*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 2,600 other booths**

**YOUR CITY [INSERT DATE, e.g., November 1, 2024]** — [INSERT COMPANY NAME] will be exhibiting in SHOT Show® eXtra, the special exhibit area on the 5th floor of The Venetian Expo at the 2025 SHOT Show in Las Vegas.

Open only on Wednesday, January 22 and Thursday, January 23, this easy-to-browse additional exhibit area is a bonus for attendees, providing an opportunity to meet new manufacturers, discover new products and identify new solutions.

More than 200 up-and-coming brands will be on display in the SHOT Show eXtra area. The full SHOT Show floor spans from The Venetian Expo to Caesar’s Forum with 2,600 exhibits.

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

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

“SHOT Show is a unique time where retailers and professional buyers from around the world can connect with manufacturers, and the SHOT Show eXtra area is the place to discover the next generation of those companies. It’s where the latest and greatest ideas are on display, and we’re excited to be part of it. We definitely don’t want to miss this opportunity,” 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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