

EXHIBITOR/SPONSOR TERMS & CONDITIONS

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

KEY DATES

Prior to September 1, 2026: 35% deposit due at the time booth selection is made.

September 1, 2026: Payment for space is due in full.

On or After October 1, 2026: No refunds or credits issued for cancellation or downsizing.

ATA SHOW CANCELLATION

If the ATA Show is canceled by the ATA or the Convention Center and / or local hotels prior to the ATA Show such that the ATA Show cannot take place, an Exhibitor will be entitled to a refund of any payments made for booth space and / or shooting lanes except for processing fees and the Exhibitor releases the ATA from any and all claims for damages caused by such action.

A cancellation by any Exhibitor or other attendee where the ATA, Convention Center and / or local hotels have not canceled the event may be entitled to a partial refund or credit determined by the date the cancellation notice is received from the Exhibitor.

CANCELLATION & DOWNSIZING

Cancellation of all or any exhibit space must be in writing. The date of cancellation or downsizing shall be the date the ATA receives written notice. Any credits issued can be applied to the purchase of booth space for the 2027 ATA Show. Credits will expire if not used for the 2027 ATA Show.

DATE Received Written Notice	CANCELLATION	DOWNSIZE
PRIOR TO: Sept. 1, 2026	Refund of 50% of the cost of the booth. No credit.	Exhibitor liable for 50% of original space cost payable on or before Sept. 1, 2026.
Sept. 1, 2026-Sept. 30, 2026 Booth Space Paid in Full	Credit of 50% of payments made. No refund.	Credit of 50% of cost of the booth. No refund.
ON or AFTER Oct. 1, 2026	No refund or credit.	No refund or credit.

A cancellation by any Exhibitor or other attendee on or after October 1, 2026, where the ATA, Convention Center and/or local hotels have not canceled the event will result in the loss of all fees paid by the Exhibitor or other attendee.

ATA SHOW POSTPONEMENT

If the ATA Show is postponed for three (3) months or less, an Exhibitor will not be entitled to a refund of any payments made and the Exhibitor releases the ATA from any and all claims for damages caused by such action.



ARCHERY
TRADE ASSOCIATION

EXHIBIT CONTRACTS AND MANAGEMENT

The ATA Show is produced and managed by the Archery Trade Association (ATA) for the ATA's members and for qualified and approved companies and / or individuals in the archery and bowhunting industry. The ATA Board of Directors, Dealer Council and Trade Show Committee establish all show policies. All matters and questions not covered by these regulations are subject to the sole and absolute discretion of the ATA.

ATA MEMBERSHIP AND PARTICIPATION ELIGIBILITY

Exhibiting at the ATA Show is open to all ATA members in good standing. Good standing means that Membership Dues are paid for the calendar year the show takes place (April 1 – March 31 of the show year). ATA determines the eligibility of all companies and/or products intended for exhibiting at the ATA Show. Until an Exhibitor's application has been approved by the ATA, no rights to exhibit are granted. The ATA may prohibit installation and/or request removal of any exhibit or promotion, wholly or in part, that does not fit with the ATA Show's character and purpose, or in the event of the existence of any dispute that arises regarding the exhibit or promotion that the ATA otherwise is unable to resolve to the satisfaction of the parties. All members' standing will be determined by the ATA in accordance with its bylaws and operating procedures and will include members' obligations for advertising, promotion and /or sponsorship in any Show related electronic or print publication(s).

ASSIGNMENT OF BOOTH SPACE

A ranking system is used to determine the order of booth selection. Points are awarded for years of ATA membership, the amount of booth space, shooting lanes, and sponsorships purchased for each Show. Exhibitors missing one Show lose 50% of their accumulated points. Exhibitors missing two consecutive Shows lose all their accumulated points. The ATA reserves the right to modify the floor plan to accommodate space sales or relocate Exhibitors to avoid conflict, as necessary. In all instances, the ATA reserves the right to determine the final placement of the Exhibitor.

PAYMENT SCHEDULE

Selecting a booth space prior to September 1 requires a deposit of 35% of the total booth fee at the time the selection is made. Full booth payment is due September 1st. Booth selections made after September 1st must be accompanied by payment in full. Any Exhibitor who does not pay according to the payment terms is subject to losing its assigned space. The ATA has sole and absolute discretion to reassign the space to applicants on the waiting list with no refund to the original Exhibitor. In all cases, no Exhibitor shall be allowed to install its exhibit unless it has paid all fees in full. The ATA DOES NOT ACCEPT PAYMENT ONSITE AT THE SHOW.

INSURANCE AND LIABILITY

Exhibitor hereby accepts sole responsibility and, is encouraged to implement all measures necessary, for safeguarding its materials, equipment and displays at all times, whether located in its Exhibit Space or elsewhere; provided, however, any liability on the part of the Official General Service Contractor for the pick-up and transport of items between such Exhibitor Space and the carrier(s) for Exhibitor shall not be affected by the terms of this provision. As a courtesy to Exhibitor, and without creating any warranty against or accepting any responsibility for losses that may be sustained, the ATA may arrange for perimeter security for the Exhibit Hall during installation, dismantling and Show days. Any Exhibitor desiring to provide for its own separate security must separately contract for the same, at its sole expense, through the Official Security Service Provider approved by the ATA.

Throughout its presence at the Show, Exhibitor is required to maintain general liability insurance with commercially reasonable terms and shall, upon request from the ATA, provide proof of said insurance. Exhibitor shall hold harmless and indemnify ATA and its members, officers, directors, employees and agents of and from all suits, claims, damages, loss or liability (including attorneys' fees) arising out of any bodily loss of, or damage to, products, equipment, or decorations due to fire, water accident, theft, or any other cause while they are on the premises or in any of its outbuildings or through any act, omission or negligent conduct of the Exhibitor, its agents, employees or contractors; and said Exhibitor agrees, at its own cost and expense, to defend and protect ATA and Exhibit Hall, their members, officers, directors, employees and agents against any and all such suits, claims, demands and expenses, including attorneys' fees. In holding the Show, the ATA does not act as the agent of the Exhibitor, the Convention Center, or any other party. Claims against any party are to be submitted directly to the party involved.

The Exhibitor shall maintain and have in full force and effect the following insurance policies.

a.) Policies of comprehensive general liability insurance including protective liability, contractual liability and product liability coverage with a single limit of liability of \$1,000,000.00.

b.) Policies of public liability and property damage insurance covering all motor vehicles owned by the Exhibitor and all motor vehicles not owned by the Exhibitor while such vehicles are being used in connection with the activities of the Exhibition with a single limit liability of \$1,000,000.00. ATA shall be named as an additional insured as its respective interests may appear in respect to all the aforementioned insurance policies. Prior to the date of the preparation of its display, the Exhibitor shall furnish to Show Management evidence satisfactory confirming the Exhibitor's compliance in full with provisions of Section (a) and Section (b) hereof, and requiring thirty days' notice to ITSC prior to any expiration of or change in coverage. Exhibits and exhibit equipment are brought into the building, maintained, and removed from the building at the exhibitor's risk. Exhibitor shall indemnify the Show Management against and hold it harmless from any claims, suits or liabilities resulting from negligence of the exhibitor in or in connection with the exhibitor's use of exhibit space.

Said insurance shall name the Archery Trade Association and its

officers, directors, agents and employees as additional insureds. The ATA shall not be liable for any failure to deliver space to an Exhibitor or for the loss of allotted space of an Exhibitor who has contracted for exhibit space under the terms of this agreement, if non delivery is due to destruction of or damage to the Convention Center, the Show or the exhibit area by any act of God, fire, acts of a public enemy, strikes, the authority of law or any cause beyond the ATA's control. Exhibitors must surrender space occupied by them in the same condition as it was at the commencement of occupation. If the Exhibitor's materials fail to arrive, the Exhibitor is nevertheless responsible for all amounts due hereunder. In holding the Show, the ATA does not act as the agent of the Exhibitor, the Convention Center, or any other party. Claims against any party are to be submitted directly to the party involved. Should an Exhibitor experience an unfavorable situation during established move in, Show, or move out hours, it should immediately be brought to the attention of Eric Dobberfuhr, ATA Sales Manager, who will assist in getting the situation corrected onsite. The ATA cannot guarantee any resolution to situations brought to the attention of show management or other Official ATA Show Service Providers after the close of the Show.

GENERAL CONDUCT

Abusive conduct and inappropriate behavior at the ATA Show, including such conduct that is directed toward the ATA staff, attendees, guests, Exhibitors, affiliated representatives, or any other person participating in the Show is prohibited. At the ATA's sole and absolute discretion, the exhibit or the conduct of the Exhibitor or its representatives violates any Rules or Regulations and/ or, are detrimental to the goals and purpose of the Show. The ATA shall have the right, upon such determination, to require immediate removal of the exhibit of the offending Exhibitor, and/ or to confiscate any illegal material or property in the possession of the Exhibitor. If any exhibit or Exhibitor is rejected, ejected, removed or prohibited from exhibiting, in whole or in part, from the Show, Exhibitor shall not be entitled to any refund of exhibit space cost, registration fees or any other fees, and will remain liable for any damages caused by its actions. Exhibitor acknowledges and agrees that the ATA shall have no liability whatsoever arising out of its interpretation and enforcement of any of the foregoing.

EXHIBITOR BADGES / STAFFING

Admission to the Show will be through a badge system. No individual will be allowed into the Show without an official badge or approval by the ATA. Exhibitors will be furnished with exhibit hall badges based on booth space. Exhibitors with 100-1000 sq. ft of booth space will be furnished with four (4) badges per 100 sq. ft. Exhibitors with 1100 or more sq. ft. of booth space will be furnished with four (4) badges per 100 sq. ft. up to 1000 sq. ft. and an additional one (1) badge per 100 sq. ft. above the first 1000 sq. ft. Two (2) Exhibitor badges will be furnished for each shooting lane purchased. Each additional badge will need to be purchased for \$150 per badge over that limit. All attendees at the ATA Show are bound by the ATA Attendee Rules and Regulations. Only representatives who are employed by or who are working in an official capacity for the exhibiting company and who will be working in the booth are to be registered as Exhibitors. Sales Representatives who represent multiple companies are required

to order Sales Rep badges. False certification of individuals as Exhibitors' representatives, sharing of Exhibitor's badges, or any other method used to assist unauthorized persons to gain admission to the exhibit floor will be subject to confiscation of the badge, and/or ejection of the violator from the Show.

REPLACEMENT BADGE

There is a \$50 reprinting fee for all badges and the President, Senior Executive or Primary Show Contact of the company must be present to request the reprinting of a badge. Reprinting of badges is at the sole and absolute discretion of the ATA.

MATERIAL HANDLING & EXHIBITOR SERVICES

Additional services, booth furnishings, carpet, labor, electrical, internet, rigging, cleaning, material handling, plumbing, and audio-visual equipment are available through the Official ATA Show General Service Contractor, from the Convention Center, or other Official ATA Show Service Providers and are the responsibility of the Exhibitor. Exhibitors must comply with all material handling regulations and requirements which are governed and managed by the ATA General Service Contractor. For a complete explanation of what is allowed or what is not permitted, please refer to the Exhibitor Resource Center material handling section. Please refer to the official Resource Center for approved service providers and contact information. Exhibitors will be notified when the Exhibitor Resource Center is available online. Exhibitors should look for the Official ATA Show Service Provider logo that indicates a vendor has been approved as an Official ATA Show Service Provider. If an Exhibitor has questions or concerns regarding a provider or any unauthorized solicitations, the Exhibitor should contact Eric Dobberfuhr, ATA Sales Manager.

CUBIC CONTENT RULE

The ATA Show follows the cubic content rule, which allows Exhibitors to make maximum use of its booth space vertically as well as horizontally. Under the cubic content rule, each Exhibitor may build the side walls of their booth to the maximum height from the back wall to the aisle. The height varies according to booth type. Refer to the following chart to determine your approved booth height.

TABLE OF MAXIMUM ALLOWABLE BOOTH HEIGHTS

Booth Type	Aisles Bound By	Max Height
Linear (in-line)	1 or 2 aisles	8'
Walk through less than 400 sq. ft.	2 aisles	8'
Walk through 400 sq. ft. or more	2 aisles	20'
Peninsula less than 400 sq. ft.	3 aisles	8'
Peninsula 400 sq. ft. or more	3 aisles	20'
Island	4 aisles	20'

HANGING SIGNS

All hanging or suspended material and signs must comply with these display regulations. The top of the sign may not exceed the height limitation specific to the type of booth. Only Island, Peninsula or Walk Through booths of 400 sq. ft. or larger qualify to suspend hanging signs. There must be a minimum of a 4 ft. gap

between the highest part of the booth and the lowest point of the hanging sign.

BOOTH PACKAGES

All booth rentals under 400 sq. ft. include 8 ft. high back-wall drape and 3ft. high sidewall drape, carpeted aisles, and booth identification sign. Peninsula booth rentals (400 sq. ft. minimum) include an 8 ft. high back-wall drape, no sidewall drape, carpeted aisles, and booth identification sign. Island booth rentals include carpeted aisles. Additional tables, chairs, carpeting, signage and other necessary materials will be included in the Exhibitor Service Kit and can be purchased directly from ATA's General Service Contractor.

BOOTH PRESENTATION

All back walls and side walls must be fully finished or draped, or they will be draped at the Exhibitor's expense. Transparent or see-through back walls or displays which do not cover the back wall entirely are not acceptable. The backside of any walls (back and sides) - the common border facing the neighboring booths - must be devoid of copy, logos, graphics, or any other materials or images that could infringe on the booth presentation of neighboring Exhibitors. No sign or booth materials may protrude into the aisles or encroach upon neighboring booths. Nothing can extend beyond the boundaries of the booth space purchased by each Exhibitor. No obstruction may be placed in any aisles, passageways, lobby, or exits, or in any areas leading to any fire extinguishing appliances. No activities may be conducted in the aisles, including games, contests, or giveaways. Nothing may be posted, tacked, nailed, screwed, stuck, or attached to any columns, walls, floor, or other parts of the Convention Center. If an Exhibitor wishes to attach something to any Convention Center structure, wall, or other property, please contact Eric Dobberfuhr, ATA Sales Manager, ericdobberfuhr@archerytrade.org. Any damage or defacement caused by infractions of this rule will be remedied at the expense of the rule-breaking Exhibitor.

TOWERS & MULTI-STORY EXHIBITS

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used. Fire and safety regulations strictly govern the use of Towers. A building permit or safety lines may be required.

A Multi-story exhibit is a booth where the display fixture includes two or more levels. The Exhibitor is responsible for knowledge of and compliance with all Indiana State Fire Marshal, City Engineer and all Convention Center facility requirements.

Exhibitors with either or both must submit required documents and drawings to the Official General Service Contractor for review and approval by the City Engineer, Fire Marshal and Convention Center.

Once approved, Exhibitors must submit copies of approvals, permits, engineering stamped documents and the professionally rendered drawings to Eric Dobberfuhr, ATA Sales Manager, ericdobberfuhr@archerytrade.org no later than November 20, 2026.

ELECTRICAL / FIRE CODES

The Exhibitor is responsible for knowledge of and compliance with all Indiana State Fire Marshal requirements and all Convention Center facility requirements. A complete listing of these requirements can be found in the Exhibitor Resource Center. All booth decorations and materials must be flame retardant. All electrical devices and installations must comply with the National Electrical Code, all Federal, State, and Local Safety Codes. Violations of portions or all of these regulations will result in cancellation, at Exhibitor's expense, of all or such part of the exhibit as may be non-compliant. If you have questions regarding these regulations please contact Indiana Convention Center www.icclos.com, email Kelly Powers kelly.powers@icclos.com or phone 317-262-3400 also info in the Exhibitor Resource Center.

INSTALLATION / DISMANTLING

All exhibits must be fully installed within the scheduled move in hours. Booth installation outside the scheduled move in hours must receive written permission from the ATA. If any Exhibitor is not set up and in order by the close of move in hours, the ATA reserves the right to direct the General Service Contractor to set up the exhibit at the sole expense of the Exhibitor or make such other use of the space as deemed necessary or appropriate, with no refund made to the original Exhibitor. Arrangement and payment for transporting goods to and from the Show, receiving, decorating, and removal of exhibits are the exclusive responsibility of the Exhibitor. No exhibit may be dismantled before the Official Closing of the Exhibit Hall. All exhibits remaining in the Convention Center at the close of move out time shall be removed by the operations personnel of the hosting Convention Center and the Exhibitor shall be responsible for all labor and storage costs associated with the re-moval. The ATA accepts no responsibility whatsoever in the forced removal of an exhibit and shall not be responsible for any damage or loss as result of removal by Convention Center personnel.

PERFORMANCE OF MUSIC/COPYRIGHT LAWS

Exhibitors may use sound amplification equipment in their booth but are required to obtain all equipment through the ATA's Official AV Service Provider. In no case will any sound amplification equipment not provided by the Official AV Service Provider be permitted to be used on the Show exhibit floor. The noise level cannot disrupt the activities of neighboring Exhibitors. Speakers and other sound devices should be positioned to direct sound into the booth rather than into the aisle. Under no circumstances will Exhibitors be allowed to broadcast continuous voice amplification devices during Show hours. Neighboring booths that are using sound equipment are expected to stagger their presentations so as not to conflict with each other. Exhibitors whose noise levels become disruptive to their neighbors will receive a warning and upon failure to conform to this regulation will face either prohibition of the offending activity or cancellation of their exhibit space contract, without penalty. The Official AV Service Provider and the ATA will work with individual companies to ensure compliance. Under the United States Copyright Law, public performances of copyrighted musical works, including performances during the Show require a license from the copyright owners of the musical works performed or their representative. Copyright Permission and Indemnification: Exhibitor represents and warrants that no

musical work protected by copyright will be staged, produced, or otherwise performed, via either "live" or "mechanical" means by or on behalf of the Exhibitor unless exhibitor has notified Show Management of such intent and is willing to pay the associated ASCAP fees for such use. Exhibitor further represents and warrants that it shall be fully responsible for the performance of all obligations under any agreement permitting the use of such music, including but not limited to all obligations to report data and to pay royalty fees. Exhibitor agrees to indemnify, save, and hold harmless the ATA Show and its directors, officers, agents, employees, and each of them, from and against any and all claims, costs, and expenses (including legal fees and expenses), demands, actions and liabilities of every kind and character whatsoever with respect to any breach of the foregoing representations and warranties.

FOOD AND BEVERAGE

Only Exhibitors who manufacture or handle food or drink in the regular course of business may be allowed to distribute food/drink samples no more than 2 oz. These Exhibitors who wish to distribute samples must obtain pre-approval. Enticement candy is allowed and does not need pre-approval. All other food products distributed by Exhibitors must be obtained through the Convention Center's official caterer.

ALCOHOL

Beer and wine are permitted during the last hour of the Show each day. The Exhibitor is responsible for knowledge of and compliance with all local and all Convention Center facility requirements. A complete listing of these requirements can be found in the Exhibitor Resource Center in the Catering/Food & Beverage section. All food and beverage products distributed by Exhibitors must be obtained through the Convention Center's Official Caterer.

PROMOTIONAL LITERATURE

Exhibitors cannot distribute literature, samples, or other material outside their contracted exhibit space including the aisles, general lobby areas, or any other area in the Convention Center. Exhibitors interested in distributing literature, samples, or other materials or in purchasing a sponsorship opportunity in the Convention Center to promote their company and/or products and services should contact Eric Dobberfuhl, ATA Sales Manager at 507-233-8142 or ericdobberfuhl@archerytrade.org.

CAMERAS OR IMAGE CAPTURING DEVICES

Individuals with an official Exhibitor Show badge are permitted to take photographs or film of their own booth or products and/ or personnel within their own booth ONLY. Individuals with an official Media Show badge are permitted to use cameras or image capturing devices on the Show floor to photograph or film. All others are REQUIRED to ask Exhibitors' permission before photographing or filming any products or booths on the Show floor and/or any display area. Individuals using cameras or image capturing devices without the verbal consent of the Exhibitor will have the equipment confiscated and/or stored at the expense of the violator and/or have their badge confiscated and be ejected from the Show at the sole and absolute discretion of the ATA.

The ATA reserves the sole right to use any photographs, blogs, writings, web copy, video tape, depictions, graphics, rendering, recordings, electronic images or publicity material received by or obtained by the ATA or the Press attending the Event, for whatever use deemed proper by the ATA. The ATA retains the exclusive right to include photographic, video and other visual portrayals of attendees, any Exhibitors and any Exhibit Space, in any pictorial medium of any nature whatsoever for the purpose of trade, advertising, sales, publicity and other-wise, without compensation to the Exhibitor, and all rights will be the ATA's sole property, free of any claims of the Exhibitor or any persons deriving any rights or interest from the Exhibitor.

DISCLOSURE OF CONTACT INFORMATION

The ATA collects business contact information (email addresses, telephone and facsimile numbers, as well as physical address) pertaining to its Exhibitors. Any such information provided by an Exhibitor may be disclosed by the ATA to its other Show attendees, Official ATA Show Service Providers, and Partners. By providing business contact information to the ATA, Exhibitors have consented to the use and disclosure of that formation in this manner. If an Exhibitor does not want the ATA to use or disclose business contact information as described herein, do not provide it. The ATA notes that this may result in an Exhibitor being unable to access some or all services.

SPECIAL NEEDS

Any Exhibitor who has special needs which require variance from the above-mentioned guidelines must get prior written approval. Exhibitors should send detailed plans of their proposed display to Eric Dobberfuhr, ATA Sales Manager.

SUBLETTING OF SPACE

Exhibitors may not assign or sublet any part of the space allotted to them and may not advertise or display goods or services other than those sold by them in the regular course of their business.

USE OF SPACE / ACTIVITIES

This is an order-writing Show and the direct sale of goods to attendees is strongly discouraged. If an Exhibitor engages in onsite transactions, the Exhibitor will be responsible for complying with all federal, state and local laws regarding sales taxes and laws that may pertain to such sales. Unless part of the convention program and approved, publicizing and/or maintaining any extraneous activities, including hospitality suites, inducements, demonstration or displays away from the exhibit area during exhibit hours is prohibited. Any group hosting an event at the Convention Center or surrounding hotels and venues in conjunction with the ATA Show must have prior written approval from Eric Dobberfuhr, ATA Sales Manager. The ATA reserves the right to terminate without notice any event not approved in writing.

AMERICANS WITH DISABILITIES ACT

Each Exhibitor must comply with Americans with Disabilities Act (ADA) and modify policies, practices, and procedures, as necessary, to enable individuals with disabilities to participate equally within the confines of their exhibit space. Each Exhibitor shall be responsible for compliance with ADA within its exhibit space, including the provision of auxiliary aids and services as needed.

COPYRIGHT LAW / INTELLECTUAL PROPERTY

Exhibitor hereby represents and warrants to the ATA that Exhibitor owns or validly possesses the right to make, use, perform, sell and/or display ("Use" or "Used") any patented products, copyrighted works, trademarks, service marks, trade names and all other protected property rights (collectively, "Intellectual Property") which may be Used in connection with its activities at the Show and/or at any other ATA sponsored events (collectively, "Events"). Exhibitor further represents and warrants that it owns or validly possesses the right to Use any name, likeness, signature, voice or other impression owned by others at any Events ("Other Property Rights"). In the event a dispute arises at any Events regarding Exhibitor's right to Use any Intellectual Property, ATA, in its sole and absolute discretion, may restrict or terminate such use immediately with Exhibitor's failure or refusal to abide by ATA's determination being conclusively deemed a material breach of these Terms and Conditions. In order to facilitate any attempt by the ATA to resolve any such dispute, Exhibitor is expected have immediate access to written evidence of its ownership

or right to Use the Intellectual Property; provided, however, Exhibitor acknowledges and agrees that the ATA has no obligation whatsoever to monitor or police any Use, that the ATA's exercise of the sole and absolute discretion conferred upon it herein shall be without refund or liability to employees and agents relating to the subject matter addressed herein. To the fullest extent permitted by law, Exhibitor agrees to defend, indemnify and hold harmless ATA, its officers, directors, employees and agents from and against any and all losses, claims, demands and/or damages (including attorney's fees and costs), arising out of or relating to (in any way) the subject matter addressed herein.

Exhibitor of any kind, and that Exhibitor unconditionally agrees not to assert any claim or lawsuit of any kind against the ATA, its officers, directors, employees and agents relating to the subject matter addressed herein. To the fullest extent permitted by law, Exhibitor agrees to defend, indemnify and hold harmless the ATA, its officers, directors, employees and agents from and against any and all losses, claims, demands and/or damages (including attorney's fees and costs), arising out of or relating to (in any way) the subject matter addressed herein. and agrees that the ATA has no obligation whatsoever to monitor or police any use, that the ATA's exercise of the sole and absolute discretion conferred upon it herein shall be without refund or liability to Exhibitor of any kind, and that Exhibitor unconditionally agrees not to assert any claim or lawsuit of any kind against the ATA, its officers, directors, employees and agents relating to the subject matter addressed herein.

ANIMALS

Animals are not permitted in the facility except in conjunction with an approved exhibit or display legitimately requiring the use of animals. Prior approval from Eric Dobberfuhr, ATA Sales Manager, is required and is at the sole discretion of the ATA. Support animals are permitted under the provision of the Americans with Disabilities Act. Any approved animal must be under leash control of its owner.

SMOKING

Smoking is not permitted in the Convention Center unless in designated smoking areas.

DISPLAY OF FIREARMS

Firearms on display by Exhibitors, whose firing pins have been removed, are unloaded and have a trigger lock in place will be permitted on the Show floor or other ATA display areas. All firearms on display must be inspected and tagged as approved by the ATA Show Management or the Official Show Security Vendor.

EXHIBITOR APPOINTED CONTRACTORS ("EAC")

Each Exhibitor Appointed Contractor (EAC), as agent of its respective Exhibitor, must adhere to and will be bound by the Exhibitor Terms & Conditions and Rules & Regulations. Each Exhibitor shall be responsible for ensuring that their EAC has adequate insurance coverage as specified herein. and shall be liable for the conduct of each EAC it appoints or that performs services pursuant to such appointments. The names of any EACs to be used by Exhibitor must be sent to the Official General Service Contractor at least 30 days prior to the first set-up day for the Show. The ATA retains the right, in its sole and absolute discretion, to prohibit or remove any EAC from the Show for non-compliance with The ATA Terms & Conditions or Rules & Regulations and/or for any other reason.

EXHIBITOR NO SHOWS

If Exhibitor, through circumstances beyond its control, is delayed in arrival or set-up, it must notify the Eric Dobberfuhl, ATA Sales Manager at 507-233-8142 or ericdobberfuhl@archerytrade.org of such delay and the specific reasons therefore. Failure to comply with this requirement, as well as the failure to appear at the Show ready to set-up its Exhibit Space by 7:30 a.m. of opening day of the Show may, at the ATA's sole and absolute discretion, result in resale of Exhibit Space without any refund whatsoever.

SALES TAX- ARCHERY & HUNTING SUPERSHOW

If any Exhibitor engages in on-site transactions, the Exhibitor will be responsible for complying with all federal, state and local laws regarding sales taxes and laws that may pertain to such sales. For additional on Indiana sales tax, please reference the Indiana Department of Revenue www.in.gov/dor/i-am-a/business-corp/sales-tax/

TERMINATION OF RIGHT TO EXHIBIT

The ATA reserves the right to terminate without notice an Exhibitor's right to exhibit if an Exhibitor and/or any of its officers, directors, employees, agents, representatives and/or invitees fail to observe the conditions of this agreement, or in the opinion of the ATA and its Board, Dealer Council, or Show Committee,

conduct themselves in an unethical or unprofessional manner. Such Exhibitors will be promptly expelled from the Show without refund. Furthermore, the ATA reserves the right to terminate for convenience (i.e., without any cause whatsoever) an Exhibitor's right to exhibit five days after provision of written notice, provided however, in the event of an exercise of this right, the ATA shall refund all fees and charges paid by the Exhibitor and not earned by the ATA within thirty days of the termination. The ATA may also, or in the alternative, refuse thereafter to enter into any agreement with the same or related Exhibitor to lease booth space at future Shows, conferences or conventions of the ATA. The reservation of or exercise of this right shall be in addition to, and not in lieu of, any other rights or remedies granted under this agreement

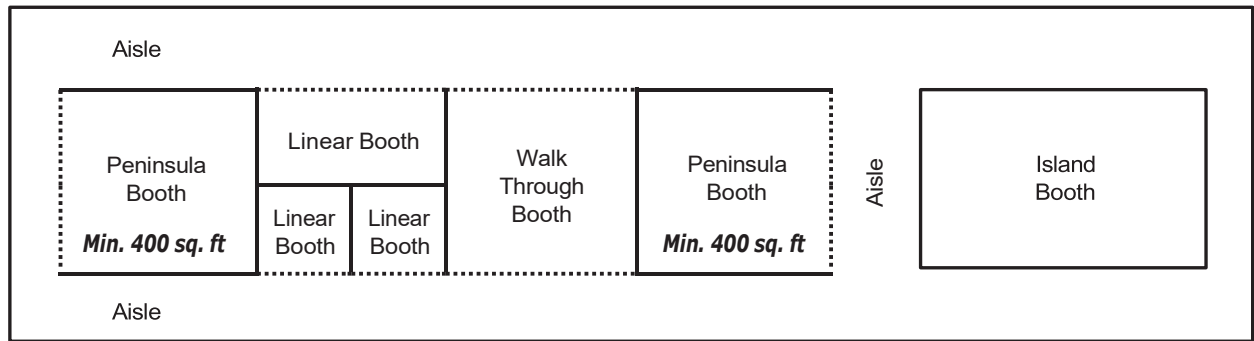
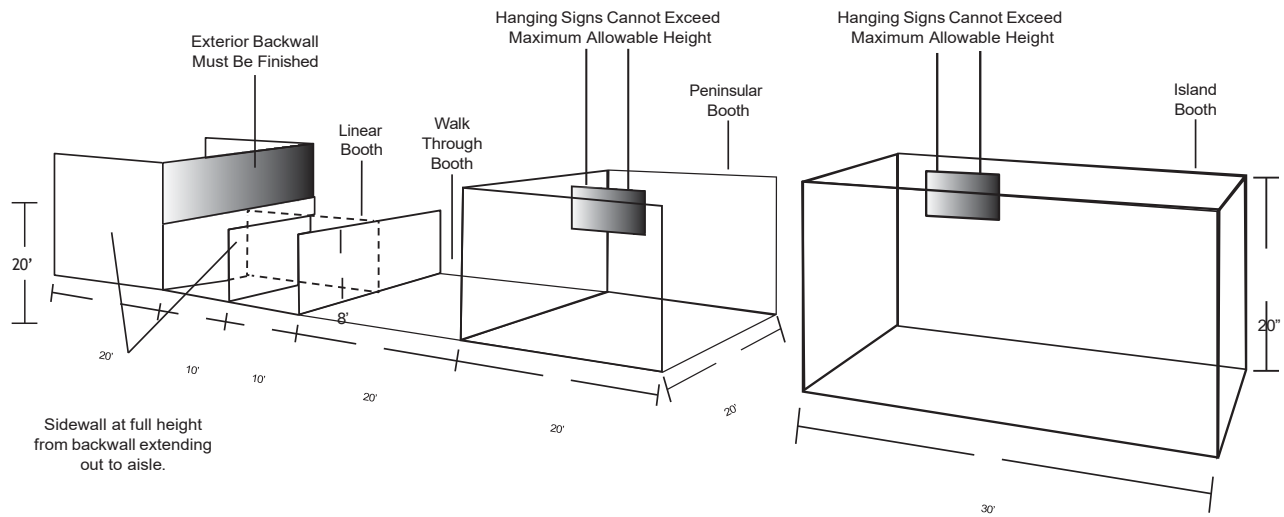
or available under law. In the event the expulsion of an Exhibitor without notice proves to be erroneous, the expulsion shall be deemed to be a termination of the Exhibitor for convenience.

CONVENTION CENTER SPACE AVAILABILITY

If any part of the Exhibit Hall is damaged, or if circumstances make it either impracticable or impossible for the ATA to permit an Exhibitor to occupy the space assigned during a portion or entirety of the period covered, the Exhibitor will be charged for space only for the period space was or could have been occupied by the Exhibitor, and the Exhibitor releases the ATA from any and all claims for damages caused by such action. by the Exhibitor, and the Exhibitor releases the ATA from any and all claims for damages caused by such action.

CONVENTION CENTER POLICIES

In addition to these Terms & Conditions established by the ATA, Exhibitors must comply with all policies and requirements established by the Convention Center. These policies can be found in the Exhibitor Resource Center.



Top View

SHOOTING LANE AGREEMENT

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



SIZE:

Shooting lanes are 10' wide and 30' long and staging area is approximately 10' wide x 8' long. Manufacturers may use the staging area as needed, however the staging area must not interfere with any sight lines in the shooting area. No items of any kind, other than targets used to shoot at, can be placed in front of the designated shooting line.

COST:

For each shooting lane reserved you have been invoiced One Thousand Five Hundred (\$1,500) dollars which will cover all three (4) days of the show. Full Payment is due September 1, 2026.

TARGETS:

Exhibitors must supply targets for their shooting lane(s). Target requirements are as follows:

- * One exhibit staff person to manage the shooting lane.*
- * Two targets per lane.*
- * Each target must be at least 36" X 36" (3D targets must have a solid, uninterrupted shooting space of 36" X 36").*
- * Target bales must stand alone or a stand must be provided.*
- * Targets must be set up by 5:00 PM the day before the show begins.*

LAYOUT:

Each shooting lane includes a minimum of 12' high back-drape and 3' high side rails with draping. Additional netting may be placed at the sole and absolute discretion of ATA show management along the back or sides of the shooting lanes. Each lane will be furnished with a skirted table and 2 chairs. Any additional furnishings will be at the exhibitor's expense. Show management may require netting or other safety measures at the expense of the exhibitor. No items of any kind, other than targets used to shoot at, can be placed in front of the designated shooting line. Any display items, bow racks, table and chairs need to be placed in the designated staging area for each lane. Shooting lanes are available for shooting trials and demos only, all other use is prohibited. Shooting lanes CAN NOT be used for storage, including the space behind the lanes. Empty boxes CAN NOT be stored behind your shooting lanes.

INSURANCE:

Manufacturers are required to provide evidence of a general liability policy prior to move in. The policy must list the Archery Trade Association and the Indiana Convention Center as additional insured. The policy must be in an amount of one million (\$1,000,000) dollars or greater, such amount to be determined by ATA in its sole and absolute discretion.

EXHIBIT RULES:

The ATA Show Exhibitor Terms and Conditions ("Terms and Conditions") govern the shooting lane rentals which are the subject of this contract in the same manner as they govern booth rentals at the ATA Show and are incorporated here by reference. The applicant hereby affirms that it has read and agrees to be bound by the terms of this contract and the Terms and Conditions. The Terms and Conditions can be found on ATA's website at archerytrade.org or contact the ATA business office to have a hard copy sent directly to you.

CLEANING GUIDELINES:

Exhibitors will be required to follow any established health precautions & guidelines, which may include managing traffic and sanitizing demo equipment.

ATA SHOW E-BIKE CONTRACT

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



SIZE:

The e-bike test area is 50' wide and 120' long. Manufacturers will have each a 10' x 10' space to park their bikes within the bike demo area. This space is occupied upto 6 companies max. Please do not occupy this space with other products. This is strictly for demoing bikes!

- Bikes must be inside demo area and cannot be removed during show hours
- If removed, bike must be walked
- I agree it is my sole responsibility to be familiar with the Exhibitor and Sponsorship Terms and Conditions of the ATA. I understand and agree that situations may arise during the demo so as to endanger neither myself nor others. I accept responsibility for the condition and adequacy of my ride equipment.
- If any part of the Exhibit Hall is damaged, or if circumstances make it either impracticable or impossible for the ATA to permit an Exhibitor to occupy the space assigned during a portion or entirety of the period covered, the Exhibitor will be charged for space only for the period space was or could have been occupied by the Exhibitor, and the Exhibitor releases the ATA from any and all claims for damages caused by such action.
- I agree that the ATA is not responsible for any equipment damage or defect of the e-bikes.
- The exhibitor agrees to with consideration all other users of the demoing of e-bikes. Exhibitor Agrees to keep the bike clean and in excellent working condition. If rider breaks any part of the bicycle, ATA is not liable to fix the equipment. Exhibitor agrees to accept all responsibility for failure to perform these maintenance tasks.

INSURANCE:

Manufacturers are required to provide evidence of a general liability policy prior to move in. The policy must list the Archery Trade Association and the Indiana Convention Center as additional insured. The policy must be in an amount of one million (\$1,000,000) dollars or greater, such amount to be determined by ATA in its sole and absolute discretion.

EXHIBIT RULES:

The ATA Show Exhibitor Terms and Conditions ("Terms and Conditions") govern the e-bike test ride area which are the subject of this contract in the same manner as they govern booth rentals at the ATA Show and are incorporated here by reference. The applicant hereby affirms that it has read and agrees to be bound by the terms of this contract and the Terms and Conditions. The Terms and Conditions can be found on ATA's website at archerytrade.org or contact the ATA business office to have a hard copy sent directly to you.

CLEANING GUIDELINES:

Exhibitors will be required to follow any established health precautions & guidelines, which may include managing traffic and sanitizing demo equipment.