

# Sponsorship Guide

January 8-10



# Signage

\*PRICES INCLUDE DESIGN, PRODUCTION AND INSTALL.

## Registration Sponsor

Showcase your brand in the highest-traffic location at the Show. Every Show attendee will visit Main Registration. Your logo will be prominently placed.



**Sponsorship Cost: \$7,500**

- Feature your brand in the show's highest-traffic location.
- No production or install costs associated with this sponsorship!

**SOLD**

## 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/booth**

- Work with the ATA to customize entrance structures, displays and product placement for your brand.
- No production or install costs!

**SOLD**



## Floor Clings\*



**Exhibit Hall Directionals: \$6,000/each  
(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: \$4,000/1 Column  
Exhibit Hall Columns Also Available for Purchase**

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.



## Overhead Banners\*



**Sponsorship Cost: Starting at \$1,000  
Many Sponsorships Available**

We are happy to advise you on the best places available for banner placement. Refer to the map on page 13 to view the Indiana Convention Center floorplan and contact the ATA to get your banner displayed in the locations with the highest traffic.

**Contact us early to reserve your banner!**

## Step Faces and Side Runners\*



**Sponsorship Cost:**  
**Side Runners (Smaller Strip):**  
**\$2,000**  
**Step Faces: \$15,000**

Step up your game with this sponsorship. Your branding will be placed on the step faces of one stairway or the side runners of one escalator.

## Shooting Lane Sponsor



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

We are happy to advise you on the best locations available for banner placement. Refer to the map on page 10 to view the floor plan and contact the ATA to get your banner displayed in the locations with the highest traffic.

**SOLD**

## Bathroom Sponsor



**Sponsorship Cost: \$5,500**

Own the throne! Place your messaging where everyone will visit. Promote your product or simply inform everyone who you are and where to find you.

## Urinal Sponsor



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

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

**SOLD**

# Events & Areas



## ATA's Industry Celebration Title Sponsor

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

Sponsor ATA's Industry Celebration headlining night one of the show. The 2024 event was highly attended. ATA's industry Celebration brings in food and drinks, live entertainment, and yard games. The title sponsor is promoted in all collateral related to the event. The sponsor is responsible for providing concert talent, associated A/V and miscellaneous related costs.

**SOLD**



## 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, as well as on-site signage.



## Tabletop Decals\*

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

Place your brand on 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 and 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

**Sponsorship Cost: \$4,500**

Follow the smell of freshly-brewed coffee to the Membership Services 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, while interacting with attendees.

**Great opportunity for coffee companies!**

\*PRICES INCLUDE DESIGN, PRODUCTION AND INSTALL.

## Education Series



### Sponsorship Cost: \$3,500

Sponsors receive a logo display on all seminar collateral. Logo displayed on banner in each seminar room and on presentation slides. Advertising to participants through seminars.

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## Summit Title Sponsor



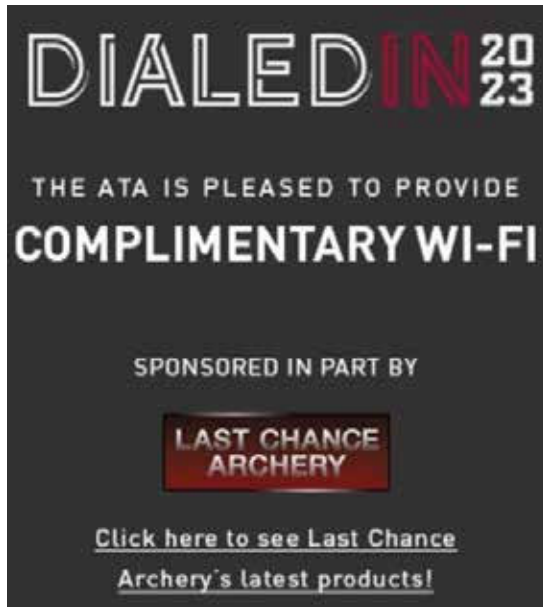
### Sponsorship Cost: \$15,000

The Archery and Bowhunting Summit encompasses education, alignment and partnership between industry, state and federal agencies for R3 and conversation efforts. Get your name in front of everyone attending the Summit!



# Digital

## 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.

## Mobile App



**Sponsorship Cost: \$10,000**

The Mobile App is the hottest trend at Trade Shows. Get your name front and center at the 2025 ATA Show as attendees reference the schedule, floorplan and much more!

# 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.

**SOLD**



## 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).

<b>Table Top 2' x 2':</b>	<b>\$60</b>
<b>Table Top 4' x 2':</b>	<b>\$120</b>
<b>Table Top 6' x 2':</b>	<b>\$180</b>
<b>Floor Space:</b>	<b>\$300</b>
<b>Corner (10 Spots Available):</b>	<b>\$2,000</b>

# Promo Items



## Coffee Cup Sleeves

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

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.



## 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 on the reception table.

**SOLD**



## Hotel Room Drop

**Sponsorship Cost: \$7,000**

Need some text here

**SOLD**



## Goody Bag Sponsor\*

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

Leave your mark by sponsoring the event with new Goody Bags, which are placed in registration for attendees to grab on their way to the show floor. \*Sponsor must provide Goody Bags.

**Goody Bag Inserts**  
**Sponsorship Cost: \$500**  
**8 Sponsorships Available**

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



## Big Buck Tag Coupon

**Sponsorship Cost: \$150/1 Coupon**  
**\$250/2 Coupons**

Promote a Show Special or Giveaway - include a coupon in the Big Buck Tag coupon book. Coupons must be brought to your booth for redemption. Big Buck Tag books are available to every retailer attending the show.



## Big Buck Tag Inside Cover

**Sponsorship Cost: \$1,000/Front Ad**  
**\$1,000/Back Ad**  
**\$500/Front and Back Ads**

Draw added attention to your booth with an ad placement inside the front and back covers of the Big Buck Tags Coupon Book. Pair it with a coupon for even more exposure.

# 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 Dobberfuhl with your idea.

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

