

SHOT Show 2022

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 2020 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 2022 trade show takes place in Las Vegas, NV at both the Sands Expo Center and Caesars Forum.

Trade Show Dates
January 18-21, 2022

Registration Deadline
November 5, 2021

Schedule

Date	Day	Activity
November 5, 2021	Friday	Last day for registration
January 17, 2022	Monday	Arrive to the show, booth set-up
January 18, 2022	Tuesday	First day of show
January 19-20, 2022	Wednesday - Thursday	Show days
January 21, 2022	Friday	Last day of show, booth break down, departure



Frequently Asked Questions:

How many Virginia companies will participate?

The Virginia booth at SHOT Show 2022 will have space for six Virginia companies to participate.

What is the cost for my company to participate?

The trade show participation fee is \$2,500. This fee is **per company, not per participant**. The participation fee 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

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

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

Expense	Estimated amount (\$)
Roundtrip airfare from Dulles to Las Vegas, economy class	400
Hotels (6 nights at \$300/night)	1,800
Meals	500
Airport transfers, taxis, public transportation, and other miscellaneous items	500

Sample rendering of the event booth:



How many badges does my company receive?

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.

How are hotel reservations handled?

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.

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 meet-ings, 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 ar-rangements be made as early as possible so that product samples and/or promotional materials can arrive in time for your event.

Registration:

How do I register to participate?

You can register and pay the trade show fee online. You may do this visiting the following page on our website: <https://shot-show-2022.eventbrite.com>.

Contact the Trade Show Leader for more information:

Bryan Moody
Defense Program Manager
Phone: 540.910.0305
Email: bkmood@vedp.org