



NATIONAL SHOOTING SPORTS FOUNDATION, INC.

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CHRISTOPHER DOLNACK
SENIOR VICE PRESIDENT
& CHIEF MARKETING OFFICER

IMPORTANT 2012 SHOT SHOW® SPACE DRAW INFORMATION

Dear Exhibitor:

The National Shooting Sports Foundation® (NSSF®), owners and sponsors of the Shooting, Hunting and Outdoor Trade (SHOT) Show, is announcing several significant changes that will impact the 2012 SHOT Show and subsequent shows. These changes are based on attendee and exhibitor feedback, venue limitations and taking the appropriate measures to ensure the future prosperity of the SHOT Show, NSSF and the industry. Our goals are:

- To improve overall attendee experience we will be reducing exhibit space to provide more common space, widen aisles and reset the SHOT Show floor.
- Since the SHOT Show exhibit space will be reduced in size and the net effect will result in no significant movement of exhibit locations, the traditional SHOT Show space draw for the 2012 SHOT Show will be suspended.
- Booth space for the 2012 SHOT Show will be assigned by Reed Exhibitions according to priority points in the months following the 2011 show.

We realize this announcement represents a change in how you are accustomed to selecting your SHOT Show booth space and ask for your patience and cooperation. We will be holding a live on-line chat later this month to help answer your questions.

In the meantime, we are working to make the 2011 SHOT Show a much-improved experience for exhibitors and attendees alike, and we remain committed to ensuring that the SHOT Show remains our industry's premier marketing event.

Best regards,

Chris Dolnack
Senior Vice President & CMO

PROMOTE

PROTECT

PRESERVE