



# 2024 SHOT SHOW® FACTS AND FIGURES

AN EVENT OF  
**NSSF**  
The Firearm Industry  
Trade Association

- SHOT® stands for Shooting, Hunting and Outdoor Trade. SHOT Show® is a registered trademark.
- The SHOT Show is owned and sponsored by [NSSF](#)®, The Firearm Industry Trade Association. The show is produced and managed by [ConvExx](#).
- The 2024 SHOT Show runs Tuesday, January 23, through Friday, January 26, at The Venetian Expo and Caesars Forum, Las Vegas, Nevada. “SHOT Week,” which includes events such as the NSSF/ HAVA Golf Classic, Industry Day at the Range, the Suppliers Showcase and SHOT University, spans January 21–26.
- The SHOT Show’s website is [SHOTShow.org](http://www.shotshow.org) and the SHOT Show Blog can be found at <http://www.shotshow.org/blog>. Follow SHOT Show on Twitter [@NSSFSHOTShow](#), [on Facebook](#), [LinkedIn](#), [YouTube](#), and [@shotshow](#) on Instagram. The hashtag is #SHOTShow.
- [SHOT Show Industry Day at the Range](#), slated for Monday, January 22, at the Boulder City Rifle & Pistol Club, is for exhibitor-invited media and buyers only.
- The Press Room is located in the Venetian, Lando Ballroom, on Level 4. The Press Room opens at 7:30 a.m. each day. [See complete Press Room hours](#).
- The SHOT Show exhibition floor opens at 8:30 a.m. each day and closes at 5:30 p.m. except for the last day when the show closes at 4 p.m. (Law enforcement booths in Venetian ballrooms open at 8 a.m. daily.) [See complete show floor hours](#).
- The Supplier Showcase was launched at the 2017 SHOT Show to allow material and service suppliers to meet directly with the manufacturing community. More than 260 material suppliers participated in the 2017 SHOT Show, and more than 500 will be participating at the two-day event in 2024.
- At the 2023 show, exhibitors, buyers, media and other industry professionals hailed from all 50 states and more than 115 countries.
- The 2024 SHOT Show will have more than 2,500 exhibitors on the show floor, including the Suppliers Showcase.
- SHOT is the largest event held at The Venetian Expo, and 2022 marked the expansion of the show to Caesars Forum. Total exhibit space for the 2024 show in these two venues is estimated to be more than 800,000 net square feet—equivalent to more than 18 acres or enough space to park 547 F-16 fighter jets.
- The SHOT Show boasts 13.9 miles of aisles—a distance more than half a marathon.
- This is the 46<sup>th</sup> annual SHOT Show. The first SHOT Show was in 1979 in St. Louis, Missouri. The 2021 show was virtual due to the pandemic.
- This will be the 25<sup>th</sup> SHOT Show in Las Vegas. No other city has hosted more SHOT Shows. Las Vegas has been home to the show continuously since 2010.
- More than 52,000 professionals in the shooting, hunting, outdoor and law enforcement industry attended SHOT Show in 2023. The show is for trade only and not open to the public. See the 2023 [post-show press release](#).

- How big is the SHOT Show? See this handy [infographic](#).
- More than 2,000 members of the outdoor media, including international media, cover the show and the products they see at SHOT.
- SHOT Show typically brings more than \$88 million in non-gaming revenue to the Las Vegas economy.
- The Law Enforcement section is a fast-growing segment of SHOT Show. It includes gear to aid and protect law enforcement professionals—and many military members—in the performance of their duties. This section was started 20 years ago, covering 7,000 square feet; today law enforcement covers more than 170,000 square feet of the show.
- The SHOT Show is the once-a-year gathering place for the shooting, hunting and outdoor industry—manufacturers, wholesalers, retailers, publishers and non-profit organizations. It's where a passion for firearms, ammunition and outdoor equipment, plus the industry's unified support for the Second Amendment, are on display.
- Firearms and ammunition are a \$9.4 billion industry. The total [economic impact](#) of the sporting arms and ammunition industry is more than \$80.7 billion, which supports more than 393,000 jobs. Through excise taxes on its products, the firearm and ammunition industry contributes more than \$1 billion a year to the Wildlife Restoration Trust Fund that supports conservation and education.
- The SHOT Show generates millions of the dollars in revenue that funds NSSF programs and services that help “promote, protect and preserve” the shooting, hunting and outdoor industry. Among those programs are NSSF's government relations efforts, Real Solutions® programs such as [Project ChildSafe](#)®, the industry's firearm safety education program; [Operation Secure Store](#)®, which helps firearm retailers prevent thefts; [Don't Lie for the Other Guy](#)®, which works to prevent illegal straw purchases; [National Shooting Sports Month](#) each August; and the [+ONE](#)® mentoring initiative. See [www.nssf.org](http://www.nssf.org) for more information on NSSF's many programs and member services.