



ATA ²⁷ SHOW WEEK

Multiple Events.

One Location.

Endless
Opportunities.

JANUARY 7 - 10, 2027
INDIANA CONVENTION CENTER
INDIANAPOLIS, INDIANA

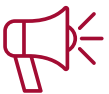
WHY PARTICIPATE?



SELL PRODUCTS TO
QUALIFIED BUYERS



GENERATE LEADS ACROSS
MULTIPLE AUDIENCES



LAUNCH NEW GEAR
IN PERSON



NETWORK WITH
INDUSTRY LEADERS



BUILD BRAND
AWARENESS



MAXIMIZE ROI IN
ONE DESTINATION

EXHIBIT AT ATA SHOW WEEK

Put your brand in front of buyers ready to order.

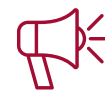
STANDARD BOOTH PACKAGES

BOOTH SIZE	PRICE
10' x 10'	\$2,000
10' x 20'	\$4,000
Corner Charge	\$250
Custom Sizes	Call for Pricing

INCLUDED WITH YOUR BOOTH

- ✓ Company listing in official show guide
- ✓ Access to thousands of qualified buyers
- ✓ Onsite networking opportunities
- ✓ Product launch & demo opportunities
- ✓ Marketing support & promotion

BEST FOR



**NEW PRODUCT
LAUNCHES**



**DEALER GROWTH &
RELATIONSHIPS**



ORDER WRITING



BRAND VISIBILITY



**GENERAL BOOTH SPACE
SELECTION BEGINS JUNE 9.**

**CLICK HERE TO
VIEW FLOORPLAN**

CONTACT ERIC DOBBERFUHL | 507-233-8142 | ericdobberfuhl@archerytrade.org

RETAILER BUYERS READY TO DO BUSINESS



900+

STORE LOCATIONS REPRESENTED

Buying power across independent retailers nationwide



90%

ATTENDEES REPRESENT ARCHERY PRO SHOPS

Direct access to your highest-value audience



74% + 22%

PURCHASING DECISION MAKERS

74% final decision makers + 22% involved in shared purchasing decisions



72% + 71%

SERIOUS BUSINESS INTENT

72% attend to write orders
71% attend to discover new products

WHO ATTENDS?



Pro Shop Retailer



Archery Range



Archery Reseller



Multi-Channel Retailer



Supporting



Non-Profit/Government



Outfitter/Guide



Media



Archery Service Professional



Sales Representative



Manufacturer Supplier



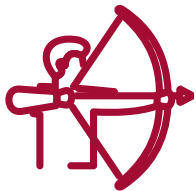
**READY TO CONNECT WITH QUALIFIED
RETAIL BUYERS?**

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2026 BY THE NUMBERS

CONNECT WITH HIGHLY ENGAGED
CONSUMERS READY TO BUY



85%

BOWHUNTERS OR BOTH
BOWHUNTERS &
COMPETITIVE ARCHERS

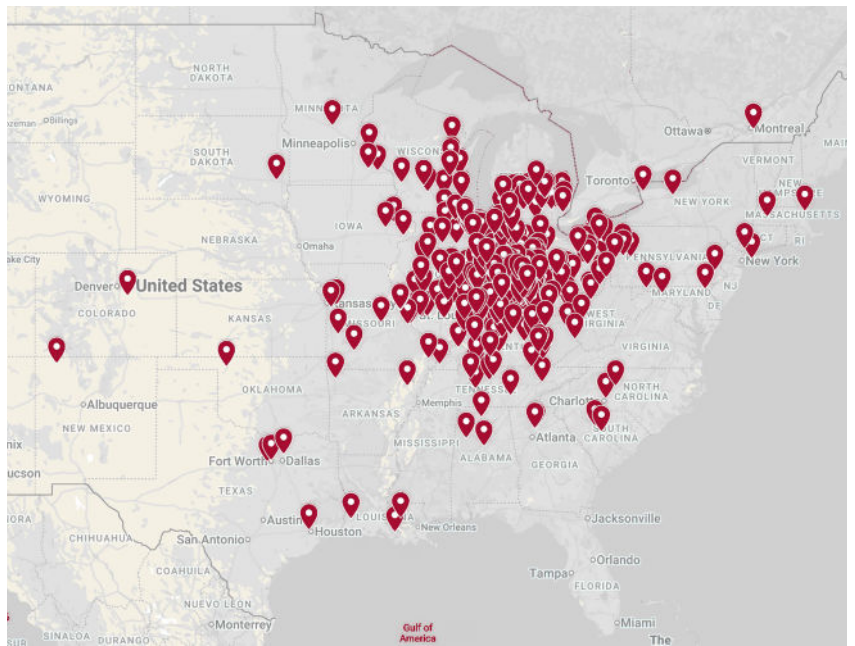
ENTHUSIASTS TRAVELED FROM ACROSS THE COUNTRY

Over 7,500 dedicated bow hunters and target archers traveled significant distances for hands-on experiences and new products.



79%

6+ YEARS OF
ARCHERY EXPERIENCE



57%

PURCHASED PRODUCTS
ONSITE



58%

EXPECTED TO SPEND
\$250+ IN THE NEXT 90 DAYS



SEE NEW PRODUCTS

42%

attended specifically
to see new gear



MEET BRANDS

42%

engaged with brand
experts



TEST GEAR

70%

engaged in hands-on
product demos



EXHIBITORS INFLUENCE ATTENDANCE
& PURCHASE DECISIONS

Hands-on demos, knowledgeable booth staff and exhibitor promotions ranked among the most valuable parts of the experience.

WHAT BRANDS ARE SAYING



Ten Point Crossbows

"The ATA [Trade] Show continues to be our most important opportunity to show, teach and excite our retailer base about our new products each year ..."

MTN Ops

"The ATA [Trade] Show is an archers paradise. To have all the top brands in the industry in one place and to meet the brands face to face is an irreplaceable experience."



.30-06 Outdoors

"We could have left the ATA [Trade] Show on day #1 and still had our best show ever!"

HHA Sports

"If you make a living in the archery industry and care about the future of our sport, the ATA [Trade] Show matters."



Deer Smeer

"We have the opportunity to launch new and exciting products to ATA members first, and we continue to build strong B2B partnerships in order to help hunters across the nation. The ATA Trade Show is a must attend event."

INDIANA CONVENTION CENTER | INDIANAPOLIS, INDIANA



LET'S BUILD YOUR **SUCCESS TOGETHER**

BECOME A MEMBER AND RESERVE YOUR BOOTH EARLY TO MAKE THE MOST OUT OF ATA SHOW WEEK 2027.

1

BECOME A MEMBER

Current members can move forward with booth planning.

If you're not yet a member, join the Archery Trade Association to become eligible to exhibit at ATA Show Week 2027 and access year-round member benefits.

JOIN TODAY

2

PREPARE FOR BOOTH SPACE SELECTION

- ✓ Prime locations sell fast
- ✓ Maximize your visibility
- ✓ Connect with thousands of qualified buyers
- ✓ Floor plan now open!

VIEW FLOOR PLAN

GENERAL BOOTH SPACE SELECTION OPENS JUNE 9

QUESTIONS? WE'RE HERE TO HELP



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ARCHERY
TRADE ASSOCIATION

MULTIPLE EVENTS. ONE LOCATION. ENDLESS OPPORTUNITIES.