



2025 EDUCATION SPONSORSHIPS

JANUARY 21-24 | 2025 | LAS VEGAS, NEVADA

THE VENETIAN EXPO + CAESARS FORUM

Company Name	Contact Name	
Title	Email	<input type="checkbox"/> PLATINUM <input type="checkbox"/> GOLD <input type="checkbox"/> SILVER <input type="checkbox"/> BRONZE
Authorized Signature	Date	Indicate Preferred Sponsorship Level

Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancellable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management reserves the right to offer new products or options throughout the year that may not be listed on this form.

SALES CONTACTS:

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SHOT UNIVERSITY SPONSORSHIP OPPORTUNITIES

Marketing promotion exposure varies based on sponsorship level – PLATINUM, GOLD, SILVER or BRONZE

BENEFITS	PLATINUM SPONSOR \$12,000	GOLD SPONSOR \$7,000	SILVER SPONSOR \$5,500	BRONZE SPONSOR \$3,850
Recognition in emails sent to more than 50,000	✓	✓	✓	✓
Inclusion in Retail/Range emails sent to 7,500	Banner	Banner	Text	
Dedicated email to all SHOT University™ participants	✓	✓		
Promotion on SHOT Show website	✓	✓	✓	✓
Dedicated web ad on SHOT University™ landing page	✓			
Promotion on SHOT Show and NSSF social media channels	✓	✓	✓	✓
Recognition in press releases sent to 2,000 media	✓	✓	✓	✓
One, full-page, 4-color ad in the SHOT Show Buyers' Guide	✓	✓		
One, half-page, 4-color ad in the SHOT Show Tracker			✓	
Staffed sponsor table, static display or signage in education area	✓	✓	✓	✓
Promotion on SHOT University™ directional signage	✓	✓	✓	✓
Promotion on large screens during SHOT University™ presentations	✓	✓	✓	✓
Opportunity to introduce speakers	✓	✓	✓	
Opportunity to address conferees (1x/day)	✓			