*Use this sample press release as a guide to announce the products and services you will be featuring at the 2024 SHOT Show.*

For Immediate Release Contact: [NAME]

[INSERT TODAY’S DATE] 555-555-5555

**[INSERT COMPANY NAME] among 2,500 exhibits**

**at the 2024 SHOT Show® in Las Vegas**

**YOUR CITY [INSERT DATE, e.g., November 1, 2023]** — [INSERT COMPANY NAME] will join 2,500 other exhibitors to showcase their products and services at the 2024 SHOT Show® at The Venetian Expo and Caesars Forum in Las Vegas on January 23-26, 2024.

At SHOT Show, professionals from around the world in the shooting sports, hunting, outdoor, law enforcement and armed forces industries will gather to do business.

For attendees, this is their shot to expand inventory, discover new products and manufacturers, find deals, gain insights from regulatory experts and learn effective business strategies. For exhibitors, this is their shot to showcase their products in-person, meet the supply chain, get deals in place and network with customers.

“This is OUR SHOT to give our business a boost for the year to come. Not exhibiting at SHOT Show would be a huge missed opportunity. Our customers will be there, potential new customers will be there, our competitors will be there, the entire industry will be there. We plan on taking advantage of this once-a-year opportunity,” says [INSERT FIRST AND LAST NAME, COMPANY TITLE].

[YOUR COMPANY’S HIGHLIGHT]

[INSERT COMPANY NAME] will be featuring its [INSERT PRODUCT/SERVICE HERE ALONG WITH RELEVANT INFORMATION TO ENCOURAGE VISITS TO YOUR BOOTH].

[LAST NAME] says attendees will be able to discuss [PRODUCT/SERVICE] with experts and find ways to customize a deal to expand their inventory based on their specific needs.

The SHOT Show is owned by NSSF®, the Firearm Industry Trade Association, and is restricted to the shooting, hunting and outdoor trade professionals and commercial buyers and sellers of military, law enforcement and tactical products and services ONLY. The SHOT Show is not open to the general consuming public (e.g., private visitors, hunters, sport shooters, members of hunting and sports shooting clubs, etc.). Proof of professional affiliation is required.

[INSERT YOUR COMPANY’S INFORMATION, INCLUDING LOCATION, OWNERS, TYPE OF SHOOTING SPORTS/LAW ENFORCEMENT PRODUCTS/SERVICES].

# # #