

Daily Schedule

**Indicates a separate registration is required*

MONDAY, JANUARY 5, 2026

7:00am–8:00pm	Exhibitor Set-Up (Halls F-K)
11:00am–6:00pm	ARRO Hot Show/NABA Show Exhibitor Set-Up

TUESDAY, JANUARY 6, 2026

7:00am–8:00pm	Exhibitor Set-Up (Halls F-K)
7:00am–6:00pm	Registration Hours (Hoosier Lobby)
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

7:00am–8:30am	Exhibitor Set-Up (Halls F-K)
7:00am–6:00pm	Registration Hours (Hoosier Lobby)
7:30am–8:30am	Room 136: Promoting and Retaining Women Archers-Dana Keller-A-1 Archery
7:30am–8:30am	Room 137: Using POS Data for Inventory Management-Chad Seaverns-GearFire
7:30am–8:30am	Room 138: Building Forgiveness into Bows: Improving Shooting Technique-GRIV-Last Chance Archery
8:00am–12:00pm	Archery Certification – Level 3*
8:30am–6:00pm	ATA Trade Show Hours
9:00am–6:00pm	Bow Technician Certification Practicals*
9:00am–12:00pm	Summit Sessions*
11:00am–11:30am	ATA Booth: How Retailers Can Get Involved with NASP-Nicole Nash/Tommy Floyd-ATA/NASP
1:00pm–1:30pm	ATA Booth: Engaging Youth Archers-Jeff Rawlinson-NASP
1:00pm–4:00pm	Archery Certifications – Level 2*
2:00pm–3:00pm	Room 136: Tree Saddle Safety and Sales-Aaron Ritter-Latitude Outdoors
2:00pm–3:00pm	Room 137: Salesmanship and Closing the Deal-Hank Yacek-Point of Impact/GearFire
3:00pm–3:30pm	ATA Booth: CenterShot BLUE Outposts-Chris Hamm/Aaron Scheer-HHA USA/CenterShot BLUE
5:00pm–5:30pm	ATA Booth: Monetizing the Archery Range-Jennifer Mazur-ATA
6:00pm–9:00pm	ATA's Industry Celebration Event

THURSDAY, JANUARY 8, 2026

7:00am–6:00pm	Registration Hours (Hoosier Lobby)
6:30am–8:15am	Target the Heart Breakfast
7:30am–8:30am	Room 136: How to Sell High-End Accessories - Ben Summers - T.R.U. Ball/Axcel
7:30am–8:30am	Room 137: The 2026 Amazon Playbook: What Brands Must Do to Win - Michael Harrison - Rippl Marketing

7:30am-8:30am	Room 138: Turning Bowstring Tech into Profits - Eric Griggs, Aaron Adams, Destany Trent - GAS Bowstrings
8:00am-12:00pm	Archery Certifications - Level 3*
8:30am-6:00pm	ATA Trade Show Hours
9:00am-9:30am	Room 137: State of the Archery Industry: What You Need to Know to Grow Your Business-Fred Eichler-Bear Archery
9:00am-6:00pm	Bow Technician Certification Practicals*
9:30am-11:30am	Summit Sessions*
11:00am-11:30am	ATA Booth: Excise Tax Resources for ATA Members-Mitch King-Beam Consulting
1:00pm-1:30pm	ATA Booth: Creative Solutions to the Rising Cost of Health Care-Scott Bast-Marsh McLennan
1:00pm-3:00pm	Summit Sessions*
1:00pm-4:00pm	Archery Certifications - Level 2*
3:00pm-3:30pm	ATA Booth: Form and Fit that Build Forgiveness and Consistency-GRIV-Last Chance Archery
6:00pm-9:15pm	Whitetail Film Festival

FRIDAY, JANUARY 9, 2026

9:00am-7:00pm	Registration Hours (Hoosier Lobby)
9:00am-8:00pm	Rushmore Rumble
10:00am-5:30pm	S3DA Indoor Open
10:00am-7:00pm	Bow Technician Certification Practicals*
10:00am-7:00pm	Archery & Bowhunting Supershow Hours
10:30am-11:30am	ATA Booth: Optimize Your Limb-Driven Arrow Rest Setup-Tim Gillingham-Hamskea
12:00pm-1:00pm	Room 138: Trophy Elk Hunting Secrets Revealed-Dan Adler-Diamond Outfitters
1:30pm-2:30pm	ATA Booth: Form and Fit that Build Forgiveness and Consistency-GRIV-Last Chance Archery
3:00pm-4:00pm	ATA Booth: World #1s-Matthias Fullerton, Braden Gellenthien, Tanja Gellenthien, Casey Kaufhold, Sara Lopez, Mike Schloesser-GAS Bowstrings
4:30pm-5:30pm	ATA Booth: Centershot BLUE Outposts-Chris Hamm/Aaron Scheer-HHA USA/Centershot BLUE

SATURDAY, JANUARY 10, 2026

7:00am-Completion	Rushmore Rumble
8:00am-5:00pm	Registration Hours (Hoosier Lobby)
9:00am-6:00pm	Archery & Bowhunting Supershow Hours
9:30am-10:30am	ATA Booth: Backcountry Hunting with the Modern Tree Saddle-Aaron Ritter-Latitude Outdoors
10:00am-2:00pm	Bow Technician Certification Practicals*
11:00am-12:00pm	Room 138: Unlocking the Secrets of Western Big Game Hunting-Dan Adler-Diamond Outfitters
11:00am-12:00pm	ATA Booth: Bowhunting Whitetails Panel Q&A-HUNTR Podcast and Friends
12:30pm- 1:30pm	Room 138: Crazy Hunting Adventures-Fred Eichler-Bear Archery
2:00pm- 3:00pm	ATA Booth: Whitetail World Championship Winners-Brett Ware
6:00pm-7:00pm	New Product Launch Pick-Up (Exhibitors)
6:00pm-10:00pm	Exhibitor Move-Out (Halls F-K)

SUNDAY, JANUARY 11, 2026

7:00am-Completion	Rushmore Rumble
7:00am-1:00pm	Exhibitor Move-Out (Halls F-K)