

EDUCATION SPONSORSHIPS

4,700+ TOTAL REGISTRATIONS FOR SHOT SHOW EDUCATION

SHOT UNIVERSITY™

an NSSF® live! event

SHOT University™ helps retailers and ranges explore better management practices and new ways to make their businesses thrive in the most competitive and regulated marketplaces.

- ✓ 2024 SHOT University total attendance: 2,511 for 16 courses
- ✓ Promoted through 30 different marketing channels
- ✓ Sponsorship levels include platinum, gold, silver or bronze
- ✓ Marketing promotion varies by sponsorship level but includes:
 - The SHOT Show emails
 - NSSF Bullet Points email
 - Press releases
 - Facebook, Twitter and SHOTShow.org
 - Post-event dedicated email
 - SHOT University handbooks
 - The SHOT Show Directory
 - SHOT University tables
 - Videos before opening
 - AND MORE



LAW ENFORCEMENT EDUCATION PROGRAM (LEEP)

Sponsors host an interactive workshop that provided training to law enforcement attendees.

- ✓ 2024 LEEP total attendance: 2,253 for 12 workshops
- ✓ 1,458,939 LEEP marketing promotions include:
 - Internal email
 - Trade publication e-blasts
 - Special print ads
 - Direct mail collateral
 - Digital marketing tools
 - Onsite collateral



Download the SHOT University order form today!



Download the LEEP order form today!

*Based on a sample of SHOT Show attendees with EventBit movement tracking tags.

SPONSORSHIPS SELL QUICKLY. RESERVE TODAY!

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SHOTShow.org/sponsorship