



GEAR UP

2017 SPONSORSHIP AND ADVERTISING OPPORTUNITIES

JANUARY 17-20, 2017 | SANDS EXPO CENTER | LAS VEGAS, NEVADA

TOOLS TO PROMPT BUYERS TO SEEK YOU OUT!

Promote your products before attendees ever reach your booth by participating in our printed collateral, on site, digital/mobile or educational/event sponsorship options.

SHOTSHOW.ORG/SPONSORSHIP





The SHOT Show makes sure its sponsors are seen.

2016 exhibitors who incorporated various sponsorship and advertising opportunities into their show marketing strategy received expanded visibility well beyond their booths.

2016 SPONSORSHIP HIGHLIGHTS

NEW IN 2016 SHOT LIVE TV



Broadcasted 60-second spots for sponsors in between show news reports and aired live onsite interviews. SHOT Live TV aired directly in hotel rooms, on SHOTShow.org and on SHOT Show's YouTube Channel.

PRODUCT SPOTLIGHT VIDEOS

3-minute videos were filmed live on the SHOT Show floor of participating exhibitors' booths and products. These videos are posted year-round on the NSSF and SHOT Show YouTube Channels and are promoted on SHOTShow.org.



70,420 AND GROWING!

Combined video "views" on NSSF and SHOT Show YouTube Channels

NEW PRODUCT CENTER

The New Product Center is a must-see for all buyers and media attending the show.



33,212 The number of **NEW PRODUCT SCANS IN THE NEW PRODUCT CENTER** from buyers and media looking for more information on products and showcase exhibitors — all free of charge and instantly accessible.

54,547 **MOBILE APP VISITS** for the New Product Center.

In addition, participating exhibitors received a product photo and listing in the printed New Product Guide.

EDUCATION SPONSORSHIPS

SHOT SHOW UNIVERSITY

- Sponsors promoted through 30 different marketing channels.
- Marketing promotion exposure varied based on sponsorship level — PLATINUM, GOLD, SILVER, BRONZE.
- Sponsorship promotions included in SHOT Show emails, NSSF Bullet Points email, press releases, Facebook, Twitter, SHOTShow.org, post-event dedicated email, SSU handbooks, SHOT Show Directory, SSU Tables, videos before opening and more.

LAW ENFORCEMENT EDUCATION PROGRAM (LEEP)

IN PARTNERSHIP WITH: **POLICE**
THE LAW ENFORCEMENT MAGAZINE

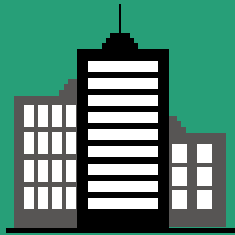
Sponsors hosted an interactive workshop that provided training to law enforcement attendees.



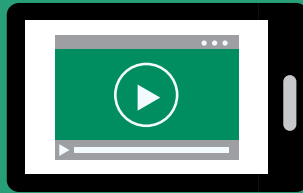
541,403 **TOTAL LEEP MARKETING IMPRESSIONS**

through internal email, trade publication e-blasts, special print ads, direct mail collateral, digital marketing tools and onsite collateral.

THE SHOT SHOW PROMOTES ITS SPONSORS BEFORE, DURING AND FOLLOWING EACH OF ITS SHOWS.



77,000 HOTEL ROOMS



144,814 NSSF & SHOT SHOW
YOUTUBE SUBSCRIBERS

PRINT ADS

Full-page and half-page ads were available for three publications: the SHOT Tracker, the Official SHOT Show Directory & Buyers' Guide and the New Product Guide.



47,000
PIECES DISTRIBUTED
Year-round industry resource for the Directory and New Product Guide.

DIGITAL FLIPBOOK FORMAT



The SHOT Show Tracker was
EMAILED TO
69,000
and posted on
SHOTShow.org.

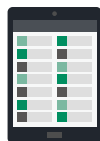
DIGITAL MEDIA SPONSORSHIPS

SHOTSHOW.ORG



144,319 VIEWS ON
SHOTSHOW.ORG

MOBILE APP



2,737,814
BANNER AD IMPRESSIONS
2,611 BANNER AD CLICKS

SHOW PLANNER



102,744
EXHIBITORS SAVED
by attendees



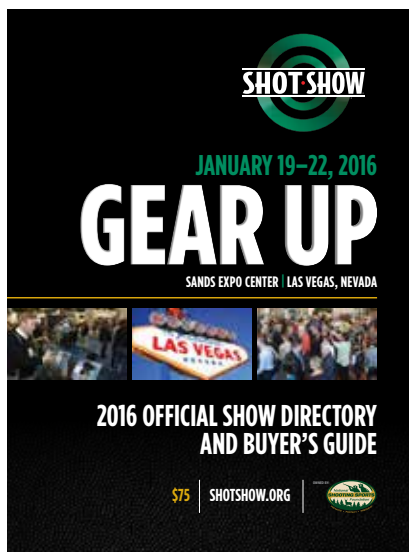
1,362,885
BANNER AD IMPRESSIONS
1,099
BANNER AD CLICKS



PRINTED ADVERTISING

THE OFFICIAL SHOT SHOW DIRECTORY AND BUYERS' GUIDE

Exhibitor company descriptions, floor maps, and every detail attendees need to know about events and education is included in this popular 250+ page guide. Retailers, media and NSSF members use it all year long as a go-to resource for the entire shooting, hunting sports and law enforcement industries.



AD SPACE RESERVATION DEADLINE:

November 4, 2016

ARTWORK MATERIALS DUE:

November 18, 2016



Download the Order Form

COMBO PACKAGES OFFER SAVINGS!

DUAL DISCOUNT PACKAGE:

ADVERTISE IN BOTH THE DIRECTORY AND THE 2017 TRACKER.

Special Combo Discount Rate: \$6,750 (You save \$2,000)

One Full-Page, 4-Color Ad

TRIPLE THREAT PACKAGE:

ADVERTISE IN DIRECTORY, TRACKER AND THE NEW PRODUCT GUIDE.

Special Combo Discount Rate: \$8,900 (You save \$2,800)

One Full-Page, 4-Color Ad

STANDARD POSITIONS

Full-Page Spread 4/C	\$7,750
Full-Page 4/C	\$4,950
Half-Page 4/C	\$3,800
Logo	\$500

PREMIUM POSITIONS

Cover 2 Gatefold	\$11,500
Cover 3 Gatefold	\$11,500
Back Cover	SOLD
Page Facing Inside Front Cover	SOLD
Page Facing Inside Back Cover	SOLD
Page Facing Tab Page	\$5,700
Tab Page	\$8,400
Inserts*	\$6,900
Floorplan (exclusive)	SOLD
Spine	SOLD
Bookmark (exclusive)*	SOLD
Post-It*	\$6,900
Bellyband	SOLD

*Materials to be supplied by advertiser. Production, design, shipping/freight and/or labor costs not included.

SPONSORSHIPS SELL QUICKLY. RESERVE TODAY! SHOTSHOW.ORG/SPONSORSHIP

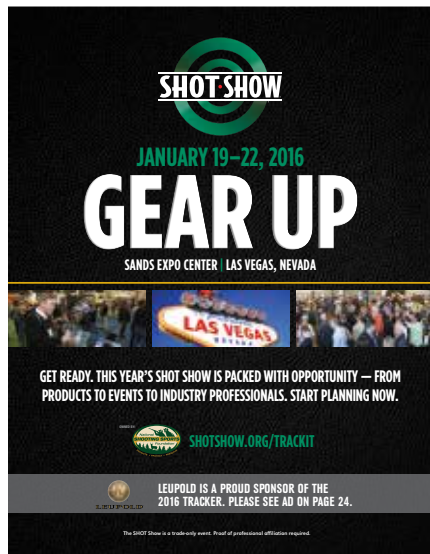
Dave Jeannette, Sr. Director, Sales | (203) 426-1320 ext. 220 | djeannette@nssf.org

Chris Tatulli, Director, Exhibit & Sponsorship Sales | (203) 426-1320 ext. 214 | ctatulli@nssf.org

PRINTED ADVERTISING

2017 SHOT SHOW TRACKER

Sent directly to the mailboxes of tens of thousands of pre-registered attendees, the SHOT Show Tracker is a much-anticipated publication that outlines dates, times and locations of events, describes the education sessions, lists all of the exhibitors and their booth numbers, features floor plans, and includes important travel and operational information to assist attendees with successful planning for their show experience.



AD SPACE RESERVATION DEADLINE:

September 30, 2016

ARTWORK MATERIALS DUE:

October 14, 2016



Download the Order Form

COMBO PACKAGES OFFER SAVINGS!

DUAL DISCOUNT PACKAGE:

ADVERTISE IN BOTH THE DIRECTORY AND THE 2017 TRACKER.

Special Combo Discount Rate: \$6,750 (You save \$2,000)

One Full-Page, 4-Color Ad

TRIPLE THREAT PACKAGE:

ADVERTISE IN DIRECTORY, TRACKER AND THE NEW PRODUCT GUIDE.

Special Combo Discount Rate: \$8,900 (You save \$2,800)

One Full-Page, 4-Color Ad

Cover 2 (inside front)	\$5,300
Cover 3 (inside back)	\$5,300
Cover 4 (back cover) 3/4 Page	\$5,600
Full-Page, 4-Color	\$3,800
Half-Page, 4-Color	\$2,900

SPONSORSHIPS SELL QUICKLY. RESERVE TODAY! SHOTSHOW.ORG/SPONSORSHIP

Dave Jeannette, Sr. Director, Sales | (203) 426-1320 ext. 220 | djeannette@nssf.org

Chris Tatulli, Director, Exhibit & Sponsorship Sales | (203) 426-1320 ext. 214 | ctatulli@nssf.org

ON-SITE DISPLAY AND PRINTED ADVERTISING

NEW PRODUCT CENTER SHOWCASE

Buyers and media have exclusive access to the New Product Center, and that means your products are featured to the people with the power to influence purchasing.

We make it easy for buyers and media to remember your products! We provide them with complimentary scanners that read barcodes for each new product display of interest. These scans save automatically to their mobile app bookmarking your company's details all year long.

In addition, participating exhibitors receive a product photo and listing in the printed New Product Guide and the online New Product Gallery.

Tabletop/Showcase \$750 per product
(not to exceed 2'L x 1'W)
(\$300 surcharge for oversized displays)

Lucite Cabinet Display \$750 per product
(not to exceed 12"W x 12"D x 18"H)
(\$300 surcharge for oversized displays)

Customizable Floor Display \$850
(not to exceed 3'L x 3'W x 8'H)
(\$475 surcharge for oversized displays)

Visit your **Exhibitor Dashboard** to reserve a New Product Center Display.

NEW PREMIUM POSITION RESERVATIONS! (LIMITED NUMBER)

Premium Positions are viewable from the lobby, so attendees can see your new product, even when the New Product Center is closed!

\$950 per product
(not to exceed 12"W x 12"D x 18"H)
(\$300 surcharge for oversized displays)

NEW PRODUCT GUIDE

This small, easy-to-carry guide is available to all SHOT attendees and describes new products being featured by exhibitors along with their booth locations.

Cover 2 (inside front)	\$5,300
Cover 3 (inside back)	\$5,300
Cover 4 (back cover)	\$5,600
Full-Page 4-Color	\$3,000
Half-Page 4-Color	\$2,100

AD SPACE RESERVATION DEADLINE:

December 2, 2016

ARTWORK MATERIALS DUE:

December 16, 2016



Download the
Guide Order Form

SPONSORSHIPS SELL QUICKLY. RESERVE TODAY! SHOTSHOW.ORG/SPONSORSHIP

Dave Jeannette, Sr. Director, Sales | (203) 426-1320 ext. 220 | djeannette@nssf.org
Chris Tatulli, Director, Exhibit & Sponsorship Sales | (203) 426-1320 ext. 214 | ctatulli@nssf.org

ON-SITE CUSTOMIZED SPONSORSHIPS

SIGNAGE AND SPONSORSHIPS

Display your company's logo on floor decals, escalators, vehicles, paper handouts or in any number of customized promotion sponsorships available on site throughout the show.

CUSTOMIZED SPONSORSHIPS

Aisle Signs Level 2 Exhibit Halls A-D	\$68,500	Lobby Escalator*	\$13,500
Attendee Badge**	SOLD	Lobby/Registration Handout	\$9,500
Charging Stations (15)	\$15,000	Mobile Application Title Sponsorship**	SOLD
Countdown Clock	\$20,000	New Product Showcase Title**	\$30,000
Cups and Napkins**	SOLD	Official Show Bags**	SOLD
Digital Wall (120")	\$10,000	Official Vehicle Sponsor*	SOLD
Floor Decals** Level 1 (per decal)	\$1,100	Pony Wall Above Lobby Escalators**	SOLD
Floor Decals** Level 2	SOLD	Press Room Sponsorship**	\$40,000
Floor Plan Handout**	SOLD	Product Spotlight Video	\$3,500
Hotel Key Cards**	SOLD	Registration Email Confirmation	SOLD
Hotel Room Drop*	\$7,500	Restroom Decals**	SOLD
Information and Navigation Kiosk (13 staffed locations)	\$65,000	Sands Expo Digital Signage	\$15,000
Lanyard** (2 clips)	SOLD	Shuttle Bus/Signs** (fleet exclusive)	\$10,000
Bistro/Food Court Level 1	\$15,000	Tabletop Decals**	SOLD
Literature Booth Drop*	\$7,000	Window Decals** Level 1 Lobby	SOLD
Lobby Display	\$15,000 and up	Law Enforcement Education Sponsorships	\$5,500

* Indicates production, design, rigging, dismantle, shipping/freight and labor charges not included.

^ Indicates this is an Exclusive Sponsorship.



Download the Order Form

SPONSORSHIPS SELL QUICKLY. RESERVE TODAY! [SHOTSHOW.ORG/SPONSORSHIP](https://shotshow.org/sponsorship)

Dave Jeannette, Sr. Director, Sales | (203) 426-1320 ext. 220 | djeannette@nssf.org

Chris Tatulli, Director, Exhibit & Sponsorship Sales | (203) 426-1320 ext. 214 | ctatulli@nssf.org

ON-SITE CUSTOMIZED SPONSORSHIPS

SHOT SHOW TV AND VIDEO PACKAGES

Reach the SHOT Show's more than 62,000 industry professionals — not to mention over 1.2 million consumers — through these sponsorship options.

GOLD PACKAGE: \$20,000

Sponsorship Includes:

- Product Spotlight Video
- 60-second spot on SHOT Show TV in-room television
- In-studio interview with company spokesperson to air on SHOT Show TV
- Las Vegas Sands Digital Signage (\$15,000 value)

SILVER PACKAGE: \$7,500

Sponsorship Includes:

- Product Spotlight Video
- 60-second spot on SHOT Show TV in-room television
- In-studio interview with company spokesperson to air on SHOT Show TV

SHOT SHOW TV: \$5,000

In-room television in all SHOT Show hotels.

Sponsorship Includes:

- 60-second spot on SHOT Show TV in-room television
- Spot will air 24 hours a day throughout show week
- SHOT Show TV will air in all SHOT Show hotels

SHOT SHOW PRODUCT SPOTLIGHT: \$3,500

Sponsorship Includes:

- Professional film crew and on-air host
- All video editing
- Video can be up to three minutes long
- Video posted on the SHOT Show and NSSF websites
- Video archived on NSSF YouTube channel accessed by over 140,000 subscribers (nearly 24 million views and growing)
- Video archived on SHOT Show YouTube channel accessed by over 5,700 subscribers (nearly 433,000 views and growing)
- Promotion on the SHOT Show Facebook page to over 125,000 subscribers
- Promotion on the SHOT Show's Twitter feed to more than 61,000 followers
- Post-show email to over 1.2 million consumers highlighting exhibitor product videos
- Includes all production and editing costs



Download the Order Form

SPONSORSHIPS SELL QUICKLY. RESERVE TODAY! [SHOTSHOW.ORG/SPONSORSHIP](https://shotshow.org/sponsorship)

Dave Jeannette, Sr. Director, Sales | (203) 426-1320 ext. 220 | djeannette@nssf.org

Chris Tatulli, Director, Exhibit & Sponsorship Sales | (203) 426-1320 ext. 214 | ctatulli@nssf.org

DIGITAL ADVERTISING OPPORTUNITIES

WEBSITE, PLANNER AND MOBILE APP ONLINE ADS

Impressive exposure before and during the SHOT Show — place an ad on the SHOT Show’s website, planner and mobile app. With the high visibility and consistent exposure of advertising on three channels at once, you will drive attendees to your booth. Packages are sold monthly from November through January.



PACKAGING OPTIONS	EXPOSURE FROM THE 2016 SHOT SHOW	
NOVEMBER CHANNELS:		
SHOTshow.org Rotating Banner	148,107 page views	59,596 unique visitors
SHOT Show Planner Rotating Banner	267,711 page views	
Bonus! Mobile App Ad		
November Fee: \$3,500		
DECEMBER CHANNELS:		
SHOTshow.org Rotating Banner	248,751 page views	96,516 unique visitors
SHOT Show Planner Rotating Banner	546,017 page views	
Bonus! Mobile App Ad		
December Fee: \$4,000		
JANUARY CHANNELS:		
SHOTshow.org Rotating Banner	826,478 page views	339,912 unique visitors
SHOT Show Planner Rotating Banner	1,137,221 page views	
Bonus! Mobile App Ad	Over 26,722 downloads	
January Fee: \$6,000		

SPONSORED PUSH NOTIFICATIONS

- More than 20,000 sent per push notification in 2016
- Limited to two per day and includes a mobile showroom

- January 17: \$2,500 each**
Preferred Time of Day: _____
- January 18: \$2,500 each**
Preferred Time of Day: _____
- January 19: \$2,500 each**
Preferred Time of Day: _____
- January 20: \$2,500 each**
Preferred Time of Day: _____

SPECIAL RATE: All three months for \$11,950 (a savings of more than \$1,500). Special rate ends October 9, 2016.

Four ads rotate within each of the three banner positions for a total of 12 advertisers per month.



Download the Digital Ads Order Form

SPONSORSHIPS SELL QUICKLY. RESERVE TODAY! SHOTSHOW.ORG/SPONSORSHIP

Dave Jeannette, Sr. Director, Sales | (203) 426-1320 ext. 220 | djeannette@nssf.org
Chris Tatulli, Director, Exhibit & Sponsorship Sales | (203) 426-1320 ext. 214 | ctatulli@nssf.org

EDUCATION SPONSORSHIPS

LAW ENFORCEMENT EDUCATION PROGRAM (LEEP)

Gain the undivided attention of law enforcement attendees at the 2017 SHOT Show when you host an interactive workshop with the speaker of your choice. Provide solutions to today's biggest challenges through panel discussions, new technology overview or training on your product.

LEEP SESSIONS ARE PROMOTED TO OUR
7,000+ LAW ENFORCEMENT
ATTENDEE DATABASE.

541,403 — TOTAL MARKETING IMPRESSIONS
THROUGH INTERNAL EMAILS, TRADE PUBLICATIONS E-BLASTS, SPECIAL PRINT ADS,
DIRECT MAIL COLLATERAL, DIGITAL MARKETING TOOLS AND ONSITE COLLATERAL.

Availability is limited and sessions are sold on a first-come, first-served basis.
\$5,500 per session

SPONSORSHIP INCLUDES:

- Meeting space provided during designated date and time at the 2017 SHOT Show
- Basic A/V and room set (theater seating, LCD, screen, lav mic)
- Pre-show email campaigns promoting LEEP
- Logo/session included in printed marketing materials referencing LEEP
 - SHOT Show LE Tactical Planner (deadline for inclusion is 9/16/16)
- Onsite directional signage
- Inclusion on dedicated LEEP page on SHOT Show website and within printed Official Show Directory and Buyers' Guide
- 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
- List of all who registered for your session (mailing information)



Download the Order Form

SPONSORSHIPS SELL QUICKLY. RESERVE TODAY! SHOTSHOW.ORG/SPONSORSHIP

Dave Jeannette, Sr. Director, Sales | (203) 426-1320 ext. 220 | djeannette@nssf.org
Chris Tatulli, Director, Exhibit & Sponsorship Sales | (203) 426-1320 ext. 214 | ctatulli@nssf.org

EDUCATION SPONSORSHIPS

SHOT SHOW UNIVERSITY (SSU) SPONSORSHIP OPPORTUNITIES

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

BENEFITS	PLATINUM SPONSOR (1) \$10,500	GOLD SPONSOR (2) \$6,500	SILVER SPONSOR (5) \$4,500	BRONZE SPONSOR (10) \$2,500
SOCIAL MEDIA AND ELECTRONIC COMMUNICATION				
Inclusion in email(s) sent to over 70,000	3	3	1	1
Inclusion in press releases to over 2,000 media	4	4	1	1
Inclusion on Facebook to 95,000 fans	✓	✓	✓	✓
SHOT Show Twitter promotion to over 40,000 followers	✓			
Dedicated web banner on SSU page of the SHOT Show website	✓			
One post-show email sent to all SSU attendees on sponsor's behalf	✓	✓	✓	
One banner or text entry in email sent to over 7,500 retailers	Banner	Banner	Text	
Company promotion on the SHOT Show website	✓	✓	✓	✓
ON-SITE PROMOTION				
New product launch announcement to our 9,000 retailer and range members	✓	✓	✓	✓
Footer on each page of student handbooks	✓			
Full-page, 4-color ad in the SHOT Show Directory and Buyers' Guide (conference section)	✓	✓		
Sponsor table in main room of program	✓	✓	✓	✓
Company promotion on all SSU directional signage	✓	✓	✓	✓
Company promotion on dedicated signage during reception and SSU breaks	✓	✓	✓	
Company promotion during SSU reception (table cards)	✓	✓	✓	✓

SOLD OUT



Download the Order Form

SPONSORSHIPS SELL QUICKLY. RESERVE TODAY! SHOTSHOW.ORG/SPONSORSHIP

Dave Jeannette, Sr. Director, Sales | (203) 426-1320 ext. 220 | djeannette@nssf.org

Chris Tatulli, Director, Exhibit & Sponsorship Sales | (203) 426-1320 ext. 214 | ctatulli@nssf.org

EDUCATION SPONSORSHIPS

SHOT SHOW UNIVERSITY (SSU) SPONSORSHIP OPPORTUNITIES

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

BENEFITS	PLATINUM SPONSOR (1) \$10,500	GOLD SPONSOR (2) \$6,500	SILVER SPONSOR (5) \$4,500	BRONZE SPONSOR (10) \$2,500
APPEARANCES DURING THE PROGRAM				
Opportunity to address conferees at event opening (5 minutes), includes podium signage	✓			
Opportunity to greet attendees (3 minutes) at lunch		✓		
Company promotion included on two large screens during SSU opening	✓	✓	✓	✓
Sponsor of SSU reception (includes table, signage and logo on cocktail napkins)		✓		
Webinar sponsor, provide 1-minute commercial for 12 retailer webinars	Webinar	Webinar	Webinar	
New product launch announcement to our 9,000 retailer and range members	✓	✓	✓	
Table at Member/SSU Reception	✓	✓		
Promotional materials included in retailer information packet that is provided to approximately 500 in-store consultations	✓	✓	✓	✓
One banner entry in email sent to over 6,500 retailers	✓	✓		
Sponsor promotion included in emails promoting all or selected retailer sessions (sent to over 60,000)	All	Selected	Selected	
Sponsor promotion on NSSF bullet points and in member newsletters	✓	✓	✓	
Promotion on Retailer Education section of NSSF website	✓	✓	✓	

SOLD OUT



Download the Order Form

SPONSORSHIPS SELL QUICKLY. RESERVE TODAY! [SHOTSHOW.ORG/SPONSORSHIP](https://shotshow.org/sponsorship)

Dave Jeannette, Sr. Director, Sales | (203) 426-1320 ext. 220 | djeannette@nssf.org

Chris Tatulli, Director, Exhibit & Sponsorship Sales | (203) 426-1320 ext. 214 | ctatulli@nssf.org