

# RETAILER MEMBER FAQs

## Who are retail members of the ATA?

ATA-member retailers have a physical location with published store hours. Consumers can see, touch and purchase archery and hunting-related products and services at their store. Some retailers have a pro shop, while others focus on their ranges and programs. All retailers must be able to provide a business license, pictures of their shop and two invoices of over 1,000.00 from their suppliers.

## What should I do to become a member?

Visit the [Join Us](#) page and follow the link to create an account and apply for a membership. Once you've created an account, read the member category descriptions under the Join Today button to determine your membership category. Fill out and submit the application for your category. We'll give you a call to discuss your shop and goals for membership, and the membership category that best fits your business. Applications received without verification documents will not be processed.

## When should I apply?

The ATA membership year runs April 1 to March 31. Membership dues are not prorated, so apply early to take advantage of member benefits year-round. Membership is required to attend the ATA Trade Show.

## How much is membership?

Membership cost varies on the type of retail shop you operate. Basic retailers, archery pro shop retailers, online resellers and archery range memberships range from \$55.00 to \$135.00 per year. Membership dues for multi-channel retailers are based on the number of buyers attending the ATA Trade Show. They range from \$220.00 to \$660.00 per year. We'll discuss your shop's options when we call to complete your application.

## Why should I become a member?

As an ATA member, your dues contribute significantly to the growth of the sport and ultimately our industry. Click [here](#) to learn more about your benefits. ATA-member benefits include:

- **Educational opportunities** – Get certified to teach archery and create business-boosting archery programs.
- **Access to resources** – Get free images, guides and documents to help you run your business.
- **Advocacy efforts** – ATA advocates for you on important issues like land access, hunting regulations and chronic wasting disease.
- **My ATA Service Providers** – My ATA Service Providers offer expert support and service discounts.
- **Access to program curriculum** – ATA's Explore Bowhunting and Explore Bowfishing programs help retailers attract new customers and increase archery participation.
- **Business growth** – ATA's consumer websites, Archery360.com and Bowhunting360.com, drive customers to your store.
- **Access to industry data** – Get exclusive research on industry trends and market demographics.
- **Networking opportunities** – Connect with peers and industry professionals at the ATA Trade Show.
- **Business support** – Get coaching and information on critical issues like counterfeiting, intellectual property and federal excise taxes.
- **ATA staff support** – ATA staff dedicate themselves to serving members and providing assistance.