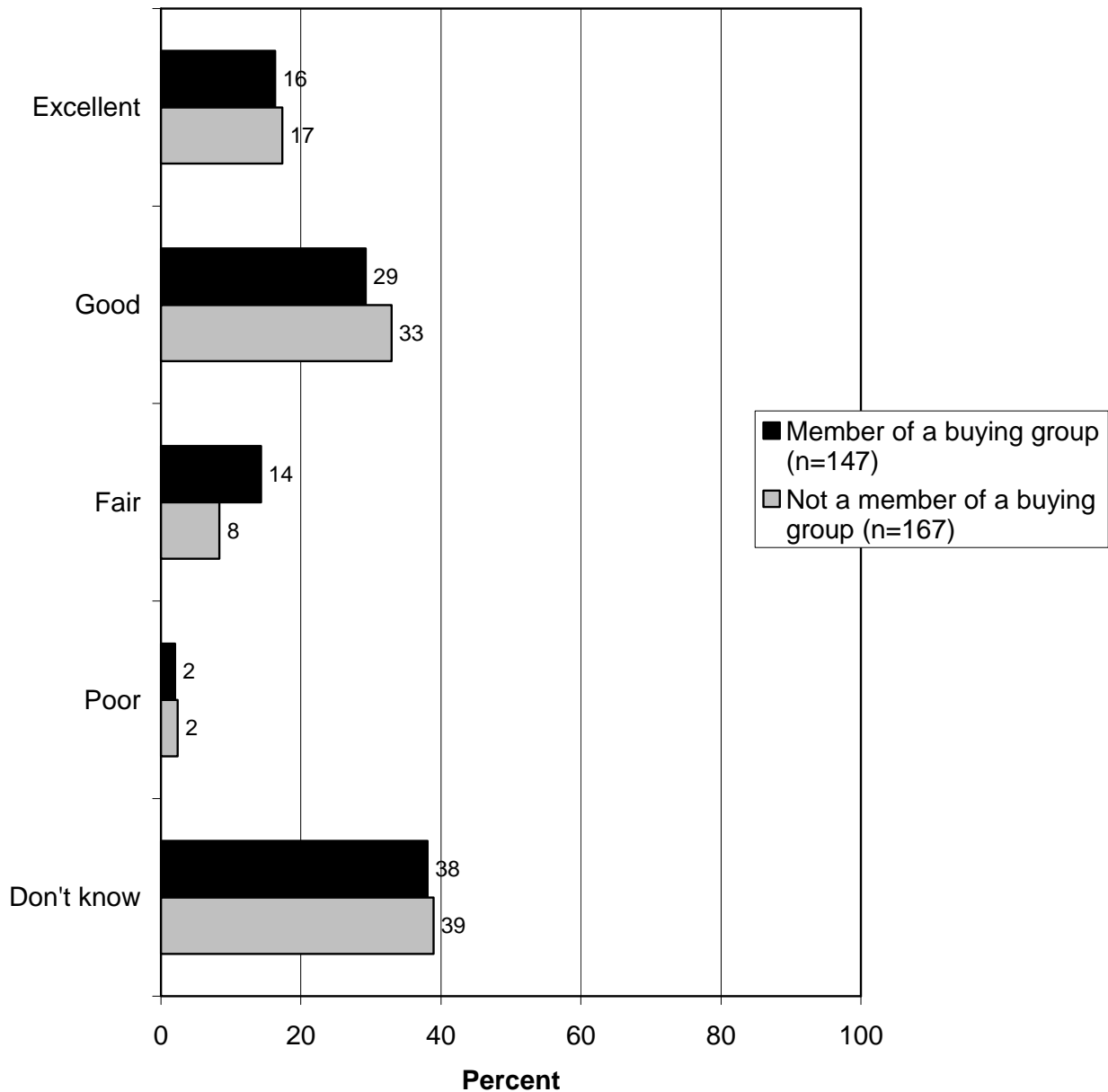
Q83. Show Guide (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



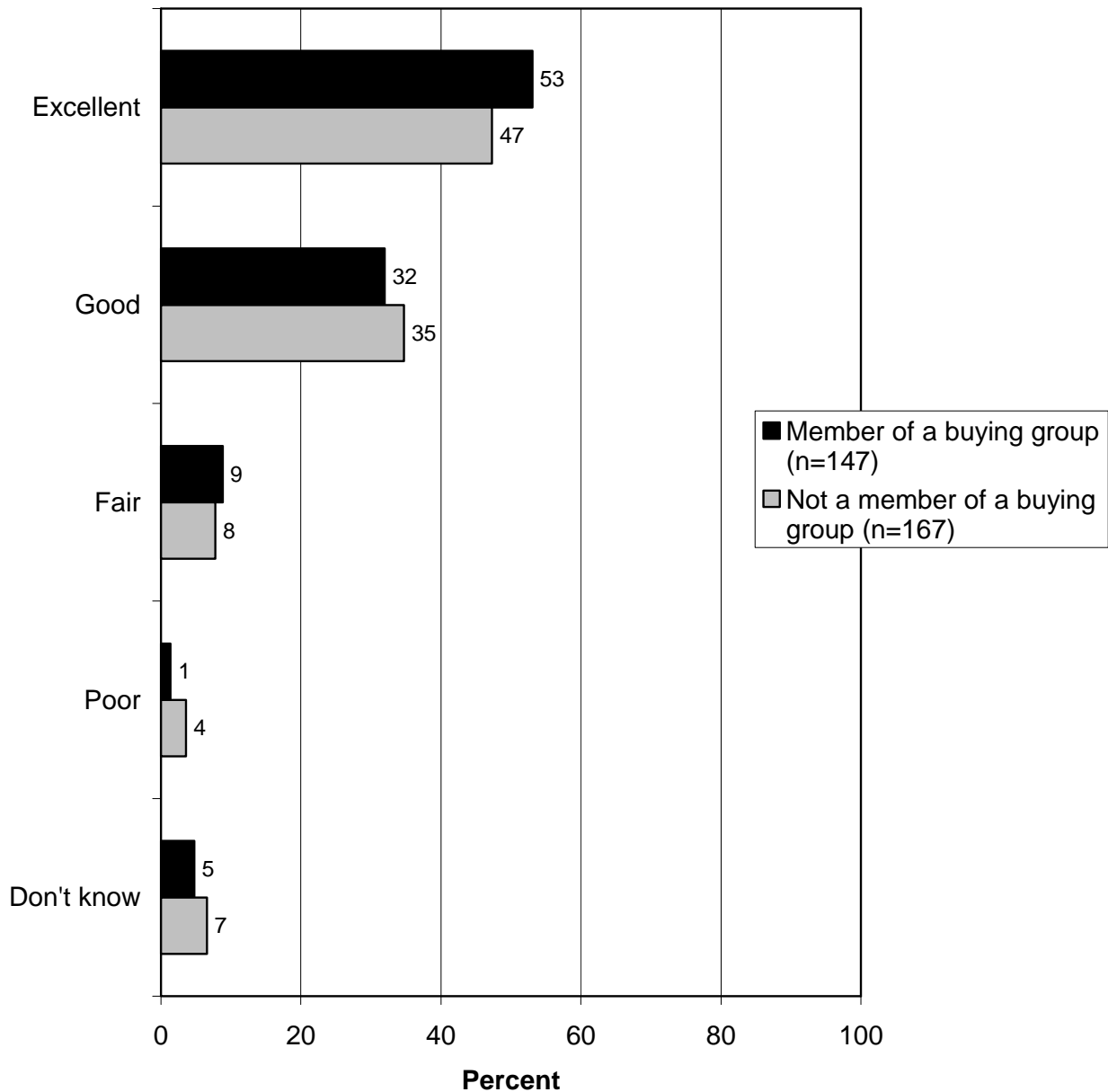
**Q84. Members Lounge (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?)
(Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)**



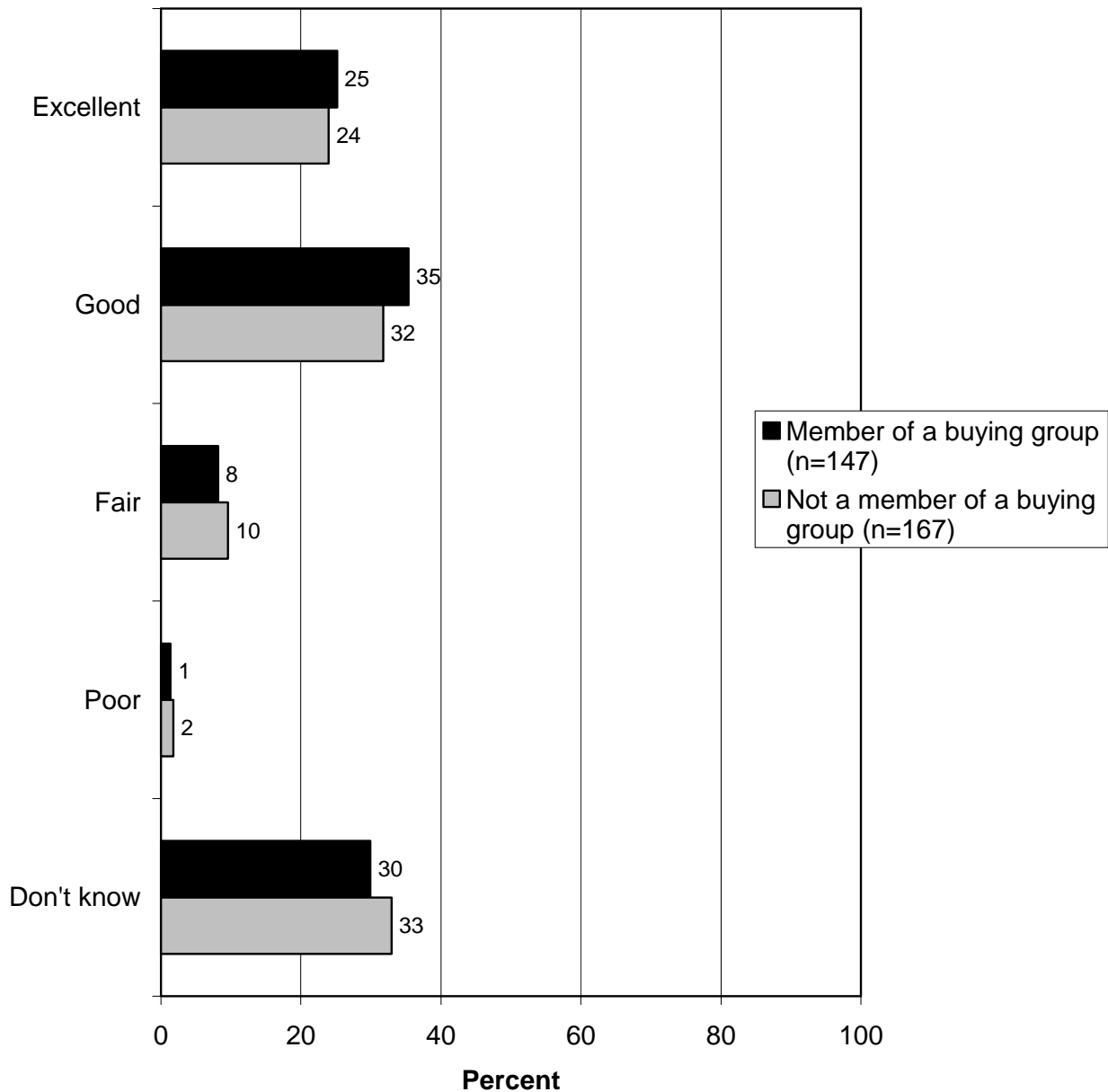
Q85. Show Daily News Flyer (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



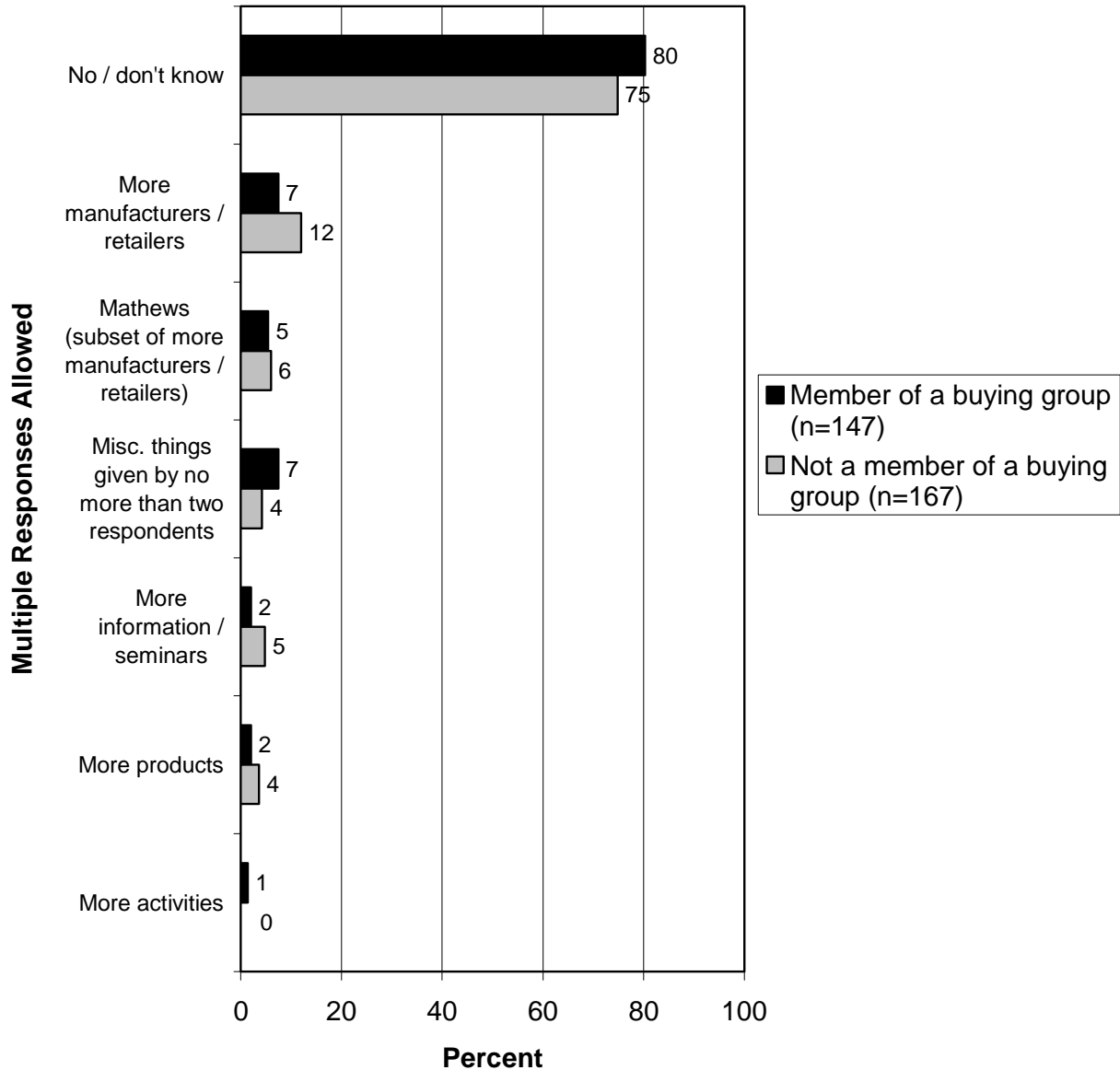
Q86. Registration process (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



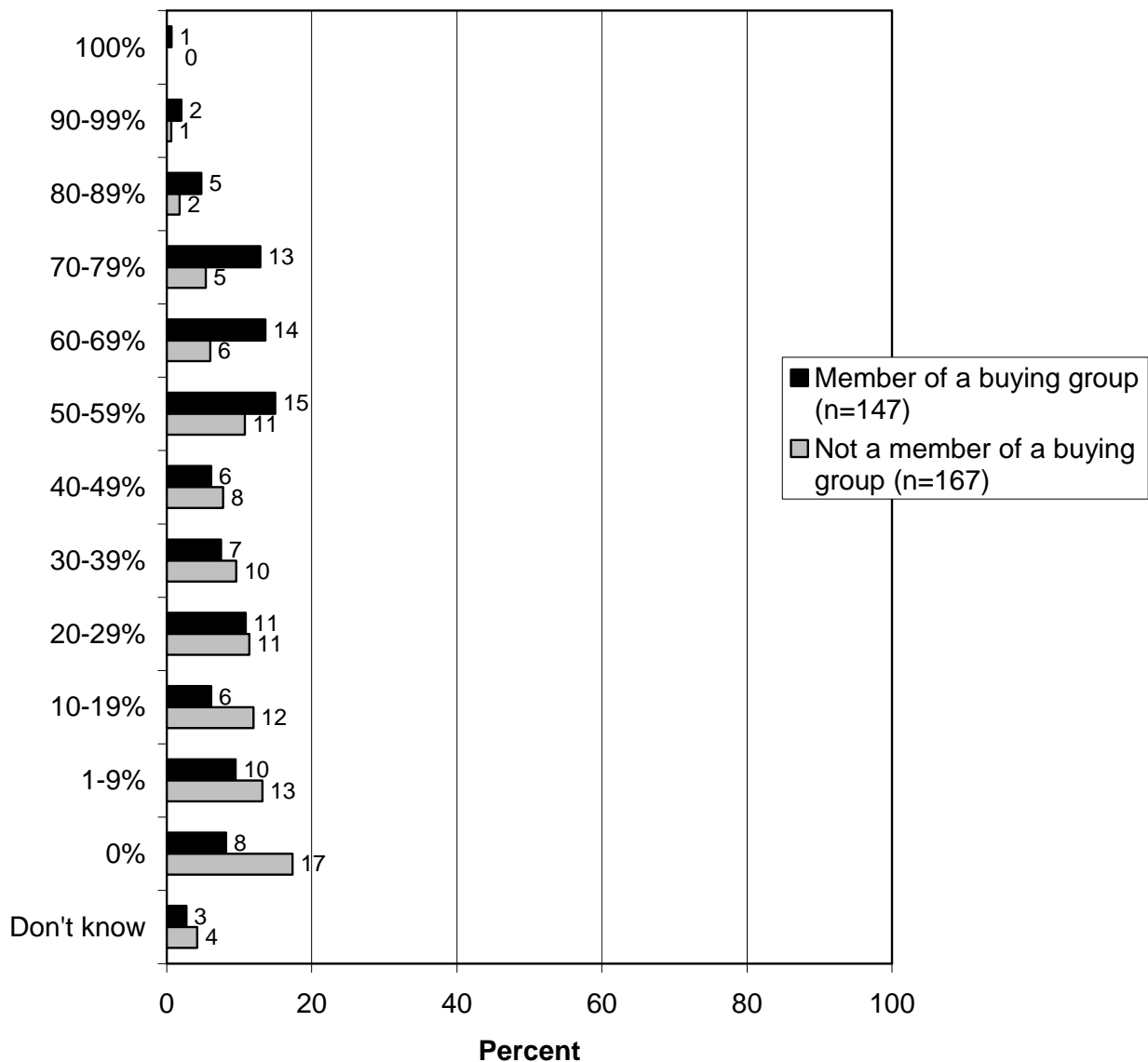
Q87. Plasma Screen Information (Was this aspect of the 2007 ATA Trade Show excellent, good, fair, or poor?) (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



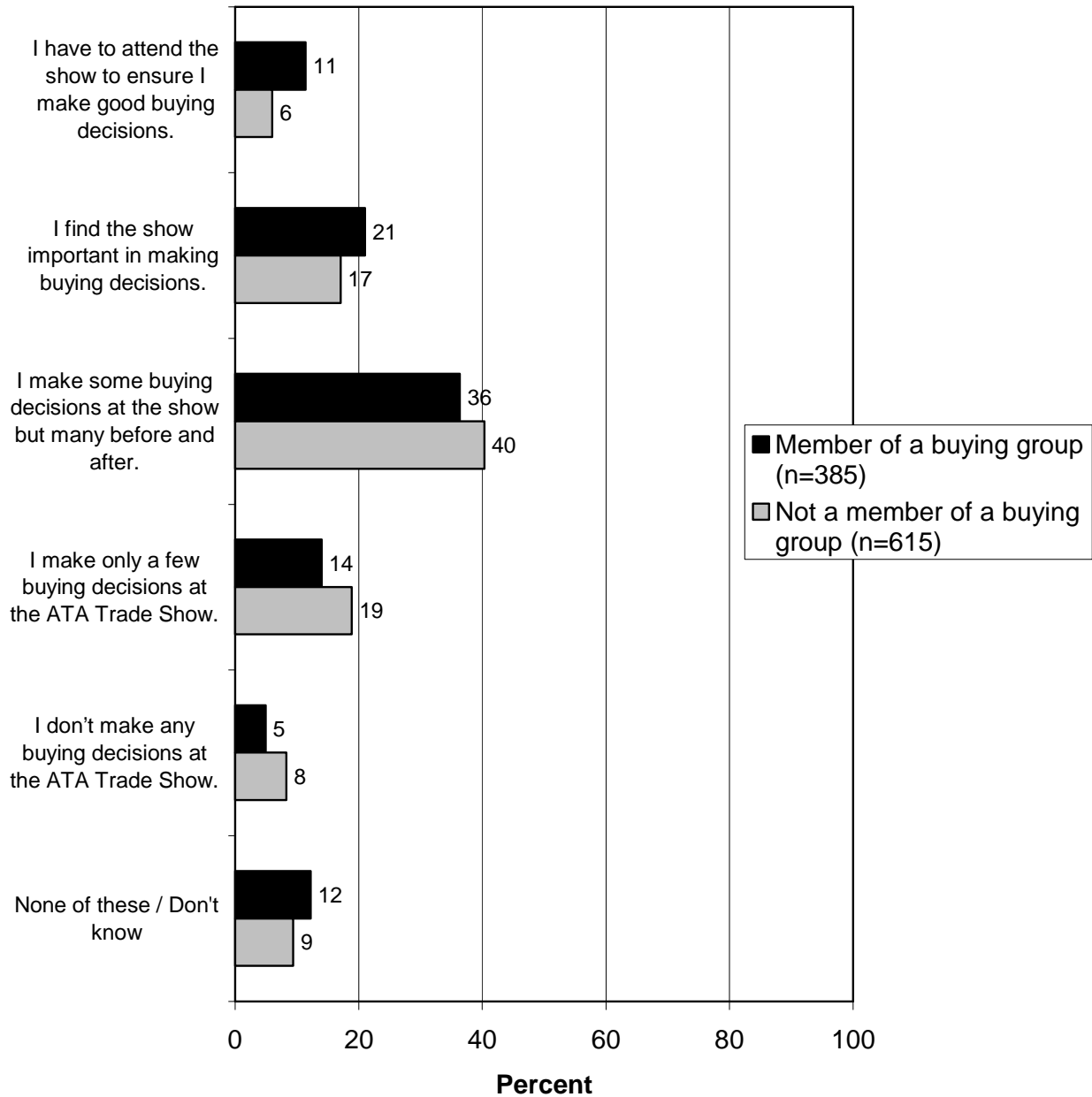
Q88. Were there any products or services not at the 2007 show that you'd like to see, or are there any products or services that you'd like to see more of? (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



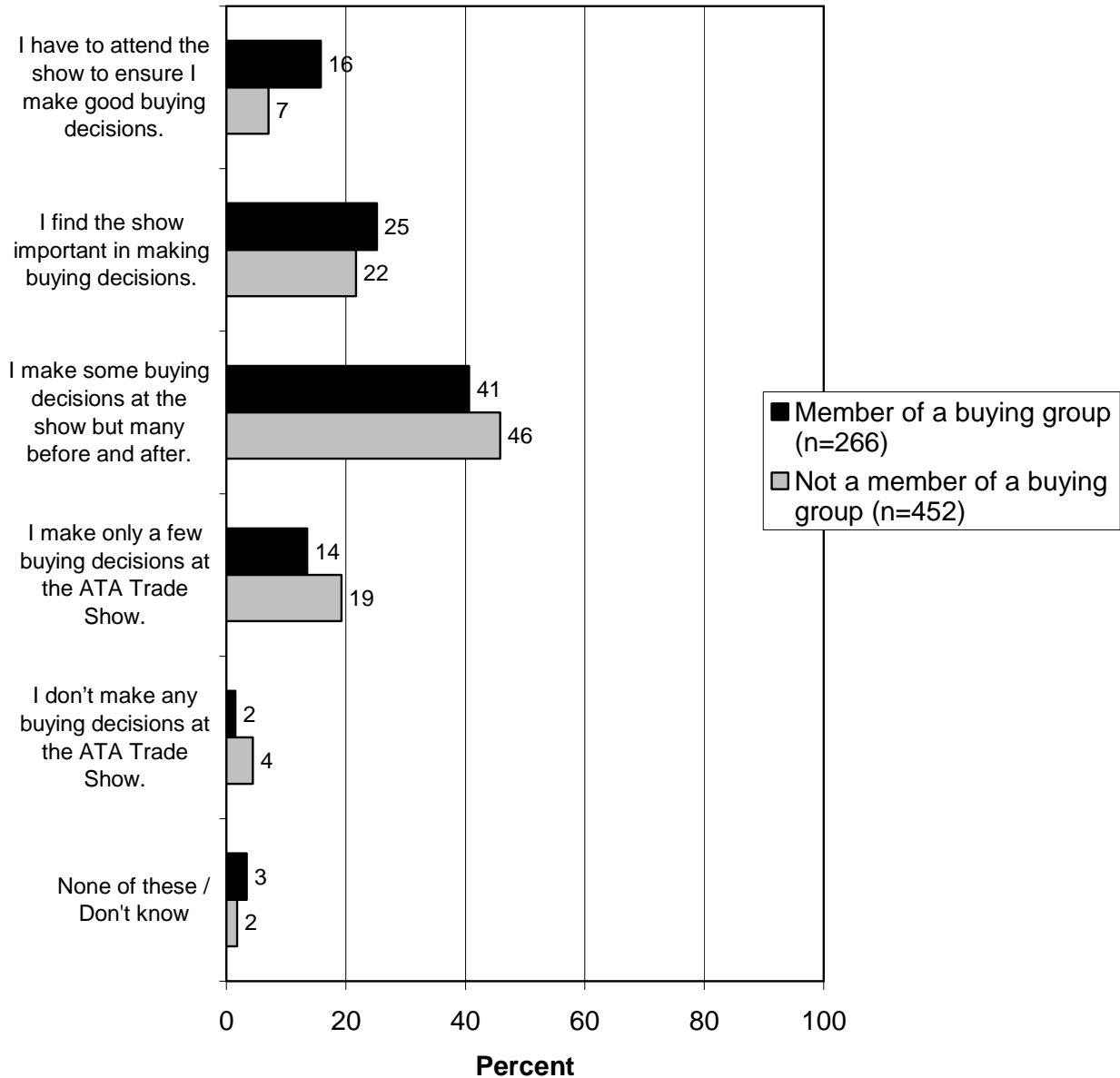
Q89. Approximately what percentage of your annual retail product inventory for sales did you order at the 2007 ATA Trade Show, including orders placed with a buying group? (Asked of those whose company attended the 2007 ATA Trade Show in Atlanta.)



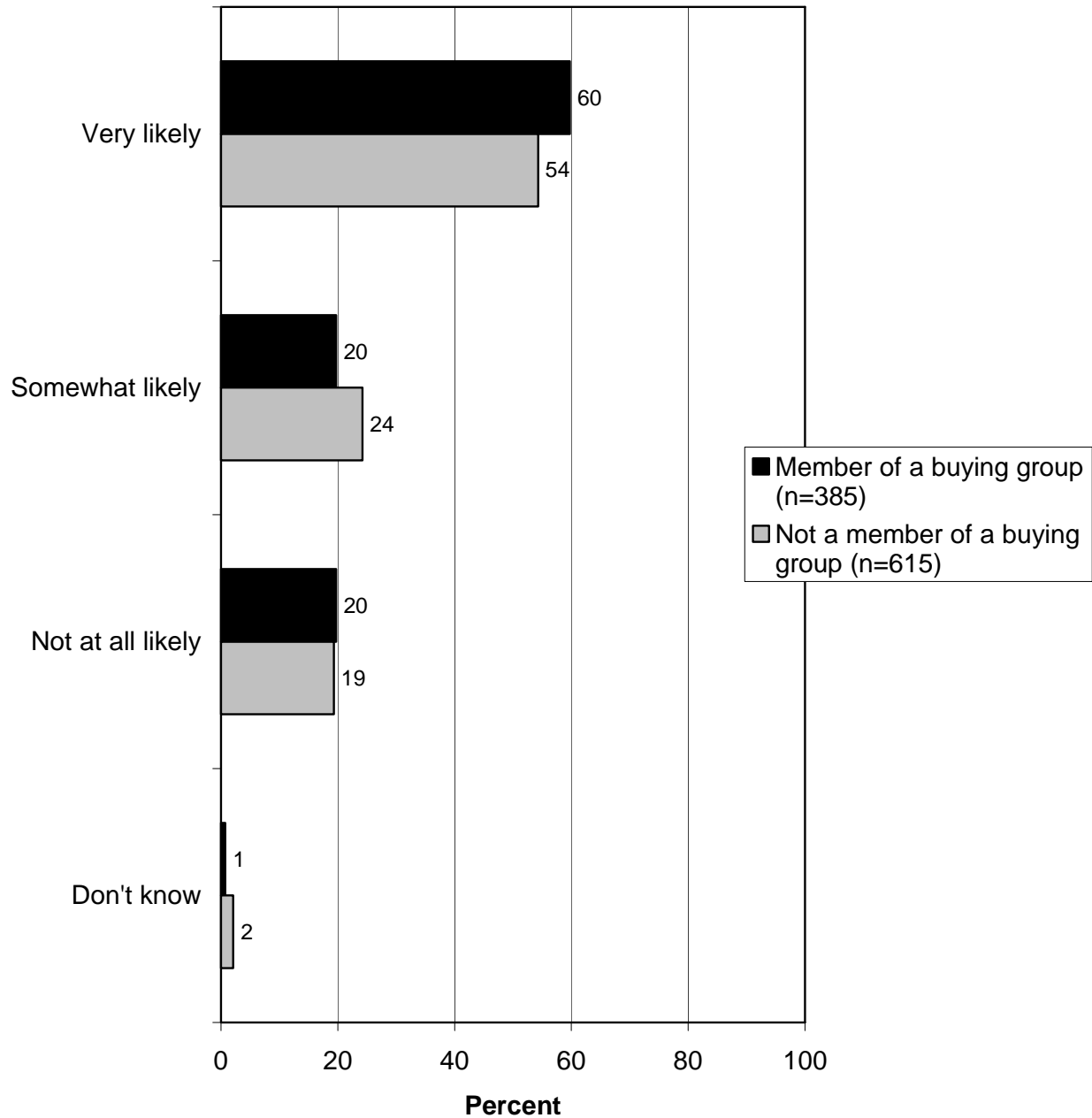
Q91. Which of the following statements best describes the importance of the ATA Trade Show in helping you make your product buying decisions for the coming year?



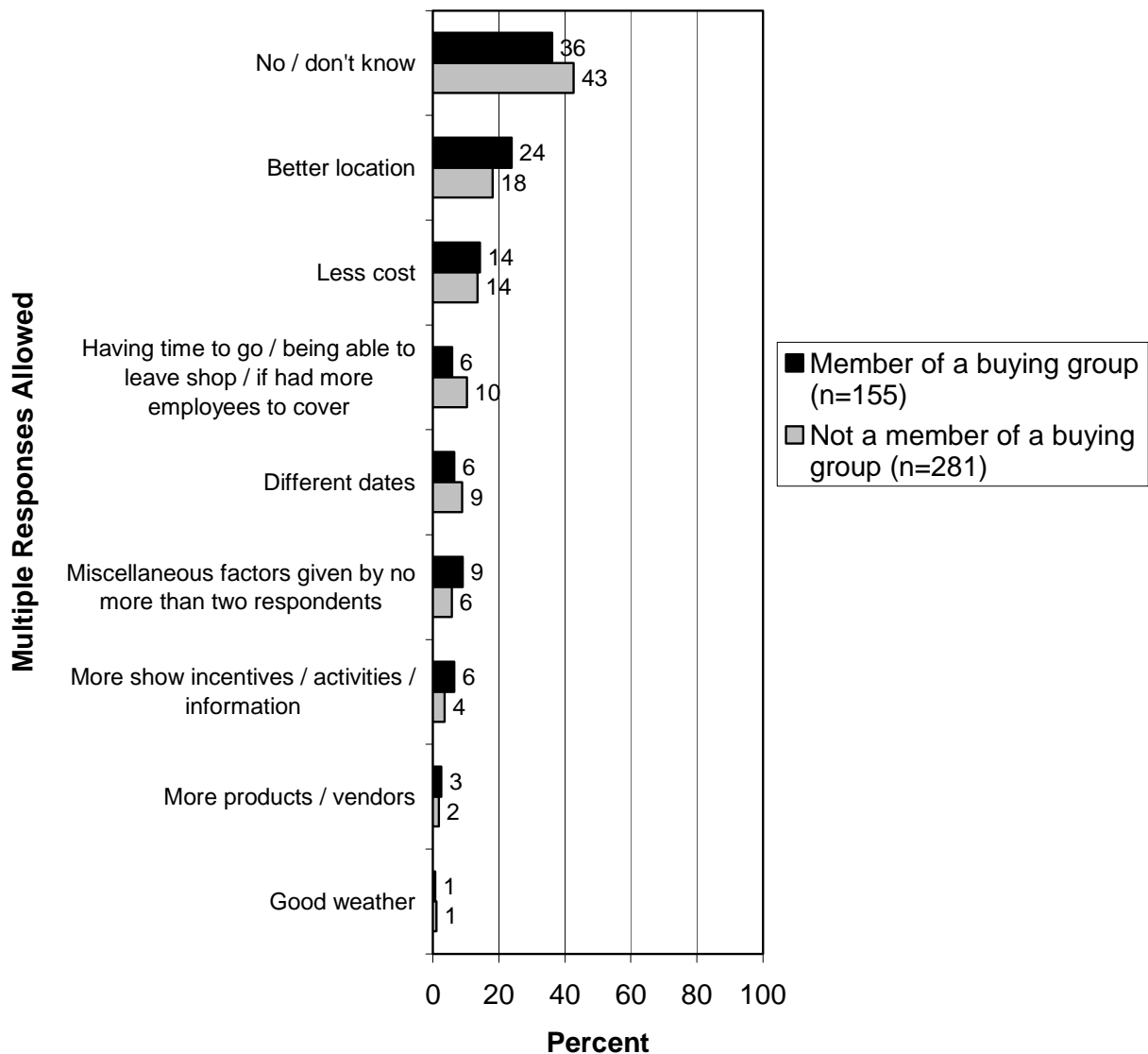
Q91. Which of the following statements best describes the importance of the ATA Trade Show in helping you make your product buying decisions for the coming year? (Among those who attended at least one ATA Trade Show.)



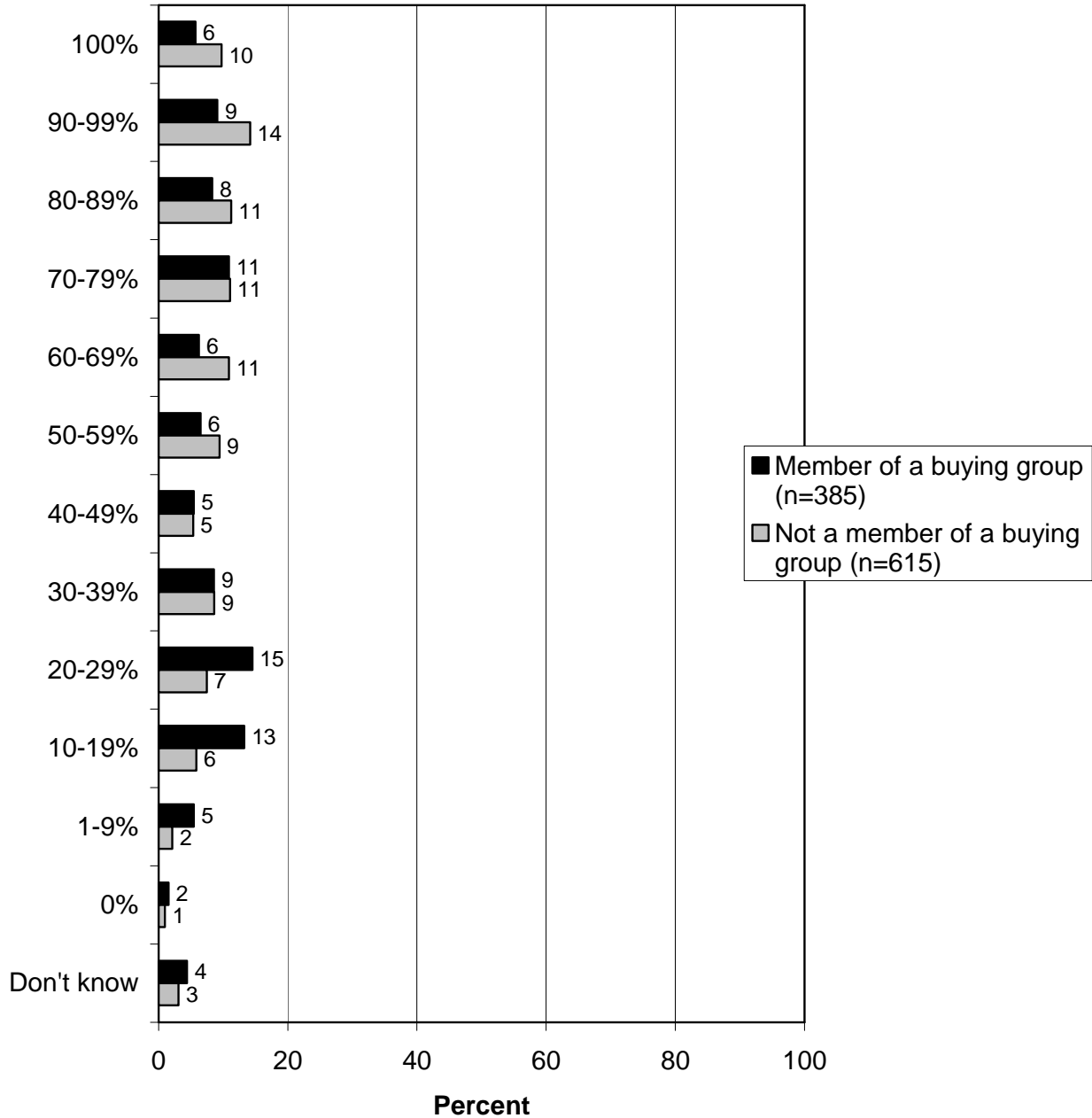
Q92. Is your company very, somewhat, or not at all likely to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008?



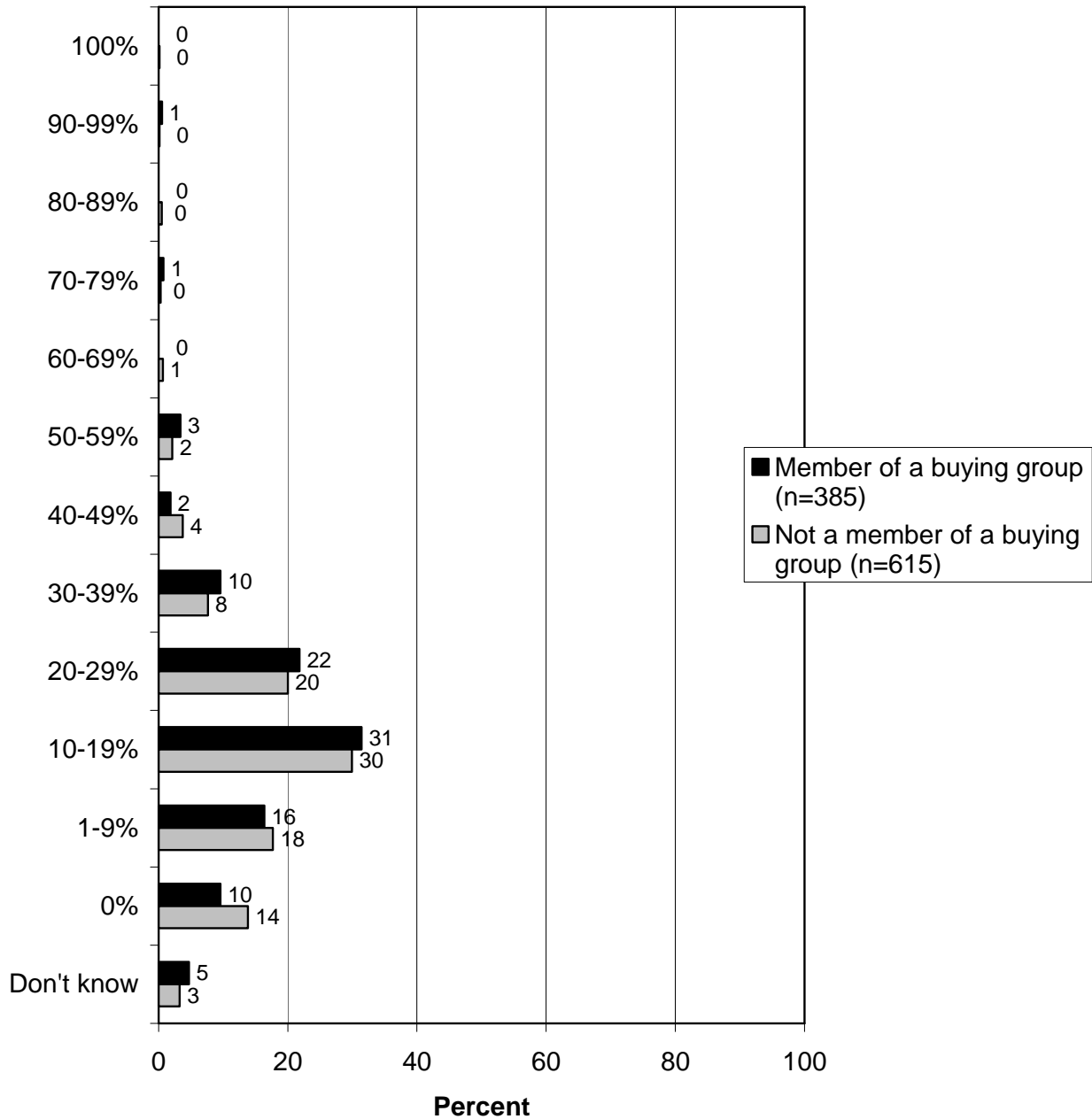
Q93. What would make your company more likely to attend the 2008 ATA Trade Show in Indianapolis January 10-12, 2008? (Asked of those whose company is only somewhat likely or is not at all likely to attend the 2008 ATA Trade Show, as well as those who answered, "Don't know.")



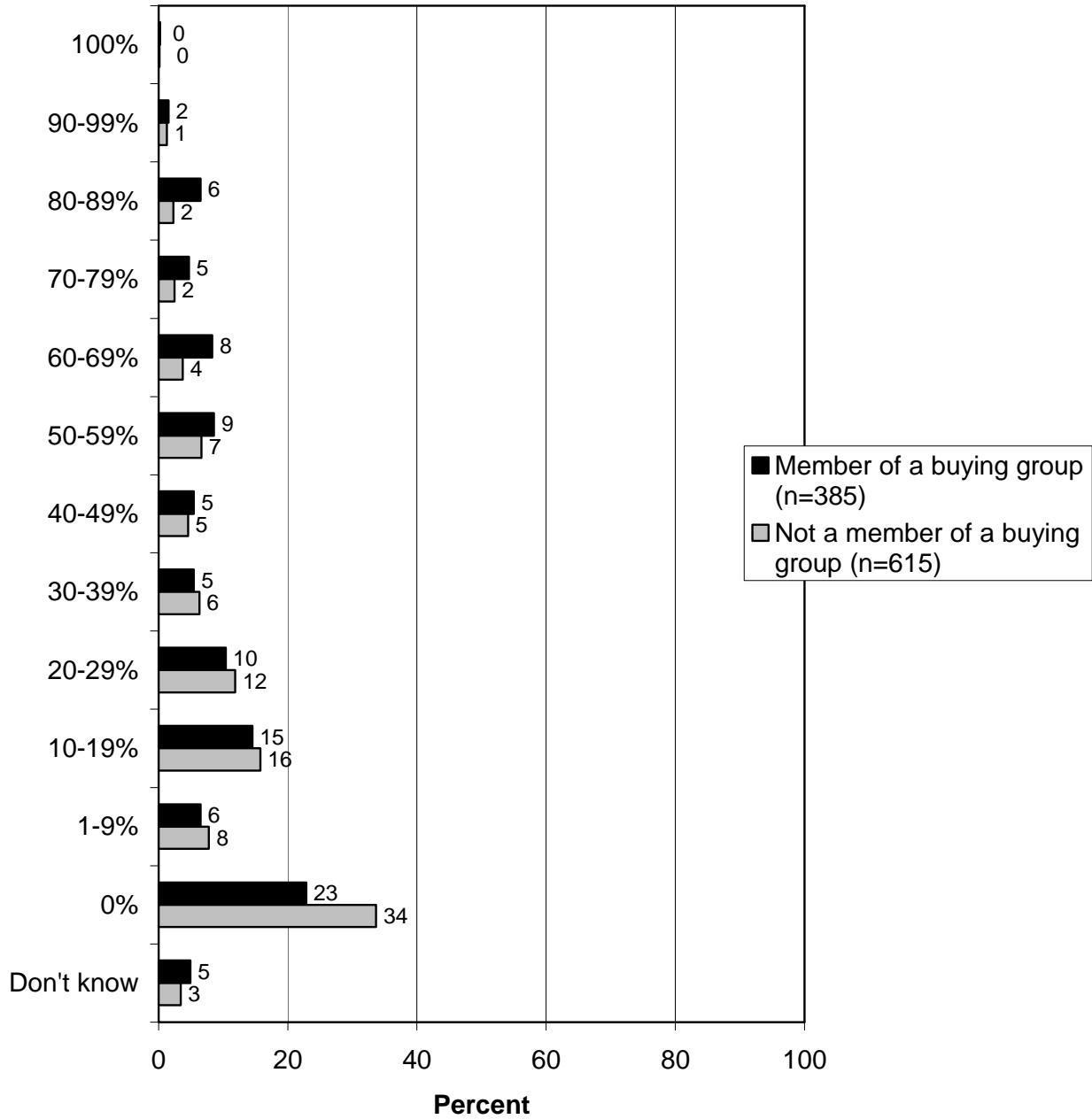
Q96. What percentage of your annual sales is strictly archery shooting equipment and products, such as bows, arrows, rests, and releases?



Q98. What percentage of your annual sales is bowhunting accessories, such as tree stands, clothing, and blinds?



Q100. What percentage of your annual sales is other outdoor equipment and products?



ABOUT RESPONSIVE MANAGEMENT

Responsive Management is a nationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Its mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public.

Utilizing its in-house, full-service, computer-assisted telephone and mail survey center with 45 professional interviewers, Responsive Management has conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communications plans, need assessments, and program evaluations on natural resource and outdoor recreation issues.

Clients include most of the federal and state natural resource, outdoor recreation, and environmental agencies, and most of the top conservation organizations. Responsive Management also collects attitude and opinion data for many of the nation's top universities, including the University of Southern California, Virginia Tech, Colorado State University, Auburn, Texas Tech, the University of California—Davis, Michigan State University, the University of Florida, North Carolina State University, Penn State, West Virginia University, and others.

Among the wide range of work Responsive Management has completed during the past 20 years are studies on how the general population values natural resources and outdoor recreation, and their opinions on and attitudes toward an array of natural resource-related issues. Responsive Management has conducted dozens of studies of selected groups of outdoor recreationists, including anglers, boaters, hunters, wildlife watchers, birdwatchers, park visitors, historic site visitors, hikers, and campers, as well as selected groups within the general population, such as landowners, farmers, urban and rural residents, women, senior citizens, children, Hispanics, Asians, and African-Americans. Responsive Management has conducted studies on environmental education, endangered species, waterfowl, wetlands, water quality, and the reintroduction of numerous species such as wolves, grizzly bears, the California condor, and the Florida panther.

Responsive Management has conducted research on numerous natural resource ballot initiatives and referenda and helped agencies and organizations find alternative funding and increase their memberships and donations. Responsive Management has conducted major agency and organizational program needs assessments and helped develop more effective programs based upon a solid foundation of fact. Responsive Management has developed Web sites for natural resource organizations, conducted training workshops on the human dimensions of natural resources, and presented numerous studies each year in presentations and as keynote speakers at major natural resource, outdoor recreation, conservation, and environmental conferences and meetings.

Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. Responsive Management routinely conducts surveys in Spanish and has also conducted surveys and focus groups in Chinese, Korean, Japanese, and Vietnamese.

Responsive Management's research has been featured in most of the nation's major media, including CNN's *Crossfire*, ESPN, *The Washington Post*, *The Washington Times*, *The New York Times*, *Newsweek*, *The Wall Street Journal*, and on the front page of *USA Today*.

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