

# Schedule of Events

JANUARY 7-9, 2021

Indiana Convention Center- Indianapolis, IN

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## ATA Show Hours

1.7.21	Thursday	8:30am-6:00pm	*Buyer Day
1.8.21	Friday	8:30am-6:00pm	
1.9.21	Saturday	8:30am-4:00pm	

## Registration Hours

### Hoosier & Crossroads Lobby

1.5.21	Tuesday	7:00am-7:00pm
1.6.21	Wednesday	7:00am-8:00pm
1.7.21	Thursday	7:00am-6:00pm
1.8.21	Friday	7:00am-6:00pm
1.9.21	Saturday	7:00am-1:00pm

## Exhibitor Set-Up

### Exhibit Halls A-I

1.5.21	Tuesday	8:00am-8:00pm
1.6.21	Wednesday	8:00am-8:00pm
1.7.21	Thursday	6:30am-8:30am
1.8.21	Friday	6:30am-8:30am
1.9.21	Saturday	6:30am-8:30am

## Exhibitor Move Out

### Exhibit Halls A-I

1.9.21	Saturday	4:00pm-11:00pm
1.10.21	Sunday	8:00am-4:00pm

\* Only those with a Buyer Badge or Exhibitor Badge will have access to the Exhibit Hall on January 7.

## 1.6.21

### WEDNESDAY

7:00am-8:00am	Archery Industry Masterclass- Welcome	Rooms 131-136
8:00am-9:15am	Archery Industry Masterclass- BUSINESS "Customer Service Excellence"	Rooms 131-132
8:00am-9:15am	Archery Industry Masterclass- MARKETING "Social Media Storytelling"	Rooms 135-136
8:00am-10:45am	Archery Industry Masterclass- COACHING "Controlled Process Shooting Workshop (Group 1)"	Archery Range
8:00am-4:00pm	A.R.R.O. Hot Show	Exhibit Hall J
8:00am-8:00pm	Featured Products Exhibitor Product Drop-Off	Exhibit Hall F
8:00am-8:00pm	Innovation Zone Exhibitor Setup	Exhibit Hall H
9:30am-10:45am	Archery Industry Masterclass- ARCHERY TECH "Compound Bow Services"	Room 133-134
11:00am-12:15pm	Archery Industry Masterclass- BUSINESS "Paths to Profitability"	Room 131-132
11:00am-12:15pm	Archery Industry Masterclass- ARCHERY TECH "Addressing Common Crossbow Problems"	Room 133-134
12:15am-1:15pm	Archery Industry Masterclass- MARKETING "Building a Killer Brand Workshop"	Room 135-136
12:15pm-2:30pm	Archery Industry Masterclass- COACHING "Controlled Process Shooting Workshop (Group 2)"	Archery Range
1:15pm-2:30pm	Archery Industry Masterclass- BUSINESS "Inventory Management"	Room 131-132

1:15pm-2:30pm	Archery Industry Masterclass- ARCHERY TECH "Tips and Tactics for Better Recurve Tuning"	Room 133-134
2:45pm-4:00pm	Archery Industry Masterclass- MARKETING "Creating Your Marketing Strategy"	Room 135-136
2:45pm-4:00pm	Archery Industry Masterclass- BUSINESS "Selling Skills"	Room 131-132
2:45pm-5:00pm	Archery Industry Masterclass- COACHING "Controlled Process Shooting Workshop (Group 3)"	Archery Range
4:15pm-5:30pm	A.R.R.O. Annual Member Meeting	Exhibit Hall J

## **1.7.21**

### **THURSDAY**

6:30am-8:30am	Archery and Outdoor Alliance Breakfast	Wabash Ballroom
7:30am-6:00pm	Press Room Open	Room 141
8:00am-10:00am	Certification-Level 1 Instructor Certification	Archery Range
8:30am-6:00pm	ATA Show Hours *Buyer Day	Exhibit Halls A-I
8:30am-6:00pm	Archery and Outdoor Alliance	Booth #4735
9:00am-10:00am	Seminar-Online Archery Education and Coaching	Room 135-136
10:15am-11:15am	Seminar-Getting Ready for the Vegas Shoot 2021	Room 135-136
11:30am-12:30pm	Seminar- Archery Injuries: Tips on Prevention, Rehab, and Keeping Archers Shooting Throughout Their Lives	Room 135-136
1:00pm-2:00pm	Seminar- Shooting with GRIV: The Secrets of Archery Form	Room 135-136
1:00pm-3:00pm	Certification- Level 1 Instructor Certification	Archery Range
2:00pm-2:30pm	Coffee Talk- Making Money in Small Towns	MyATA Area
3:00pm-3:30pm	Coffee Talk- Heavy Arrow Setups for Customer Success	MyATA Area
4:00pm-4:30pm	Coffee Talk- Engaging Women Hunters	MyATA Area

## **1.8.21**

### **FRIDAY**

7:30am-6:00pm	Press Room Open	Room 141
8:00am-9:00am	Seminar- Learn the Benefits of Buy Group Membership	Rooms 131
8:00am-9:00am	Seminar- Online Archery Education and Coaching	Room 132
8:00am-9:00am	Seminar- What is S3DA and How Can it Benefit Retailers?	Room 133
8:00am-9:00am	Seminar- Shooting with GRIV: The Secrets of Archery Form	Room 135-136
8:00am-12:00pm	Certification- Level 2 Instructor Certification	Archery Range
8:30am-6:00pm	ATA Show Hours	Exhibit Halls A-I
11:00am-11:30pm	Coffee Talk- Hunter Education Creates New Customers	MyATA Area
1:00pm-1:30pm	Coffee Talk- California Prop 65: What it is, What it Means, and Why You Should Care	MyATA Area
1:00pm-5:00pm	Certification- Level 2 Instructor Certification	Archery Range
2:00pm-2:30pm	Coffee Talk- Ask GRIV: Shooting Form Q&A	MyATA Area

## **1.9.21**

### **SATURDAY**

7:30am-4:00pm	Press Room Open	Room 141
8:00am-9:00am	Seminar- Archery Injuries: Tips on Prevention, Rehab, and Keeping Archers Shooting Throughout Their Lives	Room 130
8:00am-9:00am	Seminar- Brand Evolution: Is Your Brand Working Hard Enough?	Room 131

8:00am-9:00am	Seminar- What is the ARRO Buying Group and What Does it Take to Join?	Room 133
8:00am-9:00am	Seminar- Simple Steps to Starting Your Own Mentoring Program	Room 134
8:00am-9:00am	Seminar- Building a Better Arrow for Penetration and Accuracy	Room 135-136
8:00am-10:00am	Certification- S3DA Instructor Certification	Archery Range
8:30am-4:00pm	ATA Show Hours	Exhibit Halls A-I
10:00am-10:30am	Coffee Talk- Are You Insured Correctly?	MyATA Area
11:00am-11:30am	Coffee Talk- Avoid the Attorneys: Tips for Managing Legal Issues in Product Safety, Compliance, and Liability	MyATA Area
11:00am-1:00pm	Certification- S3DA Instructor Certification	Archery Range
12:00pm-12:30pm	Coffee Talk- How Data-Driven Analysis Can Change the Way You Shoot	MyATA Area
3:00pm-5:00pm	Featured Products Exhibitor Product Pick Up	Exhibit Hall F