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**JANUARY 19-22, 2021 LAS VEGAS**

AN EVENT OF  
**NSSF**  
The Firearm Industry  
Trade Association

## **2021 SHOT SHOW INTELLECTUAL PROPERTY SHOT SHOW BRANDING GUIDELINES**

The SHOT Show recognizes the value advertising and marketing has to exhibitors as an essential business function. Through advertising and marketing, important information about products and services can be communicated enabling consumers to make informed decisions.

Exhibitors shall adhere to the following Rules in planning their marketing and promotional materials and activities:

- SHOT Show® Names & Logo:** The “SHOT Show®”, “Shooting, Hunting and Outdoor Trade Show<sup>SM</sup>” and “SHOT<sup>SM</sup>” names, logos and images are trademarks or registered trademarks of the National Shooting Sports Foundation, Inc. (NSSF). The show’s names, logos, and images may not be used without prior license from NSSF and compliance with the SHOT Show Trademark Branding Guidelines below. Usage of the SHOT Show trademarks, if granted, shall be limited to registered and verified exhibitors and media of the upcoming show to promote their participation in, or for news coverage of, the upcoming show. Exhibitors and media will receive further information on accessing and using the SHOT Show logo upon registering for the upcoming show.
- Marketing or Other Promotion of Prohibited Items:** Displays, decorations, props, booth art, graphics, language, packaging, facsimiles, handouts, literature, costumes, uniforms, video presentations, and any other marketing or promotional materials that advertise, feature, or incorporate prohibited items are permitted provided the majority of the content of the material or item also features items that are allowed for display at the Show or is in general keeping with the nature of the Show. All marketing and promotion activities, including the distribution of samples, souvenirs, publications, etc., shall only be conducted by exhibitors within their booths. The use of animals for marketing products or services is prohibited at the Show.
- Honest and Accurate Marketing.** False, misleading, or deceptive advertising or other marketing practices does not promote fair competition, is not in keeping with the nature of the Show, and may be illegal under United States federal, state and/or local laws and regulations.

If an exhibitor has any question about whether any marketing or promotional materials or activities are prohibited, they should consult with Show Management prior to the Show. Show Management reserves the right in its sole discretion to terminate any marketing or promotions activities, including, without limitation, confiscating any prohibited marketing or promotional materials.

These SHOT Show Branding Guidelines have been developed to protect the National Shooting Sports Foundation’s valuable intellectual property rights in the SHOT Show and to strengthen the SHOT Show brand identity by ensuring that the show’s name, logo, and images are properly and consistently used at all times by authorized third parties.

The “SHOT Show®”, “Shooting, Hunting and Outdoor Trade Show<sup>SM</sup>” and “SHOT<sup>SM</sup>” names, logos, and images

are trademarks or registered trademarks owned exclusively by the NSSF and are protected by state, federal, and international trademark laws. Use of the SHOT Show trademarks without the prior written consent of NSSF may constitute trademark infringement and unfair competition in violation of the law.

**SHOT Show Trademark Usage Rules:**

Use of SHOT Show Trademarks by licensees and other authorized parties shall adhere to the following rules:

- SHOT Show Trademarks shall only be used in the form and manner as prescribed by the NSSF. See accompanying Style Guidelines For Use of the SHOT Show Trademarks.
- SHOT Show Trademarks should always bear the correct trademark symbols (®, SM, TM).
- When using a SHOT Show trademark, the appropriate symbol should appear after the first and most prominent use of the mark. If the trademark is repeated several times, it is not necessary to continue using the symbol with the trademark.
- SHOT Show Trademarks shall not be used in any manner that expresses or implies, or could be construed to express or imply that the NSSF or the SHOT Show is affiliated with or endorses, sponsors, certifies, or otherwise supports third party products, services, or opinions.
- SHOT Show Trademarks should not be used in any manner that might harm the NSSF’s reputation or goodwill or the NSSF’s ownership rights in the SHOT Show Trademarks.

*The NSSF reserves the right to modify or terminate third party use of SHOT Show Trademarks at any time that does not comply with these Branding Guidelines.*

**Style Guidelines for Use of SHOT Show Trademarks:**



**BACKGROUND COLORS:**

We prefer the use of white or brown background colors. Please only use orange or lime when strategically appropriate and approved by the NSSF designers.

**FOR SIGNAGE:**

When using orange or lime backgrounds on signage, please use the logo with black text.

