



Exhibition & Convention Executives Forum

Despite COVID: Surprising Reasons Behind the SHOT Show's Growth

Chris Dolnack & Jeff Pressman

Some Background on SHOT Show

- Booth space at the SHOT Show has been at or near sold-out status for years
 - Table-top pavilions (NEXT, Supplier Showcase, Pop-Up Preview)
 - Eliminated entire product categories in the past to make room for core categories
- 2021 was to be the first year adding Caesars Forum
- The industry has had some of its best years during COVID

Some Background on SHOT Show

New for 2022

- Caesars Forum & Outdoor Space
- Tighter Controls on allowing Non-Exhibiting Manufacturers

	2020 SHOT SHOW	2022 SHOT SHOW
Number of Exhibitors	2,191	2,454
Total Net Square Feet	662,567	803,893

Some Background on SHOT Show

Headwinds for 2022

- Largest Exhibitor, by booth size at 15,000nsf, pulled out of the show and publicly stated trade shows are no longer of value
- Most Visited Booth past two shows (based on Eventbit data) also pulled out of the show
- COVID Omicron wave peaked during the week of SHOT Show in January, 2022
- Nevada maintained the mask mandate through January



Polling Question

What Methods Were Used to Communicate with Your Exhibitors' and Attendees' These Past Two Years? Choose all that Apply.

- A. Emails
- B. Surveys
- C. Telephone Calls
- D. Virtual Meetings (e.g., zoom, TEAMS, RingCentral)
- E. All of the Above

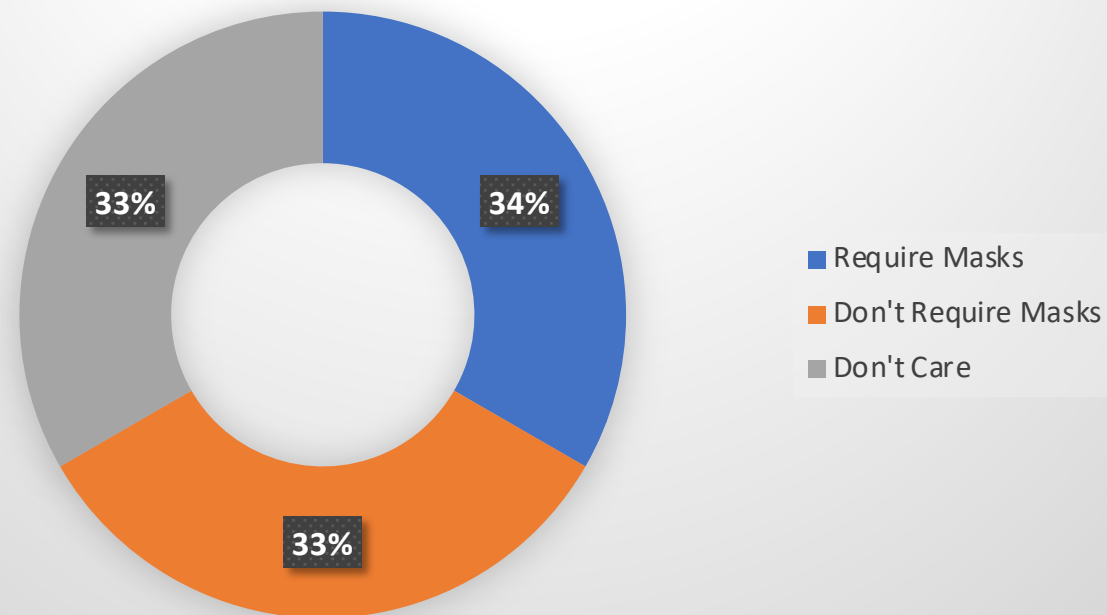
TRULY Know Your Audience

- Freeman Event Research – COVID Pulse Surveys
- Exhibitor Advisory Council
- Engaging A Third Party to Talk With the Exhibitors
- Voice of the Customer

Data is Vital...but going old-school and simply talking with the customer has been the best measurement tool and key to keeping our customers engaged

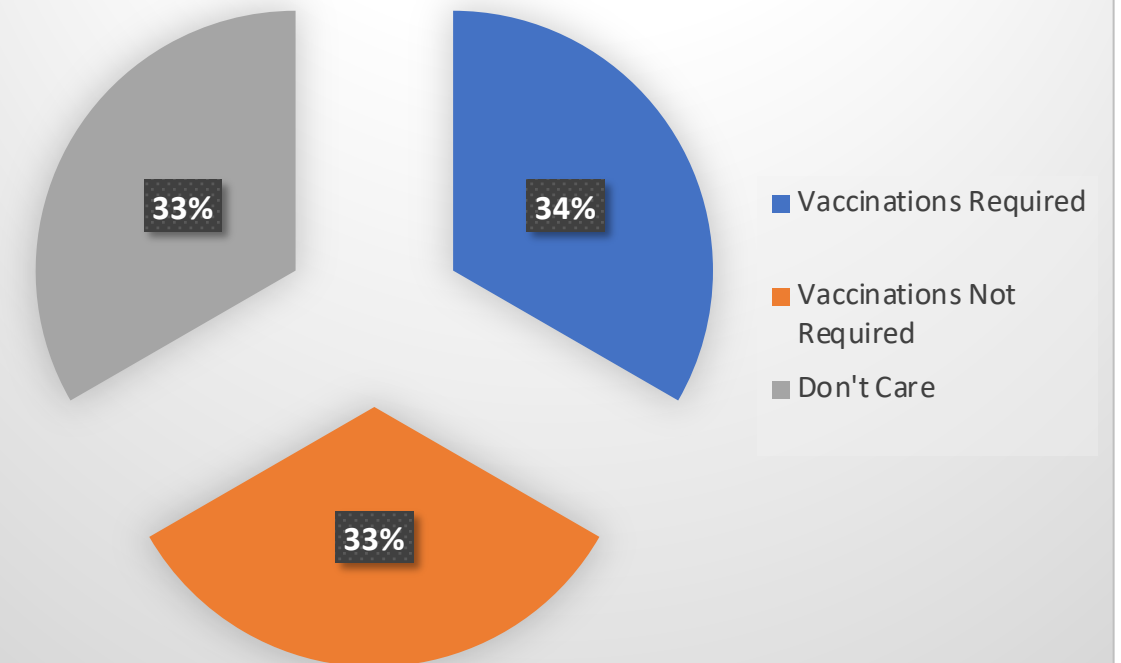
TRULY Know Your Audience

Masks Required



The Rule of 1/3

Vaccinations Required



Stand Firm to Your Established Policies...No Matter What



Polling Question

How Detailed Have You Been On Social Media When It Comes to Registration Statistics or Bad News Over the Last Two Years?

- A. Extremely Detailed
- B. Somewhat Detailed
- C. Pretty Vague
- D. No Way I'm Sharing Bad News

Transparency Is Key

Address the “haters” directly

#juststop



Chris Dolnack @chrisdolnack · Dec 16, 2021

The latest @nssfshotshow rumor: @NSSF is collecting cell numbers to do contact tracing on attendees. No. Just no. We're not contact tracing, we won't contact trace and we've never been asked by any government entity to assist in contact tracing. Period. Full stop. #juststop



Chris Dolnack @chrisdolnack · Dec 28, 2021

Proof of vaccination is not required for attendance @nssfshotshow Never was. The state of Nevada requires that face masks be worn indoors. That's it.

Face masks and hand sanitizer will be provided to all attendees. #shotshow #nssf @NSSF



Chris Dolnack @chrisdolnack · Oct 28, 2021

Stop with the rumors! @nssfshotshow is NOT requiring proof of vaccination. @NASGW_Pros @NSSF #juststop #SHOTShow



Chris Dolnack @chrisdolnack · Nov 1, 2021

So much for the Glock rumor. #juststop



SHOT Show @nssfshotshow · Nov 1, 2021

"We support SHOT Show and look forward to seeing our entire industry together once again in 2022." - Josh Dorsey, Vice President of @GLOCKInc #SHOTShow

" We support SHOT Show and look forward to seeing our entire industry together once again in 2022. "

Josh Dorsey,
Vice President, GLOCK



JAN. 18-21 2022
THE VENETIAN EXPO - CAESARS FORUM
LAS VEGAS, NEVADA



Transparency Is Key

Share the Bad News...Not Just the Good News



SHOT Show Fact Check: No Cell Phone Data Tracking

There are rumors about your personal cell phone data may be used for the health and safety measures in place for the 2022 SHOT Show. Here's the fact: NSSF and the SHOT Show are not tracking cell phone data nor sharing attendee COVID data with the CDC. Get answers to common questions on the 2022 SHOT Show and COVID-19 guidelines in our [health and safety FAQs](#).



Fact Check: Vaccination Not Required

We receive a lot of questions about what health and safety requirements attendees can expect, so here is the scoop: NO proof of COVID-19 vaccination is required to attend. Face masks are currently required at both the Venetian Expo and Caesars Forum. We will notify everyone should this policy change between now and the show.

[View Latest Guidance](#)

We



SHOT Show Fact Check: Qualifying to Attend

We receive a lot of questions about the qualification process during registration, so here is the scoop:

Since SHOT Show is a business-to-business (B2B) trade event and the manufacturers and service



Word Cloud

What 1 or 2 Words Would You Use to Describe Your Current Experience with Exhibitor Education?

Education & Communication

- Exhibitor Academy (Pre-COVID)
 - Face to Face in Las Vegas
 - 100 exhibiting companies each year
 - 2 full days of education and networking

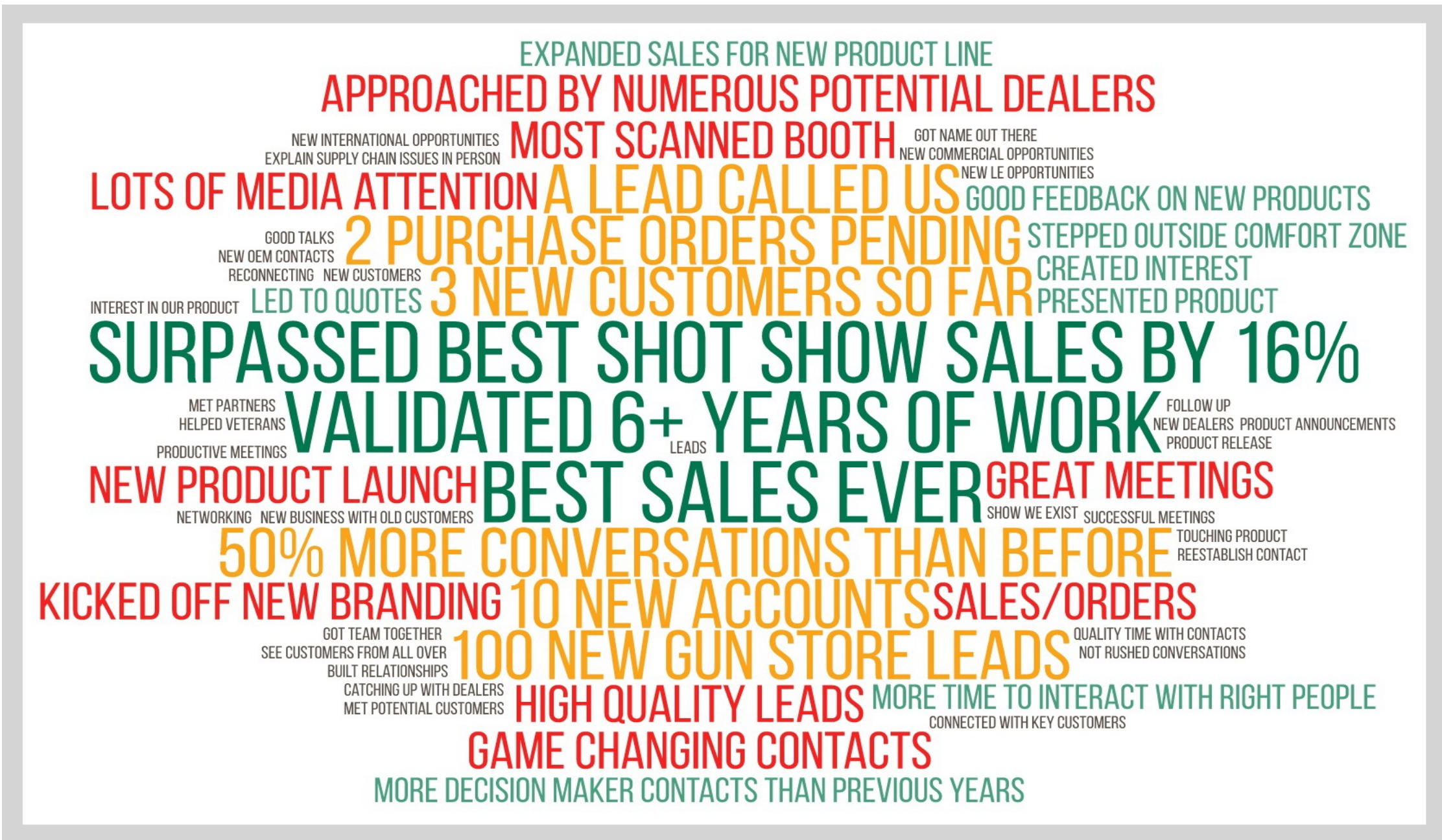
PROS	CONS
Strengthen Relationships	Costs & Staffing Commitments
One-On-One Engagement	Limited Opportunities with Max Capacity
More Revenue Opportunities from Participating Companies	Burden on Our Partners

Education & Communication

- Exhibitor Academy (Last Two Years)
 - Numerous Webinars & Consultations year-round
 - Engaged with our exhibiting community and remained top-of-mind throughout the year
 - Had a Broader Dialogue with our exhibitors
 - Satisfaction Ratings Much Higher for those participating
 - Offered one on one counseling for approximately 50 exhibitors

2021 (before cancellation)	2022
7 Webinars	12 Webinars
Average Attendance: Over 100 Highest Attended: 450	Average Attendance: Over 100 Highest Attended: 400
One-On-One Counseling	One-On-One Counseling

Education & Communication



Education & Communication

- The Secret Recipe
 - Key partners Freeman, CSG Creative, Venetian, Caesars, Century Security, LVMPD, LVCVA, SNHD
 - Robyn Davis, Exhibitors WINH
 - IAEE, SISO, UFI
 - NSSF/ConvExx team



SHOT Show Insider: Vegas Events Moving Forward, Meeting Rooms Now Available, and More



Welcome to the latest SHOT Show Insider, written by the SHOT Show team at NSSF and our show partners to keep you informed on all things SHOT Show. Let us know what topics you'd like to see addressed here in upcoming issues by emailing us at shotshowinsider@nssf.org.

Las Vegas Events Moving Forward Successfully and Safely

Despite a recent rise in Las Vegas's COVID positivity rate, the city and our trade-show industry partners remain committed to moving forward with all events at full capacity. The Venetian Expo and Convention Center, home of the SHOT Show, has been in constant communication with us with assurance that the lessons we've learned over the past 16 months have helped live events return successfully and safely. As The Venetian's Chandra Allison said this week, "After a year of virtual business meetings resulting from the pandemic, it is clear that no real substitute exists for face-to-face meetings and events. This is where deals are struck, relationships are forged, and brainstorming is at its best. Recent polls have shown them to be **'irreplaceable'**, and they have finally begun to return, now that the science proves they can be held safely." The Venetian's current safety procedures and guidelines can be viewed [here](#). — Chris Dolnick, NSSF

Live Q&A Session Aug. 25: Insights from the SHOT Show Media

In addition to being our industry's largest trade show, the SHOT Show is also our industry's largest gathering of media (more than 2,000 of them). It's a prime opportunity to gain media coverage of your company and your products. Join us on Wednesday, August 25 at 2 p.m. Eastern for a live Q&A session with a panel of SHOT Show media veterans. They'll tell you exactly what you'll need to do to gain the attention of the media

Categories

Select Category

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THANK YOU!

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