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SANDS EXPO CENTER | LAS VEGAS, NEVADA

2020 SHOT SHOW® FACTS AND FIGURES

- SHOTSM stands for Shooting, Hunting and Outdoor Trade. SHOT Show[®] is a registered trademark.
- The SHOT Show is owned and sponsored by the [National Shooting Sports Foundation](#)[®], trade association for the firearms, ammunition, hunting and shooting sports industry. The show is produced and managed by [ConvExx](#).
- The 2020 SHOT Show runs Tuesday, January 21, through Friday, January 24, at the Sands Expo and Convention Center, Las Vegas, Nevada. “SHOT Week,” which includes events such as the NSSF/HAVA Golf Classic, Industry Day at the Range and the Supplier Showcase, spans January 19-24.
- The SHOT Show’s website is [shotshow.org](#) and the SHOT Show Blog can be found at [shotshow.org/blog](#). Follow SHOT Show on [Twitter](#), [Facebook](#), [LinkedIn](#), [YouTube](#) and [Instagram](#). The hashtag is #SHOTShow.
- [SHOT Show Industry Day at the Range](#), slated for Monday, January 20, at the Boulder City Rifle & Pistol Club, is for exhibitor-invited media and buyers only.
- The Press Room is located in the Venetian Murano Ballroom on Level 3. The Press Room opens at 7:30 a.m. each day. [See complete Press Room hours](#).
- The SHOT Show exhibition floor opens at 8:30 a.m. each day and closes at 5:30 p.m. except for the last day when the show closes at 4 p.m. (Law enforcement booths in Venetian ballrooms open at 8 a.m. daily.) [See complete show floor hours](#).
- The Supplier Showcase was launched at the 2017 SHOT Show to allow material and service suppliers to meet directly with the manufacturing community. More than 540 material suppliers will participate at the two-day event in 2020.
- At the 2019 show, exhibitors, buyers, media and other industry professionals hailed from all 50 states and more than 110 countries.
- The 2020 SHOT Show will have more than 1,600 exhibitors on the exhibit floor and more than 2,400 total when including the Supplier Showcase and the Pop-Up Preview.
- SHOT is the largest event held at the Sands Expo and Convention Center. Total exhibit space for the 2020 show is expected to be more than 692,000 net square feet—equivalent to nearly 16 acres.
- The SHOT Show boasts 12.5 miles of aisles—just a little less than the distance of a half marathon.
- This is the 42nd annual SHOT Show. The first SHOT Show was in 1979 in St. Louis, Missouri.
- This will be the 22nd SHOT Show in Las Vegas. No other city has hosted more SHOT Shows, and Las Vegas has been home to the show continuously since 2010.
- More than 60,000 professionals in the shooting, hunting, outdoors and law enforcement industry attended SHOT Show in 2019. The show is for trade only and not open to the public. [See the 2019 post-show press release](#).
- More than 2,400 members of the outdoor media, including international media, cover the show and promote the products they see at SHOT in their stories.
- The 2019 SHOT Show brought over \$88 million in non-gaming revenue to the Las Vegas economy.
- The Law Enforcement section remains the fastest growing segment of the SHOT Show. To illustrate this growth, law enforcement was started 17 years ago, covering 7,000 square feet; today it covers more than 170,000 square feet of the show.
- The SHOT Show is the once-a-year gathering place for the shooting, hunting and outdoor industry—manufacturers, wholesalers, retailers, publishers and various non-profit organizations. It’s where a passion for firearms, ammunition and outdoors equipment, plus the industry’s unified support for the Second Amendment, are on display.
- Firearms and ammunition are a \$6.2 billion industry (2018). The total [economic impact](#) of the industry is more than \$52 billion, which supports more than 312,000 jobs.
- The SHOT Show generates millions of the dollars in revenue that funds NSSF programs and services that help “promote, protect and preserve” hunting and the shooting sports. Among those programs are [Project ChildSafe](#), the industry’s firearm safety education program; [Operation Secure Store](#), which helps firearms retailers prevent thefts; and [National Shooting Sports Month](#) each August. See [www.nssf.org](#) for more information on NSSF programs and member services.
- The total weight of the exhibits for the 2019 SHOT Show brought in by Freeman, the SHOT Show’s general service contractor, exceeded 7,000,000 pounds, the heaviest show ever held at the Sands Expo Center.
- More than 15,000 firearms were inspected and tagged by the SHOT Show Safety Advisor team on the 2019 SHOT Show exhibit floor.
- More than 25,000 people downloaded the SHOT Show mobile app for SHOT 2019.

