*Use this sample press release as a guide to announce the materials and services you will be featuring at the 2024 SHOT Week Supplier Showcase.*

For Immediate Release Contact: [NAME]

[INSERT TODAY’S DATE] 555-555-5555

**[INSERT COMPANY NAME] among 500+ suppliers**

**at the 2024 SHOT Week Supplier Showcase® in Las Vegas**

**YOUR CITY [INSERT DATE, e.g., November 1, 2023]** — [INSERT COMPANY NAME] will be showcasing their products and services at the 2024 SHOT Week Supplier Showcase® at The Venetian Expo in Las Vegas on January 22-23, 2024.

With more than 500 exhibiting suppliers that specialize in the shooting sports, hunting, outdoor, law enforcement and armed forces industries, the SHOT Week Supplier Showcase provides a unique opportunity for manufacturers looking to source materials for their products. This is their shot to connect with top suppliers of high-caliber products, materials, and services.

“The SHOT Week Supplier Showcase is our shot to show manufacturers what we do and discuss how we can help them fulfill their specific business needs. It is also their shot to see first-hand our processes and sit down with our team to build a plan. Everyone can benefit from the interactions at the Supplier Showcase,” says [INSERT FIRST AND LAST NAME, COMPANY TITLE].

[YOUR COMPANY’S HIGHLIGHT]

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

[LAST NAME] says manufacturers will be able to schedule appointments with team members to discuss upcoming products or ways to improve products already in their lineup.

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].

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