*Adjust this copy as needed, and add it to blog posts, newsletters, social media posts (Facebook and Twitter), and in any other media you may use to communicate with your customers:*

**SAMPLE BLOG POSTS**

The 2024 SHOT Show® will be a unique opportunity for members of the shooting sports, hunting, outdoor, law enforcement and armed forces industries to gather in one place to do business. This is OUR SHOT to connect with like-minded professionals, share solutions to common problems, find ways to navigate changing legislation and give our businesses the best shot at success in 2024. There isn’t a better place to do business as a member of the industry. Join us January 23-26 at booth # [INSERT BOOTH NUMBER] and view our [INSERT YOUR FEATURED PRODUCT/MATERIAL/SERVICE]. Register today at [SHOTShow.org](https://shotshow.org/). We look forward to seeing you at the 2024 SHOT Show!

**SAMPLE TWEETS & FACEBOOK POSTS**

*(NOTE: For tweets, use hashtag #SHOTShow)*

* This is OUR SHOT! See you at #SHOTShow this January 23-26!
* This is YOUR SHOT to see our [PRODUCT] in-person. Come see us at #SHOTShow. Booth XXXX
* We’re headed to #SHOTShow. See you in #Vegas this January 23-26! SHOTShow.org.
* We’re exhibiting at the 2024 #SHOTShow. Let’s meet up! Booth XXXXX.
* Join us in #Vegas for #SHOTShow this January 23-26. Make this your best #SHOTShow – Booth XXXXX
* Get hands-on experience with our [PRODUCT] and more at the 2024 #SHOTShow. Check us out: booth XXXXX
* This is YOUR SHOT to connect with our experts in-person! Visit our booth at #SHOTShow: XXXX
* Don’t forget to register for the 2024 #SHOTShow. We’ll see you there! SHOTShow.org
* About to start our last demo for [INSERT PRODUCT/SERVICE NAME] at #SHOTShow. Come see us at booth XXXXX

**EMAIL SIGNATURE LINE** *(add this message to your outgoing email signature line):*

Come see us at the 2024 SHOT Show on January 23-26 in Las Vegas, Nevada. Register today at SHOTShow.org. We'll be in booth #XXXX.