2020 ATA TRADE SHOW

JANUARY 9–11 | INDIANAPOLIS, INDIANA

SET YOUR SIGHTS FOR SUCCESS

EDUCATION SERIES

SCHEDULE OF EVENTS
EXPAND YOUR NETWORK.
SEEK OUT NEW BUSINESS KNOWLEDGE.
AND DISCOVER WHAT’S NEXT.

The ATA 2020 Trade Show is your chance to discuss best practices, share insights with other thought leaders, and take advantage of dozens of educational opportunities throughout the weekend. From product demos to informal coffee talks and in-depth seminars, our schedule is full of events that can help you grow your business and learn more about the state of the industry.

KEY

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<th>SEMINAR</th>
<th>MANUFACTURER DEMO</th>
<th>COFFEE TALK</th>
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ALL COFFEE TALKS WILL BE HELD AT THE MYATA AREA. FOR FULL DESCRIPTIONS, CHECK OUT THE ATA MOBILE APP OR VISIT ARCHERYTRADE.ORG

THURSDAY, JAN. 9

COFFEE AS GEAR
PAUL KURTZ - HUNTER’S BLEND COFFEE
BOOTH 1725, 10:30–11:30 AM

ATA RETAILERS & THE BENEFITS OF S3DA
JENNIE RICHARDSON - S3DA 1:00–1:30 PM

USING THE ATC QUICK DRAW BOARD TO GENERATE PROFITS
STEVE VANZILE - ARCHERY TOOLING CORP.
BOOTH 553, 1:30–2:30 PM

TRAINING YOUR SHED DOG
JEREMY MOORE - DOG BONE HUNTER
BOOTH 4713, 1:30–2:30 PM

RECRUIT, RETAIN, & REACTIVATE FOR THE FUTURE OF ARCHERY
KRISTEN BLACK - COUNCIL TO ADVANCE HUNTING & SHOOTING SPORTS, JOSH GOLD - ATA 3:00–3:30 PM

START TO FINISH - BUILDING YOUR MOST ACCURATE ARROW
GEORGE RYALS IV - LAST CHANCE ARCHERY
BOOTH 4713, A7 & A8, 3:30–4:30 PM
FRIDAY, JAN. 10

NEW FIXES FOR OLD FORM PROBLEMS
GEORGE RYALS IV - LAST CHANCE ARCHERY
ROOM 131, 8:00–9:00 AM

MANAGING RISK: HOW PRODUCT MANUFACTURERS CAN GUARD AGAINST LAWSUITS
KYLE LECLEERE - BARNES & THORNBURG LLP
ROOM 132, 8:00–9:00 AM

WHAT IS S3DA?
JENNIE RICHARDSON - S3DA
ROOM 133, 8:00–9:00 AM

DATA DRIVEN SOLUTIONS FOR IMPROVING SHOOTING
AUSTIN ALLGAIER - MANTIS TECH
ROOM 134, 9:15–10:15 AM

SMARTER BUYING POWER WITH BUYING GROUP MEMBERSHIP
DEB COLGROVE - ARRO
ROOM 135, 9:15–10:15 AM

LOSS PREVENTION & RISK MANAGEMENT FOR ARCHERY RETAILERS
JEFF DEREIGNAUCOURT - HOBSON INSURANCE
ROOM 136, 9:15–10:15 AM

SUPPLY CHAIN STRATEGIES FOR BUSINESS GROWTH
TODD SHIELDS, MATT WAGNER - JARRETT LOGISTICS
ROOM 137, 9:15–10:15 AM

JERKY & SAUSAGE PROCESSING
BRAD LOCKWOOD - WESTON PRODUCTS
BOOTH 553, 10:30–11:30 AM

TRAINING YOUR TRACKING DOG
JEREMY MOORE - DOG BONE HUNTER
BOOTH 4713, 10:30–11:30 AM

POWER OF SECRET SHOPPING TO GROW YOUR CUSTOMER BASE
KAREN BUTLER - SHOOT LIKE A GIRL
11:00–11:30 AM

CONNECTING CONSERVATION & THE ARCHERY INDUSTRY
JAMIE COOK - PHEASANTS FOREVER, HANK FORESTER - QDMA, DONISE PETERSEN - RAISED AT FULL DRAW
12:00–12:30 PM

BRAND MAKEOVER, LESSONS IN BRAND REINVENTION
JOHN KRULL, NICK NEWLIN, CHRIS SPRANGERS - SHINE UNITED
1:00–1:30 PM

START TO FINISH - BUILDING YOUR MOST ACCURATE ARROW
GEORGE RYALS IV - LAST CHANCE ARCHERY
BOOTH 4713, A7 & A8, 1:30–2:30 PM

FEDERAL EXCISE TAX - ARE YOU PAYING CORRECTLY?
NATHAN FITZGERALD - BKD CPAS & ADVISORS
3:00–3:30 PM

ELEVATE YOUR BOTTOM LINE
JERRY WYDNER - HUNTER SAFETY SYSTEMS
BOOTH 1725, 3:30–4:00 PM

SATURDAY, JAN. 11

NABA BUYING GROUP ESSENTIALS
WAYNE PIERSOL - NABA
ROOM 131, 8:00–9:00 AM

INCREASE REVENUE & GROW THE SPORT OF ARCHERY RETAILERS - IS YOUR BUSINESS INSURED CORRECTLY?
JAMES BLANKENBECKLER, TIM CONGLETON - RT OUTDOORS
ROOM 132, 8:00–9:00 AM

UNDERSTANDING THE BUSINESS LIFECYCLE
JEREMY SMITH - LANIER FORD SHAVER & PAYNE
ROOM 134, 9:15–10:15 AM

FOOD Plotting to Put Mature Bucks in Bow Range
WES DELKS - REAL WORLD WILDLIFE PRODUCTS
ROOM 135, 9:15–10:15 AM

BOW ENERGETICS & EFFICIENCY: SEPARATING MYTH FROM REALITY
GRANT SCHAEFFNER - STRESS ENGINEERING
ROOM 136, 9:15–10:15 AM

MOVING THE NEEDLE - WHAT’S WORKING IN YOUR PRO SHOP?
ATA RETAIL COUNCIL - ATA
10:00–10:30 AM

FIVE MINUTE METHOD FOR CHOOSING THE RIGHT RECURVE ARROW
JOHN WERT
BOOTH 4713, A7 & A8, 10:30–11:00 AM

SCENT FREE SMELLS LIKE MONEY
TOMMY LANCASTER - ELIMISHIELD HUNT
BOOTH 1725, 11:00–11:30 AM

WHAT YOU NEED TO KNOW ABOUT THE AMAZON PLATFORM
JONATHAN FASSNACHT - GEAR NATION, TRAVIS SCHWARTZ - EXPLOSIVE BRANDING, BARRATT CULLEN - AVALANCHE INDUSTRIES
11:00–11:30 AM

NEW SCOUTING TECHNOLOGIES
JACOB HACKER - SPYPOINT
BOOTH 1725, 1:30–2:30 PM

BOOSTING YOUR BUSINESS WITH CROSSBOWS
WHITNEY JOHNSON - DANVILLE OUTDOORS
2:00–2:30 PM
SCOPE OUT WHAT’S NEW

With an increased focus on order-writing, a new Best in Show awards program, and a wider array of educational experiences, this year’s show is jam-packed with opportunity. Don’t miss out on these new show highlights:

- ATTEND BUYER DAY ON THURSDAY & GAIN EXCLUSIVE ACCESS TO THE SHOW FLOOR (BUYERS & MANUFACTURERS).
- ENTER TO WIN $5,000 IN ATA CASH GIVEAWAYS. SEE YOUR BIG BUCK TAGS COUPON BOOK.
- VOTE “BEST IN SHOW” FOR THE PRODUCTS YOU THINK ARE CHANGING THE GAME.
- MEET USA ARCHERY’S ELITE ATHLETES AT CONNECTIONS, A THURSDAY NIGHT HAPPY HOUR THAT WILL FEATURE A SHOOTOUT, DRINKS, APPETIZERS & MORE.

TO SEE THE SCHEDULE AND STAY UP TO SPEED ON ALL THINGS #ATA2020, VISIT THE APP STORE TO DOWNLOAD THE 2020 ATA MOBILE APP — WIFI IS FREE THROUGHOUT THE SHOW.