*Promote your company’s booth at the 2024 SHOT Show® by sending an email or letter to current and potential clients. Your outreach efforts are important, so please send this invitation to anyone who may be qualified to attend. To get started, try this sample copy (it’s easily customizable)!*

Recommended Subject Lines:

* Visit us at SHOT Show!
* Find us at SHOT Show this January
* This is YOUR SHOT for success
* Get the most out of SHOT Show in 2024
* Need [SOLUTION]? You’ll find it at the SHOT Show

Dear [INSERT CUSTOMER NAME]:

The 2024 SHOT Show® will be an opportunity for you to experience new products first-hand, engage with manufacturers and attend education courses specific to business within the shooting sports, hunting and outdoor industry. This is YOUR SHOT to get business done and network with our industry like nowhere else. Make plans now to join us this January in Las Vegas.

Make your SHOT Show experience the best it can be:

* Discover Products and Manufacturers from Around the World — The SHOT Show, featuring over 2,500 exhibits, is the ultimate resource for store owners and range operators aiming to maintain competitiveness. Seize the chance to connect with manufacturers, negotiate orders and expand your inventory for the upcoming selling season.
* Meet the Supply Chain — At the SHOT Show, you'll have unique opportunities to engage with knowledgeable suppliers, not just on the exhibit floor but also during scheduled networking events and informal gatherings. Learn their processes, see how your business will be affected and set expectations for business deals to come.
* Stay Up-to-Date with Industry Trends — Everything from ATF regulations to the latest in optics technology, you’ll see the direction our industry is going. Stay on top of trends and ahead of the competition.
* Tap Into Industry Expertise — This is a chance for you to share challenges, learn from other retail and range businesses, attend expert-led training courses and acquire actionable insights to take back to your own business.
* Prepare Your Team for the Mission — Nearly one-third 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 force. This is one of the only opportunities to explore so many equipment options in one place.

Join us in Las Vegas, January 23-26, 2024. [INSERT YOUR COMPANY NAME] will be demonstrating [PRODUCT/SERVICE] that will [INSERT BENEFIT OF PRODUCT/SERVICE] in booth [####]. Meet with our experts and see what we have to offer first-hand. We’re ready to answer your questions, help you find solutions and make this your best SHOT Show yet. Contact [INSERT CONTACT NAME AND INFO].

See you and the team in Las Vegas!

[NAME]

[YOUR COMPANY NAME]

Register now at [www.SHOTShow.org](http://www.SHOTShow.org)