



## Who are retail members of the ATA?

ATA-member retailers have a physical location with published store hours. Consumers can see, touch and purchase archery and hunting-related products and services at their store. Some retailers have a pro shop, while others focus on their ranges and programs.

## What should I do to become a member?

Visit the [Join Us](#) page and follow the link to create an account and apply for a membership. Once you've created an account, read the member category descriptions to determine your membership category. Fill out and submit the application for your category. We'll connect with you to discuss your shop and goals for membership, and the membership category that best fits your business. Applications received without verification documents will not be processed.

## When should I apply?

The ATA membership year runs April 1 to March 31. Membership dues are not prorated, so apply early to take advantage of member benefits year-round. Membership is required to attend the ATA Trade Show.

## How much is membership?

Membership cost varies on the type of retail shop you operate. Basic retailers, archery pro shop retailers, online resellers and archery range memberships range from \$55.00 to \$135.00 per year. Membership dues for Archery Retail Chains (multiple channel retailers) are \$1,200.00 total which covers all locations. We'll discuss your shop's options when we call to complete your application.

## Why should I become a member?

As an ATA member, your dues contribute significantly to the growth of the sport and ultimately our industry. [Click here](#) to learn more about your benefits. ATA-member benefits include:

- Trade Show:
  - Gain access to the largest trade show in the industry. View new and innovative products and take advantage of this exclusive order-writing opportunity.
  - Network with business professionals from the archery and bowhunting industry.
- Business Support:
  - Receive business support from IP, FET and insurance providers to growing customer awareness through our store locators.
  - Share your industry and business needs with your ATA team members who are passionate about what they do and ready to help.
- Education:
  - Watch educational content on-demand via the MyATA Learning Center.
  - Use the ATA's many resources designed to grow sport participation, including the Field to Fork curriculum, the Mentor Guide and more.
- Advocacy:
  - We advocate on your behalf through R3 efforts and assist with grant funding to grow the sports of archery and bowhunting.

## I filled out the application. Now what?

Once you've completed your membership application and any required verification documents listed on the application, please allow 7 business days for processing. Questions? Please contact Sarah Haala, Trade Show coordinator, at [sarahhaala@archerytrade.org](mailto:sarahhaala@archerytrade.org) or 507-233-8131 ext. 101.

Badges are tied to your member type. Please see the [Trade Show Registration](#) page for details on badge allotments for each category.