



**2025**

## SHOT Show TV & Video Sponsorship Packages

AN EVENT OF  
**NSSF**  
The Firearm Industry  
Trade Association

SHOT Show attendees love video, and what better way to spotlight your product than to be seen across all of our social media channels before, during or after the show?

### Gold Package: \$19,500 (4 Available)

#### Sponsorship includes:

- Product Spotlight video (Reel) w/ priority scheduling
  - Promotion on SHOT Show's Facebook page (175,000 followers)
  - Promotion on SHOT Show's Instagram feed (179,000 followers)
  - Promotion on SHOT Show's X (formerly Twitter) feed (97,800 followers)
  - Product Spotlight video archived on SHOT Show's YouTube channel accessed by over 16,600 subscribers (over 1.57 million views and growing)
- 30-second video ad on SHOT Show Headlines Stream
  - Promoted on SHOT Show Streaming Monitors and Daily Headlines
- Static Headline Ad
  - Displayed on SHOT Show Streaming Monitors and Daily Headlines
- Virtual pre-show interview with company spokesperson to air on social media and streaming platforms
- Digital Signage package for both buildings (\$15,000 value)

### Silver Package: \$8,750 (6 available)

#### Sponsorship includes:

- Product Spotlight video (Reel) w/ priority scheduling
  - Promotion on SHOT Show's Facebook page (175,000 followers)
  - Promotion on SHOT Show's Instagram feed (179,000 followers)
  - Promotion on SHOT Show's X (formerly Twitter) feed (97,800 followers)
  - Product Spotlight video archived on SHOT Show's YouTube channel accessed by over 16,600 subscribers (over 1.57 million views and growing)
- Static Headline Ad - \$2,500 value
  - Displayed on SHOT Show Streaming Monitors and Daily Headlines
- Virtual pre-show interview with company spokesperson to air on social media and streaming platforms
- Professional film crew (reel) and on-air host (pre-show interview)
- Product Spotlight video can be up to one minute long
- Product Spotlight video posted on SHOTShow.org
- Includes all production and editing costs

### Pre-SHOT Show Spotlight: \$5,000 (10 available)

Aired on SHOT Show social media between October 1-January 19

#### Sponsorship includes:

- Sponsor submits their own produced product video
- Video can be up to one minute long
- Video archived on SHOT Show's YouTube channel accessed by over 16,600 subscribers (over 1.57 million views and growing)
- Promotion on SHOT Show's Facebook page to over 175,000 followers
- Promotion on SHOT Show's X (formerly Twitter) feed to more than 97,800 followers

SHOT Show Virtual Production and Editing service available for \$2,500, includes:

- Professionally produced Product Spotlight filmed "Zoom-style" with our on-air host from virtual studio
- All video editing included

### SHOT Show Spotlight: \$2,900

UNLIMITED AVAILABILITY – Non-priority posting (Could post after show)

#### Sponsorship includes:

- Product Spotlight video (Reel)
  - Promotion on SHOT Show's Facebook page (175,000 followers)

- o Promotion on SHOT Show's Instagram feed (179,000 followers)
- o Promotion on SHOT Show's X (formerly Twitter) feed (97,800 followers)
- o Product Spotlight video archived on SHOT Show's YouTube channel accessed by over 16,600 subscribers (over 1.57 million views and growing)

**SHOT Show Social Feature Add-On: \$1,000**

**No Schedule limitations**

**Sponsorship includes:**

- Exclusive Story Feature, Short, Tweet
- YouTube feed post / short

Photo or video (15-sec) format to be provided by the sponsor

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

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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 2025 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.