

# Schedule of Events

January 11-13, 2024  
America's Center St. Louis, MO

20



24

## ATA Show Hours

1.11.24	Thursday	8:30am-6:00pm
1.12.24	Friday	8:30am-6:00pm
1.13.24	Saturday	8:30am-4:00pm

## Registration Hours

### Washington & Plaza Lobbies

1.10.24	Wednesday	7:00am-8:00pm
1.11.24	Thursday	7:00am-6:00pm
1.12.24	Friday	7:00am-6:00pm
1.13.24	Saturday	7:00am-1:00pm

## Exhibitor Set-up

### Exhibit Halls 1-5

1.9.24	Tuesday	8:00am-8:00pm
1.10.24	Wednesday	8:00am-8:00pm
1.11.24	Thursday	6:30am-8:30am
1.12.24	Friday	6:30am-8:30am
1.13.24	Saturday	6:30am-8:30am

## Exhibitor Move Out

### Exhibit Halls 1-5

1.13.24	Saturday	4:00pm-11:00pm
1.14.24	Sunday	8:00am-4:00pm

## 1.9.24

### TUESDAY

8:00am-8:00pm	Exhibitor Set-up	Exhibit Halls 1-5
10:00am-5:00pm	ARRO Hot Show Exhibitor Set-up	Rooms 100-106
6:00pm-9:00pm	ARRO 40th Anniversary Celebration, must be an ARRO member to attend!	Rooms 230-232

## 1.10.24

### WEDNESDAY

7:00am-8:00pm	Registration	Washington & Plaza Lobbies
8:00am-8:00pm	Exhibitor Set-up	Exhibit Halls 1-5
8:00am-6:00pm	Featured Products Exhibitor Product Drop-Off	Exhibit Hall
8:00am-8:00pm	Innovation Zone Exhibitor Set-up	Exhibit Hall 5
8:00am-5:00pm	ARRO Hot Show	Rooms 100-106
8:00am-5:00pm	Bow Technician Certification Practical	Rooms 115-116
10:00am-4:00pm	New Product Launch Drop-Off	
5:30pm	International Reception	Room 230
6:00pm	Outtech Innovations	America's Ballroom

## **1.11.24**

### **THURSDAY**

6:30am-8:30am	Exhibitor Set-up	Exhibit Halls 1-5
7:00am-6:00pm	Registration	Washington & Plaza Lobbies
7:30am-6:00pm	Press Room Open	Rooms 111 & 113
8:30am-6:00pm	ATA Show Hours	Exhibit Halls 1-5
11:00am-11:30am	Coffee Talk: Oliver Fischer & Kelsey Burkhart/Peak Strategic	Member Area
1:00pm-2:45pm	Level 1 Instructor Certification	Room 123
1:00pm-1:30pm	Coffee Talk: Will Moulton & Kent Colgrove/ARRO	Member Area
1:00pm-4:00pm	Level 2 Instructor Certification	Room 123
2:00pm-3:00pm	NABA Retail Member Meeting	Ferrara Theatre
2:00pm-2:30pm	Coffee Talk: Dan Forster/ATA	Member Area
3:00pm-3:30pm	Coffee Talk: Chris James & Barry Sutton/Marsh McClennan Agency	Member Area
3:00pm-6:00pm	Archery and Outdoor Alliance Show	Rooms 100-106
4:00pm-4:30pm	Coffee Talk: Lynda LeCompte / X10 Archery	Member Area
6:00pm	ATA's Industry Celebration, presented by Mossy Oak	America's Ballroom

## **1.12.24**

### **FRIDAY**

6:30am-8:30am	Exhibitor Set-up	Exhibit Halls 1-5
7:00am-9:00am	Target the Heart Breakfast	Rooms 230-232
7:00am-6:00pm	Registration	Washington & Plaza Lobbies
7:00am-8:00am	Masterclass: Randy Walk	Room 124
7:00am-8:00am	Masterclass: Travis "T-Bone" Turner/Last Chance Archery	Room 123
7:30am-6:00pm	Press Room Open	Rooms 111 & 113
8:00am-9:00am	Masterclass: Jeff Greer/Music City Archery	Room 123
8:00am-9:00am	Masterclass: Oliver Fischer & Kelsey Burkhart/Peak Strategic	Room 124
8:00am-1:00pm	Level 3 Instructor Certification	Room 123
8:30am-6:00pm	ATA Show Hours	Exhibit Halls 1-5
9:00am-11:45am	Level 1 Instructor Certification	Room 123
11:00am-11:30am	Coffee Talk: Randy Phillips and Kelly Kelly / NABA	Member Area
12:00pm-12:30pm	Coffee Talk: Steve Baird & Tyler Thompson/Greenburg Traurig	Member Area
1:00pm-1:30pm	Coffee Talk: Jeff Poole and ATA Board Members/ATA	Member Area
1:00pm-4:00pm	Level 2 Instructor Certification	Room 123
2:00pm-2:30pm	Coffee Talk: USAA	Member Area
3:00pm-3:30pm	Coffee Talk: Tom Decker/USFWS	Member Area
4:00pm-4:30pm	Coffee Talk: Peter Godlewski / Rungu Dualie E-Bikes	Member Area
7:00pm-10:00pm	Badlands Film Festival	Ferrera Theatre

## **1.13.24**

### **SATURDAY**

6:30am-8:30am	Exhibitor Set-up	Exhibit Halls 1-5
7:00am-1:00pm	Registration	Washington & Plaza Lobbies
7:00am-8:00am	Masterclass: George Ryals IV/Last Chance Archery	Room 124
7:30am-4:00pm	Press Room Open	Room 111 & 113
8:00am-9:00am	Masterclass: USA Archery	Room 123
8:00am-9:00am	Masterclass: EJ Saunders/Blaze Digital Solutions	Room 124
8:00am-1:00pm	Level 3 Instructor Certification	Room 123
8:30am-4:00pm	ATA Show Hours	Exhibit Halls 1-5
9:00am-12:00pm	Level 2 Instructor Certification	Room 123
10:00am-10:30am	Coffee Talk: Jonathan Fassnacht / Dominion eCom	Member Area
11:00am-11:30am	Coffee Talk: George Ryals / Last Chance Archery	Member Area
12:00pm-12:30pm	Coffee Talk: Keith Jabben/Precision Design Products	Member Area
1:00pm-1:30pm	Coffee Talk: James Blankenbeckler/RT Insurance	Member Area
3:30pm-5:00pm	Featured Products Exhibitor Product Pick-Up	Exhibit Hall
4:00pm-11:00pm	Exhibitor Move Out	Exhibit Halls 1-5

## **1.14.24**

### **SUNDAY**

8:00am-4:00pm	Exhibitor Move out	Exhibit Halls 1-5
---------------	--------------------	-------------------