

# BIG BUCK TAGS

## ATA TRADE SHOW DISCOUNT PROGRAM

Attract retailers and enforce your brand. Promote a Show Special or Giveaway with a Big Buck Tag coupon in the Exhibitor Show Special Guide. Coupons must be brought to your booth for redemption. This is a low-cost, high value sponsorship specifically targeted at retailers.

### **NEW FOR 2022!**

Big Buck Tag coupons will be included in the printed Exhibitor Show Special Guide. The Exhibitor Show Special Guide will be mailed to every retail member prior to the Trade Show.

By purchasing a Show Special coupon, you can increase your exposure to retailers. The ATA will include a Show Special icon next to your company's name in the mobile app, show floor map and online floorplan at no additional charge when you purchase a Show Special coupon.

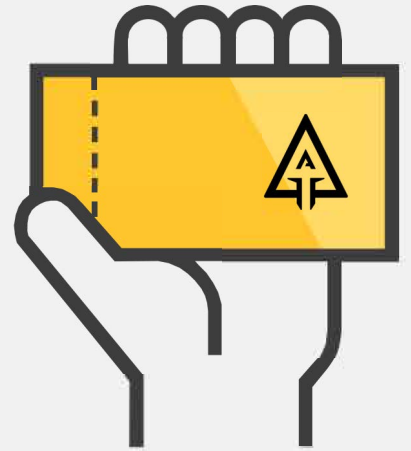
**Cost:** \$100 per coupon

Exhibitors can include (purchase) multiple coupons.

Deadline to purchase coupons is Monday, Nov. 1.

### **DISTRIBUTION**

Exhibitor Show Special Guides (which include the Big Buck Tag coupons) will be mailed to every retail member prior to the start of the 2022 ATA Trade Show. Additional copies will be available on-site.



## **SIGN UP NOW!**

Click here to log in to your **MyATA** account and purchase your Big Buck Tag coupons.

## **QUESTIONS?**

Contact Sarah Haala  
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