*Use this sample press release as a guide to announce the materials and services you will be featuring at the 2025 SHOT WeekSM Supplier Showcase.*

For Immediate Release Contact: [NAME]

[INSERT TODAY’S DATE] 555-555-5555

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

**at the 2025 SHOT WeekSM Supplier Showcase in Las Vegas**

**YOUR CITY [INSERT DATE, e.g., November 1, 2024]** — [INSERT COMPANY NAME] will be at the 2025 SHOT Week Supplier Showcase to showcase their products and services.

Held at The Venetian Expo in Las Vegas on January 20-21, 2025, the SHOT Week Supplier Showcase will host more than 500 exhibiting suppliers that specialize in shooting sports, hunting, outdoor, law enforcement and armed forces industries.

This event provides manufacturers a unique opportunity to source materials for their niche products. This is their shot to connect with top suppliers of high-caliber products, materials and services.

“The SHOT Week Supplier Showcase allows us to meet with manufacturers in person to discuss complex needs. These meetings turn out so much more productive than over-the-phone conversations. It is also their shot to see first-hand our processes and allows us to show how we would fulfill their needs,” 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 for in-person meetings at the Supplier Showcase.

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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