SIGNAGE

SHOOTING LANE BANNERS
Be where the action is. Place your brand where the eyes are drawn. Your message will be placed on the back of each shooting lane banner. There are generally 10 shooting lane banners on the Show floor.

$15,000

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

THIS SPONSORSHIP IS PENDING RENEWAL.

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

2022 ATA TRADE SHOW | SPONSORSHIP GUIDE
ENTRANCE STRUCTURES
Leave a lasting impression. Be the first and last brand that attendees see when they enter and exit the show floor with brand positioning and product placement in these high-traffic locations.

$5,000 PER STRUCTURE
4 STRUCTURES AVAILABLE
$20,000 FOR EXCLUSIVE SPONSORSHIP

THIS SPONSORSHIP IS PENDING RENEWAL.

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.

Floor sticker sponsorships are also available in two entrance lobbies.

$6,000 PER SPONSORSHIP
4 SPONSORSHIPS AVAILABLE:
• 2 ON SHOW FLOOR
• 2 IN LOBBY

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

2022 ATA TRADE SHOW | SPONSORSHIP GUIDE
OVERHEAD BANNERS*
We are happy to advise you on the best places available for banner placement. Refer to the map on page 8 for available banner locations at the Kentucky Exposition Center and contact Jill Schaben at (866) 266-2776 x134 or jillschaben@archerytrade.org to get your banner displayed in the locations with the highest traffic.

$3,000 BANNER LEVEL
12 BANNER SPOTS AVAILABLE

$6,000 BANNER LEVEL
12 BANNER SPOTS AVAILABLE

$9,000 BANNER LEVEL
24 BANNER SPOTS AVAILABLE

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

2022 ATA TRADE SHOW | SPONSORSHIP GUIDE
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.

Column wrap sponsorships are sold in sets of 2 columns. Refer to the map on page 8 to view the available column wrap groups at the Kentucky Exposition Center.

$5,000 PER SPONSORSHIP
6 COLUMN SETS AVAILABLE
• 2 IN LOBBY
• 7 OUTSIDE EXPO CENTER

*PRICES DO NOT INCLUDE DESIGN, PRODUCTION, OR INSTALL.
**WINDOW CLINGS**
Greet trade show attendees at the front door with one- or two-sided window clings. Refer to the map on page 8 to view the available window cling sponsorships at the Kentucky Exposition Center.

**$5000 PER SECTION**
**13 SECTIONS AVAILABLE**

**EACH SECTION HAS 16-24 WINDOWS THAT CAN BE USED**
(EXAMPLE OF 1 SECTION BELOW AT THE ENTRANCE TO SOUTH WING A LOBBY)

YOURS MESSAGE HERE

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

2022 ATA TRADE SHOW | SPONSORSHIP GUIDE
SIGNAGE PACKAGES*
Get more bang for your buck with these signage value packages. Packages available while sponsorships last. Refer to map on page 8 for available banner, column wrap and door cling locations.

GOLD SIGNAGE PACKAGE

- 2 $9,000-LEVEL BANNER SPOTS
- 1 SET OF (2) COLUMN WRAPS
- 4 DOOR CLINGS

$27,000 VALUE FOR ONLY $20,000

SILVER SIGNAGE PACKAGE

- 1 $9,000-LEVEL BANNER SPOT
- 1 SET OF (2) COLUMN WRAPS
- 2 DOOR CLINGS

$17,000 VALUE FOR ONLY $12,000

BRONZE SIGNAGE PACKAGE

- 1 $6,000-LEVEL BANNER SPOT
- 1 SET OF (2) COLUMN WRAPS
- 1 DOOR CLING

$10,000 VALUE FOR ONLY $7,000

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

2022 ATA TRADE SHOW | SPONSORSHIP GUIDE
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. Refer to the map on page 8 to see the stairway locations at the Kentucky Exposition Center.

1 STAIRWAY SPONSORSHIP AVAILABLE
$5,000 PER STAIRWAY

1 ESCALATOR RAILS SPONSORSHIP AVAILABLE
$2,500 PER SET OF 4 RAILS

1 ESCALATOR WALLS SPONSORSHIP AVAILABLE
$5,000 PER SET OF 4 WALLS

ESCALATOR FLOOR MATS*
Put your brand where everyone is sure to step - at the bottom of the escalators.

$2,000 PER MAT
BUY 1 - GET 1 FREE!
4 MATS AVAILABLE

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

2022 ATA TRADE SHOW | SPONSORSHIP GUIDE
URINAL INSERTS*  
Urinal inserts ensure that your brand is right on target. 
Place a custom insert on every urinal in the restrooms on the Kentucky Exposition Center. 

$3,500

**BATHROOM SIGNAGE**

Own the throne. Place your messaging where everybody will eventually be. Promote products or simply inform everyone who you are and where they can find you. 

**THIS SPONSORSHIP IS PENDING RENEWAL.** 

$5,500

ATA MUST APPROVE RESTROOM SIGNAGE AND GRAPHICS. DIGITAL SAMPLES MUST BE SUBMITTED TO ATA BY 11-1-21.

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**SHUTTLE SPONSOR**

Sponsor the shuttle service offered to Show attendees from hotels to the Kentucky Exposition Center. Wrap the bus with branded decals, play your company’s video on the bus tv screens or place custom head rest covers on the bus seating. 

Contact Jill Schaben for pricing and to discuss the shuttle sponsorship at jillschaben@archerytrade.org.

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

2022 ATA TRADE SHOW | SPONSORSHIP GUIDE
EVENTS & ROOMS

CONNECTIONS EVENT TITLE SPONSOR
Sponsor the second annual “Connections: An ATA Happy Hour,” held during night one of the Show. The premier event in 2020 was highly attended. The Connections event boasts free food and drinks, as well as backyard games. The title sponsor is promoted on all collateral related to the event. You also receive a branded 10’ x 20’ tent provided by the ATA and a 20’ x 30’ designated area for attendee engagement.

$25,000

THIS SPONSORSHIP IS PENDING RENEWAL.

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

9 SPONSORSHIPS AVAILABLE

*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.

$4,500 PER SPONSORSHIP
HIGH-RESOLUTION EPS OR PNG FILE OF LOGO MUST BE SUBMITTED TO ATA BY 10-1-21.

EDUCATION 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 10-1-21.

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.

$4,000 PER SPONSORSHIP
THIS SPONSORSHIP IS PENDING RENEWAL.
HIGH-RESOLUTION EPS OR PNG FILE OF LOGO MUST BE SUBMITTED TO ATA BY 10-1-21.
*PRICES DO NOT INCLUDE DESIGN, PRODUCTION, OR INSTALL.

NEW MEMBER RECEPTION
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.

$2,500 PER SPONSORSHIP
3 SPONSORSHIPS AVAILABLE
HIGH-RESOLUTION EPS OR PNG FILE OF LOGO MUST BE SUBMITTED TO ATA BY 10-1-21.
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

THIS SPONSORSHIP IS PENDING RENEWAL.

TABLETOP DECALS*
Place your brand on the pub tables located throughout the MyATA area. Your message will be hard to miss by Show attendees who use this area to do business or regroup.

$3,500

CAMO SEATING
Ensure that your camo pattern is on full-display by sponsoring the comfortable seating section in the MyATA area. You provide the (6) recliners. ATA will further promote your brand with a sign that tells Show-goers who supplied their seating.

$5,000

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

2022 ATA TRADE SHOW | SPONSORSHIP GUIDE
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 and provided to you for personal use.

$2,000 PER PRODUCT
8 SPONSORSHIPS AVAILABLE

BUZZ ALERT
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 1-1-22

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 10-1-21.

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

2022 ATA TRADE SHOW | SPONSORSHIP GUIDE
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 11-1-21

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 2022 ATA Trade Show (Jan. 3–9, 2022). 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.

<table>
<thead>
<tr>
<th>ATA SOCIAL SPONSOR:</th>
<th>$10,000</th>
<th>COST PER ESTIMATED IMPRESSION: .807 CENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Posts on ATA Social:</td>
<td>General Event Coverage</td>
<td></td>
</tr>
<tr>
<td>Combined Followers:</td>
<td>67,500</td>
<td></td>
</tr>
<tr>
<td>2020 Show Statistics:</td>
<td>142 Instagram Posts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>800,000 Impressions (30,000 unique)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>62 Facebook Posts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>500,000 Impressions</td>
<td></td>
</tr>
</tbody>
</table>

FOR EXAMPLE:
Archery Trade Association with Your Company Name Here
Paid Partnership
Post content here.

<table>
<thead>
<tr>
<th>ARCHERY 360 SOCIAL SPONSOR:</th>
<th>$5,000</th>
<th>COST PER ESTIMATED IMPRESSION: .019 CENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Posts on Archery 360 Social:</td>
<td>Education/How-To</td>
<td></td>
</tr>
<tr>
<td>Combined Followers:</td>
<td>200,000</td>
<td></td>
</tr>
<tr>
<td>2020 Show Statistics:</td>
<td>50 Instagram Posts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>83,000 Impressions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 Facebook Posts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>172,000 Impressions</td>
<td></td>
</tr>
</tbody>
</table>

FOR EXAMPLE:
Archery 360 with Your Company Name Here
Paid Partnership
Post content here.

<table>
<thead>
<tr>
<th>BOWHUNTING 360 SOCIAL SPONSOR:</th>
<th>$5,000</th>
<th>COST PER ESTIMATED IMPRESSION: .041 CENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Posts on Bowhunting 360 Social:</td>
<td>Education/How-To</td>
<td></td>
</tr>
<tr>
<td>Combined Followers:</td>
<td>58,000</td>
<td></td>
</tr>
<tr>
<td>2020 Show Statistics:</td>
<td>50 Instagram Posts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>85,000 Impressions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 Facebook Posts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>35,000 Impressions</td>
<td></td>
</tr>
</tbody>
</table>

FOR EXAMPLE:
Bowhunting 360 with Your Company Name Here
Paid Partnership
Post content here.

*Prices do not include design, production, or install.

2022 ATA TRADE SHOW | SPONSORSHIP GUIDE
TRADE SHOW EMAIL SPONSOR

“Trade Show Tuesdays” are eblasts sent out by the ATA. These eblasts are chock full of information geared toward preparing attendees for the Show. Purchase a banner spot on one of these eblasts for only $1,000 and post a memorable message to encourage attendees to visit your booth!

$1,000 PER SPONSORSHIP
8 SPONSORSHIPS AVAILABLE

DIGITAL PACKAGES

Get more bang for your buck with these digital sponsorship value packages. Packages available while sponsorships last.

<table>
<thead>
<tr>
<th>GOLD DIGITAL PACKAGE</th>
<th>SILVER DIGITAL PACKAGE</th>
<th>BRONZE DIGITAL PACKAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 BUZZ ALERTS</td>
<td>1 BUZZ ALERT</td>
<td>1 BUZZ ALERT</td>
</tr>
<tr>
<td>1 WIFI SPONSORSHIP</td>
<td>1 WIFI SPONSORSHIP</td>
<td>1 WIFI SPONSORSHIP</td>
</tr>
<tr>
<td>1 MOBILE APP BANNER</td>
<td>1 MOBILE APP BANNER</td>
<td>1 MOBILE APP BANNER</td>
</tr>
<tr>
<td>1 EMAIL BANNER</td>
<td>1 EMAIL BANNER</td>
<td>1 EMAIL BANNER</td>
</tr>
<tr>
<td>1 ATA SOCIAL POST</td>
<td>1 ATA SOCIAL POST</td>
<td></td>
</tr>
</tbody>
</table>

$8,000 VALUE FOR ONLY $5,000
$7,000 VALUE FOR ONLY $4,000
$3,000 VALUE FOR ONLY $2,000

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

2022 ATA TRADE SHOW | SPONSORSHIP GUIDE
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

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 9-1-21.

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

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

2022 ATA TRADE SHOW | SPONSORSHIP GUIDE
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 11-1-21.

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

THIS SPONSORSHIP IS PENDING RENEWAL.

12,000 SLEEVES MUST BE SHIPPED TO ATA NEW ULM OFFICE BY 11-1-21.

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

2022 ATA TRADE SHOW | SPONSORSHIP GUIDE
**HOTEL DROP**

Grab the attention of retailers at hotel check-in. 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.

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**HOTEL KEY CARD**

Your custom key card, with corporate imagery, logo, booth number, etc. will be distributed to attendees who are staying in an ATA Hotel Block hotel. Sponsor must provide key cards, but the ATA is happy to suggest vendors.

$5,000 PER SPONSORSHIP

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**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

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

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

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*2022 ATA TRADE SHOW | SPONSORSHIP GUIDE*
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. Eight ad spaces are available in this handy resource.

$1,500 PER SPONSORSHIP
8 SPONSORSHIPS AVAILABLE

FLOOR MAP STICKY NOTE
Grab some extra attention by placing a sticky note with your special promotion or message on the cover of each Show floor map.

$7,500 PER SPONSORSHIP
1 SPONSORSHIP 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.