



Preliminary Schedule of Events

(as of Nov. 3, 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*
10:30am–11:30am	Consumer Seminar Session
10:00am–7:00pm	Archery & Bowhunting Supershow Hours
10:00am–7:00pm	Rushmore Rumble
12:00pm–1:00pm	Consumer Seminar Session
1:30pm–2:30pm	Consumer Seminar Session
3:00pm–4:00pm	Consumer Seminar Session
4:30pm–5:30pm	Consumer Seminar Session

Saturday, January 10, 2026

7:00am–7:00pm	Rushmore Rumble
9:30am–10:30am	Consumer Seminar Session
9:00am–6:00pm	Archery & Bowhunting Supershow Hours
11:00am–12:00pm	Consumer Seminar Session
12:30pm–1:30pm	Consumer Seminar Session
2:00pm–3:00pm	Consumer Seminar Session
6:00pm–7:00pm	New Product Launch Pick-up (Exhibitors)

Sunday, January 11, 2026

7:00am–3:00pm	Rushmore Rumble
----------------------	------------------------