



Promotion & Sponsorship Opportunities

Official 2012 SHOT SHOW Rate Card and Order Form
January 17-20, 2012 Sands Convention Center, Las Vegas, Nevada

CUSTOMIZED SPONSORSHIPS

- | | |
|---|---|
| <input type="checkbox"/> E-mail Registration Confirmation^\$9,500 | <input type="checkbox"/> Literature Booth Drop* \$6,500 |
| <input type="checkbox"/> Hotel Key Card (Exclusive)^.....\$6,000 | <input type="checkbox"/> Cups & Napkins^* \$12,600 |
| <input type="checkbox"/> Official Show Bags*^\$14,200 | <input type="checkbox"/> Publication Bins* \$3,700* |
| <input type="checkbox"/> Conference Lap Pad Exclusive ^*.....\$5,000 | <input type="checkbox"/> Video Wall Commercial.....\$2,300 |
| <input type="checkbox"/> Floor Plan Handout*^ (exclusive).....\$10,000 | <input type="checkbox"/> Hotel Room Drop*.....\$6,500 |
| <input type="checkbox"/> Shuttle Bus/Signs*^ (for 10 buses)*\$13,700 | <input type="checkbox"/> Title New Product Sponsor*^.....\$34,000 |
| <input type="checkbox"/> Floor Decals*^\$11,500* | <input type="checkbox"/> Escalator Decals* \$18,500 |
| <input type="checkbox"/> Lanyards* ^\$18,700* | <input type="checkbox"/> Hotel Magazine Drop... \$10,500* |
| <input type="checkbox"/> Door Decals*\$11,500* | <input type="checkbox"/> Badge Inserts*^\$10,600* |
| <input type="checkbox"/> Handout at Registration* (4 days)\$7,500 | <input type="checkbox"/> Conference Reception Sponsor \$5,000 |
| <input type="checkbox"/> Hostess Handout Sponsorship*\$8,500* | <input type="checkbox"/> Press Room Sponsorship \$35,000 |
| <input type="checkbox"/> NEW! Electronic Digital Signage^\$8,000 | |
- *Indicates production, design, shipping/freight, and/or labor costs not included. ^ Indicates this is an Exclusive sponsorship**

SIGNAGE & BANNERS

- Banner #** \$ _____ **
- Meter Panel #** \$ _____

**Indicates production, design, shipping/freight, and/or labor costs not included

FAX THIS FORM TO: 203-840-9445

Questions? Call Michele Oppenheimer at 203-840-5445/ Fax: 203-840-9445/ Email: moppenhimer@reedexpo.com

Customer ID# _____

Exhibitor _____

Agency _____

Name/Title _____

Name/Title _____

Phone _____

Phone _____

Fax _____

Fax _____

Email _____

Email _____

Signature _____ Date _____

Signature _____ Date _____

We collect this data in order to provide you with information about 2011 SHOT Show and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.shotshow.org or call our Privacy Administrator at 888-306-2344, or from outside the US at 203-840-5810.

TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the Show cycle that may not be listed on this form. Ads with coupons will not be accepted.

CHECKS SHOULD BE MADE PAYABLE TO: National Shooting Sports Foundation, Inc., P.O. Box 7247-7586, Philadelphia, PA 19170-7586.