

QUESTIONS & ANSWERS

What Are The Advantage to Joining The NABA?

- We buy at approximately a net 13% discount over other dealers.
- You establish a closer relationship with manufacturers.
- You can do most of your buying at the show under favorable conditions.
- NABA members, as a large group of businesses, get better pricing.
- By buying at a discount, that savings can go into your, the dealer's, pocket.
- You have a better competitive edge over large box stores and other competitors.

How Many Manufacturers Participate With The NABA?

There are currently over 200 top manufacturers that participate with us at the NABA Reno Trade Show and the ATA Trade Show.

How Long Has The NABA Been Established?

We were formed in 1995 in the Northwest by archery retailers wishing to increase their profit margins. We have grown into an international buy group with over 320 retail shops in the United States and Canada.

What Is My Cost To Join The NABA?

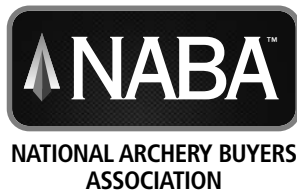
Your annual dues are \$200. At the NABA Reno Trade Show you receive two tickets to the annual banquet—a \$70 value. Your net cost is \$130. If you do \$200,000 in business you will save approximately \$25,920, which more than offsets your cost of your annual dues.

What Are My Dues Used For?

For the administration of the association.

Where Will The NABA Trade Show Be?

- The NABA Trade Show is in Reno, Nevada.
- The NABA Trade Show is February 16-18, 2012.
- The NABA Trade Show is located at the Reno-Sparks Convention Center—Hall 5.
- Attended by NABA member dealers only.
- Attendees may reserve a room at the adjacent Atlantis Casino Resort & Spa. *Mention the National Archery Buyers Association for a discount on room rates.*



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Where Will The ATA Trade Show Be?

The buying will take place on the floor of the ATA Trade Show in Columbus, Ohio. The ATA Trade Show is January 10-12, 2012. This is the seventh year for the ATA Trade Show.

Do We Have To Attend Both Shows?

No you don't. You may select either show, but you must select one to attend in order to maintain your membership in the NABA. You are welcome to attend both shows. In order to complete the attendance requirement, an authorized store representative **MUST** check-in with the NABA registration desk at the NABA Trade Show in Reno, or if attending the ATA Trade show, the designated NABA booth.

Where Can I Get More Information About The NABA?

For more information, visit our website at www.naba-archery.com.