

Violence Policy Center



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FAX TRANSMISSION COVER SHEET

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MESSAGE:

SHOT Show memo +
Moms 4 Guns

TO: Press Attending SHOT (Shooting, Hunting, Outdoor Trade) Show

FR: Paul Lavrakas, Communications Director

DA: January 4, 2000

RE: 2000 SHOT Show
Sands Expo and Convention Center
Monday, January 17, 2000 through Thursday, January 20, 2000

WHAT IS THE SHOT SHOW?

The SHOT Show, sponsored by gun industry trade group the National Shooting Sports Foundation, is the **largest annual gun trade show** and the major showcase for handguns, rifles, shotguns, and ammunition for the civilian market. More than 1,400 exhibitors—including all the major gun manufacturers—will occupy nearly half a million square feet of exhibit space. More than **35,000 industry members**—primarily gun dealers—are expected to attend the show, which is closed to the general public. ***The SHOT Show is the key event to gauge the political and business mood of the gun industry and to ascertain industry trends for the coming year.***

WHAT TO LOOK FOR AT THE SHOT SHOW

The SHOT Show is a unique opportunity to see firsthand the marketing strategies and increasingly lethal products of the gun industry, including:

"Rule-beater" assault weapons. The importation of assault rifles was banned in 1989, and the import criteria governing the ban were updated in 1998. However, the most recent Treasury import guidelines allow the importation of a Russian assault rifle called the VEPR, offering foreign manufacturers a road map for circumventing the ban by making limited alterations to these guns' ammunition magazines. Companies which now import versions of these "rule-beaters" include K.B.I. Inc., Maadi Company, Ratmil, and ZDF Import/Export Inc.

Sniper rifles. The latest, and perhaps most lethal, innovation of the gun industry is the introduction of high-caliber sniper rifles onto the civilian market. Originally designed for military use, 50 caliber versions of these weapons were deployed in the 1991 Persian Gulf War to destroy Iraqi light armored vehicles, missiles, and artillery at very long range. Despite the fact these weapons are ideal tools for terrorists and assassins, they are now freely available in gun shops across America and are subject only to the restrictions that currently apply to bolt-action hunting rifles. Sniper rifle manufacturers expected to be in attendance include: Armalite, Inc., Barrett Firearms Manufacturing, Inc., and L.A.R. Manufacturing, Inc.

Pocket Rockets. In recent years, the gun industry has aggressively marketed pocket rockets: easily concealed, higher-caliber handguns, some small enough to fit in the palm of the hand.

Pocket rockets' size and power make them especially attractive to criminals. New pocket rockets that will reportedly be displayed at the SHOT Show include the Kimber Ultra Carry .40 S&W and the Vektor CP1 9mm. Virtually all handgun manufacturers now sell pocket rockets, including: Smith & Wesson; Colt's Manufacturing Company; Sturm, Ruger & Company, Inc.; Hi-Point Firearms; and Intratec.

Laser Sights. On January 9, 1999, Chicago Police Officer John C. Knight was shot to death by an attacker armed with a 9mm Ruger pistol outfitted with a laser sight. In the wake of the shooting, Chicago law enforcement officials raised concerns about the increasingly sophisticated technology available to criminals and the risks such technology poses to police officers. Laser sights, originally developed for the military, emit a thin beam of red light that gives the user point-and-shoot killing capability. Some laser sights are sold as separate devices to be attached to a firearm, while others are integrated into the frame of the gun itself. Some of the laser sight manufacturers that are expected to be in attendance are: Crimson Trace Corp.; Laserlyte; Laser Devices, Inc.; LaserMax; and Laser Products.

Marketing Guns to Children. In an effort to ensure the future growth of the industry, gun makers have been aggressively marketing their products to children. One of the outcomes of this campaign has been the increased promotion of guns designed specifically for children. Examples of youth guns that will reportedly be displayed at the SHOT Show include the New England Firearms Pardner and the Harrington & Richardson Topper Jr. Classic.

In addition to manufacturers' exhibits, seminars are held at the show for attendees, including:

BATF Issues, Question & Answer. [Tuesday, January 18, 9:30 AM to 11:00 AM] Top officials from the Bureau of Alcohol, Tobacco and Firearms, the government agency charged with enforcing the nation's federal gun laws, answer questions from show attendees.

Risk Management in Today's World. [Wednesday, January 19, 7:30 AM to 9:00 AM] This seminar will cover insurance and risk management for firearm retailers. The effect of recent municipal lawsuits on insurance coverage will be discussed.

Numerous pro-gun organizations are expected to have booths at the show, including the following.

Gun Industry Organizations: National Shooting Sports Foundation, Women's Shooting Sports Foundation, and the National Association of Federally Licensed Firearms Dealers.

Gun Lobby Organizations: Citizens Committee for the Right to Keep and Bear Arms and the Second Amendment Foundation, and the National Rifle Association.

FOR MORE INFORMATION

All information regarding SHOT Show attendance by specific members of the firearms industry and display of specific products is subject to change. If you would like more information on the SHOT Show or any related issues, please call me at (202) 822-8200 x105.

The Violence Policy Center is a national non-profit educational organization that examines the role of firearms in America, conducts research on firearms violence, and works to decrease firearm-related death and injury. More information is available on the web at www.vpc.org.

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January 19, 2000

Gun Producers, Under Assault, Turn to Politics

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By MICHAEL JANOFFSKY

LAS VEGAS, Jan. 18 -- Feeling pressure from a succession of lawsuits against gun makers, the trade organization that represents them is collecting millions of dollars from its members for legal defense and this week announced plans to support candidates and to lobby at all levels of government to fight greater gun restrictions.

Until recently, the National Shooting Sports Foundation, representing companies that make all manner of outdoor products as well as firearms, had steered clear of political entanglements over gun laws and elections, leaving the fight to the National Rifle Association, an organization of gun owners that has long taken the lead on such matters.

At the foundation's 22nd annual trade show here, Robert T. Delfay, the foundation president, said on Monday that his group would join the rifle association in opposing forces that favor more laws and regulations as a way to curb violent crime.

["Historically, we have not been politically active as an industry," Mr. Delfay said in a state-of-the industry address on Monday night. "That must change and will change. This upcoming election will impact our industry, and we must have an impact on this election."

More than symbolic, Mr. Delfay's remarks reflected a major shift in strategy for the 39-year-old foundation, which represents more than 1,700 manufactures and distributors of things like camouflage outfits, telescopic sites and the most elaborate of handguns and rifles.

To this point, the foundation has concerned itself almost exclusively with issues focusing on how its members do business, like regulations governing sales, marketing and distribution. By

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comparison, the major thrust of the rifle association has always been the rights of gun ownership, most recently supporting the enforcement of existing gun laws rather than the passage of new ones.

While the two organizations have many interests in common, they diverge on some issues, with the manufacturers backing help to the federal government in tracking guns and exploring new technologies like so-called smart guns.

And now, recent lawsuits filed by the National Association for the Advancement of Colored People and more than two dozen municipalities, the first major assault on gun makers, have forced the foundation to assert its own political agenda rather than to rely on the rifle group.

As part of an initiative, many members are contributing 1 percent of their gross sales to help the gun makers defend themselves in the lawsuits, which are trying to force the companies to make safer guns. The money has been coming in since the program was announced at last year's trade show, and in an interview, Mr. Delfay predicted that the donations could reach as much as \$10 million a year.

The recent threat of a federal lawsuit by the Department of Housing and Urban Development to force the companies into an omnibus settlement with the N.A.A.C.P. and municipalities has spurred further action by the industry group.

For the first time, Mr. Delfay said, the foundation has formed a political action committee to influence elections in November. He said efforts were under way to gather the names of customers from member companies to establish an initial list of 500,000 people who would be encouraged to support gun-friendly candidates for Congress and president, including any Republican who opposed Vice President Al Gore or the former Senator Bill Bradley.

In delivering the keynote address on Monday, former Senator Alan K. Simpson of Wyoming, an avid gun enthusiast, encouraged industry officials to get involved in the political process. He was especially critical of the housing department lawsuit and said: "You can do something about HUD. Get yourself a new president, and you get yourself a new HUD."

He slipped in words of support for two candidates, saying that nothing would be heard about gun control from George Bush and Senator John McCain, "so remember that when you waddle off to the polls."

It was an easy sell to gun makers in the audience, for whom the gun wars have become a growing concern since New Orleans became the first city to sue in October 1998.

Since then, 27 more jurisdictions have sued the gun makers, but some have combined efforts, leaving 19 actual lawsuits.

Of the four that have come before judges, three -- in Cincinnati,

Miami and Bridgeport, Conn. -- have been dismissed. In a fourth, by Atlanta, the product liability claim was dismissed but a negligence claim was allowed to proceed. The other suits are still pending.

"My advice is stay the course," Douglas Kliever, the foundation's general counsel, told members, whose resources are far less than those of tobacco companies, which faced similar legal action from states. "Above all, do not panic in the face of this litigation."

From the rifle association's perspective, the new efforts by the shooting group to exert political pressure can only enhance the power and influence of gun-rights proponents in months ahead.

"Any time an organization with the potential of the firearms industry can participate in elections, it is a great assist to everybody who believes in less gun control and more crime control," said James Jay Baker, the association's chief lobbyist.

He conceded that the two groups might disagree on some objectives, but he said the lawsuits "have certainly activated, invigorated and expanded the industry to look at the political and legislative landscape."

Besides threatening their business operations, gun makers here said the lawsuits have also made them a growing target of public disdain. Many blamed organizations like Handgun Control Inc., a nonprofit organization that fights for tighter gun-control laws, for orchestrating a campaign against them and distorting messages that stress gun safety and crime prevention.

"We're a security company for cities, states and homes," said Ed Shultz, president of Smith & Wesson, one of the country's largest gun makers. "But we've been demonized."

As the lawsuits have been filed in recent months, individual gun makers have taken some steps like telling distributors not to sell guns at gun shows, as Sturm, Ruger & Company did this year, or abandoning the retail gun business, as the Colt Manufacturing Company has done.

Still, Mr. Shultz and executives at other gun companies said business had never been better. They said their opponents' efforts to pass new laws and file lawsuits had rallied their customers to buy more guns to show support.

"It's fair to say people are apprehensive about the future of our industry," said Jeffrey K. Reh, general counsel to Beretta U.S.A. "Having said that, many times in the past when the firearms industry has come under attack, we have not only survived but flourished."

Just how and when an agreement might arise between the litigants is unclear. Many company executives here said they did not even know what a settlement might include. Mr. Delfay and other foundation officials have already held informal meetings with officials from the housing department and cities that are suing to

discuss a possible resolution.

In time, some companies might grow more anxious to settle than others -- at least that was the impression conveyed by Housing Secretary Andrew M. Cuomo, who has monitored the meetings.

"Keep in mind," Mr. Cuomo said in an interview from Iowa, "there is no one group. There is a spectrum. Some are more responsible than others. Some are more political than others. All we want is for them to design and distribute safer guns. Nobody wants to outlaw guns. That is not the question."



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Wednesday, January 19, 2000 | [Print this story](#)

Gun Talks Stall as Industry Shuns Clinton

Lawsuit: Meeting is called off as manufacturers' representatives push to exclude White House from their negotiations with cities.

By MYRON LEVIN, Times Staff Writer

LAS VEGAS--Talks aimed at settling the wave of anti-gun lawsuits by major cities have hit a snag because handgun manufacturers are refusing to admit Clinton administration officials to the negotiations.

The White House announcement last month that it would throw its weight behind the cities and join them at the bargaining table had been widely seen as boosting chances for a settlement. Cities and counties involved in the litigation had welcomed the increase in their leverage, and industry officials said White House participation might improve prospects for an agreement.

But a meeting scheduled here for Friday, which was to be the first negotiating session attended by administration officials, was called off early this week when industry negotiators, in a shift in strategy, told the cities they would not show up if the White House took part. The cities then balked at resuming talks on Friday by themselves.

"Those are the terms," an official for one city involved in the talks said of White House involvement. "They [the industry] may be pursuing a divide-and-conquer strategy," but "we believe we are stronger if unified."

"We've got a few manufacturers who are standing in the way of making progress," said Los Angeles City Attorney James Hahn, who filed one of the suits.

"It's unfortunate that a few hard-line voices in the industry are delaying this effort and playing politics," said Bruce Reed, President Clinton's domestic policy advisor.

The announcement of a White House alliance with the cities had been coupled with the threat by the Department of Housing and Urban Development to help public housing authorities plagued by gun violence to file another big lawsuit if settlement talks weren't productive.

It later emerged that few of the nation's 3,400 public housing authorities had agreed to join in.

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public housing authorities had agreed to join in. Other housing authorities since have questioned the need for the suit and voiced frustration at not being consulted in advance.

Many in the firearms industry have criticized the White House move as election-year politics, and the industry has responded in kind. Pinning their hopes on a Republican victory in November's presidential and congressional elections, industry officials do not want the Clinton administration to be able to take credit should a peace accord be reached.

The industry's strong embrace of the GOP had been clearly evident this week at the annual SHOT (Shooting, Hunting, Outdoor Trade) show, a giant trade fair in Las Vegas that has attracted 30,000 people, including makers and retailers of all manner of guns and ammo, accessories and apparel.

At a "state of the industry" briefing Monday night, Robert Delfay, executive director of the National Shooting Sports Foundation, which sponsors the show and has led gun manufacturers in settlement talks, blasted away at White House officials, vowing not to "allow the most anti-gun administration in history to bully our industry."

He called on all members of the firearms industry to support a new political action committee that he said will become heavily involved in the upcoming elections.

"The stakes could not be higher," Delfay said. "The next president could appoint up to five Supreme Court justices, who could decide the future of the 2nd Amendment. A Democratic House and Senate would blaze through a myriad of gun-control measures that have been stymied to date."

Keynote speaker Alan Simpson, a former Republican senator from Wyoming, echoed the theme. "You will not hear any gun-control cry from George Bush or John McCain," Simpson said, "so remember that when you waddle off to the polls, for gosh sakes."

Robert Ricker, an industry consultant who represents a new group of large firearms dealers that held its organizational meeting here Tuesday, said the National Rifle Assn. had had much to do with the hard-line stance. "The NRA is adamant that they won't deal with this president, and the NRA carries a lot of clout," Ricker said.

It was not immediately clear if gun makers were unanimous about excluding the White House from the talks. Some firms, such as Smith & Wesson and Colt's Manufacturing Co., have been seen as particularly open to a deal, while others, such as Sturm, Ruger & Co., are thought to be more unyielding and inclined to fight in court.

For their part, the cities also have not been of one mind. Chicago, for example, has not taken part in settlement talks, preferring to take its chances in court.

New Orleans filed the first suit 15 months ago, and 28 cities and urban counties, including Los Angeles city and county, Inglewood, San Francisco and Sacramento, have joined the fray.

They are trying to force manufacturers to add safety features to guns aimed at preventing accidental shootings and the firings of guns by anyone but their owners. They are also demanding that manufacturers monitor the sales practices of dealers and cut off supplies to those failing to take steps to reduce access to guns by juveniles and crooks.

So far, the industry has had the best of pretrial skirmishes. Four courts have ruled on dismissal motions and three cases--those of Cincinnati, Miami and Bridgeport, Conn.--have been thrown out. An Atlanta judge refused to dismiss that city's case.

Stung by criticism that it has done too little to enforce gun-control laws, the administration on Tuesday unveiled a plan to add 500 agents and inspectors to the federal Bureau of Alcohol, Tobacco and Firearms. The plan, which requires congressional approval, also calls for hiring 1,000 more federal, state and local prosecutors to focus on gun crimes.

* * *

* GUN CONTROLS

President Clinton proposes to crack down on illegal firearms and improve handgun safety. A8

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BY MELANIE EVERSLEY
FREE PRESS WASHINGTON STAFF

LAS VEGAS -- The weight of 19 lawsuits brought by 29 cities and counties has not demoralized a gun industry that offered tough talk this week against the movement to make it pay for gun violence.

Rather than give in to the pressure, gunmakers and dealers -- making up most of the 30,000 people who flooded the Sands Expo and Convention Center in Las Vegas for one of the industry's largest trade shows -- are digging in for a fight.

Among the hot topics at the 22nd annual Shooting, Hunting and Outdoor Trade (SHOT) Show:

The raising of money to help companies defend against the crush of litigation.

The forming of a political action committee to contribute to the campaigns of candidates for president and Congress who oppose gun-control measures.

Most important, the message to gunmakers, dealers and enthusiasts was to get political, a tactic that has worked well for other organizations, such as the National Rifle Association.

"This upcoming election will impact our industry, and we must have an

impact on this election," Robert Delfay, president of the National Shooting Sports Foundation (NSSF), the Newtown, Conn., organizer of the show, told members in a fiery speech Monday night.

Many who attended the show said the lawsuits helped them resolve to vote in November. And many said those votes would likely be for pro-gun Republican candidates.

Delfay harshly admonished the Bill Clinton White House for its recent announcement that the Department of Housing and Urban Development might file its own lawsuit against the gun industry.

"We will not allow the most anti-gun administration in history to bully us into an agreement that will impact our customers' right to own and use firearms, or your right to conduct your business responsibly," Delfay said.

"The next president could appoint up to five Supreme Court justices who could decide the future of our 2nd Amendment," he said. "A Democratic House and Senate would blaze through a series of gun-control measures that have been stymied to date.

"Now historically, we have not been politically active as an industry," he said. "That must change, and it will change with these upcoming elections."

Guest speaker Alan Simpson, the former Republican senator from Wyoming, also volleyed harsh words at the White House and its threatened HUD lawsuit and urged members to "get in, get wet" in the political arena.

"You can get yourself a new president. When you get a new president, you get a new HUD," Simpson said.

Responded Sarah Gegenheimer, a White House

spokeswoman, on Tuesday: "The Clinton administration is working on all fronts to keep guns out of the wrong hands and help make our communities safer. This isn't about politics. It's about saving lives."

Organizers used the show to announce the formation of an NSSF political action committee to give financial support to pro-gun candidates. The group also formed a fund to help pay legal defense costs and other pro-gun projects.

The group also said it had moved for dismissal of 17 of the lawsuits and that three dismissal requests would come before a judge in the next few weeks, including Detroit's on Feb. 10. Members of NSSF said they were confident that they would prevail after judges threw out three lawsuits -- Cincinnati, Bridgeport, Conn., and Miami-Dade County. The plaintiffs are appealing those cases.

Despite the siege-like undercurrent, visitors remained enthusiastic about the show.

The back offices of sleek, two-story displays hummed with buying and selling, while row after row of dealers studied and fingered the latest technology. Along people-packed, carpeted aisles, videos featured the newest firearms, alongside rows of pistols, rifles, camouflage clothing, books, locks, covers, cases, safes, knives, birdcalls, backpacks, hunters' chairs and bowls of free hard candy, all cramped onto two convention center floors, each easily the size of a football field.

Dealers attending said they blamed the media for misinforming the public about their business. Dealers and gun manufacturers are law-abiding, not criminals, they said. Yet many said they feel the media have been unduly harsh since late 1998, when New Orleans became the first jurisdiction to file a lawsuit. Detroit and Wayne County are each seeking \$400 million in damages from several gun manufacturers and dealers.

Employees staffing the booths for Colt Manufacturing, a firearms maker based in Hartford, Conn., were barely responsive when asked to discuss safety technology. One employee said there was no one at the show representing the company who would discuss the issue.

There have certainly been other tough times for

the gun industry -- the assassination era of the 1960s was one, said Jeff Reh, spokesman for Beretta U.S.A. But even that atmosphere did not spawn a rash of lawsuits, Reh said Monday.

"I don't think we've seen anything in the past that is quite as severe as this," Reh said.

Others were focused on the November general elections.

"If the Democrats get the presidency and the House and the Senate, we'll be in trouble," Dennis Mazet, owner of High Country Sporting Goods in Riverton, Wyo., said Monday.

"I don't think you're going to see very many dealers voting Democrat," he said.

Another theme that ran through the show was a movement to get the public thinking differently about the sport of shooting. Leadership of the NSSF repeatedly referred to criminals as "nontraditional gun owners" and touted a new television campaign to encourage more participation in shooting sports by promoting the time it gives families to share experiences outdoors.

Mary Lou Boyd, 57, who with husband Cliff Boyd owns Cliff's Rifle Shop in Traverse City, and others talk wistfully of the culture surrounding a sport that brings people closer with nature, allows them to spend time with their children and other family members and keep wildlife populations at a manageable size.

"These are good people in here," Mary Lou Boyd said. "The problem is with the general public, not the people in here."

Another Michigander attending the show, Madeleine Rafferty of Coldwater, spoke of discovering the joy of hunting two years ago.

"Once I got outdoors, it was unbelievable, the feeling of being out there, the release of everyday stress," Rafferty said.

Industry members said they are not overly concerned by the lawsuits. One executive, Reh of Beretta, even suggested they might have a positive effect on sales.

Gun owners might increase their purchases as a sign of protest, Reh explained.

"This is an activist industry," he said.

SHOT SHOW NEWS RELEASE

<http://www.shotshow.org>email: info@nssf.org

Bill Brassard, Jr.

**SPECIAL TO: SHOT SHOW MEDIA
FOR IMMEDIATE RELEASE**

January 1999

Interview with Robert T. Delfay, Chairman, SHOT SHOW® Committee

The following is an update of an earlier interview with Bob Delfay updated and expanded with questions related to the 21st annual SHOT SHOW.

(Note: Bob Delfay has been involved in the organization of every SHOT SHOW since 1979 and, as President of the National Shooting Sports Foundation, has been Chairman of the SHOT SHOW Committee since 1987.)

Q. Why did the NSSF organize the SHOT SHOW?

A. The Board of Governors of the NSSF voted to establish the SHOT SHOW because they felt it was critical that the hunting and shooting sports industry in America control its own major trade event. Prior to the formation of the SHOT SHOW, the hunting and shooting sports industries participated in a general sporting goods show. In addition, it was felt that any profits from an industry trade show should be used to promote the hunting and shooting industry and not merely benefit an individual entrepreneur or other show organizer whose interests were not fully compatible with the interests of the hunting and shooting sports industry. The wisdom of this decision is obvious today.

Q. When the National Shooting Sports Foundation launched the SHOT SHOW in 1979, were there any projections for its growth and did anyone predict it would become as successful as it is?

A. Yes and No. Yes, we did make projections for the growth of the Show. No, no one predicted the Show would grow as fast or be as large as it is. For the first few years our growth was very much in line with our initial projections. Based on the number of hunting and shooting sports exhibitors in the old NSGA Show, we projected that the SHOT SHOW might grow to be as large as 200,000 net square feet. No one foresaw a show that would be 455,000 square feet, as it is today.

Q. Just how successful is the SHOT SHOW? How does it compare to other trade events in the sporting goods industry?

A. When viewed in relation to the size of our industry, the SHOT SHOW is extraordinarily successful. In 1997, the SHOT Show ranked as the 34th largest trade show in the nation, and was clearly the largest show of its kind in the world. By comparison, the American Sport Fishing Show is 125,000 net square feet, the PGA International Golf Show is 276,000, the Inter Bike Anaheim International Bicycle Expo is 284,000, and the Outdoor Retailer Show is 225,000.

Q. Who owns the SHOT SHOW?

A. The SHOT SHOW was created by the National Shooting Sports Foundation in 1978. NSSF owns the SHOT SHOW and has a contract with Association Expositions and Services/Reed Exhibition Companies to manage the Show. Key decisions about the Show are made by the SHOT Show Committee which comprises members of the NSSF Board of Governors, NSSF staff and staff of AES/Reed Exhibition Companies.

Q. What is the NSSF's current role in producing the SHOT SHOW?

A. Many members of the NSSF staff and Board of Governors play a major role in the planning and

coordination of each year's Show. The SHOT SHOW Committee meets several times each year to make important decisions on issues related to Show venue, product display and eligibility rules, scheduling, registration criteria, etc. In addition, the NSSF is exclusively responsible for the content of each year's conference program and numerous other behind-the-scenes activities at the Show. NSSF staff alone spends an estimated 3,000 man hours of organizational and planning time each year on SHOT SHOW-related business.

Q. How are profits from the SHOT SHOW used?

A. As the industry's largest and most diverse trade association, the National Shooting Sports Foundation uses SHOT SHOW proceeds to help underwrite its more than 25 hunting and shooting sports promotions. In addition to innovative and award-winning marketing and communications programs, the NSSF sponsors a broad array of marketing and public opinion surveys and administers strategic planning studies on behalf of all segments of the industry.

Approximately 25 percent of the proceeds from the Show are contributed by the National Shooting Sports Foundation to other organizations working in the areas of hunting and shooting promotion. These include the Hunter Education Association, the U.S. Shooting Team, the Wildlife Management Institute, 4-H, the National Bowhunter Education Fund, The U.S. Biathlon Association, the Women's Shooting Sports Foundation, Wolf Creek Olympic Shooting Park, Becoming an Outdoors-Woman Project and many others.

Q: How is the location of the SHOT SHOW selected each year?

A. As the SHOT SHOW has grown, selection of venues has gotten both easier and more difficult. The selection of the Show cities is easier because there are fewer and fewer options each year. The choice also gets more difficult because we would like to move the Show around the country to make it accessible to retailers in all regions of the nation. Currently, there are only four exhibit halls that will reasonably accommodate the SHOT SHOW. These are the Las Vegas Convention Center, the New Orleans Convention Center, the Georgia World Congress Center in Atlanta, and the Orlando Convention Center. Although Chicago, New York and Anaheim have facilities large enough to hold the Show, the SHOT SHOW Committee made the decision many years ago that we would not visit these cities due to political, union or weather considerations. While Dallas will accommodate the SHOT SHOW on two levels, it is the feeling of the SHOT SHOW Committee that it is not advisable to hold a two-level, segmented show in the future. Las Vegas is by far the most popular venue, based on surveys of both exhibitors and retailers. The 1997 and 1998 SHOT SHOWS were held in Las Vegas.

Q. How much space does the Show require? How many people attend?

A. The 1999 SHOT SHOW in Atlanta will cover 455,000 net square feet of exhibit space. This is the space actually taken up by the exhibits. Including aisles, registration areas and meeting rooms, the overall SHOT SHOW requires approximately 900,000 square feet of space. For those who like to ponder such things, 455,000 net square feet is equivalent to more than eight football fields, and to walk up and down every aisle is approximately six miles.

The past three SHOT SHOWS have averaged nearly 30,000 attendees each. More than 700 members of the media also attend each year's SHOT SHOW.

Q. Approximately how much money does the SHOT SHOW generate for the economy of its host city?

A. It has been estimated that the SHOT SHOW generates in excess of \$50 million for the host city. This includes obvious expenditures such as hotels, meals, taxi cabs and related expenses, and expenditures that are not so apparent, such as support of local laborers and professionals, such as electricians, designers, printers, sign-makers, and security personnel.

Q. Why is the SHOT SHOW segmented?

A. Both exhibitors and retailers were surveyed before the decision was made to segment the Show, and 88 percent of retailers and nearly 60 percent of exhibitors favored segmentation. Clearly, a segmented show offers retailers an opportunity to focus in on their areas of primary interest and offers exhibitors a more focused group of buyers. We understand that not all of our exhibitors support the segmentation process, and we continue to monitor exhibitor input. We continue to believe that segmentation was an important step for the Show. When the decision was made to segment the SHOT SHOW in 1994, the Show was the

second largest show in the nation that was not already segmented.

Q. Why should a firearms dealer attend the SHOT SHOW?

A. That's actually a very good question because there are some people who feel that a firearms retailer can stay fully informed and fully serviced without attending the Show. I disagree with that theory for a number of reasons. First of all, there are many companies that display at the SHOT SHOW that are not represented by distributors or manufacturers' reps. These smaller start-up companies offer unique, new products on which the retailer can make a good profit, but the retailer would not be aware of these products if he did not attend the SHOT SHOW. In addition, there are many SHOT SHOW specials that are offered each year that offer retailers an opportunity to make additional profit. Obviously, a retailer who does not attend the SHOT Show cannot take advantage of this additional profit opportunity. In addition to finding new there is the whole aspect of meeting the representatives of the major manufacturers and participating in the many industry meetings that take place at the Show. The SHOT SHOW Seminar Programs, for example, can provide dealers with ideas that can save thousands of dollars a year or generate thousands of dollars in sales, returning the investment of participating in the SHOT SHOW many times over.

Q. Why should a company exhibit at the SHOT SHOW?

A. There are many very important reasons why an exhibitor should participate in the SHOT SHOW. The first, obviously, is an opportunity to market its product to more than 10,000 of the most active sporting firearms, ammunition and archery retailers in the nation. The second is the opportunity to get feedback from these retailers. Another reason is the opportunity to show the retailing community that you are an important part of the hunting and shooting sports industry. Without doubt, a retailer is more willing to do business with a company that he has seen at the SHOT SHOW than a company which might present itself only in direct-mail solicitations or through manufacturers' reps. There were 290 exhibitors at the first SHOT SHOW and over 1,400 at the 1998 SHOT Show. These companies could give you many more reasons than I about why it's important to participate in our industry's premier trade event.

Q. Why do you believe the SHOT SHOW became as successful as it has?

A. This is a fairly easy question because I have answered it many times in the past. There have been many factors that have contributed to the success of the SHOT SHOW including the highly professional management of Reed Exhibitions and the excellent partnership that has existed between Reed and the NSSF. However, if I had to single out one single factor that has contributed to the Show's success, it would be the philosophy of "We Listen." From day one we have been committed to providing the type of show our customers want. We conduct extensive interviews with exhibitors and attendees every year and do our best to respond to the comments and suggestions we receive. Listening to our exhibitors and attendees and responding to their comments has paid dividends for the SHOT SHOW and our customers.

Q. What is the most difficult aspect of organizing the SHOT SHOW?

A. For four days each year the SHOT SHOW becomes a community of nearly 30,000 individuals. Unfortunately, it is impossible to fully satisfy the needs and preferences of so many individuals. Trying to balance the needs of exhibitors, attendees, press and the many organizations that wish to hold meetings in conjunction with the SHOT SHOW is clearly the most difficult aspect of organizing the Show. For the most part, however, our exhibitors and attendees are great people who appreciate the conflicting demands placed on the producers of a show as large as ours.

Q. What do you see in the future? How much larger can the Show become?

A. In its first 10 years, the SHOT SHOW grew from 52,153 net square feet to 267,105. In the second ten years, it grew to its current 455,000 net square feet. As a mature show, we do not expect double digit increases in the future. We do anticipate that the Show will continue to grow at a modest 4-6 percent each year and will approach 500,000 net square feet early in the next century. A survey of exhibitors in 1997 indicated that 75 percent of responding exhibitors expect the Show to continue to grow over the next five years. Only 12 percent thought the Show would fail to grow. There are, however, many in our industry who feel that the size of the SHOT Show should be capped, and that we should not grow beyond a certain point. That is a subject that will be studied very carefully by the SHOT SHOW Committee.



HOME LINKS

The SHOT
SHOW is
produced
and managed
by:

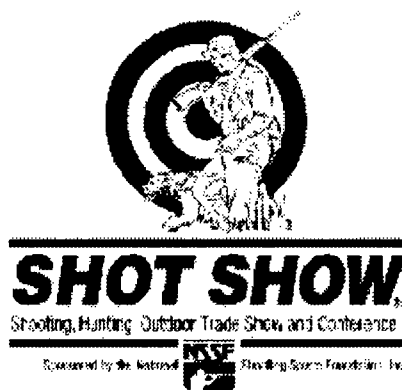
**The Reed
Exhibition
Companies**
383 Main Ave.
Norwalk, CT
06851

Tel:
203/840-5600

Fax:
203/840-9600

The SHOT
SHOW is
owned and
sponsored
by:

**The
National
Shooting**



2000 SHOT SHOW

Sands Expo and Convention Center

Las Vegas, Nevada USA

*The World's Premier Shooting, Hunting and Outdoor
Tradeshow and Conference*

The SHOT SHOW is the largest and most comprehensive marketplace for all professionals serving the shooting sports and hunting industries.

Show Facts:

Location: Sands Expo and Convention Center Las Vegas, Nevada USA

Dates: Monday January 17 – Thursday January 20, 2000

Show Hours: Monday – Wednesday 9:00 – 5:30, Thursday 9:00
– 2:00

Profile of Attendees:

The SHOT SHOW attracts buyers from all fifty states and more than sixty-five countries. These important prospects represent dealers from specialty gunshops, specialty archery stores, multi-line sporting goods stores, discount/department/chain stores, hardware stores, wholesale distributors, manufacturers, manufacture's representative, plus more.

Profile of Exhibitors:

1,450 manufacturers and distributors from around the world will showcase a broad range of products that include firearms; ammunition; reloading; custom manufacturing; scopes, sights and accessories; gun locks; gun cases and cabinets; telescopes; binoculars; shooting range equipment; targets; training and safety equipment; archery; crossbows and accessories; hunting accessories; eyewear; clay targets; treestands; scents and lures; sharpeners; holsters; camouflage; clothing; mitts and hats; leather goods; gloves; game calls; cutlery; decoys; plus much, much more.

Special Features

- New Product Center Sponsored by *Sports Afield*
- Press coverage by over 1,000 press attendees from all major industry publications and national and local TV and Newspaper coverage.
- Keynote speaker at the 1999 Atlanta Show – NRA Chairman Charlton Heston
- Educational and Conference program

**Shooting
Sports
Foundation**
11 Mile
Hill Road
Newtown, CT
06457

Tel:
203/426-1320

Fax:
203/426-1087

Educational and Conference program

- Show Segmentation by product - Firearms and Ammunition, Archery, Outdoor Wear, Law Enforcement, General Shooting and Hunting, Retail Services.

Special Marketing Opportunities

- Show Directory advertising, banners, signs, kiosks, website, premium promotional items and more.
- New Product Center – premium exposure of your new product(s) in a high traffic area.
- Convention hall meeting rooms – available depending upon show venue.

Show Sponsor and Owner

National Shooting Sports Foundation
11 Mile Hill Road
Newtown, CT 06470-2359
Contact: Robert T. Delfay
Phone: (203)-426-1320; Fax (203)-426-1087

Show Management

Association Expositions & Services Division of Reed Exhibition Companies
383 Main Avenue
Norwalk, CT 06851
Phone: (203)-840-5800; Fax (203)-840-9800

Exhibit Space Cost:

Space only: \$20.20 per square foot
Size of booth: 100 square foot increments
Corner charge: \$150 per corner (200 sq. ft. minimum)

Contacts:

Dave Jeannette, Sales Executive - (603)-626-4671 or (800)-910-4671; fax (603)-626-4672
Judy Maguire, Sales Executive - (203)-840-5492; fax (203)-840-9492
Website address – <http://www.shotshow.org>

Show History:

Annual
First year of show: 1979

Last Show Statistics:

1999 – February 1-4, Georgia World Congress Center, Atlanta, GA
Number of exhibiting companies: 1,450
Attendance: 14,394 buyers (25,814 industry professionals including exhibitors)
Net square footage: 1999 net square footage – 463,000

Other Related REC Events:

Eastern Sports, Boat, Camping, Travel & Outdoor Show
Chicagoland Fishing, Hunting, Travel & Outdoors Show
Contact: Bruce Goldweitz – Group VP, 800-732-2914

Enforce
Contact: Tom Fagan (203)-840-5457

SHOT SHOW NEWS RELEASE

<http://www.shotshow.org>email: info@nssf.org

Bill Brassard Jr.
203-426-1320

SPECIAL TO: OUTDOOR MEDIA
FOR IMMEDIATE RELEASE

February 12, 1999

Solid Sales and Strong Attendance Highlight '99 SHOT SHOW

NEWTOWN, CT. - Against a backdrop of challenging legal and political issues, the 21st SHOT SHOW experienced surprisingly strong attendance and buying activity which stamped it as one of the most successful and upbeat shows in recent history.

Four days of enthusiastic buying took place at the Georgia World Congress Center, February 1-4, in Atlanta, although the city did not make SHOT SHOW exhibitors feel welcome after announcing its intention to sue many of the industry's leading manufacturers.

Despite the negative climate created by the host city, many exhibitors said sales of their products and services exceeded their expectations, and they took that as a sign their industry was in good shape for the year ahead.

Attendance

In Atlanta for the first time in 14 years, the SHOT SHOW was within easy driving distance of thousands of retailers who live in the East - one reason that on-site registration proved to be surprisingly strong.

Overall attendance at the show was 25,800, which included 13,300 buyers, 11,400 exhibitors and 1,100 members of the press.

Both the total attendance and buyer attendance were lower than last year's, but SHOT SHOW organizers said the falloff was within expected limits. "We always have our best attendance in Las Vegas," commented Bob Delfay, president and CEO of the National Shooting Sports Foundation, which owns the SHOT SHOW. "We did not expect Atlanta attendance to break the records we established in Las Vegas in 1997 or 1998. However, considering some of the negative publicity and negative attitudes that resulted from an announced lawsuit against our industry by the mayor of Atlanta, I think our attendance was very good."

Business was so good that many exhibitors did not notice the difference in attendance, while others said sales made to dealers who came to the show because it was held in the East more than compensated for the drop-off.

Cecil Cahill, vice president of marketing for Sports Inc., said, "It's not a matter of where the SHOT SHOW is held. It's the most upbeat show out there today."

Largest SHOT SHOW Ever

Exhibitors appreciated the spaciousness and wide aisles of the Georgia World Congress Center, where 466,000 square feet of booth space was used, making the 1999 SHOT SHOW the largest ever. The show was set up in two main exhibition halls connected by a concourse where new products were displayed.

On opening day, attendees flooded into the convention center to do business. And good business it was.

"People were in a buying mood and in a positive frame of mind," said Paul Clarence, director marketing administration at Winchester.

Bob Morrison, vice president at Taurus International, said, "This was the best SHOT SHOW we've ever had and the pinnacle of Taurus's career so far."

Taurus took the occasion to introduce its new all-titanium handguns, which quickly became one of the most-talked-about new products at the show. "As a result of the SHOT SHOW our orders are coming in and they are big," said Morrison. "It's the best show on earth. Where else could we have done this?"

Art Wheaton, vice president of marketing for Remington, said business was good for his company. "Remington has had a very, very successful show here," he observed. "It's definitely been as successful as Las Vegas for us."

Many companies use the SHOT SHOW as a gauge for their business prospects for the rest of the year. "The show went well for us," said Bob Thompson, national sales manager for Sturm, Ruger & Co. "We saw different buyers because the show was held in the East. I think we'll have a pretty good year. I'm putting a positive look on it."

"It's been a good show. We have a good, solid base of business for 1999," observed Steve Hornady, of Hornady Manufacturing Inc.

It was hard to find an exhibitor who was not pleased with sales. "This has been a positive show for us and we've had a great response to our new products," observed John Sullivan, director of marketing for W.R. Case & Sons Cutlery Co.

Marlin representatives echoed those sentiments. "It's been pretty good," said Marketing Manager Tony Aeschliman. "Our products have been very well received. I expect we'll have a good year."

Aeschliman added, "One big plus is that there's a lot of press here this year, and that's worth a lot in itself."

The largest gathering ever of general and outdoor press, including national television crews, attended the show. Some were there to cover legal issues, including the host city's planned lawsuit, but most were on hand to learn about the fascinating new products and services offered by nearly 1,400 exhibiting companies from the United States and around the world.

As the largest show of its kind, the SHOT SHOW continues to have strong international appeal, with exhibitors and attendees coming to Atlanta from 75 countries.

State of the Industry

The SHOT SHOW got off to an unprecedented start on opening night when a standing room-only crowd packed the State of the Industry meeting. With leaders of the industry outlining strategies and goals for the future, the Hunting and Shooting Sports Heritage Fund was unveiled and greeted with loud applause, and sense of unity was created that became the hallmark of the show.

"The SHOT SHOW has long been the sales kickoff of our industry, but this year it also served as a 'call to arms' to outline a strong, unified response to the challenges that threaten our industry," said Delfay.

"In coming to Atlanta and having one of most successful SHOT SHOWS ever, we demonstrated that our industry is in excellent health and ready for whatever challenges await it," Delfay added.

The new Hunting and Shooting Sports Heritage Fund has been embraced by 34 companies to date. The fund, based on a voluntary manufacturer contribution of 1% of hunting and shooting-related sales, will generate revenues totaling millions of dollars to mount an aggressive response to the lawsuits, as well as a

public education campaign on behalf of the shooting sports.

On the final day of the SHOT SHOW, Atlanta and its mayor, Bill Campbell, filed their lawsuit against the industry in order to get the jump on the Georgia state legislature, which was poised to pass a bill that would prevent the city from suing gun manufacturers. But even that action did not dampen the bright outlook for business the SHOT SHOW had fostered among exhibitors.

The 1999 SHOT SHOW is one for the history books. The industry can look back on Atlanta as the place where it flexed its business muscles, rallied to support the Hunting and Shooting Sports Heritage Fund and made a pledge to unity that will carry it through the 2000 SHOT SHOW next January 17-20 in Las Vegas, and beyond.

SHOT SHOW NEWS RELEASE

<http://www.shotshow.org>email: info@nssf.org

December 1999

SHOT SHOW Returning To New Orleans In 2001

NEWTOWN, CT. -- In response to the passage of legislation preempting city lawsuits against firearms manufacturers in the state of Louisiana and in consideration of a strong and candid letter of invitation from Louisiana Governor M. J. "Mike" Foster, the Board of Governors of the National Shooting Sports Foundation has voted to schedule the 2001 SHOT SHOW for New Orleans, January 11-14.

"As an avid sportsman and as Governor of the State of Louisiana, I have been extremely interested in the recent politically-motivated lawsuits against your industry, especially the ill-advised suit by the mayor of New Orleans," Governor Foster wrote. "I know I speak for the majority of Louisiana citizens and businessmen when I say that lawsuits such as these are very, very wrong. It is wrong to blame the responsible manufacturer of a legitimate and non-defective product for the criminal use of that product. It is wrong to ignore your industry's success in support of firearms education and accident prevention and to dismiss the role of your industry in providing quality products for hunting, target shooting, self-protection and law enforcement. And, I strongly believe it would be wrong if the action of one mayor prevented your industry from bringing your Shooting, Hunting and Outdoor Trade Show to our great state," Foster said in a letter to NSSF president, Bob Delfay.

"The NSSF Board discussed a number of important issues before making the unanimous decision to schedule the 2001 Show for New Orleans," Delfay explained. "There was agreement that it would make no sense, whatsoever, for our industry to allow an unfriendly mayor to keep us from scheduling our industry's premier gathering in the venue of our choice. The New Orleans Convention Center is considered by many SHOT SHOW exhibitors to be the best facility that the SHOT SHOW has ever visited, and many exhibitors and attendees rate New Orleans high on the list of desirable locations. We are confident that this decision, backed by Governor Foster's strong invitation, will meet with widespread acceptance from SHOT SHOW exhibitors and attendees," Delfay said.

While not a factor in the NSSF Board's decision, another positive development was a recent New Orleans court decision dismissing the National Shooting Sports Foundation from the lawsuit filed by New Orleans' Mayor Marc Morial.

- 30 -



Official Website of The National Shooting Sports Foundation (NSSF)

[About the NSSF and this Website](#)

[Email the NSSF](#)



NSSF ONLINE REPORTS



Home ●

Programs &
Services

Reference
Library

Membership

Press Room

Retail
Insurance
Program

The SHOT
SHOW

Where To
Shoot

National
Hunting
& Fishing
Day

Sportsman's
Team
Challenge

Hunt Info

Range Info

Project
HomeSafe

Step
Outside

CONNECTICUT AND FLORIDA JUDGES REJECT LAWSUITS AGAINST INDUSTRY

Lawsuits filed by the city of Bridgeport (Conn.) and Miami-Dade County (Fla.) against the firearms industry were called groundless and were dismissed by judges in rulings on December 10 in Connecticut and December 13 in Florida. Commenting on the decisions, Robert T. Delfay, president and CEO of the National Shooting Sports Foundation, said, "These decisions are a justification of what our industry has maintained all along -- that these suits are without merit and have no legal basis whatsoever." [Go to press release.](#)

SHOT SHOW TO RETURN TO NEW ORLEANS IN 2001

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FIREARMS ACCIDENTS AT ALL-TIME LOW

According to a National Safety Council report, accidental firearms fatalities declined to an all-time low of 900 in 1998, the lowest number of fatal accidents since record keeping began in 1903. In the latest state-by-state statistics contained in the report, Utah, Hawaii and Delaware paced the nation with zero accidental fatalities and 14 states showed double-digit declines. [Go to press release.](#)

MORE CITIES ADOPT PROJECT HOMESAFE

Shreveport, La., Greater Portland, Ore., and Aiken County, S.C., are the latest cities/counties to partner with Project HomeSafe, the nationwide program developed by the National Shooting Sports Foundation to encourage the safe handling and secure storage of firearms. Project HomeSafe provides free firearm safety kits that include a safety curriculum and free gun locking device to its municipal partners. [Learn more about Project HomeSafe.](#)

"A FAILURE TO COMMUNICATE"

NSSF President and CEO Robert T. Delfay addressed The Center on Crime, Community & Culture at the Open Society Institute in New York City recently. His speech, titled "A Failure to Communicate," illustrates the firearms industry's commitment to safety, quality and responsibility. [Read "A Failure to Communicate."](#)

4TH SHOOTING SPORTS SUMMIT MAY 31-JUNE 3, 2000

Following the highly successful conferences of 1996, '97 and '98, NSSF is pleased to announce the fourth **Shooting Sports Summit**, a strategic conference on the hunting and shooting sports. Past Summits have been attended by leaders from the hunting and shooting sports industry, state wildlife agencies, shooting sports governing bodies and media. The 2000 Summit will be held in Phoenix, Arizona, at the Sheraton Crescent Hotel. For the convenience of our participants, the 2000 Summit



Deanne E. Benos
12/30/99 03:14:18 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP@EOP

cc:

Subject: ATF/SHOT SHOW.

ATF has participated in this show for the past 21 years. They do Q & A with dealers and manufacturers to learn about information about new programs/regulations/laws. This year ATF will be talking about: the new NIBIN ballistics program with interested manufacturers and those that simply have questions, NICS, Access 2000 (the program that speeds tracing by putting manufacturers sales dispositions online for ATF), and a REMEDIES-related issue: ATF will discuss the possibility of creating a new web system for the industry to check the validity of the licenses of dealers who they are selling to so that they can prevent fraud.

I am also sending you a quick 2 page NSSF Fact Sheet on the show, and a short interview with Delfay on the show if you are interested.

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11 Mile Hill Road
Newtown, CT 06470-2359
Contact: Robert T. Delfay
Phone: (203)-426-1320; Fax (203)-426-1087

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Phone: (203)-840-5800; Fax (203)-840-9800

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(603)-626-4672
Judy Maguire, Sales Executive - (203)-840-5492; fax (203)-840-9492
Website address – <http://www.shotshow.org>

Show History:

Annual
First year of show: 1979

Bill Brassard, Jr.

SPECIAL TO: SHOT SHOW MEDIA
FOR IMMEDIATE RELEASE

January 1999

Interview with Robert T. Delfay, Chairman, SHOT SHOW® Committee

The following is an update of an earlier interview with Bob Delfay updated and expanded with questions related to the 21st annual SHOT SHOW.

(Note: Bob Delfay has been involved in the organization of every SHOT SHOW since 1979 and, as President of the National Shooting Sports Foundation, has been Chairman of the SHOT SHOW Committee since 1987.)

Q. Why did the NSSF organize the SHOT SHOW?

A. The Board of Governors of the NSSF voted to establish the SHOT SHOW because they felt it was critical that the hunting and shooting sports industry in America control its own major trade event. Prior to the formation of the SHOT SHOW, the hunting and shooting sports industries participated in a general sporting goods show. In addition, it was felt that any profits from an industry trade show should be used to promote the hunting and shooting industry and not merely benefit an individual entrepreneur or other show organizer whose interests were not fully compatible with the interests of the hunting and shooting sports industry. The wisdom of this decision is obvious today.

Q. When the National Shooting Sports Foundation launched the SHOT SHOW in 1979, were there any projections for its growth and did anyone predict it would become as successful as it is?

A. Yes and No. Yes, we did make projections for the growth of the Show. No, no one predicted the Show would grow as fast or be as large as it is. For the first few years our growth was very much in line with our initial projections. Based on the number of hunting and shooting sports exhibitors in the old NSGA Show, we projected that the SHOT SHOW might grow to be as large as 200,000 net square feet. No one foresaw a show that would be 455,000 square feet, as it is today.

Q. Just how successful is the SHOT SHOW? How does it compare to other trade events in the sporting goods industry?

A. When viewed in relation to the size of our industry, the SHOT SHOW is extraordinarily successful. In 1997, the SHOT Show ranked as the 34th largest trade show in the nation, and was clearly the largest show of its kind in the world. By comparison, the American Sport Fishing Show is 125,000 net square feet, the PGA International Golf Show is 276,000, the Inter Bike Anaheim International Bicycle Expo is 284,000, and the Outdoor Retailer Show is 225,000.

Q. Who owns the SHOT SHOW?

A. The SHOT SHOW was created by the National Shooting Sports Foundation in 1978. NSSF owns the SHOT SHOW and has a contract with Association Expositions and Services/Reed Exhibition Companies to manage the Show. Key decisions about the Show are made by the SHOT Show Committee which comprises members of the NSSF Board of Governors, NSSF staff and staff of AES/Reed Exhibition Companies.

Q. What is the NSSF's current role in producing the SHOT SHOW?

A. Many members of the NSSF staff and Board of Governors play a major role in the planning and coordination of each year's Show. The SHOT SHOW Committee meets several times each year to make important decisions on issues related to Show venue, product display and eligibility rules, scheduling, registration criteria, etc. In addition, the NSSF is exclusively responsible for the content of each year's conference program and numerous other behind-the-scenes activities at the Show. NSSF staff alone spends an estimated 3,000 man hours of organizational and planning time each year on SHOT SHOW-related business.

Q. How are profits from the SHOT SHOW used?

A. As the industry's largest and most diverse trade association, the National Shooting Sports Foundation uses SHOT SHOW proceeds to help underwrite its more than 25 hunting and shooting sports promotions. In addition to innovative and award-winning marketing and communications programs, the NSSF sponsors a broad array of marketing and public opinion surveys and administers strategic planning studies on behalf of all segments of the industry.

Approximately 25 percent of the proceeds from the Show are contributed by the National Shooting Sports Foundation to other organizations working in the areas of hunting and shooting promotion. These include the Hunter Education Association, the U.S. Shooting Team, the Wildlife Management Institute, 4-H, the National Bowhunter Education Fund, The U.S. Biathlon Association, the Women's Shooting Sports Foundation, Wolf Creek Olympic Shooting Park, Becoming an Outdoors-Woman Project and many others.

Q: How is the location of the SHOT SHOW selected each year?

A. As the SHOT SHOW has grown, selection of venues has gotten both easier and more difficult. The selection of the Show cities is easier because there are fewer and fewer options each year. The choice also gets more difficult because we would like to move the Show around the country to make it accessible to retailers in all regions of the nation. Currently, there are only four exhibit halls that will reasonably accommodate the SHOT SHOW. These are the Las Vegas Convention Center, the New Orleans Convention Center, the Georgia World Congress Center in Atlanta, and the Orlando Convention Center. Although Chicago, New York and Anaheim have facilities large enough to hold the Show, the SHOT SHOW Committee made the

decision many years ago that we would not visit these cities due to political, union or weather considerations. While Dallas will accommodate the SHOT SHOW on two levels, it is the feeling of the SHOT SHOW Committee that it is not advisable to hold a two-level, segmented show in the future. Las Vegas is by far the most popular venue, based on surveys of both exhibitors and retailers. The 1997 and 1998 SHOT SHOWS were held in Las Vegas.

Q. How much space does the Show require? How many people attend?

A. The 1999 SHOT SHOW in Atlanta will cover 455,000 net square feet of exhibit space. This is the space actually taken up by the exhibits. Including aisles, registration areas and meeting rooms, the overall SHOT SHOW requires approximately 900,000 square feet of space. For those who like to ponder such things, 455,000 net square feet is equivalent to more than eight football fields, and to walk up and down every aisle is approximately six miles.

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A. Both exhibitors and retailers were surveyed before the decision was made to segment the Show, and 88 percent of retailers and nearly 60 percent of exhibitors favored segmentation. Clearly, a segmented show offers retailers an opportunity to focus in on their areas of primary interest and offers exhibitors a more focused group of buyers. We understand that not all of our exhibitors support the segmentation process, and we continue to monitor exhibitor input. We continue to believe that segmentation was an important step for the Show. When the decision was made to segment the SHOT SHOW in 1994, the Show was the second largest show in the nation that was not already segmented.

Q. Why should a firearms dealer attend the SHOT SHOW?

A. That's actually a very good question because there are some people who feel that a firearms retailer can stay fully informed and fully serviced without attending the Show. I disagree with that theory for a number of reasons. First of all, there are many companies that display at the SHOT SHOW that are not represented by distributors or manufacturers' reps. These smaller start-up companies offer unique, new products on which the retailer can make a good profit, but the retailer would not be aware of these products if he did not attend the SHOT SHOW. In addition, there are many SHOT SHOW specials that are offered each year that offer retailers an opportunity to make additional profit. Obviously, a retailer who does not attend the SHOT Show cannot take advantage of this additional profit opportunity. In addition to finding new there is the whole aspect of meeting the representatives of the major manufacturers and participating in the many industry meetings that take place at the Show. The SHOT SHOW Seminar Programs, for example, can provide dealers with ideas that can save thousands of dollars a year or generate thousands of dollars in sales, returning the investment of participating in the SHOT SHOW many times over.

Q. Why should a company exhibit at the SHOT SHOW?

A. There are many very important reasons why an exhibitor should participate in the SHOT SHOW. The first, obviously, is an opportunity to market its product to more than 10,000 of the most active sporting firearms, ammunition and archery retailers in the nation. The second is the opportunity to get feedback from these retailers. Another reason is the opportunity to show the

retailing community that you are an important part of the hunting and shooting sports industry. Without doubt, a retailer is more willing to do business with a company that he has seen at the SHOT SHOW than a company which might present itself only in direct-mail solicitations or through manufacturers' reps. There were 290 exhibitors at the first SHOT SHOW and over 1,400 at the 1998 SHOT Show. These companies could give you many more reasons than I about why it's important to participate in our industry's premier trade event.

Q. Why do you believe the SHOT SHOW became as successful as it has?

A. This is a fairly easy question because I have answered it many times in the past. There have been many factors that have contributed to the success of the SHOT SHOW including the highly professional management of Reed Exhibitions and the excellent partnership that has existed between Reed and the NSSF. However, if I had to single out one single factor that has contributed to the Show's success, it would be the philosophy of "We Listen." From day one we have been committed to providing the type of show our customers want. We conduct extensive interviews with exhibitors and attendees every year and do our best to respond to the comments and suggestions we receive. Listening to our exhibitors and attendees and responding to their comments has paid dividends for the SHOT SHOW and our customers.

Q. What is the most difficult aspect of organizing the SHOT SHOW?

A. For four days each year the SHOT SHOW becomes a community of nearly 30,000 individuals. Unfortunately, it is impossible to fully satisfy the needs and preferences of so many individuals. Trying to balance the needs of exhibitors, attendees, press and the many organizations that wish to hold meetings in conjunction with the SHOT SHOW is clearly the most difficult aspect of organizing the Show. For the most part, however, our exhibitors and attendees are great people who appreciate the conflicting demands placed on the producers of a show as large as ours.

Q. What do you see in the future? How much larger can the Show become?

A. In its first 10 years, the SHOT SHOW grew from 52,153 net square feet to 267,105. In the second ten years, it grew to its current 455,000 net square feet. As a mature show, we do not expect double digit increases in the future. We do anticipate that the Show will continue to grow at a modest 4-6 percent each year and will approach 500,000 net square feet early in the next century. A survey of exhibitors in 1997 indicated that 75 percent of responding exhibitors expect the Show to continue to grow over the next five years. Only 12 percent thought the Show would fail to grow. There are, however, many in our industry who feel that the size of the SHOT Show should be capped, and that we should not grow beyond a certain point. That is a subject that will be studied very carefully by the SHOT SHOW Committee.