

## Outdoor Trade Show Continues to Shatter Attendee and Exhibitor Records

After more than a quarter of a century, the SHOT SHOW has grown into the premier event in the world serving the Shooting, Hunting and the Outdoor Trade industries. Smashing exhibitor records, the show regularly sells out all available exhibition space - 529,000 square feet and attracts a buyer audience of nearly 20,000 each year. Its success was duly noted in 2003, when it was honored as one of Tradeshow Week's Fastest 50 growing tradeshows in the U.S. and Canada.

The SHOT SHOW's attendee audience come from all fifty states and more than sixty-five countries. The more than 1,500 exhibitors showcase a broad range of products from firearms and ammunition to scopes and scents, as well as leather goods and apparel.

**ASSOCIATION OWNER:** National Shooting Sports Foundation (NSSF)

**INDUSTRY SERVED:** Shooting, Hunting, Outdoor Sports

**YEARS IN BUSINESS:** 25

**MANAGEMENT:** Managed by Reed Exhibitions

**LOCATION(S):** Las Vegas (rotating with another U.S. city every two years)

**SQUARE FEET:** 529,000 square feet

**TYPES OF EXHIBITORS:** Leading manufacturers and suppliers of shooting and hunting products, services, equipment and technology from around the world

**TYPES OF ATTENDEES:** Owners, managers, dealers and distributors from specialty gun shops, archery stores, multi-line sporting goods stores, discount/department/chain stores, law enforcement.