



2024

NEW PRODUCT CENTER DISPLAY ORDER FORM

AN EVENT OF
NSSF
The Firearm Industry Trade Association

NEW PRODUCT CENTER DISPLAY

Display your newest release!

Thousands of buyers and media visit the New Product Center looking for the most exciting product releases at the SHOT Show. That means your products are featured to the people with the power to influence purchasing. We make it easy for visitors to remember your products! They simply scan products they like using the SHOT Show Mobile App, and manufacturer and exhibit location information saves directly to their show planner.

Exhibitors within the New Product Center receive all attendee leads from these scanners.

- Cabinet or Tabletop Display \$1,050 per product**
(not to exceed 12"W x 12"D x 18"H)
(\$300 surcharge for oversized displays)
- Customizable Floor Display \$1,165**
(not to exceed 3'L x 3'W x 8'H)
(\$400 surcharge for oversized displays)

- Premium New Product Center Display Positions**
Premium positions are viewable from the lobby, so attendees can see your new product even when the New Product Center is closed! In the online New Product Gallery, NPC Premium exhibitors are listed above all other NPC exhibits.

\$1,695 per product
(not to exceed 12"W x 12"D x 18"H)
(\$300 surcharge for oversized displays)

NEW PRODUCT GUIDE PRINT ADS

- | | |
|--|--|
| <input type="checkbox"/> Cover 2 (inside front)..... \$5,300 | <input type="checkbox"/> Full Page \$3,000 |
| <input type="checkbox"/> Cover 3 (inside back)..... \$4,000 | <input type="checkbox"/> Half Page..... \$2,100 |
| <input type="checkbox"/> Cover 4 (back cover) \$5,600 | |

EMAIL THIS FORM BACK TODAY! Phone (203) 426-1320

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Customer ID # _____

Exhibitor _____

Name/Title _____

Phone _____

Fax _____

Email _____

Signature _____ Date _____

Agency _____

Name/Title _____

Phone _____

Fax _____

Email _____

Signature _____ Date _____

We collect this data in order to provide you with information about 2024 SHOT Show and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at SHOTShow.org.

TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form.