

New Product Launch



Criteria:

Products accepted in the New Product Launch Showcase must meet the following:

- Cannot be sold at any level of distribution until January of the show year.
- Can be marketed prior to the show up to 60 days in advance.
- Be submitted and approved by ATA staff.

Products will be researched online and through social media to confirm qualification.

Judging:

Attendees minus manufactures will vote for best in category for their favorite products displayed in this area. Items will be judged based on the following:

- Innovation and Uniqueness – Is there anything like it on the market today?
- Usability and Comfort – Is it intuitive to use and comfortable?
- Durability and Build Quality – Is it well built with quality materials?
- Aesthetic and Appeal – Is it attractive and appealing?
- Compatibility – Does it work seamlessly with today's bows or archers?

Best in Category Awards:

Voting for category winners will begin at 4 p.m. during the New Product Launch Unveiling and Happy Hour on Jan. 6, 2027, and will conclude at 3 p.m. on the first day of the ATA Trade Show, Jan. 7, 2027.

Notification, announcement and awards will occur during the Industry Celebration event at 6 p.m. that evening, Jan. 7, 2027. The winner of each category will then go into a separate area of the New Product Launch Showcase where they will remain to compete for the Best in Show Awards.

Best in Show Awards:

Overall first and second place winners for Best in Show will be voted on by both ATA Trade Show and Supershow attendees.

Voting will begin at the opening of the second day of the ATA Trade Show, at 8:30 a.m., Jan. 8, 2027, and continue through the first day of the Archery & Bowhunting Supershow on Jan. 9, 2027, closing at 4 p.m.

Notification, announcement and awards will occur during the Rushmore Rumble Shoot Off event that evening. Winning products will be identified via special displays in the New Product Launch Showcase for viewing for the rest of the show.

The ATA will work with the first place exhibitor to produce a video highlighting their winning product. This video will be posted on the ATA's social media channels and provided to the winning exhibitor for their own promotional use.

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Criteria	Excellent (5)	Good (4)	Average (3)	Needs Improvement (2)	Poor (1)
Innovation & Uniqueness	The product is highly innovative, offering a unique solution or feature not available in the market.	The product presents a fresh take on an existing idea with some unique features.	The product has some innovative elements but lacks significant differentiation.	The product has minimal innovation, with only slight improvements over existing solutions.	The product lacks any innovative or unique aspects.
Usability & Comfort	Very ergonomic, intuitive to use, enhances user experience	Comfortable and generally easy to use	Usable but may require getting used to	Some discomfort or learning curve	Uncomfortable impractical, or confusing to use
Durability & Build Quality	Extremely well-built, high quality materials, weather resistant	Solid construction, durable under normal use	Acceptable quality, minor concerns	Fragile or shows wear quickly	Poor build, unsafe or easily breaks
Aesthetic & Appeal	Highly attractive, sleek or customizable design	Appealing and modern look	Neutral or average appearance	Outdated or unappealing design	Poor visual design or looks unfinished
Compatibility	Works seamlessly with a wide range of bows or archers	Compatible with most modern set ups	Compatible with some equipment only	Limited compatibility	Not compatible with common archery equipment