



### Pre-Event

#### 1 Promotional Pre-Event Post to SHOT Show Instagram & Facebook

- Post could be a Reel, photographic or other video format. (Sponsor's choice)
- Links embedded for custom website (trackable traffic) for SHOT Show Specials (custom website made by sponsor)
- Sponsor Instagram & Facebook homepages tagged
- Posted to NSSF and SHOT Show Instagram and Facebook Pages

#### 3 Promotional Pre-Event Stories with Links

- 1 story per month for 3 months (November, December, January)
- Links embedded for custom website (trackable traffic) for Show Specials (custom website made by sponsor)
- Sponsor Instagram homepage tagged
- Posted to NSSF and SHOT Show Instagram and Facebook

#### Pre-Event YouTube Short

- 15-second pitch about your product
- This short video can be made with pre-event story posts listed above, if desired
- Video archived on SHOT Show's YouTube channel accessed by over 11,868 subscribers (over 1.57 million views and growing)
- Promotion on SHOT Show's Facebook page to over 164,156 followers
- Promotion on SHOT Show's Twitter feed to more than 85,251 followers

### At Event

#### 1 Instagram and Facebook Reel

- 1 Reel 30-60 second interview with key contact (10,000-50,000 views)
- Can feature product, service, news, partnerships, etc.
- Sponsor will be deemed a "collaborator" in the post and will get the option to share the Reel to the sponsor company's account
- Post will disclose that it is a "paid partnership" with sponsor account
- Instagram Reel posted to the Instagram feeds for more visibility
- Posted to NSSF Instagram (21,500) and SHOT Show accounts (135,000 followers)
- Posted to NSSF Facebook (nearly 500,000) and SHOT Show Facebook (166,000)
- NSSF is growing its TikTok account! Number of views vary

#### 1 TikTok post

- Similar to or identical to Instagram Reels
- Opportunity to appear near the beginning of NSSF's Newest Social Feed

#### 1 Promotional Post-Event Feed Post to SHOT Show Instagram + Facebook + Twitter + LinkedIn

- Format can be video, photo or graphic. (Sponsor's choice)
- Links embedded for custom website (trackable traffic) for SHOT Show Specials (custom website made by sponsor)
- Sponsor Instagram & Facebook homepages tagged
- Posted to NSSF and SHOT Show Instagram and Facebook Pages
- 1 story per month for 3 months (January, February, March)

### Post-Event

#### 3 Promotional Post-Event Stories with Links

- 1 story per month for 3 months (February, March, April)
- Links embedded for custom website (trackable traffic) for Show Specials (custom website made by sponsor)
- Sponsor Instagram homepage tagged
- Posted to NSSF and SHOT Show Instagram and Facebook Pages

### HELPFUL METRICS

**Instagram Reels**  
average (historically)  
nearly **35,000**  
views per video.

**Instagram Stories**  
receive between  
**2,000-5,000**  
views.

**YOUR STORY  
HERE**

SWIPE UP

## Bonus Content

### 1 Promotional Story for Sponsor on Instagram & Facebook

- Date & Time agreed upon by NSSF & Sponsor
- Can be used to promote new product launch, company news, holiday deals, etc
- Can be used to promote sponsor's participation at another NSSF Event

## Guaranteed spot and 10% Discount on limited NSSF's 2023 Range Retailer Business Expo Social Media Package

### Additional Information:

- SHOT Show & NSSF Hashtags included in every post
- Rights to keep and redistribute all content created
- Rights to promote NSSF SHOT Show Social Media Sponsorship

## Helpful Metrics

- Instagram Reels average (historically) nearly 35,000 views per video.
- Stories receive between 2,000-5,000 views.

**IMPORTANT: Sponsors are responsible for providing pre-event assets (photos, graphics, videos and links) before deadline (October 21st). Sponsors are responsible for providing post-event assets (photos, graphics, videos and links) before the deadline (January 27th.) The at event Reel will be produced by NSSF during SHOT Week. Timing based on NSSF and sponsor availability. Time slots are scheduled as first-come first-served! All content is subject to NSSF approval to ensure the content reflects positively on the NSSF & SHOT Show brands.**

Return signed agreement to [qcassidy@nssf.org](mailto:qcassidy@nssf.org), [ctatulli@nssf.org](mailto:ctatulli@nssf.org) & [zmaddox@nssf.org](mailto:zmaddox@nssf.org)

### Questions? Please contact a member of our team:

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Exhibitor: \_\_\_\_\_ Name \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

ADVERTISING TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement For Exhibition Participation. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form.

**NSSF**<sup>®</sup>  
The Firearm Industry  
Trade Association

