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AN EVENT OF
NSSF
The Firearm Industry
Trade Association

2021 SHOT SHOW BOOTH BEST PRACTICES FROM THE NSSF EXHIBITOR WORKING GROUP

To help answer exhibitors' questions about recommended or required changes for the 2021 SHOT Show, NSSF formed an ad hoc Exhibitor Working Group comprised of exhibitors that we have been in close contact with regarding booth layout, health and safety protocols, booth staffing and meetings. The working group members include **Bill Bennett**, Senior Manager, Marketing: Print, Trade Shows &

Media, Davidson's, Inc.; **Scott Feck**, Vice President, Operations, Galco; **Michael Kinn**, Director, Events, Vista Outdoor; **Sue Cupero**, Vice President of Sales, Smith & Wesson; and **Rob Werkmeister**, Vice President of Marketing, Ruger. We're appreciative of their willingness to share their plans with our exhibitors and are pleased to provide a summary of our roundtable video conference.

BOOTH LAYOUT

- Minimize the number of products and touch points in the booth as well as structures. Open air with plenty of space.
- Reduce the number of up-front displays that typically draw a crowd.
- Create a buffer around the booth to safeguard booth staff.
- Encourage more passive interaction with staff than in the past.
- Roped-off queue, like you would see at a movie theater.
- Do away with giveaways, catalogs, and eliminate pinch points (aside from masks).
- Control in-booth flow with a "tour" of products based on their interest and also looking at mapping the booth so it could be a guided or self-guided tour of their booth.
- All will have hand sanitizer stations throughout the booth.
- All are reducing the amount of staff being brought to the show.
- They will try to hold meetings outside the booth so they can maximize the amount of people they can host in their booth.
- One of our panelists is testing disinfecting wipes on display products. They have found that Clorox wipes appear to work well, but noted that Lysol wipes leave a film on firearms.

CLEANING, HEALTH AND SAFETY

- One of our panelists is bringing disinfecting misting cleansers like they use in their factory.
- Several panelists said they will have branded back-up masks in case the masks the show supplies are not desired or customers would like to have another mask.
- Although there will be temperature checks at all entrances into the SHOT Show bubble, one of our panelists suggests considering having your staff conduct their own temperature checks at the booth entrance.

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BOOTH STAFFING

- The general consensus is that our panelists will be bringing about half of the number of employees they usually do both to maximize social distancing and to minimize potential staff exposure.
- Panelists suggest establishing pre- and post-show staff quarantine protocols.
- All are planning to include more staff assigned to help with cleaning and meetings and fewer people that would normally have external meetings beyond the scope of speaking with buyers.
- Most panelists are planning to stagger their booth schedule for staff members.
- All are going to assign a dedicated team for cleaning.
- One panelist is going to assign staff hotel rooms for 1 person per room, instead of the normal 2 people per room.



CUSTOMER MEETINGS

- Although our panelists usually have a full calendar of appointments before arriving, they will focus on spreading out appointment scheduling including scheduling more meetings on Friday.
- All our panelists are reducing their meeting areas by as much as 50%.
- Several panelists suggested considering open-air meeting areas similar to what many exhibitors use at the IWA show in Nurnberg.
- All our panelists are planning to schedule more meetings before and after show hours, both off-site and in-booth to accommodate more meeting opportunities during show hours.
- In the interest of alleviating unnecessary clustering in the booth, several of our panelists suggest leaving more time between appointments to allow customers to leave and the meeting area to be cleaned before the next customer appointment arrives.

