*Use this sample press release as a guide to announce the products and services you will be featuring at the 2025 SHOT Show.*

For Immediate Release Contact: [NAME]

[INSERT TODAY’S DATE] 555-555-5555

**[INSERT COMPANY NAME] will exhibit**

**at the 2025 SHOT Show® in Las Vegas with 2,500 other booths**

**YOUR CITY [INSERT DATE, e.g., November 1, 2024]** — [INSERT COMPANY NAME] will be exhibiting at the 2025 SHOT Show® at The Venetian Expo and Caesars Forum in Las Vegas on January 21-24, 2025.

Along with 2,500 other exhibitors, [COMPANY NAME] will showcase their products and services to professional buyers from around the world in the shooting sports, hunting, outdoor, law enforcement and armed forces industries.

SHOT Show attendees will expand inventory, discover new products and manufacturers, find deals, gain insights from regulatory experts and learn effective business strategies.

For exhibitors, this is their shot to showcase their products in-person, meet the supply chain, get deals in place and network with customers.

“SHOT Show is a unique time where retailers and professional buyers from around the world are looking for solutions we offer. We definitely don’t want to miss this opportunity. Our customers will be there, potential new customers will be there, our competitors will be there, the entire industry will be there,” says [INSERT FIRST AND LAST NAME, COMPANY TITLE].

[YOUR COMPANY’S HIGHLIGHT]

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

[LAST NAME] says anyone who visits their booth will be able to discuss [PRODUCT/SERVICE] with experts and find ways to customize a deal based on their specific needs.

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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