

# IMPORTANT EXHIBITOR DATES

JANUARY 7-9, 2021  
Indiana Convention Center- Indianapolis, IN



October 1	Final booth payments and liability certificate of insurance due to ATA
October 1	Signed shooting lane contracts due to ATA
October 26	Deadline to reserve advertising space in the 2021 ATA Pocket Guide & Calendar
November 2	Deadline to reserve space in the Big Buck Tag Coupon Book
November 2	Ad materials due for the 2021 ATA Pocket Guide & Calendar
December 7	Deadline to order lead retrieval services from QMS at the advanced rate
December 7	Deadline to preregister for Featured Products Showcase to guarantee space
December 10	Last day to submit Booth Events
December 18	Deadline to submit internet order to receive discounted advance order rate
December 18	Deadline to submit electrical to Indiana Convention Center to receive discounted rate
December 21	Deadline to make hotel reservations through Visit Indy Housing Bureau
January 5	Exhibitor Setup, 8:00 am - 8:00 pm
January 6	Exhibitor Setup, 8:00 am - 8:00 pm
January 7	2021 ATA Show Open, 8:30 am - 6:00 pm
January 8	2021 ATA Show Open, 8:30 am - 6:00 pm
January 9	2021 ATA Show Open, 8:30 am - 4:00 pm
January 9	Exhibitor Move-Out, 4:00 pm - 11:00 pm
January 10	Exhibitor Move-Out, 8:00 am - 4:00 pm