IT’S A BIG DEAL TO EXHIBIT AT THE SHOT SHOW

2023 EXHIBITOR PROSPECTUS

JAN. 17–20 | 2023

THE VENETIAN EXPO • CAESARS FORUM LAS VEGAS, NEVADA

SHOTShow.org
The SHOT Show has long been the world’s largest trade event for hunting, shooting sports, outdoor equipment, law enforcement and armed forces. Exhibiting at the SHOT Show can make a big impact on your industry visibility.

NEARLY ALL SHOT SHOW ATTENDEES PLAY A ROLE IN THE PURCHASING PROCESS.

Déal Directly With Qualified Buyers

The SHOT Show attendees are carefully vetted and highly qualified.

**Who Participates?**

The SHOT Show is not open to the general public. Professional affiliation is required.

- **Retailers**
  - Firearms Retailer
  - Commercial/Sporting Goods Retailer
  - Catalog/Mail Order/Internet Retailer
  - Wholesaler
  - Hardware Store/Pawn Shop
  - Mass Merchant/Big Box/Chain Store

- **Law Enforcement/Military**
  - LE Equipment Retailer/Distributor
  - Active Law Enforcement/Military
  - Active LE Agency Department Purchaser
  - Active Armed Forces Purchaser
  - Private Security Company Purchaser

- **Shooting/Training Facility**
  - Range/Shooting Facility/Hunting Preserve
  - Training Facilities

- **Government**
  - Government Agency Buyer
  - Government Agency Non-Buyer

2023 Exhibit Fees

New Exhibitor Package: $1,695 plus $41.00 per square foot for exhibit space. Corner fee is $750 per corner.

All 2023 new exhibitors must purchase a “New Exhibitor Package.”

The NEW EXHIBITOR Package includes:

- SHOT Show lead retrieval mobile app
- One entry into the New Product Center Display (Cabinet position)
- One-year membership to Outdoor Wire
- SHOT Show Marketing Package and access to digital press kits

2023 SHOT SHOW Booth Selection Procedures

Booth space is assigned once application is received, your company is approved to exhibit and deposit is paid.

Supporting Your Industry Is a Big Deal

Your participation in the SHOT Show directly supports the many programs of NSSF, the firearm industry trade association, including legislative, regulatory and voter education initiatives — plus First Shots, +ONE® Movement, Project ChildSafe®, Don’t Lie for the Other Guy®, FixNICS®, Operation Secure Store®.

NSSF leads the way in ensuring that all firearm and related businesses continue to thrive.

Space is limited. Reserve your booth today. SHOTShow.org/exhibit
INTERESTED IN SPONSORSHIPS?

Many additional marketing opportunities are available to SHOT Show exhibitors, including print ads, digital ads, signage, education, video and more.

Learn more at SHOTShow.org/sponsor

ARE YOU A MANUFACTURING SUPPLIER?

Monday and Tuesday, January 16 and 17, 2023
If you are a supplier for shooting, hunting or outdoor manufacturers, the SHOT Show Supplier Showcase is for you.

The SHOT Week Supplier Showcase takes place on Monday and Tuesday of SHOT Week in the Palazzo Ballroom, on the 5th floor of the Venetian, just upstairs from the SHOT Show. Supplier Showcase is a dedicated event for suppliers to present their products to shooting, hunting and outdoor manufacturers.

CONTACT THE SHOT SHOW SALES TEAM TO RESERVE YOUR BOOTH TODAY

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