

New Product Launch



Criteria:

Products accepted in the New Product Launch Showcase must meet the following:

- Cannot be sold at any level of distribution until January of the show year.
- Can be marketed prior to the show up to 60 days in advance.
- Be submitted and approved by ATA staff by the deadline in December.

Products will be researched online and through social media to confirm qualification.

Judging:

Industry experts and influencers will vote and award gold, silver and bronze awards for their favorite products displayed in this area. Items will be judged based on a rubric and scoring system to make this process objective.

The Rubric is scored based on the following:

- Innovation and Uniqueness
- Usability and Comfort
- Durability and Build Quality
- Aesthetic and Appeal
- Compatibility

Voting will occur on the first day of the Trade Show closing at 3pm. Notification, announcement and awards will occur at the Celebration event that evening.

Awards:

In addition to overall Gold, Silver and Bronze Awards for best new product, an additional award goes to the following categories:

- Best New Bow
- Best New Broadhead
- Best New Release Aid
- Best New Technology
- Best New Gear
- Best New Accessory

Winning products will be identified via special displays in the New Product Launch Showcase for viewing for the rest of the show.

The ATA will work with each winning exhibitor to produce a video highlighting your winning product. These videos will be posted on the ATA's social media channels and provided to the winning exhibitor for their own promotional use.

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RUBRIC

Criteria	Excellent (5)	Good (4)	Average (3)	Needs Improvement (2)	Poor (1)
Innovation & Uniqueness	The product is highly innovative, offering a unique solution or feature not available in the market.	The product presents a fresh take on an existing idea with some unique features.	The product has some innovative elements but lacks significant differentiation.	The product has minimal innovation, with only slight improvements over existing solutions.	The product lacks any innovative or unique aspects.
Usability & Comfort	Very ergonomic, intuitive to use, enhances user experience	Comfortable and generally easy to use	Usable but may require getting used to	Some discomfort or learning curve	Uncomfortable/impractical, or confusing to use
Durability & Build Quality	Extremely well-built, high quality materials, weather resistant	Solid construction, durable under normal use	Acceptable quality, minor concerns	Fragile or shows wear quickly	Poor build, unsafe or easily breaks
Aesthetic & Appeal	Highly attractive, sleek or customizable design	Appealing and modern look	Neutral or average appearance	Outdated or unappealing design	Poor visual design or looks unfinished
Compatibility	Works seamlessly with a wide range of bows or archers	Compatible with most modern set ups	Compatible with some equipment only	Limited compatibility	Not compatible with common archery equipment