

THIS IS
YOUR SHOT
TO EXHIBIT AT THE SHOT SHOW





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


AN EVENT OF
NSSF
The Firearm Industry
Trade Association

THIS IS YOUR SHOT TO MEET MORE CUSTOMERS

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.

**52,000+ PROFESSIONAL ATTENDEES**

**2,200+ MEDIA REPRESENTATIVES**

**115+ COUNTRIES**

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

96%
Net buying influence

81%
Attendees coming to the SHOT Show with buying plans

\$247K
Average anticipated value of sales at the SHOT Show

21.3 HOURS
Average number of hours each attendee spends on exhibit floor

\$1M
Average planned attendee expenditure

DEAL 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 | ✓ Law Enforcement/Military | ✓ Shooting/Training Facility |
| Firearms Retailer | LE Equipment Retailer/Distributor | Range/Shooting Facility/Hunting Preserve |
| Commercial/Sporting Goods Retailer | Active Law Enforcement/Military | Training Facilities |
| Catalog/Mail Order/Internet Retailer | Active LE Agency Department Purchaser | |
| Wholesaler | Active Armed Forces Purchaser | ✓ Government |
| Hardware Store/Pawn Shop | Private Security Company Purchaser | Government Agency Buyer |
| Mass Merchant/Big Box/Chain Store | | Government Agency Non-Buyer |
| Gunsmith | | |

PRODUCTS SHOWCASED AT THE SHOT SHOW

- | | | | |
|----------------------------|--------------------------------------------|------------------------------|---------------------------------|
| • Air Gun/Airsoft Products | • Custom Manufacturing | • Firearm Accessories | • Recoil Protection Devices |
| • Ammunition | • Cutlery/Sharpeners/Knives | • Hearing Protection | • Scents/Lures |
| • Apparel/Footwear | • Eyewear | • Holsters/Leathergoods | • Scopes, Sights & Accessories |
| • Archery | • Firearm Cabinets/Safes/Locks | • Hunting Gear & Accessories | • Shooting Range Equipment |
| • Bags, Packs/Equipment | • Firearm Maintenance & Cleaning Equipment | • Indoor Shooting Equipment | • Training and Safety Equipment |
| • Bulletproof Vests | | • Magazines/Cartridges | |
| • Cameras & Equipment | | • Optics/GPS/Communications | |
| • Communications Products | | | |

THIS IS YOUR MOMENT TO SHOWCASE YOUR PRODUCTS

2024 SHOT SHOW EXHIBIT HALLS

THE VENETIAN EXPO + CAESARS FORUM



2024 EXHIBIT FEES

New Exhibitor Package: \$1,795 plus \$41.00 per square foot for exhibit space. Corner fee is \$900 per corner.

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

2024 SHOT SHOW BOOTH SELECTION PROCEDURES

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

2023 SHOT Show was the largest ever, and completely sold out.
COMPLETE YOUR APPLICATION TODAY!

EXHIBIT HALL HOURS

TUESDAY-THURSDAY

The Venetian Expo: 8:30 AM–5:30 PM

LE Ballrooms at The Venetian Expo: 8:00 AM–5:30 PM

Caesars Forum: 8:30 AM–5:30 PM

FRIDAY

The Venetian Expo: 8:30 AM–4:00 PM

LE Ballrooms at The Venetian Expo: 8:00 AM–4:00 PM

Caesars Forum: 8:30 AM–4:00 PM

YOUR SHOT TO SUPPORT YOUR INDUSTRY

AN EVENT OF
NSSF
The Firearm Industry Trade Association

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



ARE YOU A MANUFACTURING SUPPLIER?



MONDAY + TUESDAY, JANUARY 22-23, 2024

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.

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

CONTACT THE SHOT SHOW SALES TEAM TO RESERVE YOUR BOOTH TODAY

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