



2024

LAW ENFORCEMENT EDUCATION PROGRAM
Session Sponsorship Insertion Order



With a SHOT Show® Law Enforcement Education Session Sponsorship, your company will be able to provide LE attendees with real solutions to today's biggest challenges. Reach the most influential law enforcement professionals in the industry when you present a panel discussion, new technology overview, or in-depth training on your product — it's up to you. You provide the speaker and the topic, and the SHOT Show team will promote your session to our database of 7,000+ Law Enforcement attendees along with 47,000 subscribers to our official partner, American COP.

Sponsorship Includes:

- Meeting space provided during designated date and time at the 2024 SHOT Show
Basic A/V and room set (theater seating, LCD, screen, lav mic)
Pre-show email campaigns promoting the LEEP program to SHOT Show attendees, plus subscribers to FOP Connect, Officer.com and Police1 (~241,000 subscribers).
Logo/Session included in printed marketing materials referencing the Law Enforcement Education Program
SHOT Show Tactical Planner (deadline for inclusion is 9/15/2023)
SHOT Show Tracker (deadline for inclusion is 10/6/2023)
2024 Official SHOT Show Buyers' Guide (deadline for inclusion is 11/3/2023)
Onsite Directional Signage
Inclusion on dedicated LEEP page on SHOT Show website
Literature handout in your session (you provide the printed pieces, shipped to the address provided)
Lead capture of all participants in your session (mailing information)
Sponsor promotion at LEEP Networking event

Additional Marketing through our official partner, American COP:

- Dedicated LEEP digital advertisements October-January 2023/2024 (~25,000 page views/month)
Sponsor "thank you" recognition in February 2024
Profile article about your speaker/session on American COP website, submitted by vendor (see NSSF guidelines; copy to be approved by NSSF/American COP)
Inclusion on landing page for LEEP on AmericanCOP.com — includes vendor-supplied logo, photo and 50 words of copy limited to identifying vendor's name, contact information, and a non-promotional listing of products/services (see NSSF guidelines; copy to be approved by NSSF/American COP)
Inclusion in regular emails to American COP subscribers, October-January 2023/2024. (47,000 subscribers)
10% discounted rate on optional pre- or post-show marketing packages through American COP, including video promotions and additional exclusive and dedicated articles and emails

Pricing: \$6,000/session | Availability is limited and sessions are sold on a first-come, first-served basis.

EMAIL THIS FORM BACK TODAY! Phone (203) 426-1320 | Fax (203) 426-1245

Chris Tatulli, ctatulli@nssf.org | Ext. 214

Zach Maddox, zmaddox@nssf.org | Ext. 256

Quinn Cassidy, qcassidy@nssf.org | Ext. 240

Customer ID # _____

Exhibitor _____

Agency _____

Name/Title _____

Name/Title _____

Phone _____

Phone _____

Fax _____

Fax _____

Email _____

Email _____

Signature _____ Date _____

Signature _____ Date _____

We collect this data in order to provide you with information about 2024 SHOT Show and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at SHOTShow.org.

TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form.