



Exhibitor Marketing Toolkit

**SAMPLE ONLY**

## **NEWS RELEASE TEMPLATE**

---

*Use this sample press release as a guide to announcing the products and services you will be featuring at the 2020 SHOT Show.*

For Immediate Release  
[INSERT TODAY'S DATE]

Contact: [NAME]  
555-555-5555

[INSERT COMPANY NAME] among 2,000 exhibitors  
at the 2020 SHOT Show® in Las Vegas

**YOUR CITY [INSERT DATE, e.g., November 1, 2019]** — [INSERT COMPANY NAME] will be joining an amazing list of more than 2,000 exhibitors at this year's FULLY LOADED 2020 SHOT Show®, January 21–24, at the Sands Expo Center in Las Vegas.

The SHOT Show is the world's most comprehensive trade show for professionals involved with the shooting sports, hunting and law enforcement industries. It attracts an impressive 60,000 industry professionals from all 50 U.S. states and more than 100 countries.

"We always get excited about exhibiting at the SHOT Show. With so many of our customers and contacts attending the show, we expect to have very productive conversations that prove to be lucrative for both of us," says [INSERT FIRST AND LAST NAME, COMPANY TITLE].

[YOUR COMPANY'S HIGHLIGHT]  
[INSERT COMPANY NAME] will be featuring its new [INSERT PRODUCT/SERVICE HERE ALONG WITH RELEVANT INFORMATION TO ENCOURAGE VISITS TO YOUR BOOTH].

[LAST NAME] says attendees will be able to meet face-to-face with his team members, and to discuss opportunities to enhance inventory that will drive the next selling season.

Registration for the 2020 SHOT Show is now open. Early bird discounts are available for a limited time, as well as discounts for National Shooting Sports Foundation members. See full details at [www.SHOTShow.org](http://www.SHOTShow.org).

The SHOT Show is owned by the National Shooting Sports Foundation, and is restricted to the shooting, hunting and outdoor trade professionals and commercial buyers and sellers of military, law enforcement and tactical products and services ONLY. The SHOT Show is not open to the general consuming public (e.g., private visitors, hunters, sport shooters, members of hunting and sports shooting clubs, etc.). Proof of professional affiliation is required.

[INSERT YOUR COMPANY'S INFORMATION, INCLUDING LOCATION, OWNERS, TYPE OF SHOOTING SPORTS PRODUCTS/SERVICES].

###