

**THIS IS**

# **YOUR SHOT**

**TO EXHIBIT AT THE SHOT SHOW**



**2026 EXHIBITOR PROSPECTUS**

[SHOTShow.org /new-exhibit](https://SHOTShow.org/new-exhibit)

**JANUARY 20-23 | 2026 | LAS VEGAS, NEVADA**

THE VENETIAN EXPO + CAESARS FORUM

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

# THIS IS YOUR SHOT TO MEET MORE CUSTOMERS

The SHOT Show has long been the world's largest trade event for hunting, shooting sports, outdoor equipment, law enforcement and armed forces. Exhibiting at the SHOT Show can make a big impact on your industry visibility.

 **55,000+**  
INDUSTRY  
PROFESSIONALS

 **2,200+**  
MEDIA  
REPRESENTATIVES

 **117+**  
COUNTRIES

NEARLY ALL SHOT SHOW ATTENDEES PLAY A ROLE IN THE PURCHASING PROCESS.

**97%**

Net buying influences

**83%**

Attendees coming to the SHOT Show with buying plans

**\$251K**

Average anticipated value of sales at the SHOT Show

**21.4 HOURS**

Average number of hours each attendee spends on exhibit floor

**5.9**

Average number of orders placed per attendee

**\$874.7K**

Average planned attendee expenditure

## DEAL DIRECTLY WITH QUALIFIED BUYERS

The SHOT Show attendees are carefully vetted and highly qualified.

### WHO PARTICIPATES?

The SHOT Show is not open to the general public. Professional affiliation is required.

#### RETAILERS

Firearms Retailer  
Commercial/Sporting Goods Retailer  
Catalog/Mail Order/Internet Retailer  
Wholesaler  
Hardware Store/Pawn Shop  
Mass Merchant/Big Box/Chain Store  
Gunsmith

#### LAW ENFORCEMENT/MILITARY

LE Equipment Retailer/Distributor  
Active Law Enforcement/Military  
Active LE Agency Department Purchaser  
Active Armed Forces Purchaser  
Private Security Company Purchaser

#### SHOOTING/TRAINING FACILITY

Range/Shooting Facility/Hunting Preserve  
Training Facilities

#### GOVERNMENT

Government Agency Buyer  
Government Agency Non-Buyer

## PRODUCTS SHOWCASED AT THE SHOT SHOW

- Air Gun/Airsoft Products
- Ammunition
- Apparel/Footwear
- Archery
- Bags, Packs/Equipment
- Bulletproof Vests
- Cameras & Equipment
- Communications Products
- Custom Manufacturing
- Cutlery/Sharpeners/Knives
- Eyewear
- Firearm Cabinets/Safes/Locks
- Firearm Maintenance & Cleaning Equipment
- Firearms
- Firearm Accessories
- Hearing Protection
- Holsters/Leathergoods
- Hunting Gear & Accessories
- Indoor Shooting Equipment
- Magazines/Cartridges
- Optics/GPS/Communications
- Recoil Protection Devices
- Scents/Lures
- Scopes, Sights & Accessories
- Shooting Range Equipment
- Training & Safety Equipment

# THIS IS YOUR MOMENT TO SHOWCASE YOUR PRODUCTS

## 2026 SHOT SHOW EXHIBIT HALLS THE VENETIAN EXPO + CAESARS FORUM



## MORE THAN 800,000 NET SQUARE FEET

With an expansion that includes both The Venetian Expo and Caesars Forum, the SHOT Show has new exhibiting opportunities that haven't been available in decades.

## 2026 EXHIBIT FEES

**New Exhibitor Package:** \$1,895 plus \$43 per square foot for exhibit space. Corner fee is \$950 per corner.

### The NEW EXHIBITOR Package includes:

- ✓ SHOT Show lead retrieval mobile app
- ✓ One entry into the New Product Center Display (Cabinet position)
- ✓ One-year membership to Outdoor Wire
- ✓ SHOT Show Marketing Package and access to digital press kits

### 2026 SHOT SHOW BOOTH SELECTION PROCEDURES

Booth space is assigned once application is received, your company is approved to exhibit and deposit is paid.

**COMPLETE YOUR APPLICATION WHILE SPACE REMAINS!**

## EXHIBIT HALL HOURS

### TUESDAY-THURSDAY

The Venetian Expo: 8:30 AM-5:30 PM

Caesars Forum: 8:30 AM-5:30 PM

### FRIDAY

The Venetian Expo: 8:30 AM-4:00 PM

Caesars Forum: 8:30 AM-4:00 PM

## YOUR SHOT TO SUPPORT YOUR INDUSTRY

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

Your participation in the SHOT Show directly supports the many programs of NSSF – the Firearm Industry Trade Association, including legislative, regulatory and voter education initiatives – plus First Shots, +ONE<sup>®</sup> Movement, Project ChildSafe<sup>®</sup>, Don't Lie for the Other Guy<sup>™</sup>, FixNICS<sup>®</sup>, Operation Secure Store<sup>®</sup>. NSSF leads the way in ensuring that all firearm and related businesses continue to thrive.

**Space is limited, and the show floor sells out every year. Reserve your booth TODAY. [SHOTShow.org/new-exhibit](https://SHOTShow.org/new-exhibit)**

**SHOT·WEEK**  
**SUPPLIER  
SHOWCASE**  
MATERIALS FOR MANUFACTURERS

## ARE YOU A MANUFACTURING SUPPLIER?

**MONDAY + TUESDAY, JANUARY 19–20, 2026**

If you are a supplier for shooting, hunting or outdoor manufacturers, the SHOT Show Supplier Showcase is for you.

The SHOT Week Supplier Showcase takes place on Monday and Tuesday of SHOT Week in the Palazzo Ballroom, on the 5th floor of the Venetian, just upstairs from the SHOT Show. Supplier Showcase is a dedicated event for suppliers to present their products to shooting, hunting and outdoor manufacturers.

## INTERESTED IN SPONSORSHIPS?

Many additional marketing opportunities are available to SHOT Show exhibitors, including print ads, digital ads, signage, education, video and more.

**LEARN MORE at** [\*\*SHOTShow.org/sponsor\*\*](https://SHOTShow.org/sponsor)



**▶▶▶ CONTACT THE SHOT SHOW SALES TEAM TO ▶▶▶**  
**RESERVE YOUR BOOTH TODAY**

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