



ARCHERY
TRADE ASSOCIATION

HUGE SAVINGS INSIDE

**—
2020 ATA
TRADE
SHOW
SPONSORSHIP GUIDE**

EARN PREFERENCE POINTS WHILE DEFINING YOUR BRAND.



ARCHERY
TRADE ASSOCIATION

HIT THE **MARK** THIS SEASON

Stand out from the crowd and find the sponsorship that works best for you. There are a number of ways to showcase your brand and get noticed at the ATA Trade Show.

Act now to take advantage of preferred placement.



SIGNAGE

ATA SHOOTING LANE BANNER

YOUR LOGO HERE

YOUR LOGO HERE

SHOOTING LANE BANNERS

Be where the action is. Place your brand where the bows are drawn. Your message will be placed on the bottom 33' x 2' section of each shooting lane banner.

\$15,000 FOR EXCLUSIVE SPONSORSHIP PACKAGE

SOLD

YOUR LOGO HERE

SKYWALKS

Accompany trade show attendees during their walk to and from their hotel with premium placement in these high-traffic walkways.

~~\$10,000 FOR WESTIN SKYWALK~~

~~\$10,000 FOR MARRIOTT SKYWALK~~

~~PURCHASE BOTH FOR \$15,000.~~

SPONSOR A SKYWALK SECTION STARTING AT \$1,000

VISIT [ARCHERYTRADE.ORG/SPONSORSHIPS](https://www.archerytrade.org/sponsorships) TO VIEW THE COST BREAKDOWN.

LOCATIONS
2
AVAILABLE

*PRICES DO NOT INCLUDE DESIGN, PRODUCTION, OR INSTALL. SPECIAL OFFERS END 9-30-19.



REGISTRATION

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

\$7,500 FOR EXCLUSIVE SPONSORSHIP PACKAGE

SPONSORSHIP
SOLD
AVAILABLE



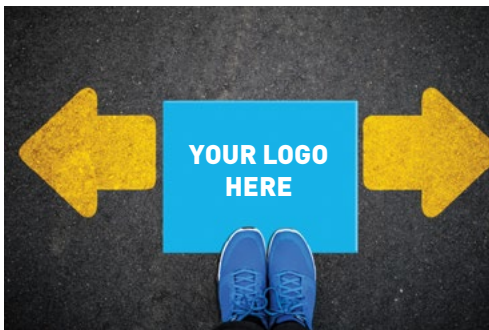
TRASH CAN WRAPS

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.

~~**\$6,500 FOR EXCLUSIVE SPONSORSHIP PACKAGE**~~

NOW ONLY: \$4,500

SPONSORSHIP
1
AVAILABLE



FLOOR DIRECTIONALS

You create floor directions 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

SPONSORSHIPS
SOLD
AVAILABLE

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SHOOTING LANE APPAREL

Clothe the on-site shooting lane volunteers in your garb! Promote your brand and your concern for safety by providing brightly-colored vests OR shirts.

~~\$6,000 FOR EXCLUSIVE
SPONSORSHIP PACKAGE~~

NOW ONLY: \$4,500



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
SPONSORSHIP PACKAGE**

SOLD



FOOD COURT

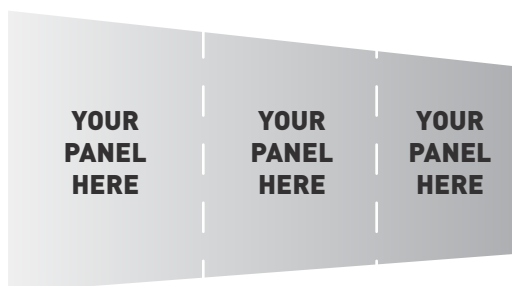
Own a high-traffic space and sponsor one or both of the on-floor food courts.

~~\$5,000 FOR ONE FOOD COURT
\$9,000 FOR BOTH FOOD COURTS~~

NOW ONLY: \$7,500 FOR BOTH



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WALL PANELS

Lead the way to registration with your brand message. These panels adhere to the wall and continue down the halls of the Indiana Convention Center. Maximize your exposure with multiple panels.

~~\$5,000 PER HALL SECTION~~

NOW ONLY: \$3,500 PER HALL SECTION



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

FOR A LIMITED TIME: BUY ONE, GET ONE HALF OFF



OVERHEAD BANNERS

Call soon to get your banner displayed in the locations with the highest traffic. We are happy to advise you on the best places available for banner placement.

PRICES STARTING AT \$3,500

FOR A LIMITED TIME: BUY ONE, GET ONE HALF OFF

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ESCALATOR FLOOR MATS

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

\$2,000 PER MAT

BUY ONE GET ONE FREE!

6 AVAILABLE



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

\$20,000 FOR EXCLUSIVE SPONSORSHIP PACKAGE

SOLD



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

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DISPLAYS



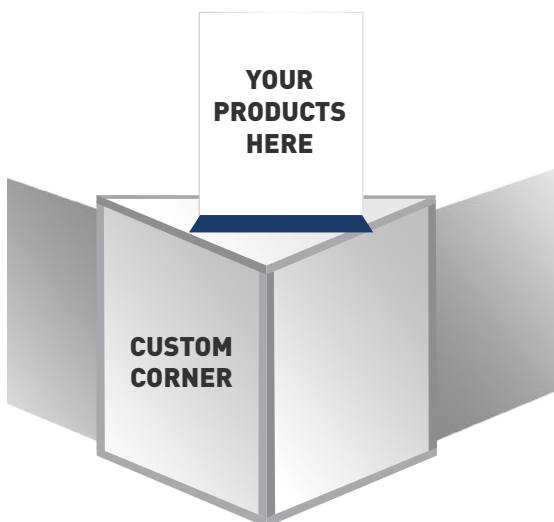
Truck image is for example only. The final custom display needs to be provided by the sponsor per ATA specifications.

LOBBY DISPLAYS

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 or large product displays.

\$3,500 PER DISPLAY

FOR A LIMITED TIME: GET AN OVERHEAD BANNER SPONSORSHIP HALF OFF WITH THE PURCHASE OF A LOBBY DISPLAY SPONSORSHIP



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.

Choose the best size from the options listed to showcase your product in this area:

TABLE TOP: 2 X 2 | \$50 OR 4 X 2 | \$100 OR 6 X 2 | \$150

FLOOR SPACE: \$200 PER ITEM

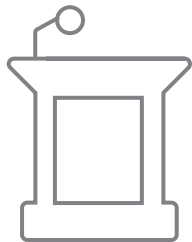
Garner extra attention in Featured Products by placing your logo or graphic on one of the custom corner structures.

CUSTOM CORNER: \$2,000 PER CORNER



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EVENTS & ROOMS



SEMINAR SERIES

Get in front of the serious retailers who attend the ATA Seminars every day before the show floor opens. Sponsors receive logo display on all seminar collateral. Ads are also displayed on banners in each seminar room and on all pre-show and on-site advertising to promote the seminars.

\$3,500 PER SPONSORSHIP



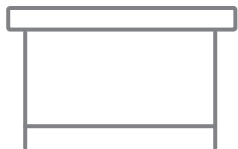
INTERNATIONAL RECEPTION

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

\$4,000 FOR EXCLUSIVE SPONSORSHIP PACKAGE

SOLD



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

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DIGITAL



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

SPONSORSHIPS
AVAILABLE
5 AVAILABLE



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 booth or website.

\$1,000 PER SPONSORSHIP

SPONSORSHIPS
AVAILABLE
3 AVAILABLE



DIGITAL MESSAGING ENHANCEMENTS

Take hold of digital messaging and help your booth stand out to attendees. This sponsorship allows you to place your company logo on the floor plan map within the mobile app. As attendees navigate the Indiana Convention Center, they can easily locate your booth.

There are also options to add videos, press releases, and product descriptions with full color images.

FOR OPTIONS AND PRICING, ACCESS THE EXHIBITOR SERVICE CENTER LOCATED IN THE MYATA LOGIN.

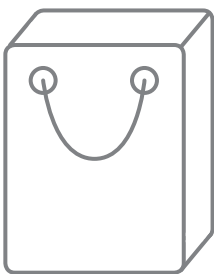
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PROMOS & SOUVENIRS

GOODIE BAG

Keep your brand front and center long after the ATA Trade Show. Goodie Bags are handed out to every retail member who attends the show.

This sponsorship has multiple opportunities to showcase your brand.



BAG SPONSORSHIP \$10,000 | ONE AVAILABLE

The sponsor will provide 100 bags.

LOGO SPONSORSHIP \$2,500 | SIX AVAILABLE

For the first time ever, reserving a spot in the Goodie Bag for your company's item is free when you commit to utilizing the space with a tangible promotional item or product sample that meets ATA requirements. For a list of ATA approved items or insert inspiration, check out our Goodie Bag Suggested Products Flyer: archerytrade.org/goodiebag

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 must provide key cards, but the ATA is happy to suggest vendors.

~~\$7,500 FOR EXCLUSIVE
SPONSORSHIP PACKAGE~~

NOW ONLY: \$5,000



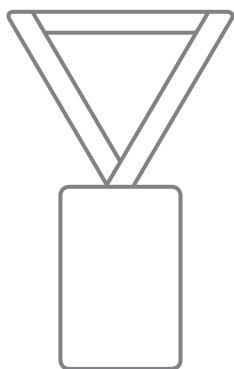
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HOTEL ROOM DROP

Grab the attention of retailers at check-in. Get creative and customize your sponsorship or gift your latest promotional items, catalogs, flyers, and more.

\$7,000 PER SPONSORSHIP

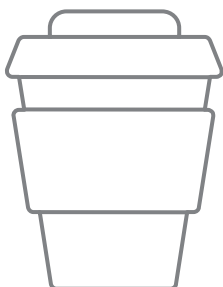


LANYARD

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 SPONSORSHIP PACKAGE

SPONSORSHIP
SOLD
AVAILABLE



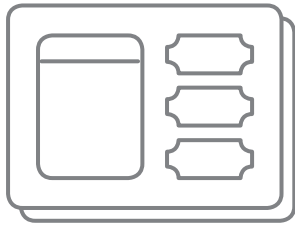
COFFEE CUP SLEEVES

When the “coffee is on,” your message will be on point. Let custom coffee cup sleeves go to work for you. Sponsor must provide coffee cup sleeves.

\$6,000 FOR EXCLUSIVE SPONSORSHIP PACKAGE

SPONSORSHIP
SOLD
AVAILABLE

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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 retailer attending the show. This is a low-cost, high-value sponsorship specifically targeted at retailers.

By purchasing a Show Special coupon, you can increase your exposure to retailers at no additional charge. The ATA will include a Show Special icon next to your company's name in both the Exhibitor Listings and the Pocket Guide.

\$100 PER COUPON

\$1,000 FOR INSIDE FRONT COVER AD

\$1,000 FOR INSIDE BACK COVER AD

\$1,500 FOR INSIDE FRONT AND BACK COVER ADS

SOLD
SOLD
SOLD



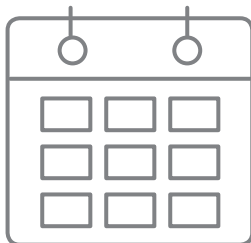
POCKET GUIDE

Place your logo right in the hands of attendees. With over 20,000 copies distributed, the ATA Pocket Guide is the marquee informational handout to guide attendees around the show floor.

Visit archerytrade.org/pocketguide to view complete spec sheet.

\$3,500 PER SPONSORSHIP

4 AVAILABLE



CALENDAR

Increase your exposure all year long with the 2020 Calendar. These calendars are included in all retail Goodie Bags and placed throughout high traffic areas of the show.

Visit archerytrade.org/calendar to view complete spec sheet.

\$2,995 PER SPONSORSHIP

6 AVAILABLE

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CUSTOM



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 Jill Schaben with your idea.

jillschaben@archerytrade.org

866.266.2776 x134

CONTACT US

If you are interested in any of our sponsorships or learning more, please contact **Jill Schaben** at the following:

866.266.2776 x134
jillschaben@archerytrade.org



2020 ATA TRADE SHOW

January 9-11 | Indianapolis IN

Promotions are only available to show exhibitors unless previously approved by show management. All sponsors have the right of first refusal on their purchased sponsorship for the following year if they renew by March 31.