

THIS IS
YOUR SHOT
TO EXHIBIT AT THE SHOT SHOW



**2025 EXHIBITOR
PROSPECTUS**

SHOTShow.org

JANUARY 21-25 | 2025 | 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.



55,000+
INDUSTRY
PROFESSIONALS



2,200+
MEDIA
REPRESENTATIVES



117+
COUNTRIES

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

97%

Net buying influences

83%

Attendees coming to the SHOT Show with buying plans

\$251K

Average anticipated value of sales at the SHOT Show

21.4 HOURS

Average number of hours each attendee spends on exhibit floor

5.9

Average number of orders placed per attendee

\$874.7K

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

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

✓ 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

PRODUCTS SHOWCASED AT THE SHOT SHOW

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

THIS IS YOUR MOMENT TO SHOWCASE YOUR PRODUCTS

2025 SHOT SHOW EXHIBIT HALLS

THE VENETIAN EXPO + CAESARS FORUM



MORE THAN 800,000 NET SQUARE FEET

With an expansion that includes both The Venetian Expo and Caesars Forum, the SHOT Show has new exhibiting opportunities that haven't been available in decades.

2025 EXHIBIT FEES

New Exhibitor Package: \$1,795 plus \$42.00 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

2025 SHOT SHOW BOOTH SELECTION PROCEDURES

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

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

COMPLETE YOUR APPLICATION TODAY!

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](https://www.shotshow.org/exhibit)



ARE YOU A MANUFACTURING SUPPLIER?



MONDAY + TUESDAY, JANUARY 20-21, 2025

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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