



2019 ATA TRADE SHOW SPONSORSHIP GUIDE

EARN PREFERENCE POINTS WHILE DEFINING YOUR BRAND!



HIT THE MARK THIS SEASON

Find the sponsorship that works best for you! There are a number of ways to stand out from the crowd at this year's ATA Trade Show. A Trade Show sponsorship will get you noticed. Use these icons to find the sponsorship that best promotes your business:



**Build Brand
Awareness**



**Generate
Booth Traffic**



**Lead
Generation**



**Create an Interactive
Experience**

Renew your ATA Trade Show sponsorship now to take advantage of preferred placement!




OVERHEAD BANNERS

Take a page from the leaders in our industry who've recognized the branding and product placement value of a strategically displayed message at the ATA Trade Show.



Prices Starting at \$3,500

Final banner needs to be provided by the sponsor per ATA specifications

CLICK HERE FOR PRICING & TO PURCHASE



Own a high-traffic space and sponsor one or both of the on-floor food courts. Open to Retailers, Exhibitors and their guests during show hours.



\$5,000 for One Food Court
\$9,000 for Both Food Courts



WINGED BANNERS

Display your supplied wing banners where they'll have the most impact. This is a low-cost, high-value sponsorship.



\$1,000 per Winged Banner



COLUMN WRAPS

Stand out with a strategically placed column wrap. Many prominent locations are available. Your column wrap will fill the entire space with your message.



\$3,500 per Column

Final wraps need to be provided by the sponsor per ATA specifications



ENTRANCE STRUCTURES

Leave a lasting impression. Be the first and last product that attendees see when they enter and exit the show floor with brand positioning and product placement in high-traffic locations.



\$2,000 per Structure

ONLY TEN LOCATIONS AVAILABLE!

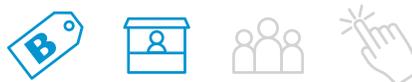


**ONLY ONE
SPONSORSHIP
AVAILABLE!**



BATHROOM SIGNAGE

Own the throne! Place your messaging where everyone will eventually be. Promote products or simply inform everyone who you are and where they can find you.



**\$5,500 for Exclusive
Bathroom Signage Sponsorship**



INTERNATIONAL RECEPTION

If reaching international trade show guests with your message is important, this sponsorship is for you. Place your sponsorship at this well-promoted and well-attended event.



\$2,000 per Sponsorship



LOBBY DISPLAY

Your custom display, placed in a high-traffic area, can help you stand out and drive traffic to your booth. Great for wrapped or novelty vehicles.



\$3,500 per Vehicle

Truck image is for example only. The final custom display needs to be provided by the sponsor per ATA specifications.





FEATURED PRODUCTS

The Featured Products Showcase serves as a product preview for attendees. Retailers and media members frequent this area to evaluate the latest products.

Get the most views by purchasing a custom corner space. This is an elevated, 4 x 4 x 6', triangle platform space located on all Featured Products corners and entrances.

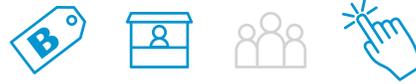
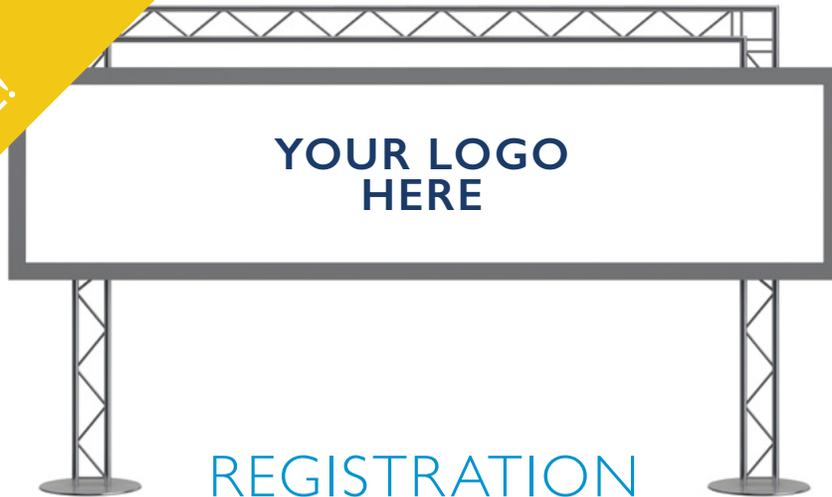


Table Top: 2 x 2' | \$35 OR 4 x 2' | \$65 OR 6 x 2' | \$100
Floor Space: \$135 Custom Corner: \$1,500

ONLY FOUR CUSTOM CORNERS AVAILABLE!

**ONLY ONE
SPONSORSHIP
AVAILABLE!**



REGISTRATION

Showcase your brand in the highest-traffic locations at the show! Every Retailer and Pro Shop Owner will need to visit Main Registration or an Express Pass kiosk. Your logo will be prominently placed in these locations.



\$7,500 for Exclusive Registration Sponsorship



**ONLY ONE
SPONSORSHIP
AVAILABLE!**



- ↑ EXHIBIT HALL
- ← HOTELS
- ← REGISTRATION

**YOUR
LOGO
HERE**

DIRECTIONAL SIGNAGE

Be seen throughout the Kentucky Exposition Center on all ATA directional signage. This sponsorship has high visibility and repeats your message throughout the common areas at the show.

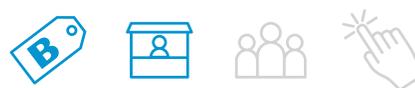


**\$10,000 for Exclusive
Directional Signage Sponsorship**



SEMINAR SERIES

Get in front of the serious retailers who attend the Archery Academy Seminar Series every day before the show floor opens. Sponsors receive a small display advertisement each day in the ATA Show Daily. Ads are also displayed on banners in each seminar room, on the tables that provide refreshments, and on all pre-show and on-site advertising to promote the seminars.



\$3,500 per Sponsorship



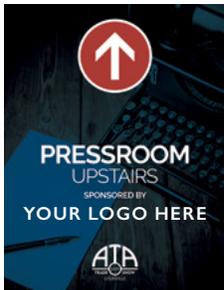
FLOOR DIRECTIONALS

You create floor directionals to lead attendees right to your booth. Directionals will be placed on the Trade Show floor starting at each of the entrances and will lead to your booth.



\$6,000 per Sponsorship

ONLY TWO SPONSORSHIPS AVAILABLE!



PRESS ROOM

Sponsor the room where the press goes to work. Sponsorship includes a table for placing products and/or literature and an acknowledgment that your company is a sponsor.



\$1,000 per Sponsorship



ESCALATOR FLOOR MATS

Put your brand where everyone is sure to step: at the bottom and top of the escalators.



\$2,000 per Mat

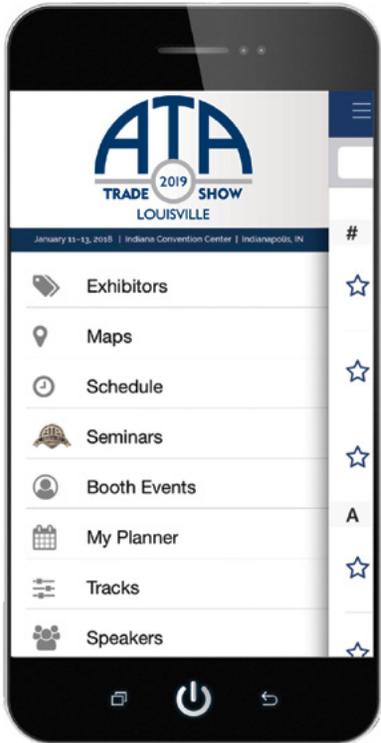


TRASH CAN WRAPS

They can't throw away this ad! You pick the best locations, supply the graphic materials and wrap the cans. This is a high-visibility sponsorship.



\$200 per Trash Can



MOBILE APP

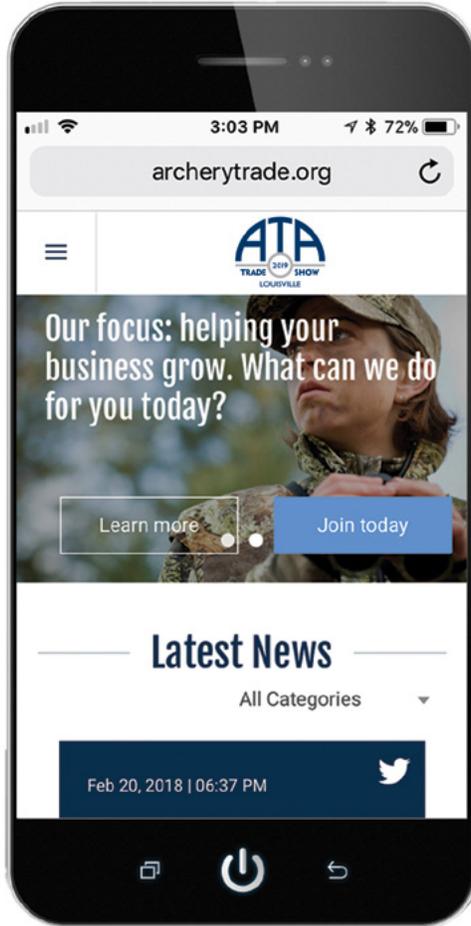
Get your message into the hands of an increasing number of attendees with a rotating banner position on the mobile app used to navigate the show.

Attendees will be able to click on your banner ad and be directed to your ATA booth or website.



\$1,000 per Sponsorship





WiFi

Every time a show attendee logs on to the free WiFi, they will be directed to a landing page where they will see your logo and have the opportunity to click on your link.



\$3,000 per Sponsorship

ONLY SIX SPONSORSHIPS AVAILABLE!





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TAKEAWAYS



OFFICIAL ATA SHOW GUIDE

The ATA Show Guide is the official road map of the 2019 Trade Show in Louisville, KY. Maximize your marketing dollars both during the show and as a reference used all year long. Advertising in this comprehensive, professional publication gives you bonus distribution to Federal, State, and Local government agencies who make decisions affecting our industry. It has been rated the most valuable marketing tool of the ATA Trade Show, with a longer shelf life than any other ATA sponsorship opportunity.



[CLICK HERE FOR MEDIA KIT](#)



**ONLY ONE
SPONSORSHIP
AVAILABLE!**



HOTEL KEY CARD

Your custom key card, with corporate imagery, logo, booth number, etc. will be distributed to attendees who are staying in an ATA Hotel Block hotel. Sponsor needs to provide key cards, but the ATA is happy to suggest vendors.



**\$10,000 for Exclusive
Hotel Key Card Signage Sponsorship**



GOODIE BAG

These bags are handed out to every retail member who attends the ATA Trade Show. Insert printed materials, sample products, or an attractive offer to generate interest and traffic at your booth.



**Bags
\$10,000**

**ONE
AVAILABLE**

**Water Bottle
\$3,400**

**ONE
AVAILABLE**

**Luggage Tag
\$3,400**

**ONE
AVAILABLE**

**Bag Logo
\$2,800**

**SIX
AVAILABLE**

**Insert
\$595**

**UNLIMITED
AVAILABLE**

The sponsor must provide 3,400 bags, water bottles, or luggage tags

[CLICK HERE FOR PRICING & TO PURCHASE](#)



POCKET GUIDE

This guide is inserted into every ATA Show Guide and Membership Directory, and is handed out at registration and at the ATA Booth.



[CLICK HERE FOR
MEDIA KIT](#)



**ONLY ONE
SPONSORSHIP
AVAILABLE!**



LANYARD

Let the attendees promote your company, name or product message by sponsoring the show lanyard! This is given to every attendee and exhibitor when they receive their badge. Sponsor must provide 10,000 lanyards upon sponsorship confirmation.



**\$6,500 for Exclusive
Lanyard Sponsorship**



BIG BUCK TAGS

Attract Retailers and enforce your brand. Offer a Show Special or Giveaway in the Big Buck Tags coupon book. Coupons must be brought to your booth for redemption. These coupon books are given to every shop and independent retailer attending the show. This is a low-cost, high-value sponsorship specifically targeted at retailers.



\$75 per Coupon
\$1,500 for Inside Front Cover Ad
\$1,000 for Inside Back Cover Ad

CLICK TO DESIGN & PURCHASE



HOTEL ROOM DROP

Be the first to get your message out to Retailers attending the show.



\$2 per Hotel Room





CREATE YOUR OWN SPONSORSHIP

No one knows your products and your brand like you do! Get creative and help us maximize your exposure at the show.



Call or email Becky Lux with Your Idea!

 866.266.2776 x102

 beckylux@archerytrade.org

CONTACT US

If you are interested in any of our sponsorships or learning more, please contact Becky Lux at the following:

 866.266.2776 x102

 beckylux@archerytrade.org

2019 Archery Trade Association Trade Show
Kentucky Exposition Center
January 10–12 | Louisville, KY

Promotions are only available to show exhibitors unless previously approved by show management.

Additional information can be found at ATASponsor.com.

All sponsors have the right of first refusal on their purchased sponsorship for the following year if they renew by March 31.