

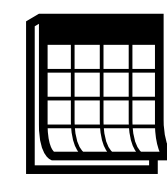


INDUSTRY TRADE SHOWS, CONVENTIONS, AND EXHIBITS

TOP 5 BENEFITS OF ATTENDING A TRADE SHOW

Industry Trade shows are a great opportunity to meet new people in your industry, learn about trends and specials on products you might be interested in purchasing for yourself or your business as well as prototypes of upcoming releases.

21 TRADE SHOWS,
CONVENTIONS
AND EXIBITS



MULTIPLE DATES



MULTIPLE US
LOCATIONS

Trade shows provide a venue (usually free) where enthusiasts can get hands-on experience playing with different types or brands that will soon become available publically so they have time before the release date.

TOP 5 BENEFITS OF ATTENDING A TRADE SHOW

1: RAISE BRAND AWARENESS

Trade shows are a great opportunity to raise brand awareness among industry professionals and key decision-makers. For new instructors, it can be difficult to get a foot in the door with all of these influential people running around doing their own thing- but that's where you come into play! Come ready with business cards and flyers to leave an impression.

2: HIGHLY TARGETED LEADS

A trade show is like a funnel, and the attendees are at different stages in their buying process. Some have already decided to buy but may need help finding products that meet specific needs; others may be on the fence about making such an investment—get them convinced by giving discounts or freebies (or both) when they come looking for answers after having attended your trade show! Those who made an effort to attend were actively seeking out new goods or services just as much you want these potential clients' business--prove why it's worth investing time into getting more leads from this type of event.

3: COMPETITOR ANALYSIS

A trade show exposes the strategies and best offerings of all the top brands in the industry. It would be a shame to not pay attention to this. Take a walk around the show floor and see what other companies are doing to attract customers. As much as your industry and competitors will tolerate, do in-depth research in their booths. Learn as much as possible about what they have deemed to be their most significant offerings. Keep notes on everything you learn in an organized manner. There is much to see at a trade show and attempting to store it all in your head is ineffective. You want to learn from the best – focus on the booths that are attracting the most attention.

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4: FORGE BUSINESS RELATIONSHIPS

Forging Alliances with other Industry related companies can help you enter Vertical Markets that would be impossible to break into on your own. Take a look at the exhibition schedule for Social Events such as parties, lunch breaks, and other gatherings; these are great side events that allow me to mingle comfortably while also potentially exchanging contact information!

5: EDUCATION

The firearms industry is constantly evolving, so it's important to stay on top of things by attending sessions at trade shows to plot a course for your business to be competitive. Prioritize sessions that are most related to your business and determine how you can fit them into your schedule. Take notes during educational events to remember actionable information to be applied once you get back to the office. Network with industry leaders at competing booths. Develop a relationship and they might share some insight that might help you improve your products.

WHICH TRADE SHOW, CONFERENCE, OR EXHIBIT WILL YOU ATTEND?

SELECT AS MANY THAT YOU THINK YOU SHOULD ATTEND. KEEP IN MIND YOUR REASONS/BENEFITS FOR ATTENDING EACH

**SPORTSMAN'S TEAM CHALLENGE -
STC**

TAC-CON

THE TACTICAL GAMES

TRIGGRCON

**USCCA EXPO (CONCEALED CARRY
EXPO)**

NRA ANNUAL MEETINGS & EXHIBITS

NAAGA NATIONAL CONVENTION



NOTES

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- NTOA LAW ENFORCEMENT OPERATIONS CONFERENCE & TRADE SHOW**
- PRECISION RIFLE EXPO**
- PROFESSIONAL OUTDOOR MEDIA ASSOCIATION (POMA) CONFERENCE**
- SAFARI CLUB INTERNATIONAL HUNTERS' CONVENTION (SCI HUNTER'S CONVENTION)**
- SAXET TRADE SHOWS**
- SHOT SHOW**
- SHOT SHOW INDUSTRY DAY AT THE RANGE**

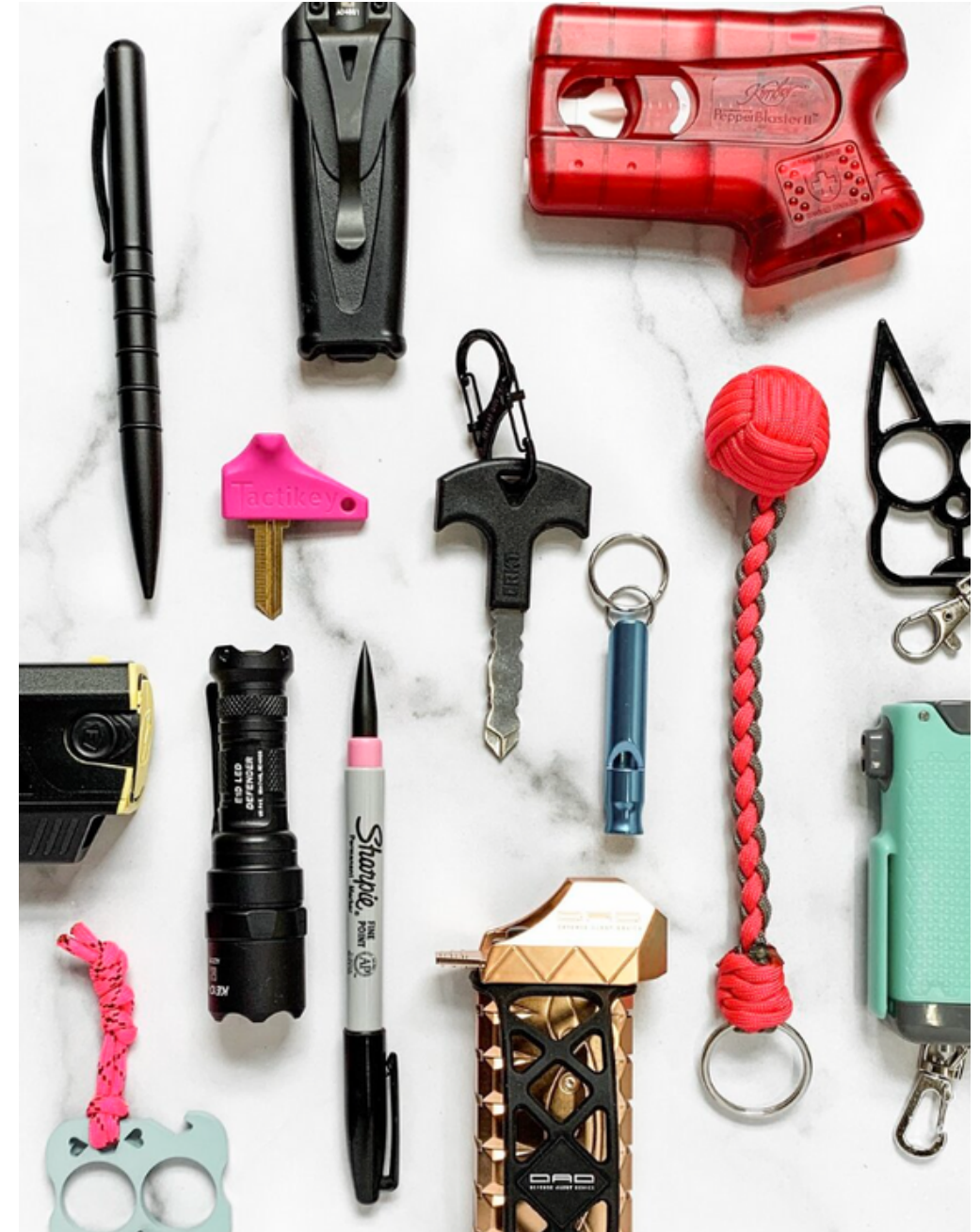


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- A GIRL & A GUN NATIONAL CONFERENCE**
- TRIGGER'D EXPO EVENT**
- ATA TRADE SHOW (ARCHERY TRADE ASSOCIATION)**
- BLADE SHOW**
- ENFORCE TAC**
- NASGW EXPO AND ANNUAL MEETING**
- NATIONAL PATROL RIFLE CONFERENCE AND CHAMPIONSHIPS - NPRC**



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