

# EXHIBITOR UPGRADE OPTIONS

ATA 2021 ONLINE



Exhibitors can purchase an upgrade option to enhance their online exhibitor profile. All exhibitors who participate in ATA 2021 Online will be given the Basic online exhibitor profile listing at no charge.

ATA ONLINE EXHIBITOR LISTING	BASIC FREE	BRONZE \$400	SILVER \$800	GOLD \$1,000
<b>SHOW SPECIALS</b> Spotlight special deals like discounts, giveaways and exclusive benefits.	2	2	4	Unlimited
<b>PREMIUM POSITION</b> Your exhibitor listing will be placed at the top of the exhibitor list and search results.				✓
<b>DIGITAL PRODUCT SHOWCASE</b> Engage attendees with detailed product descriptions along with full color images. Includes 2 images and 1 description per product.		2	4	Unlimited
<b>PRESS RELEASES</b> Get more coverage by sharing the latest news about your company.		2	4	Unlimited
<b>VIDEOS</b> Tell your story to potential buyers through promotional videos.		1	2	4
<b>COMPANY LOGO</b> Customize your profile with your company logo.	✓	✓	✓	✓
<b>PRODUCT CATEGORIES</b> Help buyers find you by selecting the categories that best describe your products.	10	10	10	10
<b>COMPANY PROFILE</b> Introduce your company to make a great first impression.	✓	✓	✓	✓
<b>WEBSITE</b> Drive traffic to your website.	✓	✓	✓	✓
<b>COMPANY CONTACT INFORMATION</b> Company name, phone number and online booth number.	✓	✓	✓	✓

## QUESTIONS?

Contact Becky Lux  
(507) 233-8132  
beckylux@archerytrade.org

# EXHIBITOR ADD-ON OPTIONS

ATA 2021 ONLINE



Exhibitors can purchase enhancements for their booth on the virtual floor plan.

## FLOOR PLAN LOGO: \$595

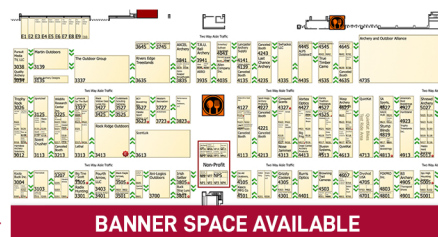
Make your booth stand out from the crowd by opting to show your company logo in your booth on the interactive floor plan.



## FLOOR PLAN BANNER AD: \$495

Every attendee checks out the online floor plan. Catch their attention in this hot spot with a trackable banner ad.

Only twelve available.

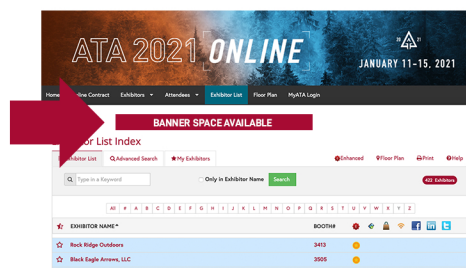


## EXCLUSIVE EXHIBITOR LISTING BANNER: \$2,995

Make a strong impression by opting to show your clickable banner ad on the exhibitor list.

The sponsorship includes a company logo on top of the exhibitor list and search results and a Gold Exhibitor Upgrade listing.

Only one available

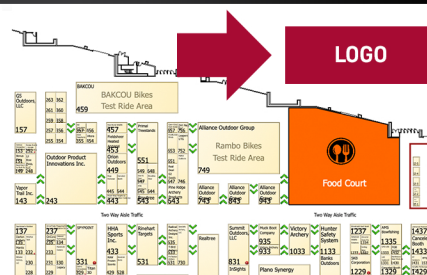


## EXCLUSIVE ONLINE FLOOR PLAN LOGO: \$2,995

Make your booth stand out from the crowd by opting to show your company logo at the top of the interactive floor plan.

The sponsorship includes a Gold Exhibitor Upgrade listing.

Only one available



## ADDITIONAL VIDEO: \$395

Tell your story to potential buyers through promotional videos. Upload videos directly from your console.

The videos are automatically encoded for playing on multiple platforms including mobile devices.

