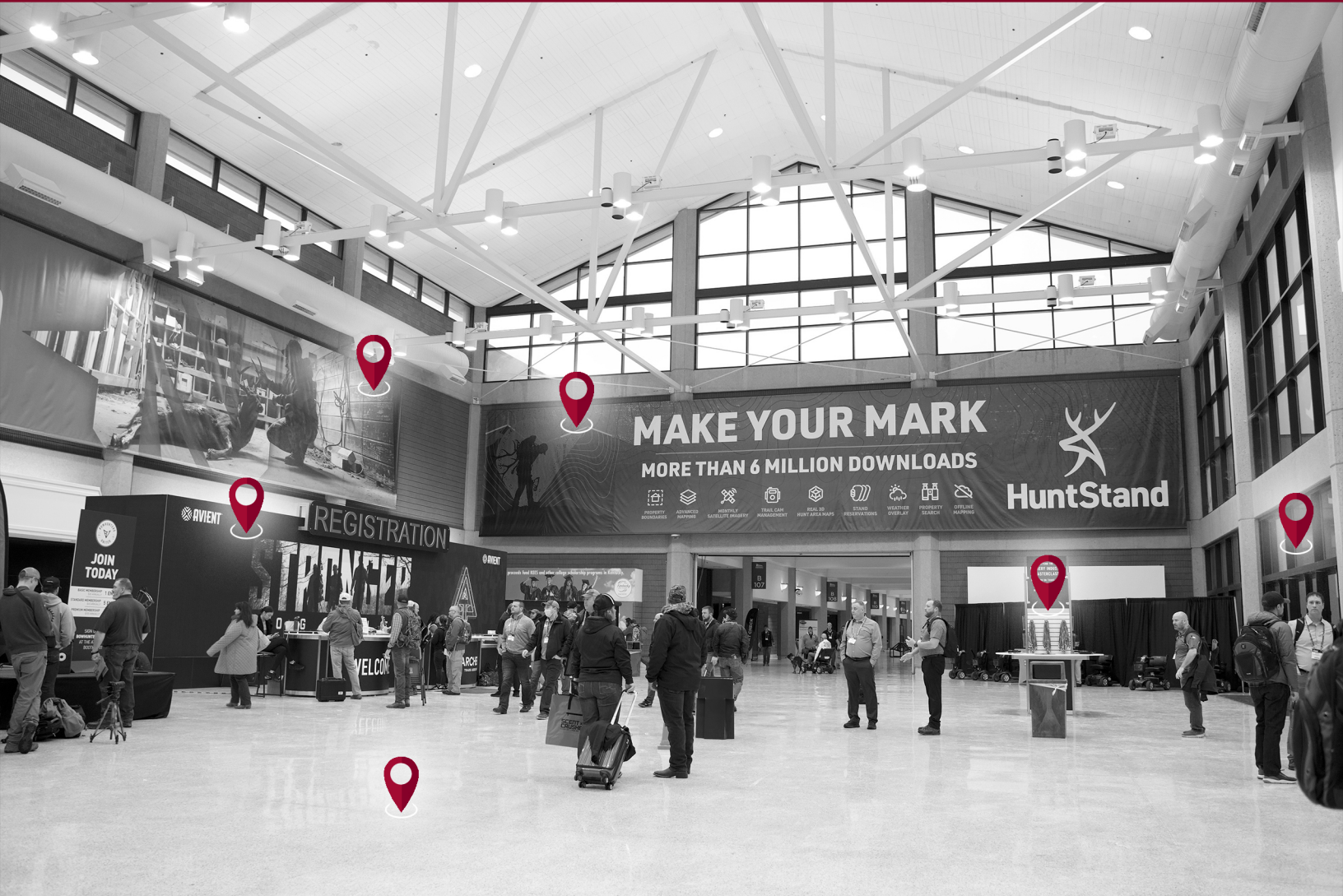


2023 ATA TRADE SHOW

SPONSORSHIP GUIDE



ARCHERY
TRADE ASSOCIATION



SIGNAGE

REGISTRATION SPONSOR

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.

Sponsorship Cost: \$7,500



- Great opportunity for Camouflage Companies - Feature your pattern on this structure!
- No production or install costs associated with this sponsorship!

ENTRANCE SPONSOR

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.

Sponsorship Cost: \$5,000/Structure
4 Structures Available

- Work with the ATA to customize the entrance structures to best display and promote your specific brand/product.
- No production or install costs!



SIGNAGE



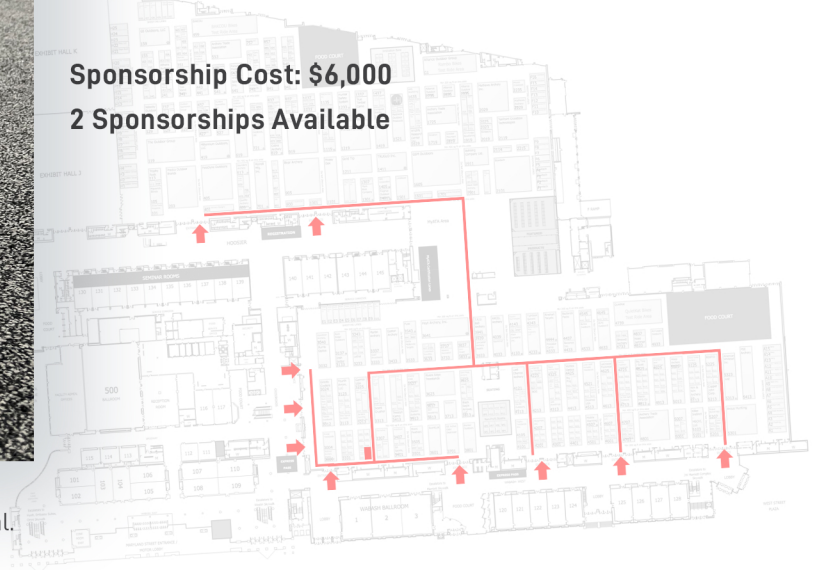
FLOOR DIRECTIONALS*

This sponsorship will lead attendees right to your booth.

Directionals will be placed on the trade show floor starting at each of the entrances.

Sponsorship Cost: \$6,000

2 Sponsorships Available



*Available pending right of first refusal renewal.

COLUMN WRAPS*

Stand out with strategically-placed column wraps. 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 16 to view the available column wrap sets at the Indiana Convention Center.

Sponsorship Cost: \$5,000

2 Sponsorships Available



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



OVERHEAD BANNERS*

We are happy to advise you on the best places available for banner placement. Refer to the map on page 16 for available banner locations at the Indiana Convention Center and contact the ATA to get your banner displayed in the locations with the highest traffic.

Sponsorship Cost: Starting at \$3,500
Many Sponsorships Available



- Contact us early to reserve the best locations!

SHOOTING LANE SPONSOR

Be where the action is. Place your brand where the bows are drawn. Your message will be placed on the bottom section of each shooting lane banner.

Sponsorship Cost: \$15,000



- Shooting lane banners are placed prominently above all shooting lanes on the Show floor
- No production or install costs!

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



SKYWALKS*

Accompany Trade Show attendees during their walk to and from their hotel with premiere placement in these high-traffic walkways.

Sponsorship Cost: \$10,000/Skywalk
2 Skywalks Available (Marriott & Westin)
Purchase both for \$15,000

- All hotels to the Indiana Convention Center are connected via skywalks.

SKYWALK DOORS*

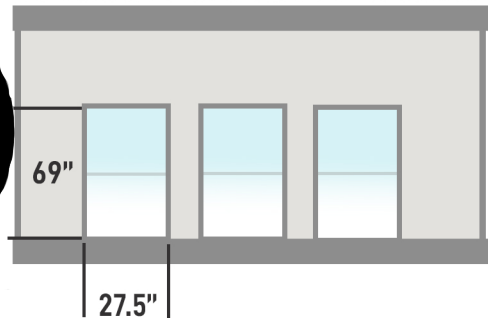
The Marriott Skywalk offers a unique opportunity to display your graphics on the three glass doors at the

Sponsorship Cost: \$2,000/3 Doors

- Affordable and attention-grabbing!



MARRIOTT SKYWALK - DOORS



WALL PANEL SPONSOR*

Own the way to registration with your brand message. These stickers adhere to the wall and continue down the halls of the Indiana Convention Center.

Contact us for pricing and available locations!



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

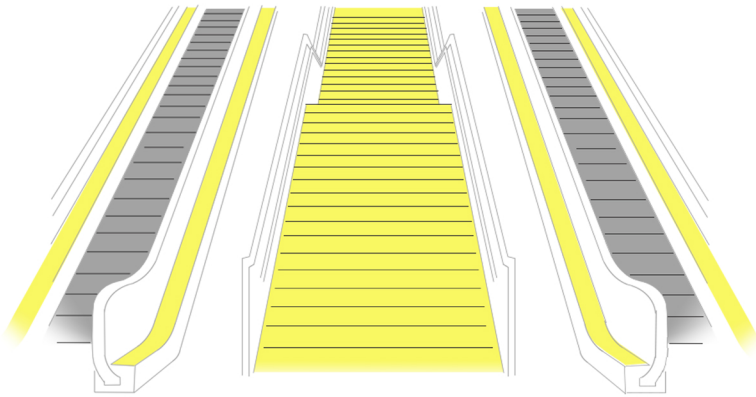
STAIR RISE AND RAILS*

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 16 to see the stairway locations at the Indiana Convention Center.

Sponsorship Cost: \$5,000/Stairway

\$2,500/4 Rails

2 Sponsorships Available



ESCALATOR FLOOR MATS*

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

Sponsorship Cost: \$2,000 /Mat

BUY 1 - GET 1 FREE!

4 Mats Available



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

FOOD COURT SPONSOR

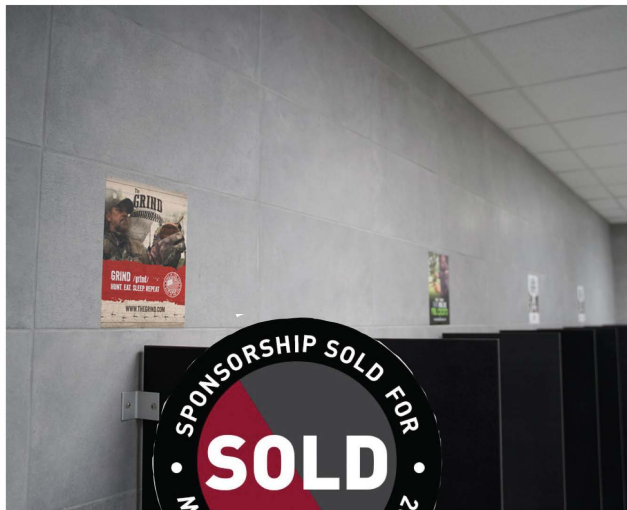
Own a high-traffic space and sponsor food court on the Show floor. With this sponsorship, place your logo on one food court truss.

Sponsorship Cost: \$3,500

- Place table tents or another form of information about your product on each table within the food court.
- No production or install costs!



*Available pending right of first refusal renewal.



BATHROOM SPONSOR*

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.

Sponsorship Cost: \$5,500

*Available pending right of first refusal renewal.



URINAL SPONSOR*

Urinal inserts ensure that your brand is right on target. Place a custom insert in each of the urinals in the restrooms used by Trade Show attendees.

Sponsorship Cost: 3,500

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



EVENTS & AREAS



CONNECTIONS TITLE SPONSOR

Sponsor the third annual "Connections: An ATA Happy Hour," held during night one of the Show. The 2022 event was highly attended. Connections boasts free food and drinks, live entertainment and backyard games. The title sponsor is promoted on all collateral related to the event. Sponsor is responsible for providing concert talent and associated A/V and miscellaneous related costs.

*Available pending right of first refusal renewal.

Sponsorship Cost: \$25,000



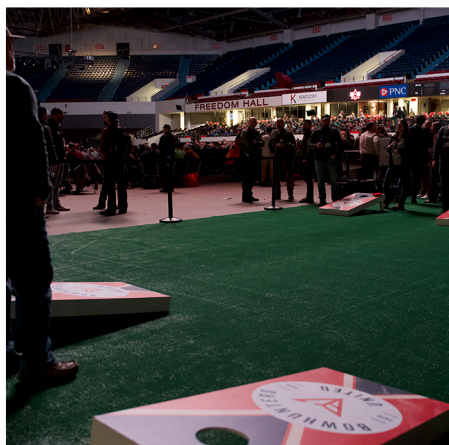
CONNECTIONS BAR SPONSOR

Let Show-goers know that you want them to have a good time. As the Connections Bar Sponsor, your brand will be printed on all collateral related to the event and signs on-site will promote you as the sponsor.

*Available pending right of first refusal renewal.

Sponsorship Cost: \$6,000

- Sponsor has option to provide branded koozies for the event!



CONNECTIONS GAME SPONSOR

Each year at Connections, show-goers enjoy backyard games like cornhole, axe throwing, and hammer stump. With this sponsorship, your brand will be printed on all collateral related to the event and signs on-site will promote you as the sponsor.

Sponsorship Cost: \$6,000



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.

Sponsorship Cost: \$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 six (6) recliners. The ATA will further promote your brand with a sign that tells Show-goers who supplied their seating.

Sponsorship Cost: \$5,000

- Great opportunity for camouflage companies!



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.

Sponsorship Cost: \$4,500

- Great opportunity for coffee companies!

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



EDUCATION SERIES

Sponsors receive a 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.

Sponsorship Cost: \$3,500

- No production or install costs!

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.

Sponsorship Cost: \$4,000

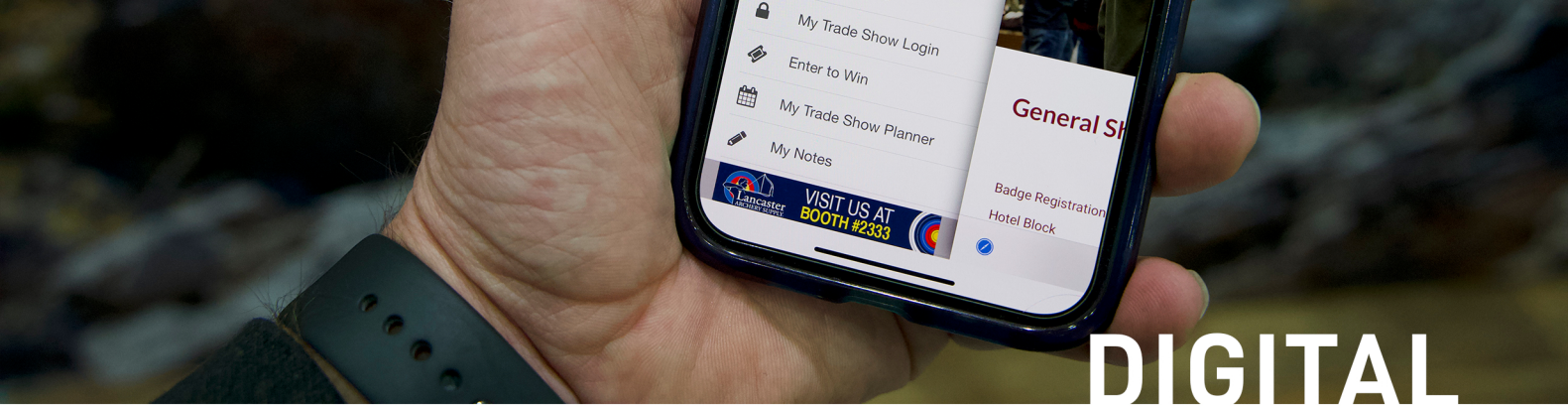


NEW MEMBER RECEPTION

Sponsor the event where new members are welcomed to the ATA. Sponsor will receive logo on collateral related to the event, and allotted time to speak during the event.

Sponsorship Cost: \$2,500/Sponsorship
3 Sponsorships Available

- Sponsor may hand out branded gifts to new members!



DIGITAL

MOBILE APP BANNER

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.

Sponsorship Cost: \$1,000

8 Banners 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.

Sponsorship Cost: \$1,000

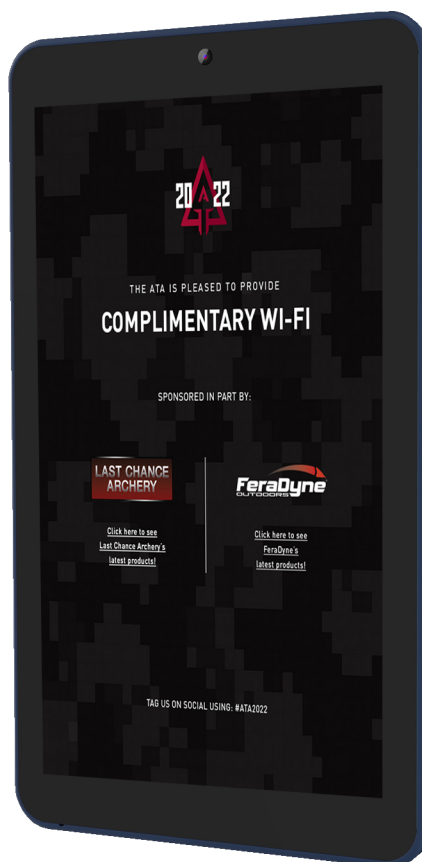
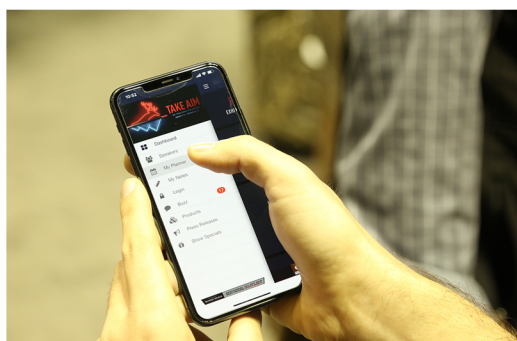
10 Buzz Alerts Available

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.

Sponsorship Cost: \$3,000

4 Sponsorships Available



DIGITAL

LIVE 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 2023 ATA Trade Show. This placement allows visitors to click your company's name and visit your social media page. As the sponsor, you will be able to view stats for each post you are tagged in.

Post topics span an array of general event coverage. ATA maintains full ownership and control of post content and the sponsoring company will not be given privilege over other exhibiting companies.

ATA SOCIAL SPONSOR: \$10,000	ARCHERY 360 SOCIAL SPONSOR: \$5,000	BOWHUNTERS UNITED SOCIAL SPONSOR: \$5,000
COST PER ESTIMATED IMPRESSION: .02 CENTS	COST PER ESTIMATED IMPRESSION: .62 CENTS	COST PER ESTIMATED IMPRESSION: .006 CENTS
Type of Posts on ATA Social: General Event Coverage Combined Followers: 68,320 2022 Show Statistics: <ul style="list-style-type: none">• 44 Instagram Posts• 221,867 Impressions• 48 Facebook Posts• 122,480 Impressions	Type of Posts on Archery 360 Social: Education/How-To Combined Followers: 194,834 2022 Show Statistics: <ul style="list-style-type: none">• 1 Instagram Posts• 5,062 Impressions• 1 Facebook Posts• 2,950 Impressions	Type of Posts on Bowhunters United Social: Education/Interest Combined Followers: 61,360 2022 Show Statistics: <ul style="list-style-type: none">• 11 Instagram Posts• 14,833 Impressions• 11 Facebook Posts• 725,579 Impressions
FOR EXAMPLE:	FOR EXAMPLE:	FOR EXAMPLE:
 Archery Trade Association with Your Company Name Here. Paid Partnership · 	 Archery 360 with Your Company Name Here. Paid Partnership · 	 Bowhunters United with Your Company Name Here. Paid Partnership · 
Post content here.	Post content here.	Post content here.

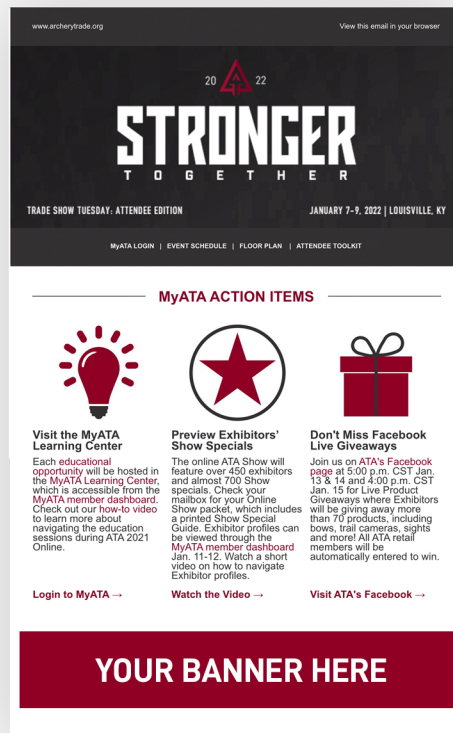
TRADE SHOW EMAIL BANNER

"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.

Sponsorship Cost: \$1,000

8 Banners Available

- Lock this opportunity in early to get on the eblasts with the most views!
- ATA can help design your artwork for an additional fee.



DIGITAL PACKAGE

Get more bang for your buck with this digital sponsorship value package. Packages are available while space lasts.

- Save \$1,000!
- There's power in a message that is seen across multiple channels!

DIGITAL PACKAGE

1

BUZZ ALERT

1

MOBILE APP BANNER

1

EMAIL BANNER

\$3,000 VALUE FOR ONLY

\$2,000



LOBBY DISPLAYS

Your custom display, placed in a high-traffic area, can help you stand out and drive traffic to your booth.

Sponsorship Cost: \$3,500

- This sponsorship is great for wrapped or novelty vehicles, larger products or piles of smaller product.



DISPLAYS

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.

Choose the best size from the options listed below for your specific product(s).

Table Top 2' x 2': \$50

Table Top 4' x 2': \$100

Table Top 6' x 2': \$150

Floor Space: \$200



- Each product displayed in the Featured Product Showcase is also automatically entered into the Best in Show Awards to be voted on by retailers.



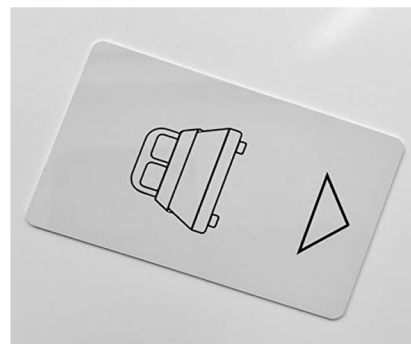
PROMO ITEMS

PROMO ITEMS

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. Sponsor must provide key cards, but the ATA is happy to suggest vendors.

Sponsorship Cost: \$3,500



COFFEE CUP SLEEVES

When the "coffee is on," your message will be on point. Let custom coffee sleeves go to work for you. Sponsor must provide coffee cup sleeves.

Sponsorship Cost: \$5,000



LANYARDS

Let the attendees promote your company with custom lanyards. A lanyard is given to every attendee when they receive their badge.

Sponsorship Cost: \$6,500

*Available pending right of first refusal renewal.



Indianapolis Convention Center



Sold





CONTACT US

To lock in an available sponsorship, discuss custom sponsor ideas, or to request an install quote or production estimate, please contact Trey Miller at the following:

(507) 233-8148

tremiller@archerytrade.org

Sponsorships are only available to show exhibitors unless previously approved by show management. All sponsors have the right of first refusal on their purchased sponsorship for the following year if they renew by March 31.