



ATA²⁶
SHOW
WEEK
PRESS KIT



Use this guide to maximize your time at the 2026 ATA Show Week, Jan. 6-11, at the Indiana Convention Center in Indianapolis. It includes general Show Week information, things to know, important events and happenings to cover, and a list of items you can and cannot do at the Show.

IMPORTANT INFORMATION

Press receive full access to the show floor and on-site event happenings Jan. 6-11, beginning with the New Product Launch Unveiling & Happy Hour from 4-6pm on Tuesday evening. We understand press/media play a valuable role in the archery and bowhunting industry, helping manufacturers promote brands and products, and sharing valuable insights on new products and industry trends with customers. To learn more about show floor hours and view the full schedule of events, [click here](#).

Press Room, 141

Registered press members have access to the press room Jan. 7-10. Note, exhibitors are allowed to set out press releases and other information in this space. The press room can be used to check email, write stories, edit videos and publish the day's coverage. The press room is open from 7:30 a.m. to 6 p.m. EST on Wednesday and Thursday, 9:30 a.m. to 7:00 p.m. Friday and 8:30 a.m. to 6:00 p.m. Saturday.

New this year, press members also have access to the Media Outpost, located in booth 1064 on the show floor to work on stories, conduct interviews and more. Electricity is available. For quick reference, this booth is located directly across from the ATA Bow Technician Certification zone.

Note, the ATA is not responsible for items left in the booth unattended.

About ATA Show Week Events

ATA Trade Show:

The annual ATA Trade Show is a members-only event that gives industry professionals a look at new products and the latest archery and bowhunting trends. It's the archery and bowhunting industry's largest event, where thousands of people from the archery and bowhunting sector attend to network, conduct business and promote commerce within the industry. It's also a must-attend event for press and media hoping to gain insider knowledge, grow their following, and promote archery and bowhunting.

Archery and Bowhunting Summit:

Press are invited to attend the Archery and Bowhunting Summit, where you'll hear expert-led sessions focused on trends, strategies, and what's ahead for the industry. During the Summit, the ATA will unveil findings from its comprehensive crossbow market study—conducted across 12 states with support





from the U.S. Fish and Wildlife Service's Multistate Conservation Grant (F25AP00345)—exploring the behaviors, motivations and purchasing habits of crossbow users. It's an exclusive opportunity to gather information that will shape coverage of the archery and bowhunting market in 2026 and beyond.

Archery & Bowhunting Supershow:

New for 2026, this public event gives bowhunters and target archers the chance to explore top brands, see full product lines and connect directly with leading manufacturers. The Supershow is expected to draw archery and bowhunting enthusiasts from across the country to experience products from some of the industry's leading brands, while providing manufacturers a platform to showcase full product lines, engage directly with bowhunters and target shooters, and drive customers to local archery retailers.

Archery Tournaments:

This year, the ATA has partnered with the National Field Archery Association and Scholastic 3D Archery to bring competitive archery to ATA Show Week for the first time, featuring archers of all ages and skill levels. ATA Show Week will host the following tournaments:

- **S3DA Indoor Open (Jan. 9):** a dedicated scholastic tournament showcasing young archers competing in a high-level indoor format. [Click here](#) to learn more.
- **Rushmore Rumble (Jan. 9-11):** high-energy competition featuring some of the best archers in the country. [Click here](#) to learn more.



IMPORTANT HAPPENINGS

Awards Program:

The ATA's Award Program honors those making a significant impact in the archery and bowhunting community. The ATA's Award Program honors those making a significant impact in the archery and bowhunting community, as well as companies launching new, innovative products. This year, the ATA will present two Impact Awards and one Icon Award.

The Impact Award program was created to recognize those who use their voice or platform to inspire others to participate in archery and bowhunting. The ATA Industry Icon Award honors individuals who have founded industry-leading companies, developed industry-changing products or made lasting contributions to significantly increase participation in archery and bowhunting. In addition, the New Product Launch Showcase will award winners for seven different categories.

The ATA will announce winners on Wednesday, Jan. 7 during the ATA Industry Celebration event.

New Product Launch Showcase:

Exhibitors will launch hundreds of new products in Indianapolis! Products debuting at the ATA Trade Show and featured in the New Product Launch Showcase are eligible for awards, which are voted on by a panel of industry experts in the following categories:

- Best in Show
- Best New Bow
- Best New Broadhead
- Best New Release
- Best New Technology
- Best New Gear
- Best New Accessory

Be sure to visit individual exhibitor booths for even more new products and hands-on demos. [View the floorplan](#) now to map your route and make the most of your time on the show floor conducting interviews.

ATA's Industry Celebration, Presented by Mossy Oak:

The Industry Celebration event will be held Wednesday, Jan. 7, at 6 p.m. All attendees will enjoy a free dinner, free beverages and the laid-back, peer-to-peer conversations they experienced at past ATA Shows. This year's event will include entertainment by country music star Chase Rice—presented by Buck Commander, Buk Ops, Barnett Crossbows, Martin Archery, Obsession Bows and Allure Decoys.

Individual Company Announcements:

From new product launches to equipment technology advancements and product demonstrations, you'll want to visit exhibitor booths to get content for your platforms and followers regarding the latest and greatest in archery and bowhunting equipment.

Many exhibitors also host booth events to attract buyers and provide unique, enjoyable experiences at the Show. Booth events could be anything from a celebrity appearance or product demonstration to a stand-up act or exhibitor happy hour. Attendees can see a list of booth events for the week [here](#).

In addition to stopping by exhibitor booths, explore the Featured Products Showcase (located in the booth 1147) and the New Product Launch Showcase (located in the Crossroads Corridor).

WHAT YOU CAN/CAN'T DO AT THE 2026 ATA SHOW

You Can:

Schedule Meetings and Interviews:

Connect with exhibitors, state agency staff and other Show goers for interviews and exclusive content. Use the [Exhibitor Floor Plan](#) to browse the exhibitor list and get contact information for companies you'd like to connect with. ATA staff are available for appointments, as well. to browse the exhibitor list and get contact information for companies you'd like to connect with. ATA staff are available for appointments, as well.

Attend Events:

In addition to daily happenings, you're invited to attend evening events to network and mingle with industry members and professionals as you enjoy free entertainment. Check them out:

- New Product Launch Unveiling and Happy Hour: Tues., Jan. 6 from 4-6 p.m. in the Crossroads Corridor
- ATA's Industry Celebration, presented by Mossy Oak: Wed., Jan. 7 from 6-9 p.m. in the Sagamore Ballroom, 2nd floor
- Whitetail Film Tour: Jan. 8 from 6-9:15 p.m. in the 500 Ballroom.

[View the full schedule of events at ATAshow.com](https://www.atashow.com)

Take Photos or Video:

Individuals with an official press badge are permitted to use cameras or image capturing devices on the Show floor to photograph or film. However, the ATA recommends asking for the exhibitors' permission before photographing or filming any products or booths on the Exhibitor floor and/or any display area. ATA reserves the sole right to use any publicity material received by or obtained by press/media attending the event.

You Cannot Ask for Sponsorships:

Individuals with an official press badge are permitted to use cameras or image capturing devices on the Show floor to photograph or film. However, the ATA recommends asking for the exhibitors' permission before photographing or filming any products or booths on the Exhibitor floor and/or any display area. ATA reserves the sole right to use any publicity material received by or obtained by press/media attending the event.

TIPS

Come Prepared:

If you plan to ask exhibitors for on-the-spot interviews, we recommend you bring proof of your business, as well as statistics on your platform reach and engagement. Remember, exhibiting companies have the right to deny press/media requests but if you're prepared to validate your business and show your worth, they'll likely be more willing to walk with you.

Follow Up After the Show:

If you receive access to information, an interview or a free product from an exhibitor, follow up with them after the Show. Sharing a link to your content that features their brand or product shows you're honest and reliable, and it improves the likelihood of the manufacturer wanting to work with you again in the future.

Follow ATA on Social Media:

Follow the ATA on social media to stay informed and up to date on Show happenings. Our handles are:

- Facebook: @ArcheryTradeAssociation
- Instagram: @ArcheryTrade_
- Twitter: @ArcheryTrade_

You can also find relevant content from Show goers who tag the ATA in their posts. Join the excitement and tag ATA in your social posts, too!

QUESTIONS?

If you have questions or need assistance while on-site, please visit registration or stop by the ATA Programs & Services area on the Show Floor. You can also contact Hunter Ward, ATA's Communications Manager, at (507) 233-8144 or hunterward@archerytrade.org.

Thank you for attending the 2026 ATA Show Week!



ARCHERY TRADE ASSOCIATION
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