



## Preliminary Schedule of Events

(as of October 1, 2024)

### ATA Show Hours (Indiana Convention Center)

Wednesday, January 8 8:30am – 6:00pm  
 Thursday, January 9 8:30am – 6:00pm  
 Friday, January 10 8:30am – 3:00pm

### Registration Hours (Hoosier Lobby)

Tuesday, January 7 7:00am – 6:00pm  
 Wednesday, January 8 7:00am – 6:00pm  
 Thursday, January 9 7:00am – 6:00pm  
 Friday, January 10 7:00am – 1:00pm

### Exhibitor Set-Up (Halls F-K)

Monday, January 6 7:30am – 8:00pm  
 Tuesday, January 7 7:30am – 8:00pm  
 Wednesday, January 8 7:00am – 8:30am  
 Thursday, January 9 7:00am – 8:30am  
 Friday, January 10 7:00am – 8:30am

### Exhibitor Move-Out (Halls F-K)

Friday, January 10 3:00pm – 11:00pm  
 Saturday, January 11 8:00am – 4:00pm

***\*Indicates a separate registration is required***

### Monday, January 6, 2025

11:00am – 6:00pm ARRO Hot Show Exhibitor Set-Up

### Tuesday, January 7, 2025

8:00am – 6:00pm Featured Products Drop Off (Exhibitors)  
 8:00am – 8:00pm Innovation Zone Exhibitor Set-Up  
 8:00am – 12:00pm Bow Technician Certification Practicals\*  
 9:00am – 4:30pm ARRO Hot Show (*tentative times*)  
 10:00am – 4:00pm New Product Launch Drop Off  
 1:00pm – 5:00pm Bow Technician Certification Practicals\*  
 2:00pm – 3:00pm NABA Retail Member Meeting (*tentative times*)  
 3:00pm – 6:00pm NABA Show (*tentative times*)  
 4:00pm – 6:00pm New Product Launch Unveiling and Happy Hour

### Wednesday, January 8, 2025

8:00am – 12:00pm Bow Technician Certification Practicals\*  
**8:30am – 6:00pm ATA Show Hours**

7:30am – 8:30am	Morning Seminar Session: George Ryals IV / Last Chance Archery — The Magic Key to Archery Consistency: Part 1
7:30am – 8:30am	Morning Seminar Session: Tommy Floyd / NASP – NASP: Growing the Sport of Archery
7:30am – 8:30am	Morning Seminar Session: Steven Shipe / Barnes & Thornburg LLP – The Intellectual Property Life Cycle
7:30am – 8:30am	Morning Seminar Session: Set Up Your Customers for Saddle Hunting Success
7:30am – 8:30am	Morning Seminar Session: Building the Best Arrow for Your Customer
11:00am – 11:30am	Coffee Talk: Chris Tabone / Celerant — Using Data for Smart Business Decisions
12:00pm – 1:00pm	Archery and Bowhunting Summit Lunch*
12:00pm – 12:30pm	Coffee Talk: Eric Griggs and Destany Trent / GAS Bowstrings – Maximizing Your Bowstring Focused Profit Center in 5 Easy Steps
1:00pm – 1:30pm	Coffee Talk: Nicole Nash / ATA — Make the Most of ATA's Business Resources
1:00pm – 2:45pm	Level 1 Instructor Certification*
1:00pm – 5:00pm	Bow Technician Certification Practicals*
1:00pm – 6:00pm	Archery and Bowhunting Summit Presentations*
2:00pm – 2:30pm	Coffee Talk: Kurt Smith / ATA — ATA Bow Technician Certification Q&A
3:00pm – 3:30pm	Coffee Talk: TBD – Industry Leader Q&A
4:00pm – 4:30pm	Coffee Talk: Steven Shipe / Barnes & Thornburg — First Steps to Handle an IP Infringement
6:00pm – 9:00pm	ATA's Industry Celebration Event, <i>presented by Mossy Oak</i>

#### **Thursday, January 9, 2025**

6:30am – 8:15am	Target the Heart Breakfast
7:30am – 8:30am	Morning Seminar Session: George Ryals IV / Last Chance Archery — The Magic Key to Archery Consistency: Part 2
7:30am – 8:30am	Morning Seminar Session: Matthew Smith / ELEVATED Consulting – The Value of a Strategic Plan
7:30am – 8:30am	Morning Seminar Session: Mike Meiran / Pnuma Outdoors — Selling Hunting Clothing Strategies for Success
7:30am – 8:30am	Morning Seminar Session: Celerant — Using POS Data to Manage Inventory
7:30am – 8:30am	Morning Seminar Session: Keith Arnold and Randy Wood / TenPoint Crossbows – How to Maximize YOUR Sales to Crossbow Consumers
8:00am – 12:00pm	Bow Technician Certification Practicals*
8:00am – 1:00pm	Level 3 Instructor Certification ( <i>requires Level 1 &amp; 2 completion</i> )*
<b>8:30am – 6:00pm</b>	<b>ATA Show Hours</b>
9:00am – 10:45am	Range Development: Containment, Community and Mobile

9:00am – 11:45am	Level 1 Instructor Certification*
11:00am – 11:30am	Coffee Talk
11:00am – 12:00pm	Archery and Bowhunting Summit Presentation*
12:00pm – 1:00pm	Archery and Bowhunting Summit Lunch*
12:00pm – 12:30pm	Coffee Talk
1:00pm – 1:30pm	Coffee Talk
1:00pm – 4:00pm	Level 2 Instructor Certification*
1:00pm – 5:00pm	Bow Technician Certification Practicals*
1:00pm – 5:00pm	Archery and Bowhunting Summit Presentations*
2:00pm – 2:30pm	Coffee Talk
3:00pm – 3:30pm	Coffee Talk
4:00pm – 4:30pm	Coffee Talk

**Friday, January 10, 2025**

7:30am – 8:30am	Morning Seminar Session: Randy Walk / Hoyt Archery — Growing a Culture of Innovation
7:30am – 8:30am	Morning Seminar Session: Matthew Smith / ELEVATED Consulting — What's the Value of My Retail Pro-Shop?
7:30am – 8:30am	Morning Seminar Session: Jeff DeRegnaucourt / RT Insurance — Loss Prevention Tips for Archery Businesses
8:00am – 12:00pm	Bow Technician Certification Practicals*
<b>8:30am – 3:00pm</b>	<b>ATA Show Hours</b>
9:00am – 12:00pm	Archery and Bowhunting Summit Presentations
9:00am – 12:00pm	Level 2 Instructor Certification*
10:00am – 10:30am	Coffee Talk
11:00am – 11:30am	Coffee Talk
12:00pm – 12:30pm	Coffee Talk
1:00pm – 1:30pm	Coffee Talk
3:00pm – 5:00pm	Featured Products Pick-up (Exhibitors)