



ARCHERY
TRADE ASSOCIATION

— **2021 ATA TRADE SHOW**

SPONSORSHIP GUIDE



SIGNAGE

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. There are generally around seven shooting lane banners on the Show floor.

\$15,000



GRAPHICS MUST BE SUBMITTED TO ATA BY 7-1-20.

STAIR RISE & RAIL GRAPHICS*

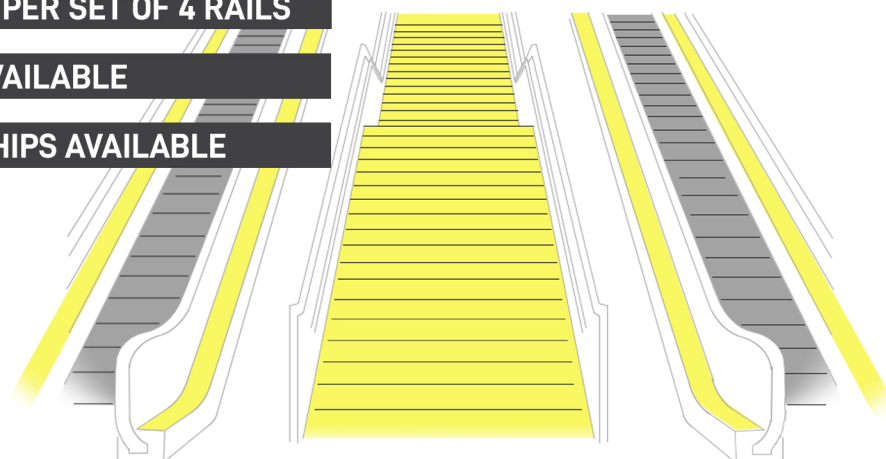
Step up your game with this sponsorship. Your branding will be placed on the rises of the entire stairway and the four corresponding escalator rails.

\$5,000 PER STAIRWAY + \$2,500 PER SET OF 4 RAILS

2 STAIRWAY SPONSORSHIPS AVAILABLE

2 ESCALATOR RAIL SPONSORSHIPS AVAILABLE

! ONLY 1 REMAINING



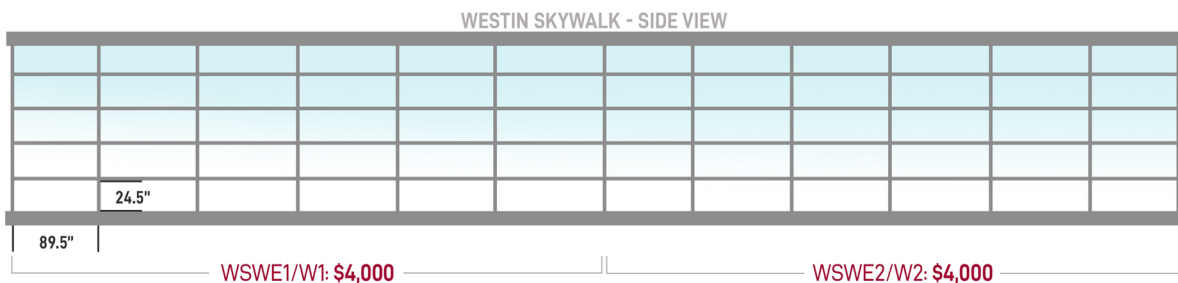
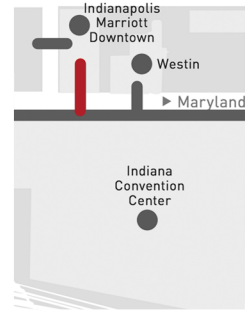
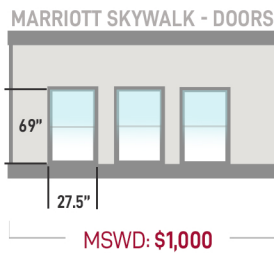
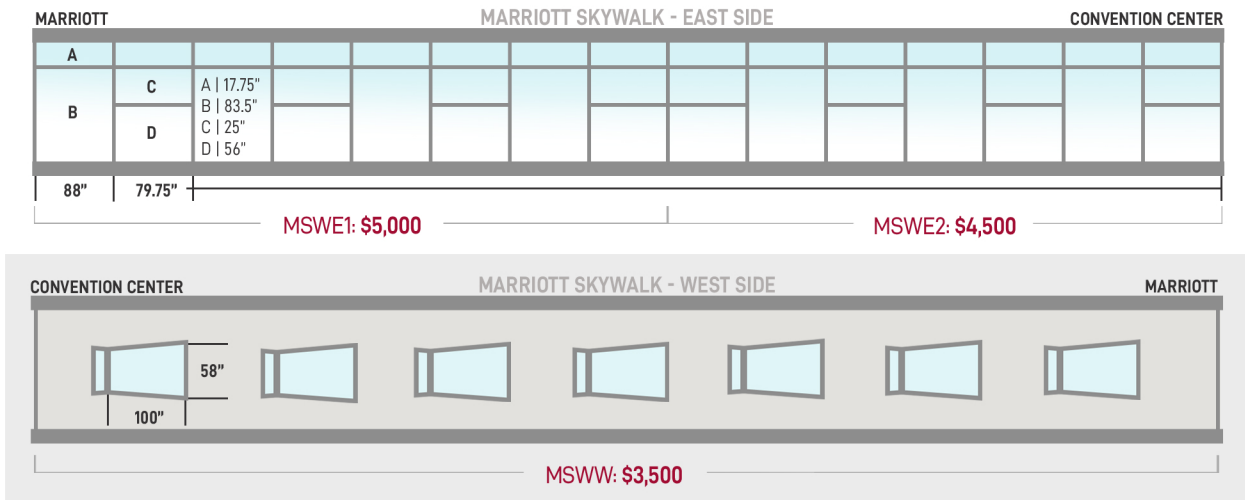
*PRICES DO NOT INCLUDE DESIGN, PRODUCTION, OR INSTALL.

SKYWALK GRAPHICS*

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

PRICES START AT \$1,000

8 SECTIONS AVAILABLE



4 SECTIONS AVAILABLE FOR \$4,000 EA., OR PURCHASE ENTIRE SKYWALK FOR \$10,000 (\$6,000 SAVINGS)



*PRICES DO NOT INCLUDE DESIGN, PRODUCTION, OR INSTALL.

REGISTRATION

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

\$7,500



! AVAILABILITY PENDING RENEWAL

GRAPHICS MUST BE SUBMITTED TO ATA BY 7-1-20.

TRASH BIN GRAPHICS*

Sometimes "trash talk" is a good thing. This sponsorship can be designed around your budget. This is a high-visible sponsorship with your graphics placed on the 180+ show floor trash bins.

\$3,500: STICKERS ON TOP ONLY

\$3,500: STICKERS ON TWO SIDES

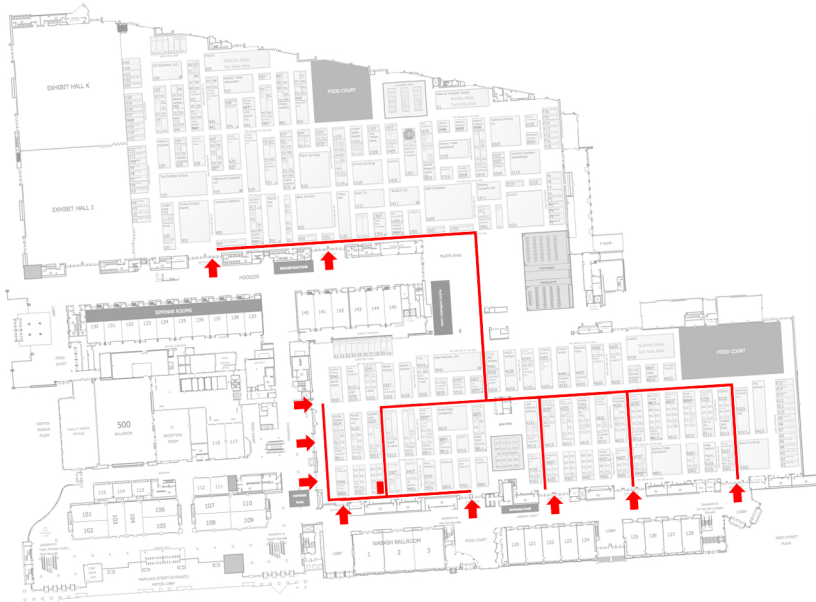
\$6,000: STICKERS ON FOUR SIDES & TOP



*PRICES DO NOT INCLUDE DESIGN, PRODUCTION, OR INSTALL.

FLOOR DIRECTIONALS*

You create floor directionals 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

2 SPONSORSHIPS AVAILABLE



! AVAILABILITY PENDING RENEWAL

DIRECTIONAL & TRANSITION BANNERS

Welcome attendees to the Show. These banners assist attendees in getting to where they're going, and they will notice your brand as they seek out these helpful directions.



\$10,000



GRAPHICS MUST BE SUBMITTED TO ATA BY 7-1-20.

*PRICES DO NOT INCLUDE DESIGN, PRODUCTION, OR INSTALL.



BATHROOM SIGNAGE*

Own the third most visible messaging where everybody will eventually see your products or simply inform everyone who you are and you.

\$5,500



ATA MUST APPROVE RESTROOM SIGNAGE AND GRAPHICS. DIGITAL SAMPLES MUST BE SUBMITTED TO ATA BY 11-1-20.

URINAL INSERTS*

Urinal inserts ensure that your brand is right on target. Place a custom insert in each of the urinals in the restrooms on the main level of the convention.

\$3,500



ATA MUST APPROVE RESTROOM SIGNAGE AND GRAPHICS. DIGITAL SAMPLES MUST BE SUBMITTED TO ATA BY 11-1-20.

FOOD COURTS

Own a high-traffic space and sponsor both of the on-floor food courts. With this sponsorship, place your logo on two food court trusses and place your product or information on each table within the food courts.



\$5,000

HIGH-RESOLUTION EPS OR PNG FILE OF LOGO MUST BE SUBMITTED TO ATA BY 10-1-20.

*PRICES DO NOT INCLUDE DESIGN, PRODUCTION, OR INSTALL.



OVERHEAD BANNERS*

Call Jill Schaben 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

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 SPONSORSHIP

4 SPONSORSHIPS AVAILABLE



WALL PANELS*

Own the way to registration with your brand message. These stickers adhere to the wall and continue down the halls of the Indiana Convention Center.



\$10,000

*PRICES DO NOT INCLUDE DESIGN, PRODUCTION, OR INSTALL.

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 1 - GET 1 FREE!

8 MATS AVAILABLE



ENTRANCE STRUCTURES

Leave a lasting impression. Be the first and last brand attendees see when they enter and exit the show. Choose your location and positioning and product placement in high-traffic locations.



\$10,000 PER STRUCTURE

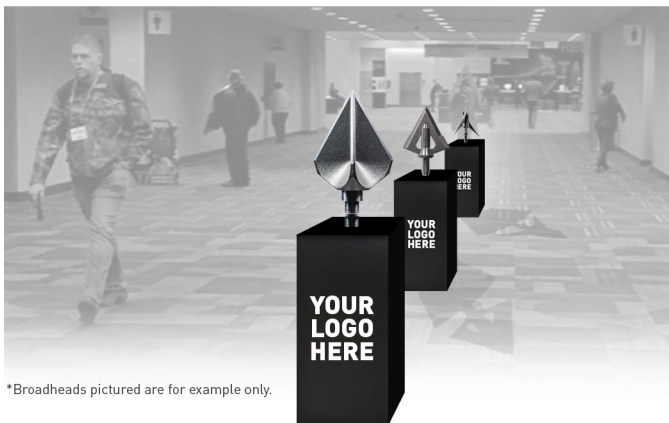
4 STRUCTURES AVAILABLE

\$20,000 FOR EXCLUSIVE SPONSORSHIP

GRAPHICS MUST BE SUBMITTED TO ATA BY 7-1-20.

BROADHEAD ALLEY PEDESTAL

Nothing grabs attention like an oversized broadhead! Be one of six to take advantage of this brand new display! You provide your logo and the larger-than-life broadhead. ATA provides the pedestals.



*Broadheads pictured are for example only.

**NEW FOR
2021**

\$3,000 PER SPONSORSHIP

6 SPONSORSHIPS AVAILABLE

*PRICES DO NOT INCLUDE DESIGN, PRODUCTION, OR INSTALL.



EVENTS & ROOMS

CONNECTIONS EVENT TITLE SPONSOR

Sponsor the second annual "Connections: An ATA Trade Show Event" held during night one of the Show. The premiere event in 2020 was highly-attended and the 2021 event boasts free food and drinks, as well as backyard games. The title sponsor is promoted to the event. You also receive a branded 10 x 20' tent provided by the ATA and a 20 x 30' display booth for attendee engagement.



\$25,000

HIGH-RESOLUTION EPS OR PNG FILE OF LOGO MUST BE SUBMITTED TO ATA BY 10-1-20.

CONNECTIONS EVENT BOOTH SPACE

Snag a 10' x 10' booth at Connections. Be one of only nine exhibitors to boost order-writing at this exciting event! Booth open and close times to be determined based on Connections schedule.

\$6,000 PER SPONSORSHIP

4 SPONSORSHIPS REMAINING



*PRICES DO NOT INCLUDE DESIGN, PRODUCTION, OR INSTALL.

COFFEE TALKS

Follow the smell of freshly-brewed coffee to the MyATA area and interact with experts on a variety of topics. With this sponsorship, you provide the coffee as well as bring your brand to a central location at the Show where you can interact with attendees.

! AVAILABILITY PENDING RENEWAL

\$4,500 PER SPONSORSHIP

HIGH-RESOLUTION EPS OR PNG FILE OF LOGO MUST BE SUBMITTED TO ATA BY 10-1-20.



SEMINAR SERIES

Get in front of the serious retailers who attend the ATA seminars each day. Sponsors receive logo display on all seminar collateral. Logos 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

HIGH-RESOLUTION EPS OR PNG FILE OF LOGO MUST BE SUBMITTED TO ATA BY 10-1-20.



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.

! AVAILABILITY PENDING RENEWAL

\$4,000 PER SPONSORSHIP

HIGH-RESOLUTION EPS OR PNG FILE OF LOGO MUST BE SUBMITTED TO ATA BY 10-1-20.

*PRICES DO NOT INCLUDE DESIGN, PRODUCTION, OR INSTALL.

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NEW MEMBER RECEPTION

**NEW FOR
2021**

Sponsor the event where new members are welcomed to the ATA. Sponsor will receive logo on collateral related to the event, an allotted time to speak during the event and the ability to hand out a branded gift to new members.

\$4,000 PER SPONSORSHIP

HIGH-RESOLUTION EPS OR PNG FILE OF LOGO MUST BE SUBMITTED TO ATA BY 10-1-20.



DIGITAL

PROFESSIONAL PRODUCT VIDEO

Utilize the professional on-site video crew to debut your brand new product(s). For each product you commit to this sponsorship, you'll gain a 3-minute new product video that will be shared through ATA's social media channels.

\$2,000 PER PRODUCT

8 SPONSORSHIPS AVAILABLE



BUZZ ALERT

For the first time ever, purchase a buzz alert message on the ATA mobile app. Announce a booth event or show special to draw attendees to your space.

\$1,000 PER ALERT

10 SPONSORSHIPS AVAILABLE

BUZZ ALERT MESSAGE MUST BE SUBMITTED TO ATA BY 1-1-21.

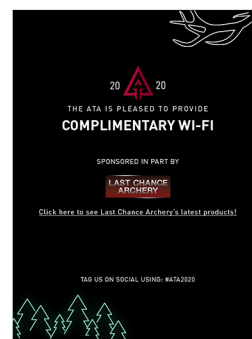


WIFI

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

HIGH-RESOLUTION EPS OR PNG FILE OF LOGO AND LINK MUST BE SUBMITTED TO ATA BY 10-1-20.



*PRICES DO NOT INCLUDE DESIGN, PRODUCTION, OR INSTALL.

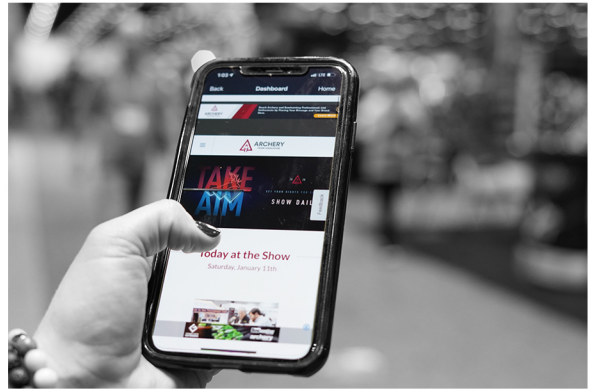
MOBILE APP

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

8 SPONSORSHIPS AVAILABLE

BANNER GRAPHIC MUST BE SUBMITTED TO ATA BY 11-1-20.



LIVE SOCIAL SPONSOR

As a paid social sponsor, your company's name will be listed as the "Paid Partnership" sponsor at the top of each Facebook and Instagram post published by the ATA during the entire week of the 2021 ATA Trade Show (Jan. 4-10, 2021). This placement allows visitors to click the sponsor's name and visit the sponsor's social media page. Partners will be able to view stats for each post they are tagged on as a sponsor.

Post topics span an array of general event coverage. ATA maintains full ownership and control of post content and company will not be given privilege over other exhibiting companies.



ATA SOCIAL SPONSOR: \$10,000

COST PER ESTIMATED IMPRESSION: .007 CENTS

Type of Posts on ATA Social:

General Event Coverage

Combined Followers: 67,500

2020 Show Statistics:

- 142 Instagram Posts
- 800,000 Impressions (30,000 unique)
- 62 Facebook Posts
- 500,000 Impressions

FOR EXAMPLE:



Post content here.

ARCHERY 360 SOCIAL SPONSOR: \$5,000

COST PER ESTIMATED IMPRESSION: .019 CENTS

Type of Posts on Archery 360 Social:

Education/How-To

Combined Followers: 200,000

2020 Show Statistics:

- 50 Instagram Posts
- 83,000 Impressions
- 5 Facebook Posts
- 172,000 Impressions

FOR EXAMPLE:



Post content here.

BOWHUNTING 360 SOCIAL SPONSOR: \$5,000

COST PER ESTIMATED IMPRESSION: .041 CENTS

Type of Posts on Bowhunting 360 Social:

Education/How-To

Combined Followers: 58,000

2020 Show Statistics:

- 50 Instagram Posts
- 85,000 Impressions
- 5 Facebook Posts
- 35,000 Impressions

FOR EXAMPLE:



Post content here.

*PRICES DO NOT INCLUDE DESIGN, PRODUCTION, OR INSTALL.



DISPLAYS

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



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



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. Each product displayed in the Featured Product Showcase is also automatically entered into the Best in Show Awards to be voted on by retailers.

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

TABLE TOP 2' x 2': \$50

TABLE TOP 4' x 2': \$100

TABLE TOP 6' x 2': \$150

FLOOR SPACE: \$200

CONTACT SARAH HAALA TO RESERVE YOUR SPACE.
(507) 233-8131 EXT. 101
SARAHHAALA@ARCHERYTRADE.ORG

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

\$2,000 PER CORNER

7 CORNERS AVAILABLE

HIGH-RES PNG OR EPS LOGO MUST BE SUBMITTED TO ATA BY 9-1-20.



*PRICES DO NOT INCLUDE DESIGN, PRODUCTION, OR INSTALL.

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SOUVENIRS & PROMOS

LANYARDS

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.

\$6,500



10,000 LANYARDS MUST BE SHIPPED TO ATA NEW ULM OFFICE BY 11-1-20.

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



12,000 SLEEVES MUST BE SHIPPED TO ATA NEW ULM OFFICE BY 11-1-20.

*PRICES DO NOT INCLUDE DESIGN, PRODUCTION, OR INSTALL.

HOTEL DROP

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



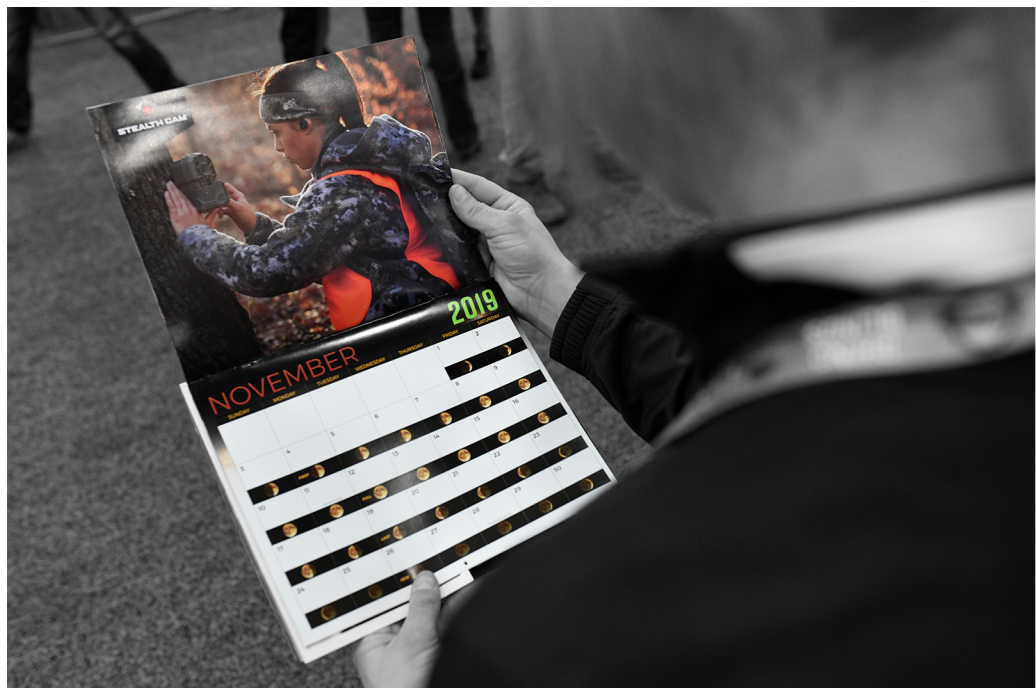
\$7,000 PER SPONSORSHIP

*INDIVIDUAL HOTELS TYPICALLY DO NOT CHARGE ADDITIONAL FEES FOR PLACING PUBLICATIONS AT CHECK-IN COUNTERS, BUT MAY CHARGE ADDITIONAL FEES FOR INDIVIDUAL ROOM DROPS.

CALENDAR

With this sponsorship, you will be front and center all year long. With each month available as an individual sponsorship, there's twelve opportunities to get your message in front of Show attendees, both during the Show and long after.

\$1,000 PER MONTH



*PRICES DO NOT INCLUDE DESIGN, PRODUCTION, OR INSTALL.

BIG BUCK TAGS

Attract retailers and enforce your brand. Promote a Show Special or Giveaway in the Big Buck Tags coupon books. 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 Listing Book and the Pocket Guide.

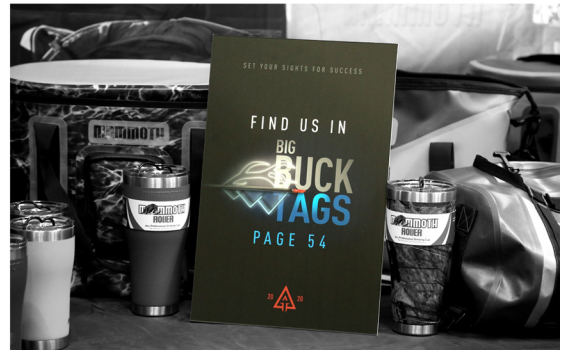
\$100 PER COUPON

\$1,000 FOR INSIDE FRONT COVER AD

\$1,000 FOR INSIDE BACK COVER AD

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

CONTACT SARAH HAALA TO PURCHASE A COUPON.
(507) 233-8131 EXT. 101 | SARAHHAALA@ARCHERYTRADE.ORG



FLOOR MAP

As the official map at the Trade Show, help guide attendees around the Show Floor. The ATA Floor Map is the marquee informational handout to guide attendees around the show floor.

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

\$1,500 PER SPONSORSHIP

8 SPONSORSHIPS AVAILABLE



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



*PRICES DO NOT INCLUDE DESIGN, PRODUCTION, OR INSTALL.

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CONTACT US

To lock in an available sponsorship, discuss custom sponsor ideas, or to request an install quote or production estimate, please contact **Jill Schaben** at the following:

866.266.2776 x134

jillschaben@archerytrade.org

Visit archerytrade.org/sponsorships to view:

- a brief video about sponsorships
- sponsorship photos from the 2020 Show
- a map of the Indiana Convention: level one

Sponsorships 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.

2021 ATA TRADE SHOW

January 7-9, 2021 | Indianapolis, IN