

2022 ATA TRADE SHOW PRESENTER GUIDELINES



1. **Show Dates**

Jan. 7-9, 2022

2. **Location**

Kentucky Exposition Center (Louisville, KY)

3. **Membership Requirements**

The ATA Trade Show is a member-only event. In order to present at the Trade Show, you must be a current member and obtain a Trade Show badge through the registration process. Any questions regarding membership or badges should be directed to the ATA Trade Show & Membership Office at (866)-266-2776 or info@archerytrade.org.

4. **Purpose**

The purpose of educational sessions at the ATA Trade Show is to give attendees valuable learning experiences that will benefit them as individuals and businesses. While educational sessions are NOT intended to be solicitation opportunities for products or services, they can and should be utilized to build relationships between current and prospective business partners.

5. **Applications**

Any current member organization or an affiliated individual may submit an application to present. Applications must be completed using the 2022 Call for Presenters form. **Submissions are due by July 31, 2021.** All submissions will be reviewed by ATA Staff. Applicants will be informed whether or not their submission has been accepted by Sept. 15, 2021.

6. **Presentation Formats**

- **Seminars** will be held Jan. 7-9, 2021 from 8:00 a.m.-9:00 a.m. Presenters are expected to arrive to their seminar rooms 15 minutes before their scheduled presentation time. Seminar rooms will be equipped with a screen, projector, and microphone. It is the responsibility of the presenter to supply attendees with handouts.
- **Coffee Talks** will be held throughout Show floor hours in the MyATA Area and will be scheduled for 30 minute or 60 minute time slots. Coffee Talk presenters will have a microphone, but no additional AV equipment. Presenters are encouraged to use a discussion style format.

7. **Contact**

Any questions regarding Trade Show education sessions should be directed to Kurt Smith, director of industry relations, at kurtsmith@archerytrade.org.