

## ATA Show Week Schedule of Events

### 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                      10:00am-5:30pm

\*Indicates a separate registration is required.

[ATA Trade Show Seminar Sessions and Consumer Seminar Sessions included with 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

<p><b>8:30am-6:00pm</b> <a href="#">7:30am-8:30am</a> <a href="#">7:30am-8:30am</a> <a href="#">7:30am-8:30am</a> 8:00am-12:00pm 8:00am-5:00pm 9:00am-12:00pm 11:00am-11:30am 1:00pm-1:30pm <a href="#">1:00pm-4:00pm</a> <a href="#">2:00pm-3:00pm</a> <a href="#">2:00pm-3:00pm</a> 3:00pm-3:30pm 5:00pm-5:30pm <b>6:00pm-9:00pm</b> 6:00pm</p>	<p><b>ATA Trade Show Hours</b> <a href="#">Building Forgiveness into Bows: Improving Shooting Technique-GRIV-Last Chance Archery</a> <a href="#">Promoting and Retaining Women Archers-Dana Keller-A-1 Archery</a> <a href="#">Using POS Data for Inventory Management-Chad Seaverns-GearFire</a> USA Archery Certification – Level 3* Bow Technician Certification Practicals* Summit Sessions* ATA Booth: How Retailers Can Get Involved with NASP-Nicole Nash/Stephanie Evans-ATA/NASP Engaging Youth Archers-Jeff Rawlinson-NASP <a href="#">USAA Certifications – Level 2*</a> <a href="#">Tree Saddle Safety and Sales-Aaron Ritter-Latitude Outdoors</a> <a href="#">Salesmanship and Closing the Deal-Hank Yacek-Point of Impact/GearFire</a> ATA Booth: CenterShot BLUE Outposts-Chris Hamm/Aaron Scheer-HHA USA/CenterShot BLUE ATA Booth: Monetizing the Archery Range-Jennifer Mazur-ATA <b>ATA's Industry Celebration Event</b> Whitetail Film Festival</p>
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### 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

#### Thursday, Jan. 8, 2026

6:30am-8:15am

7:30am-8:30am

7:30am-8:30am

7:30am-8:30am

8:00am-12:00pm

8:00am-5:00pm

**8:30am-6:00pm**

9:00am-9:30am

9:00am-10:30am

11:00am-11:30am

1:00pm-1:30pm

1:00pm-2:30pm

1:00pm-4:00pm

3:00pm-3:30pm

Target the Heart Breakfast

Turning Bowstring Tech into Profits - Eric Griggs, Aaron Adams, Destany Trent - GAS Bowstrings

How to Sell High-End Accessories - Ben Summers - T.R.U. Ball/Axcel

The 2026 Amazon Playbook: What Brands Must Do to Win - Michael Harrison - Rippl Marketing

USA Archery Certifications - Level 3\*

Bow Technician Certification Practicals\*

#### **ATA Trade Show Hours**

State of the Archery Industry: What You Need to Know to Grow Your Business-Fred Eichler-Bear Archery

Summit Sessions\*

ATA Booth: Excise Tax Resources for ATA Members-Mitch King-Beam Consulting

ATA Booth: Creative Solutions to the Rising Cost of Health Care-Scott Bast-Marsh McLennan

Summit Sessions\*

USA Archery Certifications - Level 2\*

Form and Fit that Build Forgiveness and Consistency-GRIV-Last Chance Archery

#### Friday, January 9, 2026

8:00am-5:00pm

10:00am-5:30pm

10:00am-7:00pm

10:00am-7:00pm

10:30am-11:30am

12:00pm-1:00pm

1:30pm-2:30pm

3:00pm-4:00pm

4:30pm-5:30pm

Bow Technician Certification Practicals\*

#### **S3DA Indoor Open**

#### **Archery & Bowhunting Supershow Hours**

#### **Rushmore Rumble**

Optimize Your Limb-Driven Arrow Rest Setup-Tim Gillingham-Hamskea

Trophy Elk Hunting Secrets Revealed-Dan Adler-Diamond Outfitters

Form and Fit that Build Forgiveness and Consistency-GRIV-Last Chance Archery

World #1s-Matthias Fullerton, Braden Gellenthien, Tanja Gellenthien, Casey Kaufhold, Sara Lopez, Mike Schloesser-GAS Bowstrings

Centershot BLUE Outposts-Chris Hamm/Aaron Scheer-GAS Bowstrings

#### Saturday, January 10, 2026

7:00am-7:00pm

9:00am-6:00pm

9:30am-10:30am

11:00am-12:00pm

11:00am-12:00pm

12:30pm- 1:30pm

2:00pm- 3:00pm

6:00pm-7:00pm

#### **Rushmore Rumble**

#### **Archery & Bowhunting Supershow Hours**

Backcountry Hunting with the Modern Tree Saddle-Aaron Ritter-Latitude Outdoors

Unlocking the Secrets of Western Big Game Hunting-Dan Adler-Diamond Outfitters Bowhunting

Whitetails Panel Q&A-HUNTR Podcast and Friends

Crazy Hunting Adventures-Fred Eichler-Bear Archery

Whitetail World Championship Winners-Brett Ware

New Product Launch Pick-Up (Exhibitors)

#### Sunday, January 11, 2026

7:00am-3:00pm

#### **Rushmore Rumble**