



# ATA <sup>2024</sup> SHOW

ST. LOUIS, MISSOURI



Jan. 11-13 | America's Center

## THE INDUSTRY'S EVENT

The ATA Show is the place the industry comes together to see new products, make new contacts, add new accounts and network, all under one roof. Put yourself, and your products, in front of hundreds of dealers.



Attendance was up **21%** at the 2023 Show compared to 2022.

### 2024 BOOTH RATES

**\$2,000**

Manufacturer, Distributor, Media, Supporting or Outfitter Members  
\$20/sq. ft.  
A minimum of 10'x10' booth

**\$1,500**

Shooting Lane  
**Must reserve booth in order to reserve shooting lane**

**\$1,000**

Innovation Zone  
Perfect for new companies with a new idea

### NEW FOR 2024: Receive a 50% DISCOUNT on upgraded booth space!

- MEET WITH YOUR CUSTOMERS FACE-TO-FACE AND ATTRACT NEW, QUALIFIED BUYERS
- MAKE SALES AND WRITE ORDERS FOR THE COMING YEAR
- VIEW THE INDUSTRY'S LATEST INNOVATIONS IN PRODUCTS, GEAR AND EQUIPMENT
- NETWORK WITH INDUSTRY COLLEAGUES
- TAKE ADVANTAGE OF MEDIA OPPORTUNITIES
- ATTEND EDUCATIONAL EVENTS AND SEMINARS



**RESERVE YOUR SPACE TODAY.**

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For information regarding exhibitor timelines, cancellation terms and conditions and sponsorship opportunities, visit [ATASHOW.COM](http://ATASHOW.COM).