

THIS IS YOUR SHOT



The SHOT Show® is all about YOU and YOUR BUSINESS. This is your opportunity to connect with the industry's top manufacturers, distributors and experts who can help any retailer or range, both large and small, better serve its community.

**THIS IS YOUR SHOT.
TAKE IT!**

REGISTRATION IS OPEN!

SHOTShow.org/Retail

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

AN EVENT OF
NSSF
The Firearm Industry
Trade Association

The SHOT Show is a trade-only event. Professional affiliation required.



This Session...

Two-Venue Show Floor

Networking Opportunities

Education at the SHOT Show

Highlights Around the Show & Key Locations / Our Neighborhood

Registration & Badges

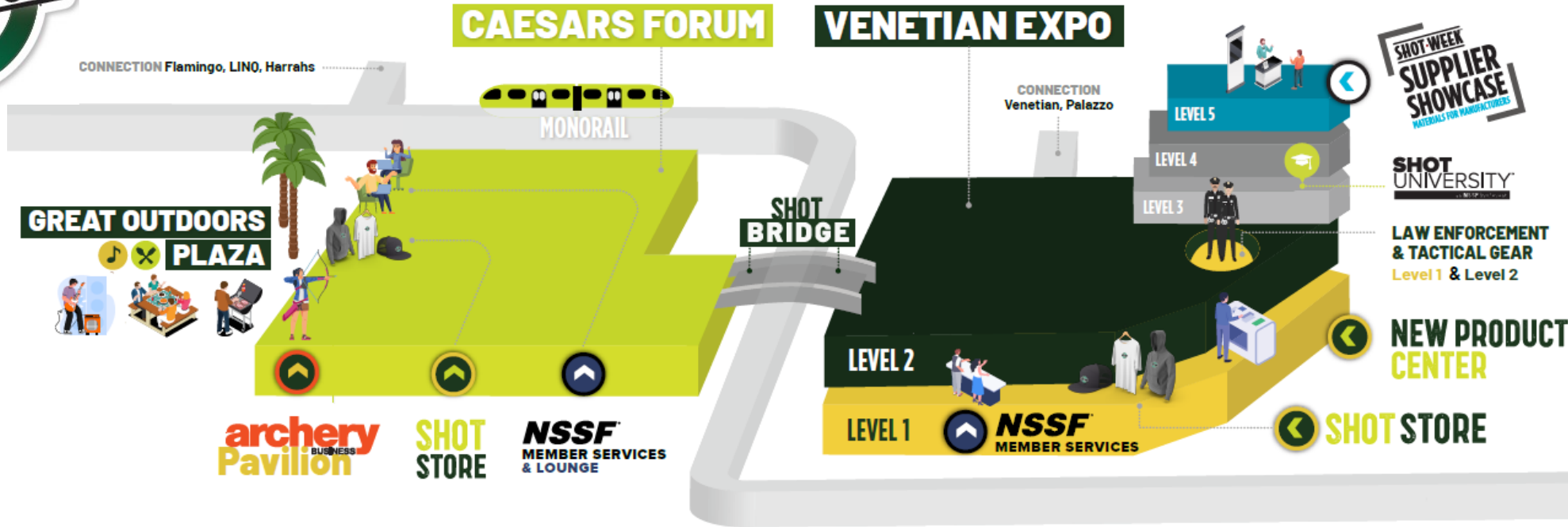
Navigating SHOTShow.org

What You Can Do In Advance

Getting Ready for Vegas



Two-Venue Show Floor



CAESARS FORUM

- Booths 70000 - 80800
- Archery Business Pavilion
- SHOT Store
- NSSF Membership Services & Lounge

LEVEL 1

- Booths 40000 - 45000
- Law Enforcement & Tactical Gear
- SHOT Store
- NSSF Membership Services
- Main Registration
- New Product Center

LEVEL 2

- Booths 10000 - 33000
- Law Enforcement & Tactical Gear

LEVEL 3

- SHOT University & Education Rooms
- 3000 Series Meeting Rooms

LEVEL 4

- NSSF Press Room
- 4000 Series Meeting Rooms

LEVEL 5

- Booths 50000 - 55000
- Supplier Showcase Monday-Tuesday

CAESARS FORUM

Approx. 400 exhibitors

Archery Business Pavilion

Almost 100 NEW exhibitors

Connected to LINQ & Harrah's

SHOT After Dark

Connected to Monorail

VENETIAN EXPO

Over 2,000 exhibitors

Over 350 NEW exhibitors

Over 560 exhibitors in Supplier Showcase

Connected to Venetian | Palazzo



Expanded Show Floor



Follow the Signs and green carpeted aisles to the Bridge



Expanded Show Floor





Networking Opportunities

shotshow.org/networking

FREE

Tuesday, Jan 23
All Star Jam Concert
Great Outdoors Plaza

Wednesday, Jan 24
Industry Networking Reception
Great Outdoors Plaza

Thursday, Jan 25
Industry Happy Hour
Great Outdoors Plaza

5:30PM – 6:30PM – AT SHOW CLOSE EACH EVENING

**Official Welcome
Networking Event**
Monday, Jan 22
8:30 PM – 10:30 PM



**Official Closing Party
Networking Event**
Thursday, Jan 25
8:30 PM – 10:30 PM

**Nightclub AFTER HOURS -
Nightclub Guest List Access**
Monday, Jan 22
10:30 PM-1:00 AM
JEWEL at ARIA

**Nightclub AFTER HOURS -
Nightclub Guest List Access**
Tuesday, Jan 23
10:30 PM-1:00 AM
OMNIA at Caesars Palace

**Official Happy Hour
Networking Event**
Wednesday, Jan 24
6:00 PM – 8:00 PM

**Nightclub AFTER HOURS -
Nightclub Guest List Access**
Wednesday, Jan 24
10:30 PM-1:00 AM
Encore Beach Club at Encore

**Nightclub AFTER HOURS -
Nightclub Guest List Access**
Thursday, Jan 25
10:30 PM-1:00 AM
Zouk at Resorts World Las Vegas



Networking Opportunities



All Access

\$49

Package Includes:

- Access to all 3 Official Networking Events. Please Note: Open Bar is not included.
- Complimentary "Guest List" access to all 4 AFTER HOUR Nightclub Events.
- SHOT Show AFTER DARK News & Announcements
- Hospitality Concierge Services



**Monday,
January 22**

8:30pm - 10:30pm
Open Bar Included



**Wednesday,
January 24**

6:00pm - 8:00pm
Open Bar Included



**Thursday,
January 25**

8:30pm - 10:30pm
Open Bar Included



EVERY NIGHT

10:30pm - 1:00am

Monday, January 22 - JEWEL NIGHTCLUB
Tuesday, January 23 - OMNIA NIGHTCLUB
Wednesday, January 24 - XS NIGHTCLUB
Thursday, January 25 - ZOUK NIGHTCLUB

\$179





Education at the SHOT Show



Explore better management practices and new ways to make your retail or shooting range business thrive in the most competitive and regulated marketplaces.

Enrollment Fees

per session

\$40 NSSF members

\$75 NSSF non-members

Seats will be limited. Enroll early to get your spot!

Location: Venetian – Level 3
Tuesday - Thursday

Export Training Sessions

Exporters need to know how new regulations are working, and what they need to do to keep their export business running smoothly. Personnel from BIS, SAAMI, and Kim Pritula will present current information and updates on various regulations.

LEEP

The Law Enforcement Education Program (LEEP) focuses on protection measures and practical execution.

One-time registration fee: \$45
(Gives you access to all 2023 LEEP courses)

Location: Venetian – Level 3
Tuesday - Thursday

Location: Venetian – Level 3
Wednesday

Enrollment Fees

\$75 per session

In partnership with:





VENETIAN EXPO LEVEL 1

BOOTHS #40000s & #60000s

Key Locations

Onsite Registration

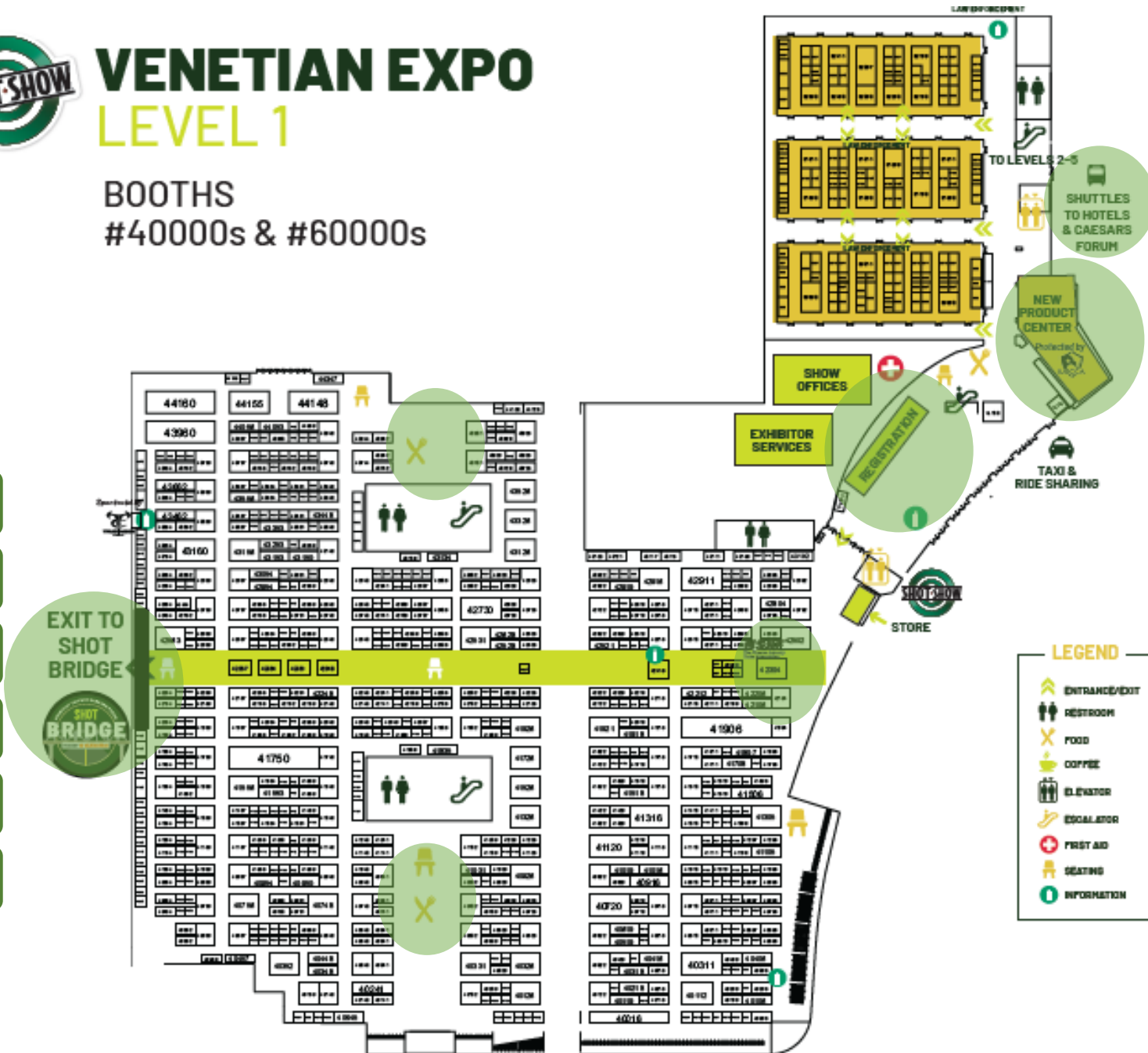
NSSF Member Services

New Product Center

Shuttles to Hotels & Caesars Forum

Food Courts

Access to Bridge





VENETIAN EXPO LEVEL 2

BOOTHS
#10000-33000

Key Locations

Express Badge Pick-Up

Outdoor BBQ

International Trade Center

Buyers Lounge

Access to Venetian | Palazzo

Access to Bridge

Access to Levels 3 - 5

Supplier Showcase (Level 5)



THE VENETIAN | THE PALAZZO
+ RESTAURANT ROW

Express Badge Pick-Up

ESCALATOR TO GRAND
CANAL SHOPPES

TO LEVELS 1-5

INTERNATIONAL
TRADE CENTER

LEGEND

- ENTRANCE/EXIT
- RESTROOM
- FOOD
- COFFEE
- ELEVATOR
- ESCALATOR
- FIRST AID
- SEATING
- INFORMATION

OUTDOOR
BBQ

BUYERS
LOUNGE

BRIDGE

TO CAESARS
FORUM



Caesars Forum

Booths #70000 - 81000

Key Locations

Archery Business Pavilion

Registration

Great Outdoors Plaza

SHOT After Dark

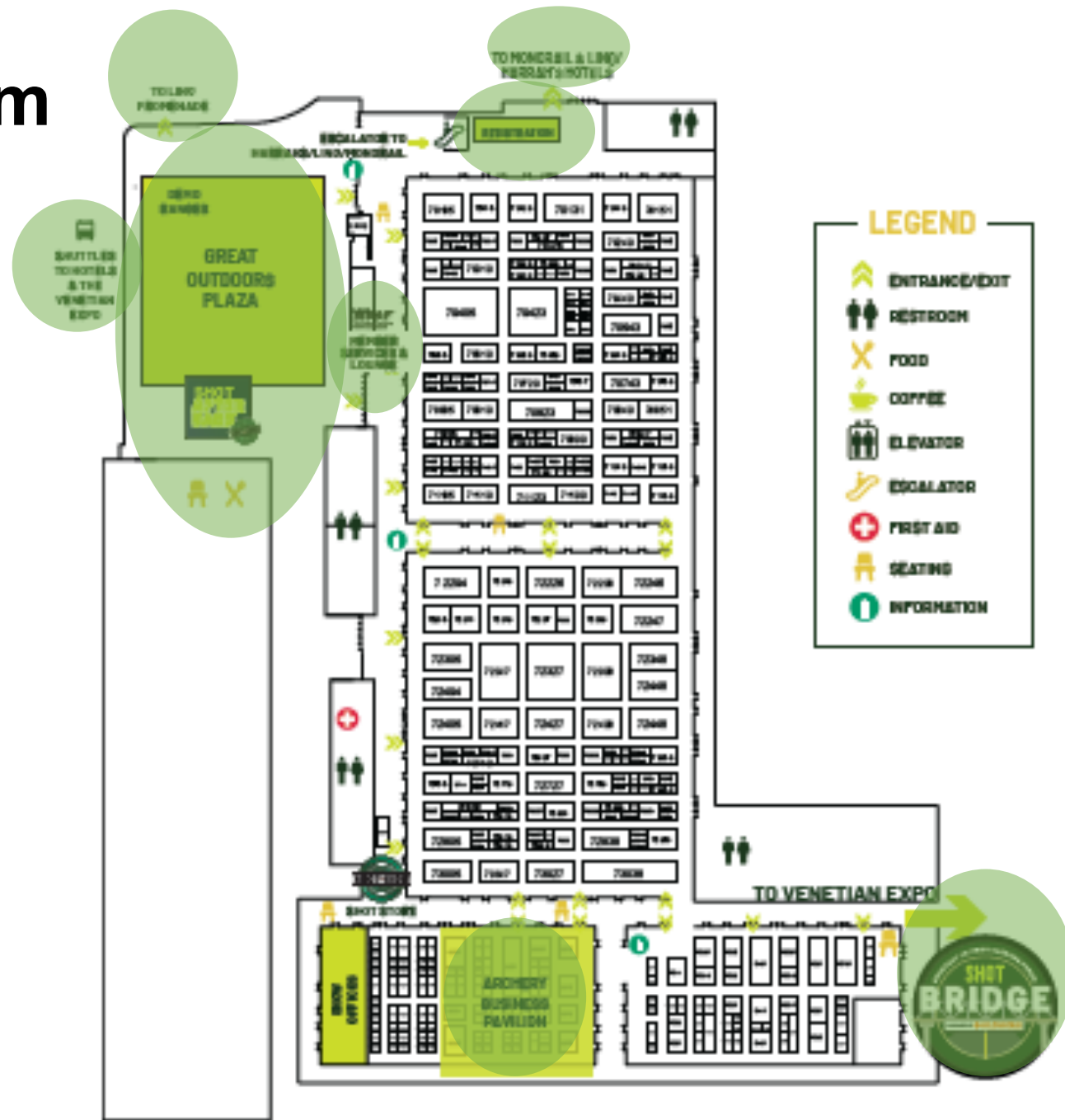
NSSF Member Lounge

LINQ/Harrah's/Monorail

LINQ Promenade/Flamingo Hotel

Bridge to Venetian Expo

Shuttles to Hotels & Venetian Expo





Our Neighborhood on the Strip...

Connected Hotels:
Official Block (expires today)

- Harrah's - \$191/nt.
- Flamingo - \$159/nt.
- Horseshoe (Ballys) - \$169/nt.
- Paris - \$195/nt.

Current Hotel Rates for Tuesday:
(their website)

- Harrah's - \$719/nt.
- Flamingo - \$517/nt.
- Horseshoe (Ballys) - \$344/nt.
- Paris – **Sold Out**

Additional Hotel in Our Block

- Circus Circus - \$48/nt. (Jan 8)



<https://shotshow.org/hotel-and-travel/>



Our Neighborhood on the Strip...

Great Outdoors Plaza

Demo Range Trailers

BBQ and Music All Day

SHOT After Dark

LINQ Promenade

22 Restaurants

6 Bars/Nightclubs





How to Register for the SHOT Show

Jan 23-26, 2024
Venetian Expo + Caesars Forum
Las Vegas

ATTENDEES EXHIBITORS MEDIA **REGISTER** FULL MENU

THIS IS YOUR SHOT

Make deals, explore opportunities, find new products, and forge connections.

REGISTRATION IS OPEN

THIS IS YOUR SHOT
JANUARY 23-26 | 2024 | LAS VEGAS

COUNTDOWN TO SHOT SHOW

25 20 31
DAYS HRS MINS

COUNTDOWN SPONSORED BY



POTENTIAL EXHIBITOR	ATTENDEE
MEDIA	SHOT EXHIBITOR
SUPPLIER SHOWCASE VENDOR	CHECK STATUS

Attendee FAQs	Exhibitor FAQs	Media FAQs
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Reason for the Qualification Process, and How to Qualify

While most everyone in the industry is an enthusiast, Exhibitors are there to meet with potential retail customers and conduct business; not introduce product to the end user.

Two-Step Process for Qualifying

Show Your Company is in the Industry and Purchases from the Exhibitor Community

Show You work for the Qualified Company

Be Sure to Finish Your Registration by Confirming Your Email Address



Badge Pick-Up in Vegas

Express Reg

- Simply Show Your ID & Confirmation
- 24 Hour Availability Venetian
- Both Terminals at the Airport
- Avoid Lines in Vegas



Onsite Reg

- Only one Location at Venetian & one at Caesars Forum
- Will still need to qualify and risk not getting a badge
- Lines Opening Day



Express Reg Locations



**VENETIAN EXPO/CAESARS FORUM
VENETIAN/PALAZZO**

- | | | |
|--------------------------|--------------------|---|
| 1 Circus-Circus | 4 Horseshoe | 7 Industry Day at the Range - Boulder City |
| 2 Treasure Island | 5 MGM Grand | 8 POV Lot
2515 S. Sammy Davis Jr. Dr.
Las Vegas, NV 89109 |
| 3 Mirage | 6 Airport | |



How to Navigate SHOTShow.org



SHOT SHOW
Jan 23-26, 2024
Venetian Expo + Caesars Forum
Las Vegas

ATTENDEES EXHIBITORS MEDIA REGISTER

FULL MENU 🔍

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COUNTDOWN TO SHOT SHOW

25 DAYS **20** HRS **31** MINS

COUNTDOWN SPONSORED BY

Gun Accessory Supply
Wholesale Distribution



How to Navigate SHOTShow.org

Attendees

Retailers and Ranges
Law Enforcement and Armed Forces
International Attendees
Attendee Admission Requirements
SHOT Show Planner
Exhibitor List
New Product Center
Attendee FAQs

Exhibitors

New Exhibitor Inquiries
Meeting Room Request
Exhibitor Dashboard
Exhibitor Resource Center
Exhibitor Toolkit
Supplier Showcase Toolkit
Sponsorships
Exhibitor Academy
Exhibitor FAQs

Media

General Media Information
Press Room Resources
Exhibitor Press Releases
Digital Press Kits
Newsroom
Media FAQs

Education

SHOT University
LEEP
Export Training Sessions

Events

Supplier Showcase
Archery Business Pavilion
Industry Day at the Range
NSSF/HAVA Golf Classic
Networking

Planning

Floorplan
Hotels
Transport and Shuttle Service
SHOT Bridge
NSSF Membership
Policies

Search





Planning Ahead...The Show Planner

Log into your Show Planner

Update your profile

Check your exhibitor matches

Review exhibitor information, add to planner and/or make an appointment

Review the online New Product Center



Getting Ready for Vegas

Book Your Hotel Rooms & Know The Cancellation Policies if booking through a third party

Read the Emails Coming Your Way from SHOT Show

Plan for your Ground Transportation Plan based on your hotel decision (hotels within walking distance vs. those that need shuttles or UBER)

Log In to Show Planner and Schedule Appointments and Review Floorplan



Customer Service

855-355-7468

regmgr@shotshow.org

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