

Schedule of Events

January 7-9, 2022

Kentucky Exposition Center- Louisville, Kentucky

20



22

ATA Show Hours

1.7.22	Friday	8:30am-6:00pm *Buyer Day
1.8.22	Saturday	8:30am-6:00pm
1.9.22	Sunday	8:30am-4:00pm

Registration Hours

South Wing Lobby A

1.5.22	Wednesday	7:00am-7:00pm
1.6.22	Thursday	7:00am-8:00pm
1.7.22	Friday	7:00am-6:00pm
1.8.22	Saturday	7:00am-6:00pm
1.9.22	Sunday	7:00am-1:00pm

Exhibitor Set-Up

North Wing and South Wing A & B

1.5.22	Wednesday	8:00am-8:00pm
1.6.22	Thursday	8:00am-8:00pm
1.7.22	Friday	6:30am-8:30am
1.8.22	Saturday	6:30am-8:30am
1.9.22	Sunday	6:30am-8:30am

Exhibitor Move Out

North Wing and South Wing A & B

1.9.22	Sunday	4:00pm-11:00pm
1.10.22	Monday	8:00am-4:00pm

* Only those with a Buyer Badge or Exhibitor Badge will have access to the Exhibit Hall on January 7.

1.5.22

WEDNESDAY

7:00am-7:00pm	Registration	South Wing Lobby A
8:00am-8:00pm	Exhibitor Setup	North Wing & South Wing A & B
2:00pm-7:30pm	A.R.R.O. Hot Show Exhibitor Setup	South Wing C

1.6.22

THURSDAY

7:00am-8:00pm	Registration	South Wing Lobby A C101 and C104
8:00am-6:30pm	Archery Industry Masterclass Series	North Wing & South Wing A & B
8:00am-8:00pm	Exhibitor Set Up	East Hall A& B
8:00am-8:00pm	Featured Products Exhibitor Product Drop-Off	South Wing B
8:00am-6:30pm	Innovation Zone Exhibitor Setup Masterclass	South Wing C
8:00am-5:00pm	A.R.R.O. Hot Show	VIP Office Suite
1:00pm-2:00pm	Technical Advisory Team Meeting	South Wing C
5:00pm-6:00pm	A.R.R.O. Annual Member Meeting International	NW202
5:30pm-6:30pm	Welcome Reception	North Wing Lobby
6:30pm	Outtech Innovations	

1.7.22

FRIDAY

6:30am-8:30am	Exhibitor Setup	North Wing & South Wing A & B
7:00am-6:00pm	Registration	South Wing Lobby A
7:30am-6:00pm	Press Room Open	B100
8:00am-12:00p	Level 3 Instructor Certification	EH2 and Shooting Lanes in MyATA Area
8:30am-6:00pm	ATA Show Hours *Buyer Day	North Wing & South Wing A & B
8:30am-6:00pm	Archery and Outdoor Alliance	Booth 1701
1:00pm-2:45pm	Level 1 Instructor Certification	EH2 and Shooting Lanes in MyATA Area
2:30pm-3:00pm	Coffee Talk: FIBER 101: A Deep Dive into Fiber Terminology, Performance and Bowstring Application	MyATA Area
4:30pm-6:00pm	ATA Media Summit	C108
6:00pm	Connections: An ATA Happy Hour Presented by Outdoor Sportsman Group	Freedom Hall

1.8.22

SATURDAY

6:30am-8:30am	Exhibitor Setup	North Wing & South Wing A & B
7:00am-6:00pm	Registration	South Wing Lobby A
7:30am-6:00pm	Press Room Open	B100
8:00am-9:15am	Seminars	C101 - C109
8:00am-12:00pm	Level 3 Instructor Certification	EH2 and Shooting Lanes in MyATA Area
8:30am-6:00pm	ATA Show Hours	North Wing & South Wing A & B
9:00am-11:45pm	Level 1 Instructor Certification	EH2 and Shooting Lanes in MyATA Area
10:00am-10:30pm	Coffee Talk: Archery for Youth & Their Families	MyATA Area
11:30am-12:00pm	Coffee Talk: Get Paid On Time: How to Grant Credit Wisely	MyATA Area
1:00pm-1:30pm	Coffee Talk: How Behaviors Affect the Customer Experience	MyATA Area
1:00pm-4:00pm	Level 2 Instructor Certification	EH2 and Shooting Lanes in MyATA Area
2:30pm-3:00pm	Coffee Talk: Intellectual Property Enforcement: What To Do if You Receive a Cease & Desist Letter	MyATA Area
3:00pm-5:00pm	"On the Line" Live Podcast with Levi Morgan	Room C105
4:00pm-4:30pm	Coffee Talk: Long-Range Bowhunting Badlands	MyATA Area
7:00pm	Film Festival Presented by Garmin	The Brown Theatre 315 W. Broadway, Louisville, KY

1.9.22

SUNDAY

6:30am-8:30am	Exhibitor Setup	North Wing & South Wing A & B
7:00am-1:00pm	Registration	South Wing Lobby A
7:30am-4:00pm	Press Room Open	B100
8:00am-9:15am	Seminars	C101 - C109
8:30am-4:00pm	ATA Show Hours	North Wing & South Wing A & B
9:00am-12:00pm	Archery Instructor Certification: Level 2	EH2 and Shooting Lanes in MyATA Area
10:00am-10:30am	Coffee Talk: Avoiding Target Panic	MyATA Area
11:30am-12:00pm	Coffee Talk: Emerging Media and Multicultural Marketing	MyATA Area
1:00pm-1:30pm	Coffee Talk: Federal Excise Tax Resources for Your Business	MyATA Area
2:30pm-3:00pm	Coffee Talk: Effective Trademark Strategies for Brand Owners	MyATA Area
3:30pm-5:00pm	Featured Products Exhibitor Product Pickup	East Hall A & B
4:00pm-11:00pm	Exhibitor Move Out	North Wing and South Wing A & B

1.10.22

MONDAY

Exhibitor Move Out	North Wing & South Wing A & B
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