**IMPORTANT EXHIBITOR DATES**

January 9-11, 2020
Indiana Convention Center - Indianapolis, IN

- **September 1**: Final booth payments and insurance liability certificate due to ATA
- **September 1**: Signed shooting lane contracts due to ATA
- **November 1**: Deadline to reserve space in the Goodie Bags and Big Buck Tag Coupon Book
- **November 5**: Deadline to reserve advertising space in the 2020 ATA Pocket Guide & Calendar
- **November 12**: Ad materials due to Grand View Outdoors for the 2020 ATA Pocket Guide & Calendar
- **November 19**: Deadline to update your company information for the printed Exhibitor Listing
- **November 29**: Goodie Bag materials/inserts due to ATA
- **December 6**: Deadline to preregister for Featured Products Showcase to guarantee space
- **December 6**: Premium Sponsorship Materials (banners, wraps, etc.) due to Indianapolis warehouse
- **December 9**: Deadline to order lead retrieval services from QMS at the advanced rate
- **December 12**: First day show freight can arrive at advance warehouse without a surcharge
- **December 13**: Last day to submit Booth Events
- **December 19**: Deadline to order decorating services from Shepard at the discounted advance order rate
- **December 19**: Deadline to order audio visual and computer equipment at advanced rate
- **December 22**: Deadline to submit electrical to Indiana Convention Center to receive discounted rate
- **December 22**: Deadline to submit internet order to receive discounted advance order rate
- **December 23**: Deadline to make hotel reservations through Visit Indy Housing Bureau
- **December 31**: Last day show freight can arrive at advance warehouse without a surcharge
- **January 3**: Deadline to sign-up for ATA to SHOT Show caravan with Shepard Logistics Services First day show freight can arrive at Indiana Convention Center
- **January 7**: Exhibitor Setup, 8:00 am - 8:00 pm
- **January 8**: Exhibitor Setup, 8:00 am - 8:00 pm
- **January 9**: 2020ATA Show Open, 8:30 am - 6:00 pm
- **January 10**: 2020ATA Show Open, 8:30 am - 6:00 pm
- **January 11**: 2020 ATA Show Open, 8:30 am - 4:00 pm
- **January 11**: Exhibitor Move-Out, 4:00 pm - 11:00 pm
- **January 12**: Exhibitor Move-Out, 8:00 am - 4:00 pm