*Promote your company’s booth at the 2025 SHOT Show® 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:

* Stop by our booth at SHOT Show!
* Maximize Your Experience at SHOT Show 2025
* This is YOUR SHOT for success
* Get the most out of SHOT Show in 2025
* Need [SOLUTION]? You’ll find it at the SHOT Show

Dear [INSERT CUSTOMER NAME]:

Experience new products first-hand, engage with manufacturers and attend business education courses at the 2025 SHOT® Show. At this show, everything is specific to businesses within the shooting sports, hunting and outdoor industry. This is YOUR SHOT to find unique products/services, get business done and network with our industry like nowhere else. Don’t miss this opportunity.

This is your shot to:

* Discover New Products and Manufacturers — Featuring over 2,500 exhibits, SHOT Show is the ultimate resource for store owners and range operators. Don’t miss the chance to connect with manufacturers, negotiate orders and expand your inventory.
* Optimize Your Supply Chain — You will have unique opportunities to engage with knowledgeable suppliers on the exhibit floor and during scheduled networking events. Learn how your business might be impacted and set expectations.
* Keep Up with Industry Trends — You can see where our industry is going and make business decisions accordingly. Learn trends based on everything from ATF regulations to the latest in optics technology.
* Learn from Top Industry Experts — This is a chance for you to share challenges, learn from other retail and range businesses, attend expert-led training courses and acquire actionable insights to take back to your own business.
* Equip Your Team for the Mission — Nearly one-third of the SHOT Show’s exhibit halls are dedicated to protection equipment and tactical accessories needed by law enforcement, SWAT teams, private security, and the armed forces. This is your shot to explore so many equipment options in one place.

Join us in Las Vegas, January 21-24, 2025. [INSERT YOUR COMPANY NAME] will be demonstrating [PRODUCT/SERVICE] that will [INSERT BENEFIT OF PRODUCT/SERVICE] in booth [####]. Meet with our experts and see what we have to offer first-hand. We’re ready to answer your questions, help you find solutions and make this your best SHOT Show yet. Contact [INSERT CONTACT NAME AND INFO].

See you and the team in Las Vegas!

[NAME]

[YOUR COMPANY NAME]

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