



Schedule of Events

(as of December 31, 2024)

ATA Show Hours (Indiana Convention Center)

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| Wednesday, January 8 | 8:30am – 6:00pm |
| Thursday, January 9 | 8:30am – 6:00pm |
| Friday, January 10 | 8:30am – 3:00pm |

Registration Hours (Hoosier Lobby)

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| Tuesday, January 7 | 7:00am – 6:00pm |
| Wednesday, January 8 | 7:00am – 6:00pm |
| Thursday, January 9 | 7:00am – 6:00pm |
| Friday, January 10 | 7:00am – 1:00pm |

Exhibitor Set-Up (Halls F-K)

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| Monday, January 6 | 7:30am – 8:00pm |
| Tuesday, January 7 | 7:30am – 8:00pm |
| Wednesday, January 8 | 7:00am – 8:30am |
| Thursday, January 9 | 7:00am – 8:30am |
| Friday, January 10 | 7:00am – 8:30am |

Exhibitor Move-Out (Halls F-K)

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| Friday, January 10 | 3:00pm – 11:00pm |
| Saturday, January 11 | 8:00am – 4:00pm |

***Indicates a separate registration is required**

***Archery & Bowhunting Summit education programming (separate registration)**

Morning Seminar Sessions – included in your registration

Monday, January 6, 2025

11:00am – 6:00pm ARRO Hot Show Exhibitor Set-Up

Tuesday, January 7, 2025

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| 8:00am – 12:00pm | Bow Technician Certification Practicals* |
| 8:00am – 6:00pm | Featured Products Drop Off (Exhibitors) |
| 8:00am – 8:00pm | Innovation Zone Exhibitor Set-Up |
| 9:00am – 4:30pm | ARRO Hot Show |
| 10:00am – 4:00pm | New Product Launch Drop Off |
| 1:00pm – 5:00pm | Bow Technician Certification Practicals* |
| 4:00pm – 6:00pm | New Product Launch Unveiling and Happy Hour |

Wednesday, January 8, 2025

7:30am – 8:30am **Morning Seminar Session:** George Ryals IV / Last Chance Archery — The Magic Key to Archery Consistency: Part 1: Form for Consistency

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| 7:30am – 8:30am | Morning Seminar Session: Tommy Floyd / NASP – NASP: Growing the Sport of Archery |
| 7:30am – 8:30am | Morning Seminar Session: Steven Shipe / Barnes & Thornburg LLP – The Intellectual Property Life Cycle: Patents Creation to Enforcement |
| 7:30am – 8:30am | Morning Seminar Session: Hank Yacek / GearFire -Driving Sales with Smart Retail: Leveraging Data, Vendor Partnerships and BOPIS Strategies |
| 7:30am – 8:30am | Morning Seminar Session: Randy Groff/FL Outdoors -Precision Arrow Building - TAC Vanes & Swhacker Q&A |
| 7:30am – 8:30am | Morning Seminar Session: Aaron Ritter/Latitude Outdoors - The Modern Tree Saddle: Selling Safety in Your Store |
| 8:00am – 12:00pm | Bow Technician Certification Practicals* |
| 8:30am – 6:00pm | ATA Show Hours |
| 10:00am – 10:30am | Seize the Opportunity: LA 2028 Summer Olympic Preparedness * |
| 10:30am – 11:00am | Take a Closer Look: Exploring Archery and Participation Research * |
| 11:00am – 11:30am | Trends in Bowhunting Participation – A Discussion of State Perspectives * |
| 11:00am – 11:30am | Coffee Talk: Nicole Nash / ATA — Make the Most of ATA’s Business Resources |
| 11:30am – 12:00pm | Introducing Texas Parks Department's Innovative Mobile Archery Range: An Out of the Box All-Encompassing Command Unit/Trailer * |
| 12:00pm – 12:30pm | Coffee Talk: Chris Tabone / Celerant — Using Data for Smart Business Decisions |
| 1:00pm – 1:30pm | Coffee Talk: Aaron Ritter / Latitude Outdoors – Modern Tree Saddle Safety |
| 1:00pm – 2:45pm | USA Archery Level 1 Instructor Certification* |
| 1:00pm – 5:00pm | Bow Technician Certification Practicals * |
| 2:00pm – 2:30pm | Easing Navigation on State Agency Websites * |
| 2:00pm – 2:30pm | Coffee Talk: ATA / Dan Forster & State Agency Directors – How do States Spend Archery Federal Excise Tax Dollars? |
| 2:30pm – 3:00pm | Collaboration is key: how shops and states can work together* |
| 3:00pm – 3:30pm | Coffee Talk: Industry Leader Q&A |
| 3:30pm – 4:00pm | What is FET and how Does Everyone Contribute? * |
| 4:00pm – 4:30pm | Where do FET Expenditures Go? * |
| 4:30pm – 5:00pm | Hunt Michigan Collaborative- The Solution to Grow Hunter Participation* |
| 6:00pm – 9:00pm | ATA’s Industry Celebration Event, <i>presented by Mossy Oak</i> with American Country Singer: Tyler Farr , <i>presented by: Buck Commander, Buk Ops, and Barnett Crossbows!</i> |

Thursday, January 9, 2025

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| 6:30am – 8:15am | Target the Heart Breakfast - https://www.targettheheart.com/ |
| 7:30am – 8:30am | Morning Seminar Session: George Ryals IV / Last Chance Archery — The Magic Key to Archery Consistency: Part 2: Tuning for Consistency |

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| 7:30am – 8:30am | Morning Seminar Session: Mike Meiran / Pnuma Outdoors — Selling Hunting Clothing: Strategies for Success |
| 7:30am – 8:30am | Morning Seminar Session: Celerant — Using POS Data to Manage Inventory |
| 7:30am – 8:30am | Morning Seminar Session: Keith Arnold and Randy Wood / TenPoint Crossbows – How to Maximize YOUR Sales to Crossbow Consumers |
| 8:00am – 12:00pm | Bow Technician Certification Practicals* |
| 8:00am – 1:00pm | USA Archery Level 3 Instructor Certification (<i>requires Level 1/ 2 completion</i>) * |
| 8:30am – 6:00pm | ATA Show Hours |
| 9:00am – 11:45am | USA Archery Level 1 Instructor Certification* |
| 10:00am – 10:30am | Coffee Talk: Aaron Scheer & Kasey Bruce / Centershot – Centershot Blue: Reaching Veterans and First Responders |
| 11:00am – 11:30am | Coffee Talk: Will Moulton & Deb Colgrove / ARRO – Not in a Buy Group? Why Not? |
| 11:00am – 11:30am | Get on the Same Page: Understanding the Importance of New Technology and State Regulations * |
| 11:30am – 12:00pm | Unlocking Excitement in Archery and Bowhunting Through Innovative Programming * |
| 12:00pm – 12:30pm | Coffee Talk: Steven Shipe / Barnes & Thornburg — First Steps to Handle an IP Infringement |
| 1:00pm – 1:30pm | Coffee Talk: Chris James / FeraDyne – Bowfishing: How to Create a Second Archery Season |
| 1:00pm – 2:00pm | Panel Discussion: Exploring Archery Programming Options * |
| 1:00pm – 4:00pm | USA Archery Level 2 Instructor Certification* |
| 1:00pm – 5:00pm | Bow Technician Certification Practicals* |
| 2:00pm – 2:30pm | Engage in Archery with Centershot BLUE to Cultivate Trust, Enhance Wellness, and Strengthen Community Bonds* |
| 2:00pm – 2:30pm | Coffee Talk: Eric Griggs and Destany Trent / GAS Bowstrings – Maximizing Your Bowstring Focused Profit Center in 5 Easy Steps |
| 2:30pm – 3:00pm | On Target for Change: Shaping the Future of Hunting and Shooting Sports * |
| 3:00pm – 3:30pm | Coffee Talk: Dan Forster / ATA/US Fish & Wildlife Service – Federal Excise Tax Slippage – A Solution on the Horizon! |
| 3:30pm – 4:00pm | Adaptive Archery: Unite and Empower your Community* |
| 4:00pm – 4:30pm | Coffee Talk: Charles “Swanny” Evans/US Fish & Wildlife Service - The Status of Hunting & Archery Target Shooting from the 2022 National Survey |
| 4:00pm – 4:30pm | Why Hunt for Good? The Perspective of a National Marketing Campaign Rollout for Hunter Advocacy* |
| 4:30pm – 5:00pm | Make Your Shop the Go-To Destination for Youth Archers by Getting Your Name on the Map! * |

Friday, January 10, 2025

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| 7:30am – 8:30am | Morning Seminar Session: Eric Griggs & Cody Hall / GAS Bowstrings — All Things Bowstrings - A Deep Dive into Bowstring Fibers & Construction |
| 7:30am – 8:30am | Morning Seminar Session: Randy Walk / Former President, Hoyt Archery — Growing a Culture of Innovation |
| 7:30am – 8:30am | Morning Seminar Session: Jeff DeRegnaucourt / RT Insurance — Patents, Cyber Threats and Retail – Preventing Loss in Your Archery Business |
| 8:00am – 12:00pm | Bow Technician Certification Practicals* |
| 8:00am – 1:00pm | USA Archery Level 3 Instructor Certification* |
| 8:30am – 3:00pm | ATA Show Hours |
| 9:00am – 9:30am | Should I Build an Archery Range Here? Discover How to Identify Ideal Locations to Maximize Foot Traffic and Usage* |
| 9:00am – 12:00pm | USA Archery Level 2 Instructor Certification* |
| 9:30am – 10:00am | Expanding Archery-Focused Projects with Innovative Funding Concepts * |
| 10:00am – 10:30am | Coffee Talk: Wayne Piersol / Archery Only – Better Range Profitability with Corporate Events and Equipment Rentals |
| 10:00am – 10:30am | Unlocking Your Project’s Full Potential: The Power of Match Funds and In-Kind Grants * |
| 10:30am – 11:00am | What Type of Archery Range Can Truly Enhance my Community? * |
| 11:00am – 11:30am | Coffee Talk: Dirk Durnham / Phelps Game Balls – Elk Calling Tips and Tricks |
| 11:00am – 12:00pm | You’ve Arrived at the Starting Point for Range Development! * |
| 12:00pm – 12:30pm | Coffee Talk: Casey Christman / The American Archer – Year-Round Whitetails |
| 1:00pm – 1:30pm | Coffee Talk: Kurt Smith / ATA — ATA Bow Technician Certification Q&A |
| 3:00pm – 5:00pm | Featured Products Pick-up (Exhibitors) |
| 3:00pm – 5:00pm | New Product Launch Pick-up (Exhibitors) |