

# NEW PRODUCT LAUNCH SHOWCASE BEST IN SHOW AWARDS

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**New for 2020, the ATA Trade Show will host an area to highlight new products!**

Don't miss your chance to have your new product recognized and showcased to the industry. Products submitted will be displayed in the New Product Launch Showcase located in the lobby in a high traffic area near Main Registration.



Make sure to reserve your space in the New Product Launch Showcase now to claim one of the limited spots.

There is no cost to enter a product, but exhibitor must submit a request for approval to be included.

## How to Register for the New Product Launch.

All new products entered to the showcase will be voted on by a panel of industry experts.

Gold, Silver and Bronze *Best In Show* Awards will be given in 2 categories:

### 1. New Product Introduced at ATA Trade Show

Entry will include a preschedule booth visit for 60-90 second video coverage to spotlight product and exhibiting company

### 2. New Product Introduced after Oct 1, 2019

Entry will include a social media mention for product and exhibiting company

Voting and the reveal of the winners will take place on Day 2 of the ATA Trade Show.

Winners will be announced and presented at the ATA Buzz Center with press coverage.

The winning products will be identified through special display in the New Product Launch Showcase for viewing on Days 2 & 3 of the ATA Trade Show.

**SUBMISSION CLOSED**

Limited space is available and will be first come, first serve once product is approved. Questions? Please contact Sarah Haala, Trade Show Coordinator at 866-266-2776 ext 101 or sarahaala@archerytrade.org