

# SHOT SHOW®

## PRODUCT ELIGIBILITY, DISPLAY & ADVERTISING RULES

### WELCOME TO THE SHOT SHOW

SHOT Show Management has prepared the following Product Eligibility, Display and Advertising Rules to guide the exhibition of products at the SHOT Show. These Rules provide important guidelines for safe display and exhibition and are a critical component of the success of the Show.

Please review these Rules carefully when making plans for the products you intend to display at the Show, as well as when designing your Show booth and related graphics and marketing and promotional materials.

#### A. INTRODUCTION

These Rules are regularly modified to provide the safest, most relevant and most responsive SHOT Show possible.

Show Management's primary concern is safety on the Show floor. We appreciate your support and cooperation.

The Rules contained in this document are structured to ensure that the standards of excellence set for the Show shall not be compromised by a few to the detriment of others. It is our commitment to enforce Product Eligibility, Display and Advertising Rules strictly, consistently and uniformly. We welcome input and comments on these Rules from our exhibitors at any time.

#### B. GENERAL RULES

1. Product Eligibility: Only those products and services associated with the following designated exhibition sections of the Show are eligible to be exhibited in these sections in accordance with these Rules: Firearms Section, General Shooting and Hunting Section, Law Enforcement & Tactical Section, Outdoor Wear Section, and Outfitters Post and Taxidermy Section. Products and services not directly related to these areas, or that fail to conform with the general nature of the Show, are prohibited. Furthermore, any products that are of questionable taste or do not reflect the high standards of the Show, including any counterfeit product, or product that otherwise infringes or appears to infringe upon third party intellectual property rights (Please see Part III "Infringement & Counterfeiting" of these Rules), are also prohibited from being displayed at the Show.

2. Official Safety and Product Eligibility Advisors: Show Management is represented on the Show floor by the SHOT Show Safety and Product Eligibility Advisors. These Advisors are charged by Show Management with the responsibility of reviewing every exhibit to be certain each is in full compliance with all Show rules. These officials must thoroughly review thousands of exhibits in a short period of time in the interest of Show safety. The Advisors shall issue warnings to exhibitors for any violation found at their initial inspection. This is usually sufficient and results in an immediate resolution of the problem.

At times, if an exhibitor is unable or unwilling to correct the violation, it will be necessary to provide the exhibitor with a written notice of infraction, a copy of which is provided to Show Management. Failure to correct such infraction(s) within the time limits specified in the notice can result in the mandatory closure of the offending booth until the violation is corrected. Please give the Advisors your full cooperation.

3. Over-The-Counter Sales: Direct "over-the-counter" sales may violate state or local laws and are strictly prohibited at the Show.

# 2011 SHOT SHOW® PRODUCT ELIGIBILITY, DISPLAY AND ADVERTISING RULES

## PART I

### PRODUCT ELIGIBILITY AND EXHIBITION RULES FOR GENERAL HUNTING & SHOOTING, FIREARMS AND RELATED OUTDOOR PRODUCTS

#### A. PRODUCT ELIGIBILITY

1. Firearms Eligibility: Any firearm that may be legally sold by a federally licensed firearms dealer (Type 01), subject to specific exceptions noted below, may be displayed in the Firearms Section of the Show.

2. Prohibited Items: The following section provides a partial list of specific products, by category, that may not be displayed or appear in booth graphics at the Show. The list below is not intended to be exhaustive and does not include all items that are prohibited from being displayed. The list may be updated from time to time in the sole discretion of Show Management.

All questions concerning product eligibility, display and advertising should be directed to Show Management before Exhibitors sign and return their Application & License for Exhibition Participation. Show Management is the final and exclusive arbiter of what products may or may not be exhibited.

- a. Prohibited Firearms and Accessories: Used or pre-owned firearms and accessories, regardless of condition and whether or not remanufactured, including military surplus firearms; current military manufacture; firearms and accessories prohibited from import into the United States; cane guns; pen guns; “cell phone” guns and buckle guns\*.

*\* Buckle guns may be displayed only if the buckle and the gun are detached and displayed separately, and the gun meets all firearms display safety rules (Please see Part I, Section B of these Rules).*

Firearms and other items which require a Class 03 license pursuant to the National Firearms Act (NFA) may be displayed in the Law Enforcement Section or may be displayed in limited quantities in the General Hunting & Shooting Section of the Show provided any such firearm or item is displayed with signage indicating that it is for “*Law Enforcement Only*.” Such signs will be available from Floor Managers. The sign must be displayed within close proximity of or affixed to the firearm or item – such that an attendee viewing the firearm or item would readily see the sign.

- b. Prohibited Military Items:

Banners	Daggers	Packs
Boots	Helmet liners	Rank insignia
Buckles	Insignia	Ribbons
Buttons	Legging	Uniforms
Campaign cap	Medals	Web or leather belting
	Military helmets	

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All military, replica or war surplus items are prohibited including:

Ammo pouches	Military field and training manuals	Silverware
Boots	Military range equipment	Sunglasses
Bayonets	Rings	Utility bags
Canteens	Shoes	Watches
Clothing		
Dishes		

c. Prohibited Miscellaneous Items:

Blackjacks	Darts	Spring blade knives*
Boot knives	Fishing tackle	Star-shaped throwing weapons
Brass knuckles	Kits for converting semi-automatic firearms to fully automatic	Wallet knives
Buckle knives		
Butterfly knives		
Cane knives	Martial arts weapons	

*\*Law enforcement only, spring blade/assisted opening knives of a high quality made exclusively for law enforcement may be displayed.*

## B. DISPLAY SAFETY RULES

1. Ammunition and Propellants: No live ammunition, ignitable powder, live primers, primer carriers, or percussion caps will be allowed in the exhibit hall.

- All dummy centerfire-type ammunition must have a hole (min. .060 inches in diameter) drilled through the primer at the point where the firing pin would impact (or have no primer inserted in the pocket).
- All primers and percussion caps must be obviously deactivated, preferably by having a hole (min. .060 inches in diameter) drilled through the cap at about where it would be struck by the firing pin or hammer.
- All dummy rimfire-type ammunition must have a hole (min. .060 inches in diameter) drilled through the base of the shell.
- Primers which have been deactivated by firing must also be drilled as described above.
- Black powder breech loader primer carriers are not allowed in the exhibit hall at any time.

2. Firearms: All exhibitors who display firearms are required to render them incapable of firing or discharging any cartridge, shell, round or load. This rule equally applies to exhibitors of component parts (e.g., firing pins) that may utilize firearms to demonstrate their products.

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Any real or simulated discharge of firearms with an audible report is strictly prohibited.

A trigger lock or any device, material or mechanism designed to limit the action is not an acceptable method of making a firearm inoperable.

Actions must be capable of being opened to permit inspection of the chamber to determine whether it is loaded.

The following section describes the only methods approved by Show Management for rendering exhibited firearms inoperable. No other methods of rendering firearms inoperable will be permitted by Show Management.

a. Carbines, Rifles and Shotguns:

- 1.) Smokeless powder-type firearms must be rendered inoperable before they are brought into the exhibit hall in one of the following ways: by removal of their firing pins, shortening their firing pins so they cannot contact the primer or any surface of fixed ammunition that can be chambered in the firearm, or by permanently obstructing the chamber so a projectile cannot exit the barrel.
- 2.) Black powder percussion-type rifles and shotguns must be rendered inoperable before they are brought into the exhibit hall by removal of their percussion cap nipple(s), or blocking each nipple orifice.
- 3.) Black powder flintlock-type rifles and shotguns must be rendered inoperable before they are brought into the exhibit hall by removal of their flints.
- 4.) Black powder breech loading rifles and shotguns must be rendered inoperable before they are brought into the exhibit hall by removal of their primer carriers.

b. Handguns:

- 1.) Conventional smokeless powder-type handguns must be rendered inoperable before they are brought into the exhibit hall in one of the following ways: by removal of their firing pins, shortening their firing pins so they cannot contact the primer or any surface of fixed ammunition that can be chambered into the firearm, or by permanently obstructing the chamber so a projectile cannot exit the barrel.
- 2.) Black powder percussion-type handguns must be rendered inoperable before they are brought into the exhibit hall by removal of their percussion cap nipple(s), or blocking each nipple orifice.
- 3.) Black powder flintlock-type handguns must be rendered inoperable before they are brought into the exhibit hall by removal of their flints.

In addition to rendering handguns safe, the following security precautions shall be employed when displaying handguns: While on display, handguns shall be affixed permanently, by means of chains or aircraft cable (not over 3 feet in length) to the exhibitor's counter, to its back or to a display island or stand to prevent potential theft. Nothing shall prevent exhibitors from employing higher levels of security.

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3. Non-Powder Actuated Guns: Because it is difficult to deactivate these types of guns they will be exempt from deactivation requirements. No gas (CO2 or air) cylinders, except those which are empty and drilled or punctured, will be allowed in the exhibit hall. If a cylinder is placed in a Non-Powder Actuated Gun, it must be immediately obvious upon inspection that the cylinder has been deactivated.

Furthermore, pellets, “BB’s” or projectiles of any type for Non-Powder Actuated Guns on display must be affixed or glued down to containers or packaging so that individual pieces are not loose or available to be chambered. When boxes and containers for projectiles are on display, they must be empty.

**Any real or simulated discharge of Non-Powder Actuated Guns is strictly prohibited except as follows:** This general rule shall not apply when Non-Powder Actuated Guns are used in connection with secure, temporary, free-standing and fully enclosed shooting galleries or transparent, shatterproof shooting containers. Both shooting galleries and shooting containers must capture projectiles shot within the structure (i.e., projectiles shall not escape the closed structure at any time.). Shooting galleries and shooting containers must be pre-approved by Show Management and shall be subject to inspection during the Show. Only plastic BBs, plastic pellets or other plastic projectiles shall be permitted.

Shooting galleries and shooting containers shall not be located so as not to interfere with or prevent access to other exhibits, obstruct or create congestion in aisles or otherwise unreasonably interfere with the Show. Shooting galleries and containers must fit within exhibitor’s booth space. Under no circumstances will shooting galleries or containers over 300 feet be permitted at the Show. Non-Powder Actuated Guns must be affixed or tethered to the shooting gallery or container in such a manner so that the tips of their barrels are at all times pointed down range or located inside the container. Shooting activities are subject to all reasonable restrictions imposed by the Show. Show Management reserves the right to

impose additional restrictions. Shooting activities may be temporarily or permanently closed by Show Management at any time.

Shooting gallery and shooting container designs, plans, drawings and pictures must be reviewed and approved by Show Management prior to each show. Information should be sent to Karen Haigh, Reed Exhibitions, 383 Main Avenue, Norwalk, CT 06851 or [khaigh@reedexpo.com](mailto:khaigh@reedexpo.com).

4. Paintball Markers (Guns) & Accessories: Any real or simulated discharge of paintball markers is strictly prohibited.
  - a. Paintballs and Projectiles: Loose paintballs or projectiles of any type shall not be allowed in the exhibit hall. When boxes and containers of projectiles are displayed, they must be empty. Opening the container and pouring a clear epoxy over the contents or using superglue to seal the lid on the container are acceptable methods of sealing.
  - b. Miscellaneous Items: Grenades, claymores, mortars and any other items containing paint and/or compressed gas or any other type of propellant must be made or rendered inoperable. Compressed gas must be removed and the cylinder drilled as indicated

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below. Any other propellant must be removed. Paint must be removed (you may replace the paint with water).

- c. Gas Cylinders: No gas (CO2 or air) cylinders, except those which are empty and drilled or punctured, will be allowed in the exhibit hall. If a cylinder is attached to a marker, it must be immediately obvious upon inspection that the cylinder has been deactivated.
  
5. Blow Guns: All blow guns must be:
  - a. Sealed and/or firmly and permanently fixed in original packaging so that the blow gun may not be removed, or
  - b. Firmly and permanently “plugged” at the nozzle making the blow gun incapable of shooting a projectile.
  
6. Bows an Arrows: All arrows must be:
  - a. Sealed and/or firmly and permanently fixed in original packaging so that individual arrows may not be removed, or
  - b. Firmly and permanently fixed to the display in such a way as to prevent their being fitted into a bow, or
  - c. At least one side of the nock must be removed, rendering the arrow incapable of being shot from a bow.
  
7. Crossbows: Cross bow strings must be “fixed” using a cable tie so as to be incapable of movement or arrow track blocked so that an arrow cannot be loaded into the cross bow and propelled.
  
8. Chemical Defense Sprays: All canisters must be visibly disabled and empty. To visually disable, canisters must be drilled with a hole (min. .060 inches in diameter) through the base.
  
9. Stage Props and Blank Guns: Stage props and blank guns must have their firing pins removed.

### C. DEFINITIONS

Military Surplus Firearms: Means firearms originally manufactured for or previously owned by the military, regardless of place of origin.

New: In original factory condition, never fired, never issued or sold at retail. Containing all new parts.

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## **PART II**

### **PRODUCT ELIGIBILITY AND EXHIBITION RULES FOR THE LAW ENFORCEMENT & TACTICAL SECTION**

The product eligibility and display rules applicable to the Law Enforcement and Tactical Section of the Show shall be the same as those prescribed for the General Hunting & Shooting, Firearms and Related Outdoor Sections (See Part I of these Product Eligibility, Display and Advertising Rules).

Subject to specific exceptions noted below and in Part I, any firearm that may be legally sold by a federally licensed dealer (Type 01) and firearms or accessories which are regulated by the National Firearms Act (fully automatic, short barrel shotguns, etc.) may be displayed in the Law Enforcement and Tactical Section of the Show.

#### **Exceptions**

1. Used firearms, including unporterized military surplus firearms (as defined in Part I, Section C of these Rules) may not be exhibited in the Law Enforcement Section or any section of the Show.

2. Anti-aircraft and anti-tank weaponry, flamethrowers, mortars and mortar throwers may not be exhibited in any section of the SHOT Show.

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## PART III

### ADVERTISING & MARKETING RULES

The SHOT Show recognizes the value advertising and marketing has to exhibitors as an essential business function. Through advertising and marketing, important information about products and services can be communicated enabling consumers to make informed decisions.

Exhibitors shall adhere to the following Rules in planning their marketing and promotional materials and activities:

1. SHOT Show® Names & Logo: The "SHOT Show®" and "Shooting, Hunting and Outdoor Trade Show<sup>SM</sup>" names, logos and images are trademarks or registered trademarks of the National Shooting Sports Foundation, Inc. (NSSF). The show's names, logos, and images may not be used without prior license from NSSF and compliance with the SHOT Show Trademark Branding Guidelines that accompany this Part III and which can also found in the SHOT Show Exhibitor Service Manual. Usage of the SHOT Show trademarks, if granted, shall be limited to registered and verified exhibitors and media of the 2011 show to promote their participation in, or for news coverage of, the 2011 show. Exhibitors and media will receive further information on accessing and using the SHOT Show logo upon registering for the 2011 show.
2. Marketing or Other Promotion of Prohibited Items: Displays, decorations, props, booth art, graphics, language, packaging, facsimiles, handouts, literature, costumes, uniforms, video presentations, and any other marketing or promotional materials that advertise, feature, or incorporate prohibited items are permitted provided the majority of the content of the material or item also features items that are allowed for display at the Show or is in general keeping with the nature of the Show.
3. Honest and Accurate Marketing. False, misleading, or deceptive advertising or other marketing practices does not promote fair competition, is not in keeping with the nature of the Show, and may be illegal under United States federal, state and/or local laws and regulations.

If an exhibitor has any question about whether any marketing or promotional materials or activities are prohibited, they should consult with Show Management prior to the Show. Show Management reserves the right in its sole discretion to terminate any marketing or promotions activities, including, without limitation, confiscating any prohibited marketing or promotional materials.

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## **BRANDING GUIDELINES**

These SHOT Show Branding Guidelines have been developed to protect the National Shooting Sports Foundation's valuable intellectual property rights in the SHOT Show and to strengthen the SHOT Show brand identity by ensuring that the show's name, logo, and images are properly and consistently used at all times by authorized third parties.

The "SHOT Show®" and "Shooting, Hunting and Outdoor Trade Show<sup>SM</sup>" names, logos, and images are trademarks or registered trademarks owned exclusively by the NSSF and are protected by state, federal, and international trademark laws. Use of the SHOT Show trademarks without the prior written consent of NSSF may constitute trademark infringement and unfair competition in violation of the law.

### **SHOT SHOW TRADEMARK USAGE RULES:**

Use of SHOT Show Trademarks by licensees and other authorized parties shall adhere to the following rules:

- SHOT Show Trademarks shall only be used in the form and manner as prescribed by the NSSF. See accompanying Style Guidelines For Use of the SHOT Show Trademarks.
- SHOT Show Trademarks should always bear the correct trademark symbols (®, <sup>SM</sup>, <sup>TM</sup>).

When using a SHOT Show trademark, the appropriate symbol should appear after the first and most prominent use of the mark. If the trademark is repeated several times, it is not necessary to continue using the symbol with the trademark.

- SHOT Show Trademarks shall not be used in any manner that expresses or implies, or could be construed to express or imply, that the NSSF or the SHOT Show is affiliated with or endorses, sponsors, certifies, or otherwise supports third party products, services, or opinions.
- SHOT Show Trademarks should not be use in any manner that might harm the NSSF's reputation or goodwill or the NSSF's ownership rights in the SHOT Show Trademarks.

*The NSSF reserves the right to modify or terminate third party use of SHOT Show Trademarks at any time that does not comply with these Branding Guidelines.*

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## STYLE GUIDELINES FOR USE OF SHOT SHOW TRADEMARKS:

### A. Textual Presentation

<b>SHOT Show®</b>
<b>Shooting, Hunting and Outdoor Trade Show<sup>SM</sup></b>



A is the preferred usage for the SHOT Show logo. The EPS version of this logo has no background, and the letters and line are set to white. The JPEG version has a black background included in the file.

B is the second acceptable usage of the logo. This can be used when a black background is not possible.

C is the preferred usage for the SHOT Show logo in black and white. The EPS version of the logo has no background, and outlines are set to white. The JPEG version has a black background included in the file.

D is the second acceptable usage of the SHOT Show logo in black and white.

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## **PART IV**

### **INFRINGEMENT & COUNTERFEITING**

The Show provides a forum where members of the hunting, recreational shooting sports, outdoor and law enforcement trade can display their products and services and debut the latest product and service innovations. The Show provides a congenial atmosphere for professionals in the trade to conduct their business without fear or concern that their products and services will be copied or their intellectual property rights infringed upon by third parties during the Show.

The Show is firmly committed to the laws prohibiting counterfeiting and infringement of the intellectual property rights (e.g., copyrights, trademarks, trade dress, patents, etc.) associated with the products and services that exhibitors display at the Show. As such, the Show has strict anti-piracy rules against the display of counterfeit products, and prohibits exhibitors and attendees from photographing or videotaping other exhibitor booths or products without authorization. In the event an exhibitor suspects that a third party is infringing upon the exhibitor's intellectual property rights, the exhibitor's best recourse is to seek an appropriate legal remedy such as a temporary injunction, seizure of goods order or cease and desist order from a court with jurisdiction over the matter.

All Show exhibitor and attendee rules and policies must be observed at all times, including, Show Display Rules and Regulations; Exhibition Rules and Regulations found in the Exhibitor License Agreement; and Product Eligibility, Display and Advertising Rules. Exhibitors are encouraged to take appropriate measures prior to and during the Show to protect their products and services.

In the event it is determined by either Show Management or a court of competent jurisdiction that a Show exhibitor or attendee has violated the Show's Infringement & Counterfeiting Policy, the exhibitor or attendee will risk immediate removal from the Show and exclusion from future shows, in addition to any other sanctions Show Management may impose in its discretion or as permitted by law.

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## **PART V**

### **CONCLUSION**

The decisions of Show Management shall prevail in all matters of exhibit eligibility, and the full cooperation of exhibitors is a condition of the license to display at the Show. The Show and its participants have benefited over the years, and the event has grown in size and in value because, together, we have created a yearly event where the atmosphere is congenial, yet totally conducive to the safe and professional conduct of important industry business.

The Show continues to provide the best possible value and service to our exhibitors and attendees. In this effort we are eager to assist you with any questions or concerns that may arise. We are prepared to assist you with recommendations which we feel will increase the effectiveness of your participation in the Show and to ensure your compliance with the Show's Product Eligibility, Display and Advertising Rules. Please contact Karen Haigh if you have any questions at [khaigh@reedexpo.com](mailto:khaigh@reedexpo.com) or call (203) 840-5356.