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JANUARY 19-22, 2021 LAS VEGAS

AN EVENT OF
NSSF
The Firearm Industry
Trade Association

SHOT SHOW® EXHIBITOR GUIDANCE **AUGUST 1, 2020**

With the continuing issue of COVID-19 as states reopen their economies, increasingly exhibitors are asking what NSSF is doing to ensure that the 2021 SHOT Show is held in a safe and responsible manner. This guidance is offered to help exhibitors plan for their participation in the show and to ensure the health and safety of their staff and customers.

We continue to pay close attention to the guidance offered by state and federal agencies and to news from the medical community, along with developments impacting the trade show, travel, and hospitality industries. As we learn more about what the parameters will be for holding the SHOT Show in January, we will update this guidance.

New items in this guidance document *are called out in italics*. We have also added our newly revised *refund policy* for attendees.

HEALTH AND SAFETY

- *Face masks covering the nose and mouth must be worn by all attendees, exhibitors, EACs, labor and contractors while on the show floor and in public areas contracted by SHOT Show.*
- We plan to provide masks and personal hand sanitizer for our guests.
- Hand sanitizing stations will be located throughout both Caesars Forum and the Sands Expo and clearly marked.
- All who enter the show will be subject to temperature checks before entering the show floor.
- There will be enhanced on-site medical services to ensure the safety of all guests.

SOCIAL DISTANCING GUIDELINES

- The current social distancing guidelines in Las Vegas (Phase 2) require that all persons maintain six feet between themselves and allow for 50% of the listed occupancy.
- As the parameters for business conferences and trade shows are established we will update this guidance.

SHOW FLOOR NAVIGATION

- *In order to reduce crowding and lines each morning, attendees will be assigned an entry door for entry into the show. Once in the show, attendees may move about freely from one hall to another while observing one-way aisles and social distancing in accordance with the guidelines in effect at that time.*
- All aisles will be clearly designated as one-way to promote social distancing.
- Entrances and exits will be clearly designated as entrance-only or exit-only doorways and monitored by security.
- Show floor navigation will be clearly marked on floor plan maps, onsite signage and on the SHOT Show Planner and app.

REGISTRATION

- There will not be on-site registration for new attendees so that we can avoid having 2,000 people lined up for several hours on opening morning. This will also ensure appropriate occupancy levels will be maintained and assist with each attendee feeling safe and comfortable at the show.
- All attendees and exhibitors will have to register in advance using our online registration that will open October 1, 2020.

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- We will mail badges to those who register before December 16, 2020. Those who register after that date may print their badges at self-service badge stations at Caesars Forum and the Sands Expo.

REFUND POLICY

- *If the show is cancelled, exhibitors will receive a 50% refund and a 50% rollover toward their exhibiting fees for the 2022 SHOT Show.*
- *If the show is cancelled, attendees who register before December 1 will receive a 50% refund and a 50% rollover for the 2022 SHOT Show for both their registration fee and paid education sessions.*

EDUCATION SESSIONS

- We will have fewer live education sessions and hold them in larger rooms so that we can ensure social distancing and to ensure the rooms are thoroughly cleaned between each session.
- The attendance capacity of these sessions will be capped in accordance with the social distancing guidelines in effect at the time of the show.
- If there is sufficient demand, we may offer the same session multiple times during the show so that as many people as possible can attend.
- *If the show is cancelled, we will deliver the education sessions online for paid attendees.*

EXHIBITOR BADGE ALLOTMENT

- For the 2021 SHOT Show we will limit exhibitors to their badge allotment, which is calculated based on the square footage of your exhibit, to promote social distancing within your booth.
- Unlike past shows, exhibitors will not be permitted to buy additional badges.

NON-EXHIBITING MANUFACTURERS

- In the past non-exhibiting manufacturers have been credentialed so that they may evaluate the show in anticipation of exhibiting. For the 2021 SHOT Show, those non-exhibiting manufacturers who have attended two or more past shows will not be credentialed to promote social distancing and reduce crowd density.

PRESS ROOM

- We will limit the number of people in the press room at any given time in order to ensure social distancing and maintain a safe environment in the press room.

FOOD SERVICE

- Sands Expo, Venetian and Caesars Forum are all designing food service protocols and menus in accordance with best practices during this time. You can find precise efforts being taken by each venue in the guidance documents linked below.

EXHIBIT DESIGN BEST PRACTICES

- Have a staff member disinfect products and displays on a frequent basis. You can either have your own staff member perform this, or hire the appropriate service providers that may be contracted specifically for this service based on your booth location.
- If possible, designate and control entrance and exit points into your booth.
- Signage to gently remind attendees of physical distancing throughout booth.
- Markers around product or demos designating area required for social distancing.
- Set meeting rooms with an open ceiling to promote air circulation.
- Safe-distancing placement of stools for demonstrations.
- Consider touchless lead retrieval to eliminate handling business cards.
- Consider eliminating booth giveaways, including swag and brochures.
- Consider having sanitizer stations within your booth
- Consider bringing less furnishings and structures to allow for more space inside the booth, assisting with social distancing.

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ADDITIONAL GUIDANCE DOCUMENTS

- Caesars Health and Safety Protocols can be found [here](#).
- The Venetian Clean protocol document for all events held at the Venetian, Palazzo and Sands Expo can be found [here](#).
- All Las Vegas hotel partner's health and safety protocols can be found [here](#).