



Preliminary Schedule of Events

(as of July 10, 2025)

ATA Trade Show Hours

Wednesday, January 7 8:30am – 6:00pm
Thursday, January 8 8:30am – 6:00pm

Archery & Bowhunting Supershow Hours

Friday, January 9 10:00am – 7:00pm
Saturday, January 10 9:00am – 6:00pm

Rushmore Rumble Tournament Hours

Friday, January 9 10:00am – 7:00pm
Saturday, January 10 7:00am – 7:00pm
Sunday, January 11 7:00am – 3:00pm

S3DA Indoor Open Tournament Hours

Friday, January 9 Coming Soon

Registration Hours (Hoosier Lobby)

Tuesday, January 6 7:00am – 6:00pm
Wednesday, January 7 7:00am – 6:00pm
Thursday, January 8 7:00am – 6:00pm
Friday, January 9 9:00am – 7:00pm
Saturday, January 10 8:00am – 5:00pm

Exhibitor Set-Up (Halls F-K)

Monday, January 5 7:00am – 8:00pm
Tuesday, January 6 7:00am – 8:00pm
Wednesday, January 7 7:00am – 8:30am

Exhibitor Move-Out (Halls F-K)

Saturday, January 10 6:00pm – 11:59pm
Sunday, January 11 7:00am – 1:00pm

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

Morning & Afternoon Seminar Sessions and Consumer Seminar Sessions – included in registration

Monday, January 5, 2026

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

Tuesday, January 6, 2026

8:00am – 2:00pm **ARRO Hot Show**
8:00am – 5:00pm Bow Technician Certification Practicals*
8:00am – 6:00pm Featured Products Drop Off (Exhibitors)
10:00am – 4:00pm New Product Launch Drop Off (Exhibitors)
3:00pm – 6:00pm **NABA Show**
4:00pm – 6:00pm New Product Launch Unveiling and Happy Hour

Wednesday, January 7, 2026

8:30am – 6:00pm	ATA Trade Show Hours
7:30am – 8:30am	Morning Seminar Sessions
8:00am – 12:00pm	USAA certification – Level 3*
8:00am – 5:00pm	Bow Technician Certification Practicals*
9:00am – 12:00pm	Summit Sessions*
11:00am – 4:30pm	Coffee Talks (on the Show Floor)
1:00pm – 4:00pm	USAA certifications – Level 2*
2:00pm – 3:00pm	Afternoon Seminar Sessions
6:00pm – 9:00pm	ATA's Industry Celebration Event

Thursday, January 8, 2026

6:30am – 8:15am	Target the Heart Breakfast
7:30am – 8:30am	Morning Seminar Sessions
8:00am – 12:00pm	USAA certifications – Level 3*
8:00am – 5:00pm	Bow Technician Certification Practicals*
8:30am – 6:00pm	ATA Trade Show Hours
9:00am- 10:30am	Summit Sessions*
11:00am – 4:30pm	Coffee Talks (on the Show Floor)
1:00pm - 2:30pm	Summit Sessions*
1:00pm – 4:00pm	USAA certifications – Level 2*

Friday, January 9, 2026

8:00am – 5:00pm	Bow Technician Certification Practicals*
10:00am – 11:00am	Consumer Seminar Session
10:00am – 7:00pm	Archery & Bowhunting Supershow Hours
10:00am – 7:00pm	Rushmore Rumble
11:00am – 12:00pm	Consumer Seminar Session
1:00pm – 3:00pm	Consumer Seminar Sessions

Saturday, January 10, 2026

7:00am – 7:00pm	Rushmore Rumble
9:00am – 10:00am	Consumer Seminar Session
9:00am – 6:00pm	Archery & Bowhunting Supershow Hours
1:00pm – 2:00pm	Consumer Seminar Session
6:00pm – 7:00pm	New Product Launch Pick-up (Exhibitors)

Sunday, January 11, 2026

7:00am – 3:00pm	Rushmore Rumble
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