*Promote your company’s booth at the 2024 SHOT Week Supplier Showcase® 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 the Supplier Showcase – This is YOUR SHOT
* SHOT Week Supplier Showcase – The most supply chain resources in one place
* Join the supply chain at the SHOT Week Supplier Showcase
* Need [SOLUTION]? Talk to us at the SHOT Show
* The Supplier Showcase is your best shot at a successful product lineup this year

Dear [INSERT CLIENT NAME]:

We invite you to join us in January at the Venetian Expo in Las Vegas, Nevada for the SHOT Week Supplier Showcase.

This two-day event before the main SHOT Show® is the best place to find quality suppliers that can fill the specific needs of the shooting sports, hunting and outdoor industry. Join us and the rest of the industry supply chain to discover products, materials and deals at this once-a-year event.

This is your chance to see and discuss custom solutions for your projects with industry experts. Don’t waste YOUR SHOT.

* Global Business in One Place — With over 500 suppliers, the SHOT Week Supplier Showcase presents a unique opportunity to meet with materials providers from around the world. Condense all your supplier sourcing trips into one visit to the Supplier Showcase.
* Consult with Experts Face-to-Face — Meet with knowledgeable suppliers and discuss your needs in-depth. Whether you need tools, machinery, plastics, fabrics, OE materials, logistics, software, or anything in between, the SHOT Week Supplier Showcase gives you an opportunity to discover what options are available. Our team is ready to work through your project needs and build a plan tailored to your specifications.
* Secure Your Supply Chain — We’ve learned how supply chain issues can disrupt your ability to do business. Keep up with demand by expanding your network of suppliers, backup suppliers and vendors. Find cost-effective solutions that will keep your business moving forward through any unforeseen challenges in the coming year.

Make plans now to attend the SHOT Week Supplier Showcase in Las Vegas, January 22-23, 2024. [INSERT YOUR COMPANY NAME] will be demonstrating [PRODUCT/MATERIAL] that will [INSERT BENEFIT OF PRODUCT/MATERIAL] in booth [####]. Our experts will be on-hand to answer all your questions, so stop by or schedule an appointment. Contact [INSERT CONTACT NAME AND INFO].

This is YOUR SHOT to meet with new suppliers, negotiate orders, and enhance your product line for the next selling season.

See you and the team in Las Vegas!

[NAME]

[YOUR COMPANY NAME]

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