



2007 EXHIBITOR APPLICATION & CONTRACT

The ATA Trade Show is open to manufacturers, distributors, retailers and other service companies directly involved in the archery and hunting and outdoor industries. No other companies will be allowed to exhibit.

In order to reserve booth space you must pay a 20% deposit due at the time of selection. The balance is due by September 1, 2006.

COMPANY INFORMATION

ATA ID#: _____
 Company Name: _____
 Address: _____
 City: _____
 State: _____ Zip: _____
 Phone: _____
 Fax: _____
 Web Site: _____

TRADE SHOW CONTACT

Name: _____
 Phone: _____
 Fax: _____
 Email: _____

SPACE REQUIREMENTS / PRICING

Minimum booth size is a 10' X 10' (space is sold in 10' increments). Space is contracted at \$17 per square foot for ATA Regular members*, \$19 per square foot for ATA Basic members*, and \$21 per square foot for non-members. Sample rates are below:

Booth Size	Regular	Basic	Nonmember
10x10	\$1700	\$1900	\$2100
10x20	\$3400	\$3800	\$4200
10x30	\$5100	\$5700	\$6300
20x20	\$6800	\$7600	\$8400

*To qualify for ATA member rates, your ATA membership must be current.

Requested Booth Number: _____
 Booth Size: _____ X _____ = _____ square feet
 + Additional Aisle Space: _____ square feet
TOTAL = _____ square feet

An ATA representative will contact you if the above space is not available. If it is not, or if you leave the above info blank, you will be contacted to select an alternative space. You can view available booth space on our website at www.archerytrade.org. This site is updated periodically but is not necessarily current. Please check with the ATA office to verify available booth space.

ATA reserves the right to modify the floor plan to accommodate space sales or relocate exhibitors to avoid conflict, as necessary. In all instances, ATA reserves the right to determine final placement of the exhibitor.

BOOTH CANCELLATION / SPACE REDUCTION POLICY

Cancellation of all or a portion of any exhibit space must be in writing. The date of cancellation or space reduction shall be the date ATA receives the written notice.

DATES <i>If written notice is received:</i>	CANCEL <i>Exhibitor shall be liable for:</i>	DOWNSIZE <i>Exhibitor shall be liable for:</i>
PRIOR TO: Oct. 1, 2006	20% <i>(of booth total)</i>	20% <i>(of cost of space downsized)</i>
ON OR AFTER: Oct. 1, 2006 UP TO: Oct. 31, 2006	50% <i>(of booth total)</i>	50% <i>(of cost of space downsized)</i>
ON OR AFTER: Nov. 1, 2006 UP TO: Jan. 4, 2007	100%*	100%*
ON OR AFTER: Jan. 5, 2007	100%	100%

**Please note that cancellations received from Nov. 1st, 2006 through Jan. 4th, 2007 will be eligible to receive a 20% credit on their next year's booth space. The credit must be used the following year and can ONLY be used for booth space. There are no refunds or credits for cancellations received on or after January 5th, 2007.*

The Exhibit Rules and Regulations ("Regulations") governing the rental and exhibit space are incorporated into this contract by reference. They are located at www.archerytrade.org under trade show, or contact the ATA office to have a copy sent directly to you. The undersigned hereby affirms that it has read and agrees to be bound by the terms of this application and contract and these regulations.

Exhibitor Signature: _____ Date: _____

ATA Signature: _____ Date: _____

PAYMENT

All applications must be sent with 20% deposit. Remaining balance due by September 1, 2006. Send (Check, Money Order or Credit Card) to:

Archery Trade Association
 860 E. 4500 S., Suite 310 • Salt Lake City, UT 84107
 Ph: 866-266-2776 x1 or 801-261-2380 • Fax: 801-261-2389

Payment by credit card:

Type: VISA MC AMEX DISCOVER

CC#: _____

Expiration Date: _____ Amount Charged: \$ _____

Name On Card: _____

Signature: _____