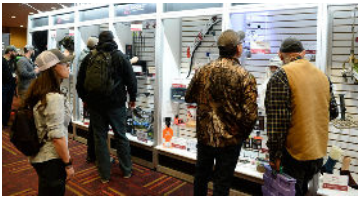


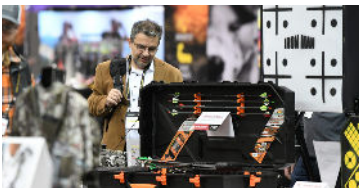
GET THE MOST

OUT OF EXHIBITING AT THE ATA SHOW



NEW PRODUCT LAUNCH

Free to enter any product being launched at the Show. Retailers and the media can see the latest new products and innovations in one convenient location, then come to your booth to learn more, resulting in more media attention and more sales.



FEATURED PRODUCTS

A special area on the Show floor to highlight any product you want to feature for added exposure to retailers and media. Cost is based on space, with different size options available to display your product(s).



BIG BUCK TAGS

Drive retailers to your booth and boost sales with a Show special offer. Each retail store receives one coupon book. Retailers redeem the Big Buck Tags directly to the exhibitor with an order.



SUPER DEAL PASS

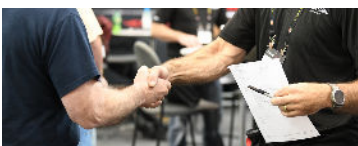
NEW! ATA is providing each retail store with a one-time use Super Deal Pass to be used with any Super Deal offer from exhibitors. The pass can be redeemed by the exhibitor to ATA for \$150! So turn that \$150 into much more by developing your own Super Deal. Use it to attract retailers to your booth, increase their order size or provide a free add-on. Why not? ATA is subsidizing \$150 of your offer for every Super Deal Pass you redeem.

There is no cost to the exhibitor and no need to opt-in to the promotion. What's your Super Deal going to be?



GOODY BAGS

Get your message into the hands of every single retail badge holder at the Show. Perfect for promotional items, booth traffic builders, printed messaging, announcements, or whatever you want to get into the hands of the 3,000 retail staff at the Show.



ADDITIONAL SPONSORSHIPS

Let's get creative and maximize your exposure at the Show! We have a variety of sponsorship options available to fit your needs.

CONTACT ERIC DOBBERFUHL FOR ALL SPONSORSHIP OPPORTUNITIES

ericdobberfuhl@archerytrade.org | 507.233.8142

YOU CAN ALSO VISIT YOUR EXHIBITOR DASHBOARD AT ATASHOW.COM TO TAKE ADVANTAGE OF THESE PROMOTIONS.

DEAL COMPARISON

BIG BUCK TAGS VS SUPER DEAL PASS

BIG BUCK TAGS



ATA SHOW
2024 ST. LOUIS, MISSOURI

SUPER DEAL PASS

LOW COST
\$150/1 COUPON \$250/2 COUPONS



NO COST OR SIGN UP REQUIRED

1 COUPON BOOK/RETAILER



1 PASS/RETAILER

RETAILERS WILL REVIEW ALL BBT OFFERS IN THE COUPON BOOK.



RETAILERS MUST VISIT YOUR BOOTH TO FIND OUT WHAT YOUR SUPER DEAL IS.

YOUR BBT OFFER IS VALID WITH EVERY RETAILER THAT VISITS YOUR BOOTH.



CAN BE USED BY A RETAILER ONE TIME ON THE SINGLE BEST SUPER DEAL THEY CAN FIND.

EACH BBT IS SUBMITTED TO THE EXHIBITOR WITH AN ORDER.



MUST BE SUBMITTED TO THE EXHIBITOR TO GET THE SUPER DEAL.

BBT IS A GREAT BOOTH TRAFFIC BUILDER



EXHIBITORS CAN REDEEM EACH PASS COLLECTED TO THE ATA FOR \$150 CASH.

RESERVE YOUR BIG BUCK TAGS BY CONTACTING ERIC DOBBERFUHL OR BY VISITING YOUR EXHIBITOR DASHBOARD THROUGH ATASHOW.COM.



ATA IS UNDERWRITING THE COST OF YOUR SUPER DEAL AT \$150.



DON'T JUST TAKE \$150 OFF THE ORDER, TURN IT INTO A TRULY SUPER DEAL!

