SHOT Show 2021

Overview

The National Shooting Sports Foundation’s SHOT Show is the largest trade show of its kind in the world. Each year, the industry’s latest and greatest products are on full display at the show, attracting industry professionals from around the world to Las Vegas.

The Shooting, Hunting, Outdoor Trade Show (SHOT Show) is the largest and most comprehensive trade show for all professionals involved with the shooting sports, hunting, and law enforcement industries. It is the world’s premier exposition of combined firearms, ammunition, law enforcement, cutlery, outdoor apparel, optics, and related products and services. The SHOT Show attracts buyers from all 50 states and more than 100 countries.

At the 2019 SHOT Show, more than 58,000 industry professionals packed the aisles over four days eager to view new, innovative products used for target shooting, hunting, outdoor recreation, and law enforcement purposes.

Attendance at the SHOT Show is RESTRICTED to the shooting, hunting and outdoor trade and commercial buyers and sellers of military, law enforcement, and tactical products and services ONLY. The show is not open to the public, and NO one under age 16 shall be admitted (including infants).

For more information: https://shotshow.org/
Details

SHOT Show 2021 trade show takes place in Las Vegas, NV at both the Sands Expo Center and Caesars Forum.

<table>
<thead>
<tr>
<th>Trade Show Dates</th>
<th>Registration Deadline</th>
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<tbody>
<tr>
<td>January 19-22, 2021</td>
<td>November 20, 2020</td>
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</table>

Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Activity</th>
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<tbody>
<tr>
<td>November 20, 2020</td>
<td>Friday</td>
<td>Last day for registration</td>
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<tr>
<td>January 18, 2021</td>
<td>Monday</td>
<td>Arrive to the show, booth set-up</td>
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<tr>
<td>January 19, 2021</td>
<td>Tuesday</td>
<td>First day of show</td>
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<tr>
<td>January 20-21, 2021</td>
<td>Wednesday - Thursday</td>
<td>Show days</td>
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<tr>
<td>January 22, 2021</td>
<td>Friday</td>
<td>Last day of show, booth break down, departure</td>
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Registration

Register and pay the trade show fee online: https://shotshow2021.eventbrite.com

The Virginia booth at SHOT Show 2021 will have space for six Virginia companies to participate.

The trade show participation fee is $2,500. This fee is per company, not per participant, and includes the following:

- Entries in all official show exhibitor listings
- A LCD screen in the booth to display your company’s logo, video, or presentation
- A counter and stool in the booth to display marketing materials, product samples, etc. Each lockable counter will have an electrical outlet
- A printed graphic on the booth wall featuring your company’s logo
- Access to shared booth furniture. The Virginia booth will have a private meeting room with table and chairs
- Two exhibitor badges per registered company
- VEDP assistance before and during the trade show

Travel

All travel expenses including hotels, meals, and individual ground transportation to be paid directly by each participant.

Flights

You book (and pay for) your own airline ticket via a local travel agent or online air travel website. The airport code for Las Vegas is LAS. If you do not have a travel agent, the Trade Show Leader can recommend one for you.

Accommodations

VEDP is not coordinating a block of hotel rooms. Participants must make their own hotel arrangements. Each participant will be responsible for securing and covering the cost of your respective hotel room.

Expenses

Additional estimated costs you will incur include (but are not limited to):

<table>
<thead>
<tr>
<th>Expense</th>
<th>Estimated amount ($)</th>
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<tbody>
<tr>
<td>Roundtrip airfare from Dulles to Las Vegas, economy class</td>
<td>400</td>
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<tr>
<td>Hotels (6 nights at $300 per night)</td>
<td>1,800</td>
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<tr>
<td>Meals</td>
<td>500</td>
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<tr>
<td>Airport transfers, taxis, public transportation &amp; other miscellaneous items</td>
<td>500</td>
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</table>
Exhibitor Guidelines

Badges
Each company is allocated two badges.

VEDP will work with the show organizer to secure participants’ badges. You can pick up your badge on site. You will need your identification to collect your badge.

Each person must have a badge to enter the show.

Trade Show Booth Policy
By exhibiting in the Virginia booth, each company and its representatives agree to the following:

- Space and amenities within the Virginia booth, such as meeting tables and chairs, are shared among the co-exhibiting companies. Companies and individuals that are not co-exhibitors in the booth may not use these booth amenities, as they are reserved for the co-exhibiting companies.

- Each representative is expected to be respectful of other companies’ meetings, introductions, and/or networking that may take place in and around the booth. Interference with another company’s meetings, introductions, and/or networking efforts is not permitted.

Thank you for your compliance with these guidelines as we represent the Commonwealth of Virginia in a courteous and professional manner.

Shipping Disclaimer
Virginia Economic Development Partnership (VEDP) is not responsible for the shipment of product samples, promotional materials, displays, posters, banners, brochures, etc., to or from a trade mission or trade show. VEDP can make introductions to shipping companies upon request. VEDP recommends that these arrangements be made as early as possible so that product samples and/or promotional materials can arrive in time for your event.

Questions?
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