

ONLINE SHOW SPECIALS

ATA 2021 ONLINE



All exhibitors participating in ATA 2021 Online will be required to submit a minimum of two show specials to be valid on orders placed by ATA retail members Jan 13-15, 2021. These show specials should be as attractive as possible to support ATA retail members by providing an opportunity for them to save money or gain a special or exclusive benefit. The specific offer and details of the show specials are up to each company, but examples are provided below.

EXAMPLES OF QUALIFYING SHOW SPECIALS

- **Free Product with Purchase**
 - Buy 10 get 1 free
 - Order \$1,000 of product and receive a free product
- **Discount on Goods**
 - Order \$1,000 of product and receive 20% off your order
 - Product x is \$19.99 for orders placed during the Show (regularly \$49.99)
- **Offer a Show Bundle**
 - Bundle 2 or 3 of your products for a discounted price when they purchase the bundle
 - Purchase products x, y and z for \$100 (regularly \$200)
- **Offer Special Payment Terms**
 - 2% 10 Days
 - Net 60
 - Net 90
 - September 1 dating
- **Free Shipping**
 - Place a minimum order of \$1,000 and receive free shipping
 - Any order placed during ATA 2021 Online will receive free shipping

HOW WILL THE SHOW SPECIALS BE PROMOTED

- A printed Exhibitor Show Special Guide will be mailed to all ATA retail members prior to January 11. The Guide will list all Show specials.
- Show specials will be listed in the exhibitor profiles, on the online floor plan and in the ATA mobile app. Show specials will be available for preview starting Monday, Jan. 11 and will be live Wednesday, Jan. 13.

HOW TO REDEEM

ATA retail members will be required to work directly with exhibitors when redeeming Show specials on their orders. ATA or the platform used for ATA 2021 Online will not control or facilitate the order-writing process. Exhibitors can choose how to handle purchase orders individually. Exhibitors can include any details or order-writing instructions within their online exhibitor profile. Show specials should be honored on orders placed by ATA retail members during the 3 show days of ATA 2021 Online, Jan 13-15, 2021. Retailers will be instructed to mention ATA 2021 Online Special when placing their orders.

Important Preference Points Note:

Opting in to participate in ATA 2021 Online and including two Show specials fulfills your requirement as an ATA exhibitor as it relates to maintaining booth selection preference points.

QUESTIONS?

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