

2026
Sponsorship & Exhibitor
Prospectus



ARCHERY
TRADE ASSOCIATION

January 7-10, 2026

Indiana Convention Center | Indianapolis, Indiana



Welcome to the newly, reimagined ATA Show – three shows in one!

The ATA Show remains the only event dedicated to the archery and bowhunting industry, with a loyal and dedicated attendee base. It is volunteer driven, both at the planning committee and speaker levels, as well as the Board of Directors. We consistently produce a compelling educational program, with a focus on safety, best practices and innovation.

New in 2026, we will add a consumer component to our already successful retailer base, and in partnership with NFAA, an archery tournament to form The ATA Trade Show, The Archery and Bowhunting Supershow and the Rushmore Rumble archery tournament.

As a sponsor/exhibitor at the 2026 ATA Show, you will have a unique opportunity to reach both new and veteran retailers, as well as consumers and tournament attendees. Our flexible program gives retailers the ability to attend the trade days only on Wednesday & Thursday or with consumers on Friday & Saturday. This provides the possibility of a new audience each day at our new four (4) day event.

With our newly re-designed Sponsorship Brochure, please note that Sponsorship Packages (Platinum, Gold & Silver) include an Exhibit Booth.

Exposure. Growth. Purpose. Passion. Exhibiting and Sponsoring at the all-new ATA Show helps you sell products, increase your brand awareness and achieve your business goals.

For questions or additional information, please feel free to reach out to me. I look forward to helping you fulfill your goals in Indianapolis!

A handwritten signature in black ink, appearing to read 'Eric Dobberfuhr'.

Eric Dobberfuhr
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ATA Show at a Glance



Who Attends the ATA Show?



Pro Shop Retailer



Supporting



Outfitter/Guide



Archery Range



Non-Profit/Government



Media



Archery Reseller



Archery Service Professional



Sales Representative

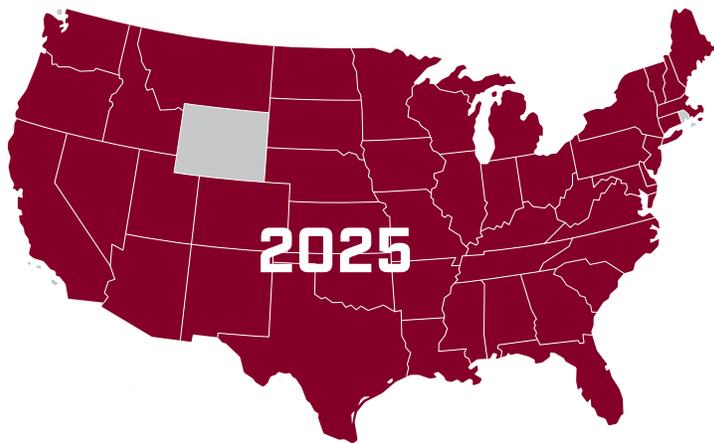


Multi-Channel Retailer



Manufacturer Supplier

Retailer Attendees
Come From **96%**
of the United States



What People Are Saying



The 2025 ATA Show was one of the most successful in our 40+ year history. The benefits of attending this event continue to bring value to our company that cannot be replicated anywhere else. HHA Sports is already looking forward to returning to Indianapolis in 2026, 2027 and 2028 for in person interactions with new and returning customers!

—Chris Hamm, HHA Sports

At LCA, we value our relationships with our dealers, who use and sell our products. Each year at the ATA Trade Show, we enjoy visiting with dealers, seeing friends, demoing our new products, and offering show specials. This year, with the help of the ATA, we were able to offer a super deal gift card in addition to our show special. The super deal allowed an additional \$150 off a dealer's order, which was a hit with many of our dealers. We're very appreciative of the support we received as a company during the show.

—Jonathan Clark, Last Chance Archery



The ATA Show continues to be our most important opportunity to show, teach and excite our retailer base about our new products each year. The ATA show is where many retailers make the decision on what products they are excited about, and will ultimately buy

—Keith Arnold, Ten Point Crossbows

Sponsorship Packages

\$8,000

\$6,000

\$4,000

Platinum

Gold

Silver

Platinum

Gold

Silver

Pre-Event Marketing Opportunities

Company Logo on the Conference website linked to your corporate site

Gold Enhanced Listing on MYS Floorplan (\$995 value)

Company logo in Pre-Event Registration Email Blasts

Company Logo on the Conference website linked to your corporate site

Silver Enhanced Listing on MYS Floorplan (\$695 value)

Company logo in Pre-Event Registration Email Blasts

Company Logo on the Conference website linked to your corporate site

Bronze Enhanced Listing on MYS Floorplan (\$395 value)

Exhibit Hall Opportunities

10x20 Booth (\$4,000 value)

Company name sign above booth

Platinum Sponsor floor decal on carpet in front of booth

Company logo on signage next to all Coffee Talks

10x10 Booth (\$2,000 value)

Company name sign above booth

Gold Sponsor floor decal on carpet in front of booth

Company logo on signage next to all Coffee Talks

10x10 Booth (\$2,000 value)

Company name sign above booth

Silver Sponsor floor decal on carpet in front of booth

Platinum

Gold

Silver

In-Person Opportunities

Four (4) additional registrations

Admission to the Archery & Bowhunting Summit (4)

Company logo on signage throughout the venue

A "Special Thanks to Sponsors" section in the Show Guide distributed to all attendees. Includes logo, company description and full contact information

Platinum ribbon on all staff badges

Logo within the Mobile App

Three (3) Complimentary push notifications through the mobile app

Three (3) additional registrations

Admission to the Archery & Bowhunting Summit (3)

Company logo on signage throughout the venue

A "Special Thanks to Sponsors" section in the Show Guide distributed to all attendees. Includes logo, company description and full contact information

Gold ribbon on all staff badges

Logo within the Mobile App

One (1) Complimentary push notifications through the mobile app

Two (2) additional registrations

Admission to the Archery & Bowhunting Summit (2)

Company logo on signage throughout the venue

A "Special Thanks to Sponsors" section in the Show Guide distributed to all attendees.

Silver ribbon on all staff badges

Post-Event Marketing Opportunities

365 days of online exposure

Early access to 2027 Sponsor and Exhibitor Opportunities

Logo in post-event content promotion

365 days of online exposure

Early access to 2027 Sponsor and Exhibitor Opportunities

365 days of online exposure

Discounts for Package Sponsors: 15% Platinum; 10% Gold; 5% Silver

A la Carte Sponsorships

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

- Great opportunity for Camouflage Companies - Feature your pattern on this structure!



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: \$3,000/Structure - 3 Available

- Work with the ATA to customize the entrance structures to best display and promote your specific brand/product.



Signage

*PRICES INCLUDE DESIGN, PRODUCTION AND INSTALL.

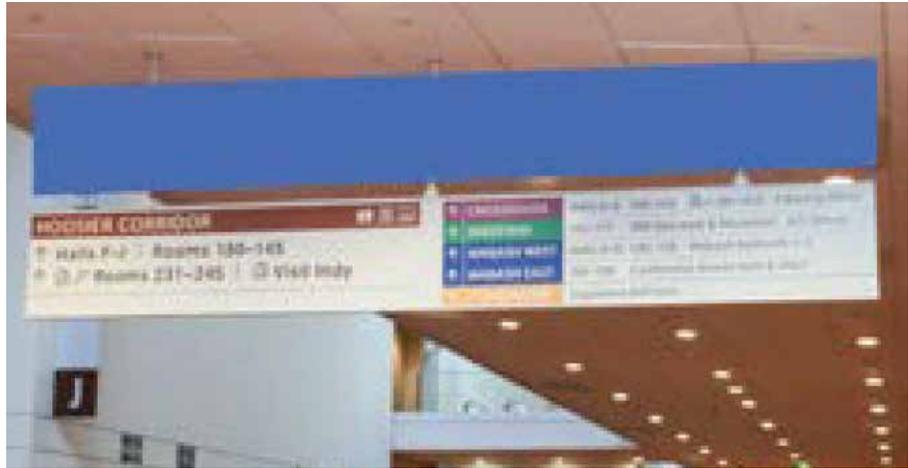
Double-Sided Corridor Banner

Showcase your brand in the in the main corridor at the Show. Every Show attendee will pass these banners multiple times on the way to and from the exhibit hall.

Size: 15' x 2'

Sponsorship Cost: \$1,000

6 Available



Double-Sided Blade Signs

Showcase your brand in the Hoosier corridor from the Georgia Street Entrance to the Exhibit Hall. Every Show attendee will pass these banners all day to and from the exhibit hall.

Size: 2' 7" x 17'

Sponsorship Cost: \$3,000

6 Available



Signage

*PRICES INCLUDE DESIGN, PRODUCTION AND INSTALL.

Single-Sided Corridor Banner

Hanging over Registration – your banner is sure to get noticed! Everyone comes to the registration desk to pick up their credentials. This is a premium location to showcase your brand!

Size: 62' x 15' 10"

Sponsorship Cost: \$15,000

2 Available



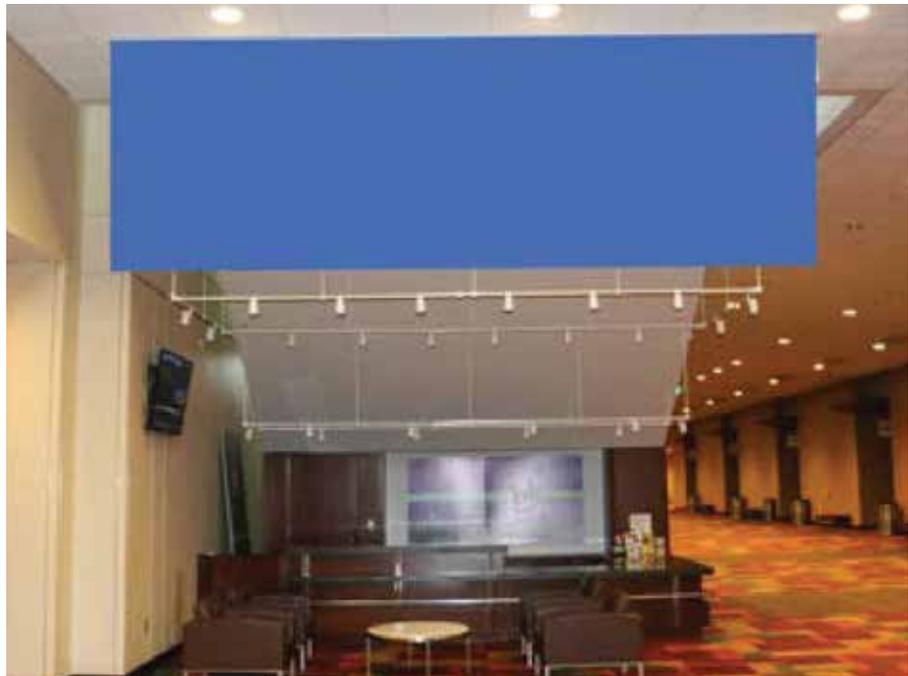
Single-Sided Information Desk Banner

Located opposite the second floor escalators – this location will be seen by everyone entering the main entrance to the Convention Center and walking to Registration and the Exhibit Hall.

Size: 20' x 6' Sponsorship

Cost: \$3,500

1 Available



Signage

*PRICES INCLUDE DESIGN, PRODUCTION AND INSTALL.

Floor Clings*

Exhibit Hall Directionals: \$2,000/for 5

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: \$3,000/1 Column

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.



Contact us early to reserve the best locations!

Signage

Shooting Lane Sponsor

Sponsorship Cost: \$15,000

Prime location to show your message to attendees. Shooting Lanes remain busy all day long and this includes 6 banners – 3 on each side of the floor.



Bathroom Sponsor

Sponsorship Cost: \$5,000

Bring your own signage and 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 right on target. Place a custom insert in each of the urinals in the restrooms used by Show attendees.



Events and Areas

ATA's Industry Celebration Title Sponsor

Sponsorship Cost: \$25,000

Sponsor ATA's Industry celebration held during night one of the show. The 2025 event was highly attended. ATA's industry Celebration boasts free food, drinks and live entertainment. The title sponsor is promoted on all collateral related to the event.



ATA's Industry Celebration Bar Sponsor

Sponsorship Cost: \$3,000

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. Bring your own cups and make a statement!



Events and Areas

*PRICES INCLUDE DESIGN, PRODUCTION AND INSTALL.

Coffee Talk Tabletop Decals*

Sponsorship Cost: \$2,000 - one decal
\$1,000 each additional decal

Place your brand on the pub tables in the popular Coffee Talk area. Your message will be hard to miss by Show attendees who participate in Coffee Talks throughout the week.



New Product Launch Sponsor

Sponsorship Cost: \$5,000

Sponsor receives logo displayed on the New Product Launch display. This is prominently displayed for all to see when perusing the popular New Product Launch area.



Events and Areas

*PRICES INCLUDE DESIGN, PRODUCTION AND INSTALL.

Education Series

Sponsorship Cost: \$3,500

Sponsors receive a logo display on all seminar collateral. Logos are also displayed on banners in each seminar room and on all pre- Show and on-site advertising to promote the seminars.



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

Mobile App

Sponsorship Cost: \$10,000

The Mobile App is the hottest trend at Trade Shows. Get your name in front of everyone at the show who references the schedule, the floorplan and everything going on at the 2026 ATA Show!



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.



Displays

Lobby Displays

Sponsorship Cost: \$3,000

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': \$60**
- Table Top 4' x 2': \$120**
- Table Top 6' x 2': \$180**
- Floor Space: \$300**
- Corner - 10 Spots Available: \$2,000**



Promo Items

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.



Show Bag Sponsor

Sponsorship Cost: \$5,000

Leave your mark by sponsoring the popular Show Bags (formerly Goodie Bags), which will be placed at each entrance to the exhibit hall for attendees to grab on their way onto the Show Floor.



Promo Items

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
\$1,500/Front and Back Ads**

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



THANK YOU!



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