



SHOT SHOW EXPANDS YOUR BRAND EXPOSURE

2017 SPONSORSHIP HIGHLIGHTS

WWW.SHOTSHOW.ORG/SPONSORSHIP





2017 SPONSORSHIP HIGHLIGHTS

As the SHOT Show expands, so does our sponsors' exposure. The 2017 show expanded on multiple levels, and more is planned for 2018!



ALL-NEW SUPPLIER SHOWCASE, 5th Floor

250+ EXHIBITS

2,700+ ATTENDEES



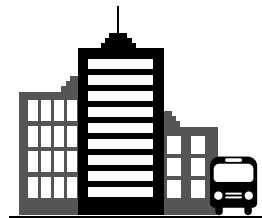
NEXT PAVILION, 3rd Floor

35% INCREASE IN LEAD RETRIEVAL SCANS FROM 2016 (4,212) TO 2017 (6,459)

New and expanded sponsorship opportunities coming soon for the entire SHOT Week, January 21–26, 2018!

SHOT SHOW TV

Broadcasted 60-second spots for sponsors between show news reports, and also aired live onsite interviews. SHOT Show TV aired directly in hotel rooms and shuttles and on SHOTShow.org, Facebook and SHOT Show's YouTube channel.



9,543,516 HOTEL & SHUTTLE PLAYBACKS



439,939 ONLINE & FACEBOOK PLAYBACKS



PRODUCT SPOTLIGHT VIDEOS

Three-minute videos filmed live on the SHOT Show floor of participating exhibitors' booths and products. Posted year-round on the NSSF and SHOT Show YouTube channels and promoted on SHOTShow.org.

122,045 AND GROWING!

Combined video "views" on NSSF and SHOT Show YouTube channels



174,485 COMBINED SUBSCRIBERS to NSSF and SHOT Show YouTube channels

THE SHOT SHOW PROMOTES ITS SPONSORS BEFORE, DURING AND AFTER EACH OF ITS SHOWS.

NEW PRODUCT CENTER

The New Product Center was a must-see where buyers and media could scan products within the mobile app for more details and booth information.

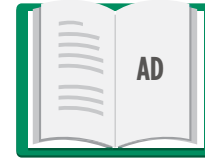


59,977 MOBILE APP VISITS
for the New Product Center

PRINT ADS

Full-page and half-page ads were available for three publications: the SHOT Show Tracker, the Official SHOT Show Directory & Buyers' Guide and the New Product Guide.

DIRECTORY & NEW PRODUCT GUIDE



47,000
PIECES DISTRIBUTED

Year-round
industry resources

DIGITAL FLIPBOOK FORMAT



The SHOT Show Tracker was
VIEWED 12,866 times

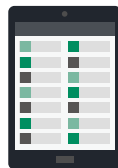
DIGITAL MEDIA SPONSORSHIPS

SHOTSHOW.ORG



440,688
AD VIEWS ON
SHOTSHOW.ORG

MOBILE APP



4,084,293
BANNER AD IMPRESSIONS
3,043
BANNER AD CLICKS

SHOW PLANNER

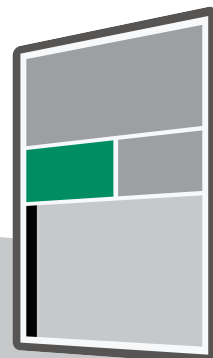


1,027,884
BANNER AD IMPRESSIONS
1,077
BANNER AD CLICKS

DIGITAL ONSITE SIGNAGE

Seen by everyone walking the Venetian/Sands Expo Halls.

As attendees walked across lobbies, major hallways and crowded thoroughfares, these dynamic signs delivered sponsors' products and messages in eye-popping, large-screen, can't-miss visual formats. Seen throughout the show.



ESTIMATED
192,000
VIEWS

EDUCATION SPONSORSHIPS

SHOT SHOW UNIVERSITY

- Sponsors promoted through 30 different marketing channels, including SHOT Show emails, NSSF Bullet Points email, press releases, Facebook, Twitter, SHOTShow.org, post-event dedicated email, SSU handbooks, SHOT Show Directory, SSU Tables, videos before opening and more.
- Marketing promotion exposure varied based on sponsorship level — PLATINUM, GOLD, SILVER or BRONZE.

LAW ENFORCEMENT EDUCATION PROGRAM (LEEP)

IN PARTNERSHIP WITH: 

Sponsors hosted an interactive workshop that provided training to law enforcement attendees.



585,070 TOTAL LEEP MARKETING IMPRESSIONS

through internal email, trade publication e-blasts, special print ads, direct mail collateral, digital marketing tools and onsite collateral.

CONGRATULATIONS AND THANK YOU TO OUR 2017 SHOT SHOW PREMIUM SPONSORS



CONTACT US

Ask our sales team about all of the opportunities available for the 2018 SHOT Show — pre-show, on site and post-show. Or bring us your ideas on how you'd like to increase your visibility and value at the SHOT Show.

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