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

* See our services in person at the Supplier Showcase
* SHOT WeekSM Supplier Showcase – The most supply chain resources in one place
* YOUR SHOT to meet with the entire supply chain
* Need [SOLUTION]? Talk to us at the SHOT WeekSM Supplier Showcase
* A successful product lineup starts at the Supplier Showcase

Dear [INSERT CLIENT NAME]:

Join us for the SHOT WeekSM Supplier Showcase this coming January at the Venetian Expo in Las Vegas, Nevada.

Starting the day before the main SHOT Show®, this is the best place to find quality suppliers like us that can fill the specific needs of the shooting sports, hunting and outdoor industry. Discover the best products, materials and deals at this once-a-year event. Don’t waste YOUR SHOT.

* Worldwide Suppliers — We are joining over 500 suppliers from around the world. Condense all your supplier sourcing trips into one visit to the Supplier Showcase.
* Face-to-Face Conversations — Discuss complex needs and have in-depth conversations with knowledgeable suppliers. Our team will be ready to answer questions and explain our custom solutions. Whether you need tools, machinery, plastics, fabrics, OE materials, logistics, software or anything in between, the SHOT Week Supplier Showcase has it all.
* Strengthen Your Supply Chain — A weak supply chain means weak 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.

[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].

Add the SHOT Week Supplier Showcase to your trip to Las Vegas. This event will only be open for two days, January 20-21, 2025. Don’t miss this shot to meet with new suppliers, negotiate orders, and enhance your product line for the next selling season.

[NAME]

[YOUR COMPANY NAME]

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