



# GEAR UP JANUARY 17-20, 2017

SANDS EXPO CENTER | LAS VEGAS, NEVADA



## SAMPLE LETTER ONLY

[DATE INSERTED]

TO: [INSERT SUPERVISOR NAME, TITLE]

FROM: [INSERT OFFICER NAME, TITLE]

SUBJECT: Training and New Equipment Review Opportunity for [INSERT OFFICER NAME],

In January, there is a trade event where our agency can review the largest collection in the U.S. of the latest firearms, protective equipment, tactical accessories and specialized training sessions for law enforcement. We can discuss our [INSERT AGENCY OR DEPARTMENT NAME] specific needs directly with manufacturers, and we can learn current challenges from other agencies around the country. With your permission, I would like to attend the Shooting, Hunting and Outdoor Trade Show<sup>SM</sup> (SHOT Show<sup>®</sup>) and Conference, January 17-20, 2017, along with a Meet and Greet networking event the evening of January 16, on behalf of our agency.

The SHOT Show is well-known as a massive gathering for the shooting sports industry, but many people don't realize the extensive law enforcement and armed forces applications also present at the show. Nearly 1/3 of the SHOT Show's exhibit halls are dedicated to protection equipment and tactical accessories needed by law enforcement, SWAT teams, private security and the armed forces. More than 650 exhibitors at the show are manufacturers and distributors wanting to meet with law enforcement agencies and personnel. If you approve my request to attend, I will be sure to review the latest technology in communication products, eyewear, hearing protection, optics, scopes, sights, and training and safety equipment, plus the latest releases of new firearms and accessories.

The Law Enforcement Education Program (LEEP) at the SHOT Show has various training sessions that run throughout the week. Sponsored by *Police Magazine*, presenters include the National Tactical Officers Association and leading manufacturers, and each of their sessions provides key insights to real-world, on-scene applications of various technology and training methods. These courses are so valuable they are packed every year with a line waiting outside. For 2017, participation in the LEEP is a one-time fee of \$25 that will give me access to all of the courses for which I pre-register. I will be able to provide a certificate of completion when I return from the event.

Finally, there is also a networking event exclusive to law enforcement and armed forces personnel. This Kick-Off Meet & Greet will allow me to interact with the more than 4,000 law enforcement personnel who attend the show. It's a great opportunity to gain insights into common challenges.

The best way to save our agency funds when participating in this event is a timely approval and pre-registration. Below is an estimate of the participation fees for attending the SHOT Show if I pre-register by December 22, 2016.

[INSERT SELECTED PARTICIPATION LEVELS/FEEES FOR OFFICER]:

### SHOW REGISTRATION

- LE Buyers:** \$35 before Dec. 23 \$70 starting on Dec. 23
- Non-Buying LE:** \$175 before Dec. 23 \$350 starting on Dec. 23
- LEEP Participation:** \$25 total for all classes (the first is \$25, any after is \$0)
- Kickoff Meet & Greet:** Complimentary

Plus, travel and overnight expenses.

I hope you will consider and approve my participation in this event. I look forward to bringing back the insights gained to share with our entire department.

Sincerely,

[INSERT YOUR NAME, TITLE]