



SHOT Show Space Selection Memorandum

Dear SHOT Show Exhibitor,

This packet includes important information about your exhibitor participation in the Space Selection Meeting for exhibit space in the 2011 SHOT Show. The 2011 Show will be held January 18-21, at the Sands Expo & Convention Center in Las Vegas, NV.

PLEASE BE SURE TO READ THIS INFORMATION CAREFULLY.

The 2011 Space Selection Meeting will take place on Monday, January 18, 2010 from 8:00am to 5:00pm, at the Sands Expo & Convention Center in Las Vegas, NV.

Room Locations: (3 separate rooms)

- General Shooting and Hunting-Lido room 3103
- Law Enforcement and Tactical-Lido room 3101B
- Firearms, Outdoorwear and Outfitters Post-Lido room 3105

1. Please refer to www.shotshow.org/spacedraw for the priority list which has the time and segment in which your company is scheduled to select space (segment change requests or a second selection in a different segment must be received before January 7, 2010). Also **Please also refer to the spacedraw page on the SHOT website for 2011 travel accommodation, additional advertising opportunities and the revised display rules and regulations document.**
2. **Floorplan.** The 2011 floor plan has been drawn in a 10' x 10' grid format. Some wider booths have been added to accommodate the requests of exhibitors in need of larger space.
3. It is permissible to combine smaller booths on the floor to create a larger booth for your company.
4. **Corner booths** (1 corner) must be equal to or exceed 200 square feet.
5. **Peninsula booths** (2 corners) must be equal to or exceed 400 square feet.
6. **Island booths.** If you require an island (4 open sides, 4 corners), you can create one by purchasing adjacent booths and leaving some of them clear for aisles (booths of 400 nsf or larger).
7. **Exhibit Space Rates.** The rate for standard exhibit space in the 2011 event will be \$26 per square foot. (100 sq/ft. minimum) NSSF voting members will be \$22.75 per square foot. Voting members pay on a formula based on the average gross sales for the preceding three years, on products used in the shooting sports. Quarterly payments are made to an independent accounting firm. A voting member shall be those members who manufacture, import, wholesale, distribute, retail, or are manufacture representatives of firearms, and other products relating to the shooting sports. Also included are publishers, public relation firms, as well as non-profit associations that have an interest in the shooting sports. Membership begins upon acceptance of the application by the NSSF Board of Governors. For more information please contact Bettyjane Swann, bswann@nssf.org, or 203-426-1320.
8. **Corner charges.** There will be a \$400 charge for each booth corner.
9. Select only the amount of space you intend to occupy. You may elect to reduce your space requirements by giving written notice. Reduction of exhibit space will result in liquidated damages and possible relocation from

original space selection location. Please read the exhibit License Agreement rules and regulations pages 2 and 3 of the application for further explanation of space downsizing.

10. If you have been authorized to select space for another exhibitor, you may do so only when that exhibitor's selection time has come, during the priority space selection sequence.
11. Exhibitors may select space for divisions of their company during the parent company's selection time. All notification of mergers and acquisitions must be sent to Show Management in writing no later than January 7, 2010 to allow for accurate priority point calculation.
12. Exhibitors may select space for official licensees; however, all space will be carried on one License Agreement and the licensee will not receive any participation or space points for show participation.*

*Please note: It has been SHOT Show policy that a SHOT Show exhibitor may select space during space selection for one or more of its licensees to make it possible for that licensee to exhibit within or adjacent to the licensor's exhibit. In those cases where an exhibitor selects additional space for its licensee:

- SHOT Show management will issue only one License Agreement to the Licensor.
- All payment of space and contractor services must be coordinated between the licensor and its licensee.
- All SHOT Show booth selection priority points will be credited to the exhibitor named on the License Agreement.

SHOT Show management hopes that all exhibitors understand this policy is in the best interests of the majority of SHOT Show exhibitors. Failure to enforce this policy would be unfair to a large number of exhibitors and could result in many "partnerships of convenience" that would be disruptive to the long-established and relatively effective space selection priority system.

13. **Deposit.** We prefer a **CHECK**. Credit cards will be accepted if necessary. Cash will **not** be accepted. To reserve your space for the 2011 event, we require a non-refundable deposit equal to 25% of your total booth cost. Space will **NOT** be reserved without the minimum 25% deposit. No Exceptions.

Just in case you miss or are unable to attend or may be late to the Space Selection Meeting? If you think you may be unable to attend or may be late to the Space Selection Meeting or are concerned that unforeseen weather conditions may restrict your travel plans, we suggest that you send your application - with your 25% deposit - payable to National Shooting Sports Foundation - to arrive **no later than January 7, 2010**. Also **fax or email** a copy of your application to (203) 840-9655 ckleine@reedexpo.com.

Please send your payment along with your contract to:

Lockbox Overnight Mailing Address:

NOTE: Lockbox Overnight Mailing Address:

National Shooting Sports Foundation/Lockbox #7586
c/o Citibank Lockbox Operations
1615 Brett Road
New Castle, DE 19720-2425

We will select the best available booth for you from your supplied list (please include at least six booth requests that fit your needs). If none of those are available from the available inventory of booths, we will select the best available booth that fits your requests. If you mail in your application and are able to attend the meeting, your presence will supersede the information supplied on the application.

New Product Center. For your convenience, you can sign up for the New Product Center and Advertising on your 2011 Application & License Agreement. The SHOT Show is renowned for its New Product Center, which is an

important aspect of the event that our attendees depend on when making buying decisions. For other advertising opportunities please contact Michele Oppenheimer at 203-840-5445 or moppenheimer@reedexpo.com.

Booth change request list. If at some point after the Space Selection Meeting takes place you would like to request a booth change/relocation, you must submit a letter on company letterhead (or attach a business card with your request), and **mail** it to the SHOT Show, Attention: Dave Jeannette, 66 Bayberry Lane Manchester, NH 03104 (emails or faxes will not be accepted prior to January 25, 2010). Your request will be recorded by date received and a new booth will be offered as available and in chronological order. Please be sure to list the specifics of your request such as size, location, segment, etc.

How SHOT Show Priority Points (Participation points + Space points + NSSF member points) are acquired through exhibit participation:

1. Participation Points - Each exhibitor obtains 10 points for every year of participation.
2. Space Points - Each exhibitor obtains 1 point for every 100 square feet purchased.
3. Participation Points and Space Points are cumulative.
4. NSSF Member Points - Each exhibitor who is an NSSF member obtains 5 additional points during the year they are a member. (These points are NOT cumulative.)

Example: Exhibitor 'A' has exhibited for ten years in a 200 square foot booth each year. Exhibitor 'A' would have accumulated 100 participation points and 20 space points for a cumulative point total of 120 points. If Exhibitor 'A' is an NSSF member then the total points are 125.

5. **All points are retained by an exhibitor from year to year provided the exhibitor has exhibited in every consecutive show. If an exhibitor terminates exhibition in the show and misses a show, all accumulated points would be lost.**

Mergers and Acquisitions

1. Only Space Points can be acquired when a company purchases another company.

Example: Exhibitor 'A' from the example above has 120 points. Exhibitor 'A' purchases Exhibitor 'B' who has exhibited for 15 years in a 100 square foot booth each year. Exhibitor 'B' would have 150 participation points and 15 space points for a cumulative point total of 165 points. When Exhibitor 'A' purchases Exhibitor 'B' they acquire 15 space points from Exhibitor 'B', which means that Exhibitor 'A' now has 120 + 15 acquired points for a total of 135 points.

2. If Exhibitor 'B' wishes to still exhibit in a separate booth, Exhibitor 'A' has the privilege of selecting a booth for Exhibitor 'B' during Exhibitor 'A's selection time.
3. All future space points from Exhibitor 'B's participation are credited to Exhibitor 'A' and Exhibitor 'B' earns no further participation points.
4. When a merger or acquisition takes place it is the responsibility of the exhibitor to notify show management in writing so that all points may be combined. A copy of a legal document or press release will serve as proof.

Correspondence with the SHOT Show. All correspondence except booth change requests and payments should be sent to: SHOT Show, Reed Exhibitions, 383 Main Avenue, Norwalk, CT 06851.

The continued success of the SHOT Show is a tribute to the loyal support we have received from our valued exhibitor community. We value the loyalty of these exhibitors who have been with us throughout the years, and we

welcome the growing ranks of exhibitors who annually find the SHOT Show to be one the most cost effective and pleasant ways to market their shooting, hunting and outdoor sports products.

On behalf of the National Shooting Sports Foundation, Reed Exhibitions and the SHOT Show, we thank you very much for your continued support and for allowing us to provide you with our service. We wish you success and prosperity at the upcoming show and throughout the following year.

Sincerely,

Dave Jeannette

Dave Jeannette, Sales Manager 800-910-4671 or 603-626-4671 djeannette@reedexpo.com

Judy Maguire, Sales Executive 203-840-5492 jmaguire@reedexpo.com

Chris Kleine, Event Support 203-840-5655 ckleine@reedexpo.com

Exhibitor Customer Service Center 203-840-5600 or 888-334-8720 inquiry@shot.reedexpo.com

Website www.shotshow.org