

NEW PRODUCT LAUNCH CATEGORIES



Arrow

- Includes any arrow shaft or fletched arrow used in compound, recurve/longbow, or crossbows.

Blinds, Stands and Saddles

- Ground blinds, tree stands, saddles and saddle platforms.

Broadhead

- Any broadhead or broadhead accessory.

Compound Bow

- Any bow which consists of riser, limbs, eccentrics, and string/cable harness system.

Crossbow

- Any bow which consists of a string/cable harness system, limbs, and a trigger mechanism which holds the bow at full draw before firing.

Elevated Hunting Gear

- Accessories that are used by those hunting from an elevated position by way of a tree stand or saddle. This category includes, but is not limited to:
 1. Climbing Sticks
 2. Aiders and Saddle Accessories
 3. Gear pouches and holders
 4. Rope systems
 5. Bow Holders

Hunting Apparel

- Clothing, footwear, and packs used while hunting.

Optics

- Binoculars, rangefinders, scopes, and accessories.

Recurve/Traditional Bow

- Any single string recurve bow, longbow, bow riser, or limbs.

Release

- Mechanical release aid, shooting glove, or finger tab.

Rest

- Arrow rests and rest accessories.

Scents and Lures

- Natural or synthetic scents used to attract game animals or cover human odor. Includes accessories used for scent delivery or storage.

Shop Tools

- Includes tools used in bow and arrow setup and repair such as fletching jigs, bow presses, draw boards, and bow vises.

Sight

- Any sight which mounts to a compound or recurve bow. Includes sight accessories such as pins, lenses, and lights.

Stabilizer

- Stabilizer bars, weights, and mounting brackets.

Target

- Includes all archery targets, target faces, stands, and other target accessories.

Wildlife Management

- Includes wildlife attractants, minerals, and feeds (including food plot seed and accessories). Also includes wildlife monitoring devices such as game cameras and accessories.