

ATTENDEE PROGRAMS

ATA TRADE SHOW

AWARDS PROGRAMS

Featured Products Awards

The Featured Products Showcase serves as a product preview for attendees. Make sure to visit Featured Products located in East Hall A & B on Buyer Day, the first day of the Show. Look for your voting ballot in your Exhibitor Show Special Guide or on the mobile app to vote on your favorite product for the Best in Show award. Voting will close at 4 PM on Friday, January 7th.

The three winners, placing gold, silver and bronze, will be announced and awarded on Saturday, January 8th at the Show. Winning products will be identified via special displays in the Featured Products Showcase for viewing on days two and three of the Show.

New Product Launch Awards

Don't miss your chance to view all the new products recently introduced to the market in one area. Make sure to visit the New Product Launch Showcase located in the Lobby A near Main Registration. Industry experts will vote on their favorite products displayed in this area.

The six winners, placing gold, silver and bronze in each category, will be announced and awarded on Saturday, January 8th at the Show.

BIG BUCK TAGS

New for 2022, the Big Buck Tag coupons will be included in the printed Exhibitor Show Special Guide. This guide will be mailed to every retail member prior to the Trade Show. Coupons will showcase exhibitor Show Specials and Giveaways to help you prepare for the Show. Make sure to bring your Exhibitor Show Special Guide with you to the ATA Trade Show to take advantage of these offers. Look for the Big Buck Tag icon on the mobile app next to exhibitors offering a Show Special coupon.

BOOTH EVENTS

Be sure to download the 2022 ATA Trade Show mobile app to help you plan your Show schedule. Select the "Booth Events" tile to view all of the exciting booth events available. Booth events will include:

- New product launches
- Celebrity appearances
- Autograph signings
- Product demonstrations
- Networking events



QUESTIONS?

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