

2024 ATA SHOW

# SPONSORSHIP GUIDE



**ATA** 2024  
**SHOW**  
ST. LOUIS, MISSOURI

# 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

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







# FLOOR DIRECTIONALS\*



**Sponsorship Cost: \$6,000**  
**2 Sponsorships Available**

This sponsorship will lead attendees right to your booth. Directionals will be placed on the Show floor starting at each of the entrances.

# COLUMN WRAPS\*

**Sponsorship Cost: \$5,000**

Stand out with strategically-placed column wraps in the main hallway and main entrances. 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 15 to view the available column wrap sets at America's Center.



\*PRICES DO NOT INCLUDE DESIGN, PRODUCTION OR INSTALL.  
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# OVERHEAD BANNERS\*

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

We are happy to advise you on the best places available for banner placement. Refer to the map on page 15 for to view America’s Center floorplan and contact the ATA to get your banner displayed in the locations with the highest traffic.



• Contact us early to reserve the best locations!

# SHOOTING LANE SPONSOR



**Sponsorship Cost: \$15,000**

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

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



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## STAIR RISE AND RAILS\*



**Sponsorship Cost:**      **\$5,000/Stairway**  
   **\$2,500/4 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 15 to see the stairway locations at America's Center, including a large one in the Plaza Lobby.

## ESCALATOR FLOOR MATS\*

**Sponsorship Cost: \$2,000 /Mat**  
**BUY 1 - GET 1 FREE!**

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



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**SIGNAGE**



# BATHROOM SPONSOR\*



Sponsorship Cost: \$5,500

one. Place your messaging  
body will eventually be.  
ducts or simply inform  
no you are and where they  
d.

# URINAL SPONSOR\*



Sponsorship Cost: \$3,500

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

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# EVENTS & AREAS



## ATA's INDUSTRY CELEBRATION TITLE SPONSOR

**Sponsorship Cost: \$25,000**

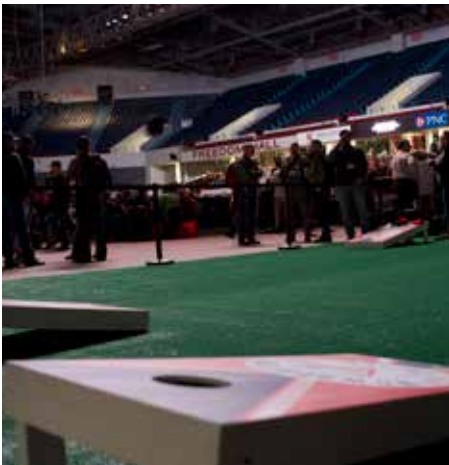
Sponsor ATA's Industry Celebration held during night one of the Show. The 2023 event was highly attended. ATA's Industry Celebration boasts free food and drinks, live entertainment and backyard games. The title sponsor is promoted on all collateral related to the event. Sponsor is responsible for providing concert talent, associated A/V and miscellaneous related costs.



## ATA's INDUSTRY CELEBRATION BAR SPONSOR

**Sponsorship Cost: \$6,000**

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



## ATA's INDUSTRY CELEBRATION GAME SPONSOR

**Sponsorship Cost: \$6,000**

Show-goers can enjoy backyard games like corn hole, 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.



## TABLETOP DECALS\*

**Sponsorship Cost: \$3,500**

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



## CAMO SEATING

**Sponsorship Cost: \$5,000**

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

- Great opportunity for camouflage companies!



## COFFEE TALKS

Serve coffee to the Membership Services area. Hosts on a variety of topics. With coffee as well as bring your own. This is a great place where you can interact with attendees.

- Great opportunity for coffee companies!





## EDUCATION SERIES

**Sponsorship Cost: \$3,500**

Sponsors receive a logo display on a banner, also displayed on banners in each seminar room. Show and on-site advertising to promote your business.

- No production or install costs!

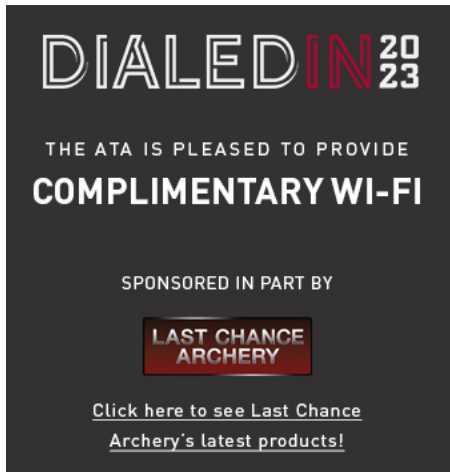
**SOLD**



## INTERNATIONAL RECEPTION

**Sponsorship Cost: \$4,000**

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.



## WIFI

**Sponsorship Cost: \$3,000**  
**4 Sponsorships Available**

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.

## TRADE SHOW EMAIL BANNER

**Sponsorship Cost: \$1,000**  
**8 Banners Available**

“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.



## DIGITAL PACKAGE

**Sponsorship Cost: \$3,500**  
**4 Sponsorships Available**

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

Get a \$4,000 value for **\$3,500**. Includes:

**ONE** WiFi logo and link  
**ONE** Trade Show email banner





# LIVE SOCIAL SPONSORS

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 2024 ATA 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**

**Type of Posts on ATA Social:**  
General Event Coverage

**2023 Show Statistics:**

**Overall Impressions**  
- 191K Facebook  
- 116K Instagram

**Total Posts**  
- 22 Facebook  
- 78 Instagram

**Exposure To**  
- 39K Facebook  
- 33K Instagram

## BOWHUNTERS UNITED SOCIAL SPONSOR

**\$5,000**

**Type of Posts on Bowhunters United Social:**  
Education/Interest

**2023 Show Statistics:**

**Overall Impressions**  
- 1.2K Facebook  
- 20K Instagram

**Total Posts**  
- 2 Facebook  
- 24 Instagram

**Exposure To**  
- 46K Facebook  
- 16K Instagram



# DISPLAYS

## LOBBY DISPLAYS



### Sponsorship Cost: \$3,500

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

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

## 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

## HOTEL KEY CARD

**Sponsorship Cost: \$3,500**

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.



## COFFEE CUP SLEEVES

**Sponsorship Cost: \$5,000**

When the “coffee is on,” your mes coffee sleeves go to work for you. sleeves.



## LANYARDS

**Sponsorship Cost: \$6,000**

Let the attendees promote your company by sponsoring the Show lanyards. A lanyard is given to every attendee and exhibitor when they receive their badge.





## GOODIE BAG SPONSOR\*

**Sponsorship Cost: \$5,000**

Leave your mark by sponsoring the popular Show goodie bags, which are placed at registration for attendees to grab on their way into the Show floor.

### GOODIE BAG INSERTS

**Sponsorship Cost: \$500**

**8 Sponsorships Available**

Reserve a spot in the Goodie Bag for your company's item! This must be a tangible promotional item or product sample that meets ATA requirements.

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## CUSTOM SPONSORSHIP

Nobody knows your products and your brand like you do. Let's get creative and maximize your exposure at the Show! Contact Eric Dobberfuhr with your idea.

[ericdobberfuhr@archerytrade.org](mailto:ericdobberfuhr@archerytrade.org) | 507.233.8142



# America's Center

## Level 1

