



Exhibitor Marketing Toolkit

# SAMPLE ONLY

## CUSTOMER EMAIL OR LETTER

AN EVENT OF  
**NSSF**<sup>®</sup>  
The Firearm Industry  
Trade Association

*Promote your company's booth at the 2021 SHOT Show<sup>®</sup> by sending an email or letter to current and potential clients. Your outreach efforts are important, so please send this to anyone who may be qualified to attend. To get started, try this sample copy (it's easily customizable)!*

Recommended Subject Lines:

- Let's meet in Vegas
- Visit us at SHOT Show this January
- We're loaded with products for SHOT Show
- See our solution to [PROBLEM] at SHOT Show
- Will you be stopping by SHOT Show?

Dear [INSERT CUSTOMER NAME]:

Please join us at the one event that brings the industry's most innovative technology, products, manufacturers, education and regulatory leadership together to create one comprehensive and fully loaded experience — the SHOT Show<sup>®</sup>.

The 2021 SHOT Show has loads in store to keep your business going strong:

- Source Products from Around the Globe — With over 2,000 exhibitors, the SHOT Show is the single best resource for store owners and range operators who want to stay competitive and successful. This is your opportunity to meet with vendors, negotiate orders and enhance your inventory for the next selling season.
- Unparalleled Face Time — Whether it's on the exhibit floor or after hours, the SHOT Show is a great opportunity to meet with manufacturers. Learn more about their two-step distribution methods and discover what content and training they can offer your customers.
- The Best Minds in Hunting and Shooting Sports — No matter what your retail operation — brick and mortar, local sporting goods, large chain, specialized, online or anyone in the distribution chain — the SHOT Show is your opportunity to share challenges and learn new ways to improve your day-to-day operations.

That's why we've made the commitment to be there and think you should, too!

Join us in Las Vegas, January 19–22, 2021. [INSERT YOUR COMPANY NAME] will be demonstrating [PRODUCT/SERVICE] that will [INSERT BENEFIT OF PRODUCT/SERVICE] in booth [#####]. Our experts will be on-hand to answer all of your questions, so stop by or schedule an appointment. Contact [INSERT CONTACT NAME AND INFO].

As an exhibitor, I encourage you to attend this event — even if you're just curious to see what's new in the market and what the latest issues and trends are.

See you in Las Vegas!

[NAME]

[YOUR COMPANY NAME]

Register now at [www.SHOTShow.org](http://www.SHOTShow.org)