



Preliminary Schedule of Events

(as of November 5, 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***

****Archery & Bowhunting Summit education programming (separate registration)***

Morning Seminar Sessions – included in your Registration

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 Practical's*
 9:00am – 4:30pm ARRO Hot Show
 10:00am – 4:00pm New Product Launch Drop Off
 1:00pm – 5:00pm Bow Technician Certification Practicals*
 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: Form for Consistency
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: Patents Creation to Enforcement
7:30am – 8:30am	Morning Seminar Session: Safety Harnesses to Saddles – The Evolution of Elevated Hunting
7:30am – 8:30am	Morning Seminar Session: Building the Best Arrow for Your Customer
7:30am – 8:30am	Morning Seminar Session: The Modern Tree Saddle: Selling Safety in Your Store
10:00am – 10:30am	LA 2028 Summer Olympics*
10:30am – 11:00am	Archery Hunting and Shooting Sports Participation Numbers *
11:00am – 11:30am	State Director Panel Participation Numbers continued*
11:00am – 11:30am	Coffee Talk: Nicole Nash / ATA — Make the Most of ATA's Business Resources
11:30am – 12:00pm	Out of the Box Programs – Texas Archery Command Trailer*
12:00pm – 12:30pm	Coffee Talk: Chris Tabone / Celerant — Using Data for Smart Business Decisions
1:00pm – 1:30pm	Coffee Talk: Aaron Ritter / Latitude Outdoors – Modern Tree Saddle Safety
1:00pm – 2:45pm	USA Archery Level 1 Instructor Certification*
1:00pm – 5:00pm	Bow Technician Certification Practicals*
2:00pm – 2:30pm	Coffee Talk: Industry Leader Q&A
2:00pm – 2:30pm	Easing Navigation on State Agency Websites *
2:30pm – 3:00pm	Retailer and State Agency Panel on Working Together*
3:00pm – 3:30pm	Coffee Talk: ATA / Dan Forster & State Agency Directors
3:00pm – 3:30pm	Understanding Federal Excise Taxes and How Everyone Contributes*
4:00pm – 4:30pm	State Director Panel on Federal Excise Tax Expenditures*
4:30pm – 5:00pm	Hunt Michigan Collaborative*
6:00pm – 9:00pm	ATA's Industry Celebration Event, <i>presented by Mossy Oak</i> with American Country Singer: Tyler Farr , <i>presented by: Buck Commander, Buk Ops, and Barnett Crossbows!</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: Tuning for Consistency
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	USA Archery Level 3 Instructor Certification (<i>requires Level 1 & 2 completion</i>)*
8:30am – 6:00pm	ATA Show Hours
9:00am – 11:45am	USA Archery Level 1 Instructor Certification*
10:00am – 10:30am	Coffee Talk: Aaron Scheer & Kasey Bruce / Centershot – Centershot Blue: Reaching Veterans and First Responders
11:00am – 11:30am	Coffee Talk: Will Moulton & Deb Colgrove / ARRO – Not in a Buy Group? Why Not?
11:00am – 12:00pm	Panel Discussion on New Technology in the Industry*
12:00pm – 12:30pm	Coffee Talk: Steven Shipe / Barnes & Thornburg — First Steps to Handle an IP Infringement
1:00pm – 1:30pm	Coffee Talk: Chris James / FeraDyne – Bowfishing: How to Create a Second Archery Season
1:00pm – 1:30pm	Panel Discussion on Out of the Box Programs like the Oklahoma/Career Tech Centers*
1:00pm – 4:00pm	USA Archery Level 2 Instructor Certification*
1:00pm – 5:00pm	Bow Technician Certification Practicals*
1:30pm – 2:30pm	Partnership Panel with USA Archery, S3DA, NASP, NFAA, CenterShot, Varsity / Archers USA, NBEF and IHEA*
2:00pm – 2:30pm	Coffee Talk: Eric Griggs and Destany Trent / GAS Bowstrings – Maximizing Your Bowstring Focused Profit Center in 5 Easy Steps
2:30pm – 3:00pm	Discussion with the Council to Advance Hunting and Shooting Sports*
3:00pm – 3:30pm	Coffee Talk: Dan Forster / ATA – Federal Excise Tax Slippage – A Solution on the Horizon!
3:30pm – 4:00pm	Adaptive Archery: Unite and Empower your Community*
4:00pm – 4:30pm	NWTF Foundation Marketing Campaign: Why Hunt for Good? The perspective of a national marketing campaign rollout for hunter advocacy.*
4:30pm – 5:00pm	NASP for Retailers/NASP Coordinators Update/Training*

Friday, January 10, 2025

7:30am – 8:30am	Morning Seminar Session: Eric Griggs & Cody Hall / GAS Bowstrings — All Things Bowstrings - A Deep Dive into Bowstring Fibers & Construction
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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 —Patents, Cyber Threats and Retail – Preventing Loss in Your Archery Business
8:00am – 12:00pm	Bow Technician Certification Practicals*
8:00am – 1:00pm	USA Archery Level 3 Instructor Certification (<i>Tentative timing/hours may change - requires Level 1 & 2 completion</i>)*
8:30am – 3:00pm	ATA Show Hours
9:00am – 9:30am	Using GIS and census data to find the best location for Ranges*
9:00am – 12:00pm	USA Archery Level 2 Instructor Certification*
9:30am – 10:00am	Pennsylvania Grant Program for Ranges*
10:00am – 10:30am	Coffee Talk: Wayne Piersol / Archery Only – Better Range Profitability with Corporate Events and Equipment Rentals
10:00am – 10:30am	Grant Funding: What Can Be Used as Match Funds?*
10:30am – 11:00am	In-Depth Look at Range Development: Containment Ranges, Community Ranges, Mobile Ranges *
11:00am – 11:30am	Coffee Talk: Dirk Durnham / Phelps Game Balls – Elk Calling Tips and Tricks
11:00am – 12:00pm	ATA Range Development and Resources: A Deep Dive into Generating Revenue on your Range.*
12:00pm – 12:30pm	Coffee Talk: Casey Christman / The American Archer – Year-Round Whitetails
1:00pm – 1:30pm	Coffee Talk: Kurt Smith / ATA — ATA Bow Technician Certification Q&A
3:00pm – 5:00pm	Featured Products Pick-up (Exhibitors)