

2024 SPONSORSHIP AND ADVERTISING OPPORTUNITIES



**INCREASE YOUR REACH
BEYOND THE BOOTH**

SHOTShow.org/sponsorship

JANUARY 23-26 | 2024 | LAS VEGAS, NEVADA
THE VENETIAN EXPO + CAESARS FORUM

AN EVENT OF
NSSF
The Firearm Industry
Trade Association

PRINT ADVERTISING

Year-round reference materials, 79,500 pieces distributed, 100+ ads promoting products, brands, services and SHOT Show booths.

Full-page and half-page ads are available in **FOUR** SHOT Show publications:



SHOT SHOW TRACKER

Tens of thousands of SHOT Show Trackers are sent directly to the mailboxes of attendees and prospects. It's a much-anticipated publication that aids with successful show planning.

OFFICIAL BUYERS' GUIDE AND SHOW DIRECTORY

The ultimate industry resource used all year long, only available at SHOT Show. The Buyers' Guide features detailed exhibitor company descriptions and complete show details.

SUPPLIER SHOWCASE DIRECTORY

Focuses on the materials and services needed by industry manufacturers.

NEW PRODUCT GUIDE

Seeing new products is one of the top reasons to attend SHOT Show, and this guide features those new products with detailed descriptions, exhibitor information and booth location.



Download the order form today!

SPONSORSHIPS SELL QUICKLY. RESERVE TODAY!

Christopher Tatulli, ctatulli@nssf.org
(203) 426-1320, ext. 214

Zach Maddox, zmaddox@nssf.org
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DIGITAL ADVERTISING

Website, Planner and Mobile App Online Ads

Impressive exposure before and during the SHOT Show — place an ad on the SHOT Show's website, planner and mobile app. With the high visibility and consistent exposure of advertising on three channels at once, you will drive attendees to your booth. Packages are sold monthly from November through January.



SHOTSHOW.ORG

1,617,656 Page Views

749,717 Unique Visitors

5,791 Ad Clicks

SHOT SHOW PLANNER

3,103,031 Impressions

1,844 Ad Clicks

SHOT SHOW MOBILE APP

1,410,996 Impressions

2,426 Ad Clicks

PUSH NOTIFICATIONS: 66,441 Impressions



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ONSITE SIGNAGE AND COLLATERAL

Display your company's brand or logo on floor decals, escalators, lobby displays, lounges.

Or in any number of customized promotion sponsorships available on-site throughout the show.



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

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SHOT SHOW TV PACKAGES

SHOT Show attendees love video, and what better way to spotlight your product than to be seen across all our social media channels before, during or after the show?



**SHOT SHOW
FACEBOOK
PAGE:**
171,000 followers



INSTAGRAM FEED:
**166,000
followers**



**X FEED
(formerly
Twitter):**
96,000 followers



YOUTUBE:
**11,868
subscribers
with 1.57 million
views and growing**

GOLD PACKAGE: \$17,500

(4 available)

Sponsorship includes:

- Product Spotlight video (reel) with priority scheduling
Promotion on SHOT Show's Facebook, Instagram, X (formerly Twitter) and YouTube.
- 30-second video ad on SHOT Show Headlines Stream
Promoted on SHOT Show Streaming Monitors and Daily Headlines
- Static Headline Ad
Displayed on SHOT Show Streaming Monitors and Daily Headlines
- Virtual pre-show interview with company spokesperson to air on social media and streaming platforms.
- Digital Signage package for both buildings (\$15,000 value)

SILVER PACKAGE: \$8,000

(6 available)

Sponsorship includes:

- Product Spotlight video (reel) with priority scheduling
Promotion on SHOT Show's Facebook, Instagram, X (formerly Twitter) and YouTube.
- Static Headline Ad — \$2,500 value
Displayed on SHOT Show Streaming Monitors and Daily Headlines
- Virtual pre-show interview with company spokesperson to air on social media and streaming platforms.
Professional film crew (reel) and on-air host (pre-show interview)
Product Spotlight video can be up to one minute long
Product Spotlight video posted on SHOTShow.org
Includes all production and editing costs



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PRE-SHOT SHOW SPOTLIGHT: \$5,000 (10 available)

Aired on SHOT Show social media between
October 1–January 19

Sponsorship includes:

- Sponsor-produced, completed video required.
Video can be no longer than :60 seconds.

Video archived on SHOT Show's YouTube channel

Promotion on SHOT Show's Facebook page

Promotion on SHOT Show's
X feed (formerly Twitter)

- SHOT Show Virtual Production and Editing service available for \$2,500, includes:

Professionally produced Product Spotlight filmed "Zoom-style" with our on-air host from virtual studio

All video editing

SHOT SHOW SPOTLIGHT: \$2,900

UNLIMITED AVAILABILITY Non-priority posting
(Could post after show)

Sponsorship includes:

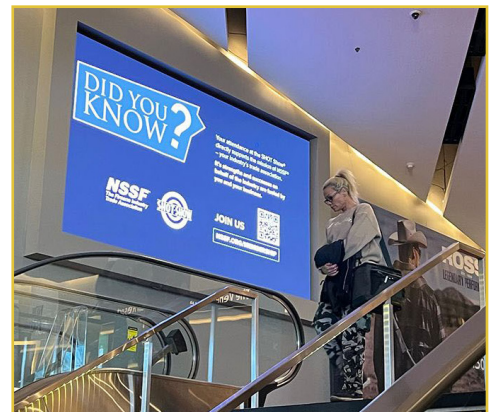
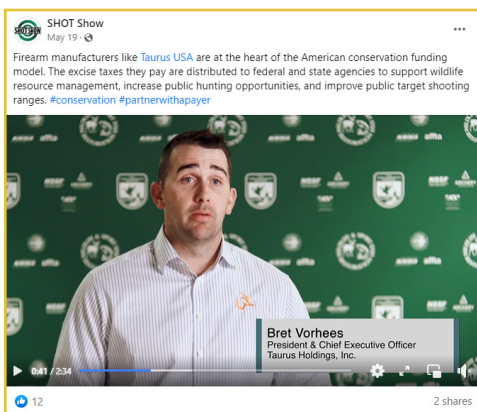
Promotion on SHOT Show's Facebook, Instagram, X (formerly Twitter) and YouTube.

SHOT SHOW SOCIAL FEATURE ADD-ON: \$1,000

No schedule limitations

Sponsorship includes:

- Exclusive Story Feature, Short, X post
- YouTube feed post/short
- Photo or video (15-sec) format to be provided by the sponsor



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CAESARS FORUM SPONSORSHIPS

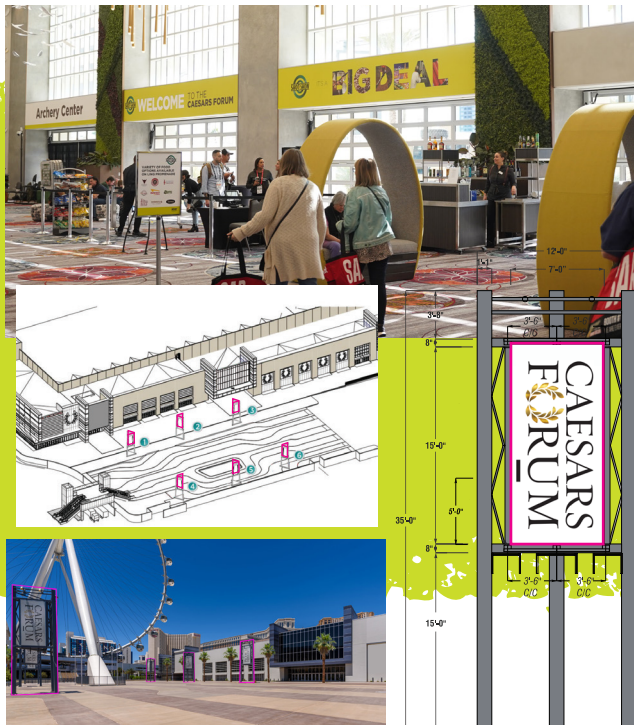
Digital and Printed Signage

Big and bold signage opportunities are available in the all-new Caesars Forum space.

ADDITIONAL SIGNAGE OPTIONS INCLUDE:

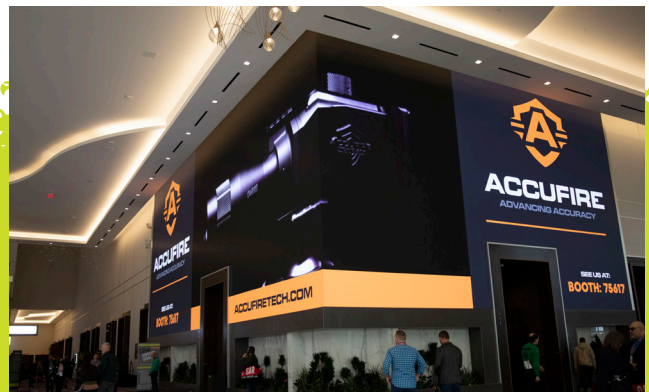
- Carpet Decals
- Digital Signage
- Flexible Frame Banners
- Foyer Pillars
- Hotel Connector Windows and Pop-Outs
- Lobby Displays
- Stairs
- Interior Banners
- Outdoor Signage

Accordion Door Overheads



AV Towers: Static Banners

Video Wall



Interior Banners



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NEW PRODUCT CENTER

Display your newest release!

Thousands of buyers and media visit the New Product Center looking for the most exciting product releases at the SHOT Show. That means your products are featured to the people with the power to influence purchasing.

We make it easy for visitors to remember your products! They simply scan products they like using the SHOT Show Mobile App, and manufacturer and exhibit location information saves directly to their show planner.

Exhibitors within the New Product Center receive all attendee leads from these scanners.

11,370*
**NEW PRODUCT CENTER
VISITS IN 2023**

DISPLAYS INCLUDE:

- Cabinet or Tabletop Display
- Customizable Floor Display
- Premium Lobby-Facing Display



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MOBILE RANGES

Exhibiting firearm manufacturers can showcase their products in a mobile range located on the Caesar's Forum Plaza.

This is YOUR SHOT for clients to see your products in action. Reserve a mobile range, and invite clients to test products in person. During your allotted time slot, you may brand the mobile range as you wish as long as the graphics are easily removed.

Have your own range onsite at the SHOT Show®. Half-day, full-day and full-week options are available.



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EDUCATION SPONSORSHIPS

6,100+ 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.

- ✓ 2023 SHOT University total attendance: 3,275 for 16 courses
- ✓ Promoted through 30 different marketing channels
- ✓ 9,668* SHOT University tabletop display visits
- ✓ 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.

- ✓ 2023 LEEP total attendance: 2,827 for 18 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!

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NSSF HAVA GOLF CLASSIC

JANUARY 21, 2024 | BEAR'S BEST LAS VEGAS

AN EVENT OF

NSSF[®]
The Firearm Industry
Trade Association

HAVA
Honored American Veterans Afield

**More than 100 industry leaders participate every year in the NSSF/
Honored American Veterans Afield (HAVA) Golf Classic.**

The golf tournament raises funds for Honored American Veterans Afield

Honored American Veterans Afield is an industry-run organization that helps the healing and re-integration of disabled combat veterans back into normal life through participation in hunting and shooting sports. The HAVA Board of Directors is composed of industry executives committed to directing more resources from such events to immediate work for these returning heroes and their families. All the proceeds from this event will benefit HAVA outreach programs.

- ✓ Sponsorship Levels include Presenting Sponsor, Gold, Silver and Bronze
- ✓ Marketing promotion varies based on sponsor level.



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SHOTShow.org/golf

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