

SHOT Show 2027 — first-time exhibitor checklist

Tuesday, January 19 – Friday, January 22, 2027 · The Venetian Expo + Caesars Forum, Las Vegas.

Dates marked FROM THE ORGANIZER come from the show's own site; the others are our suggestions, counted back from the opening day.

☐	Tue, Oct 27, 2026	Decide who works the booth and gather every person's qualification documents. Badges are not issued without them. SUGGESTED
☐	Tue, Nov 10, 2026	Book rooms through NSSF's official hotel lines; the hotels connected to the halls fill first. SUGGESTED
☐	Fri, Nov 13, 2026	A vehicle or mobile unit in your booth: file the Clark County fire permit application through Show Management FROM THE ORGANIZER
☐	Mon, Dec 14, 2026	Freeman's advance warehouse starts receiving freight FROM THE ORGANIZER
☐	Tue, Dec 15, 2026	Order furniture, electrical and internet for the building your booth is in. Each building has its own forms. SUGGESTED
☐	Tue, Dec 29, 2026	Set up your follow-up: price sheets, links and how you sign off, so every buyer hears back the day you meet them. SUGGESTED
☐	Fri, Jan 8, 2027	Last day the advance warehouse receives freight FROM THE ORGANIZER
☐	Tue, Jan 12, 2027	Agree who covers which hours. The floor is open 8:30 AM to 5:30 PM Tuesday to Thursday, and to 4:00 PM on Friday. SUGGESTED
☐	Sun, Jan 17, 2027	Move-in, 8:00 AM to 8:00 PM FROM THE ORGANIZER
☐	Mon, Jan 18, 2027	Move-in, 6:00 AM to 8:00 PM FROM THE ORGANIZER
☐	Fri, Jan 22, 2027	Vehicles in booths reloaded, 5:00 to 9:00 PM FROM THE ORGANIZER
☐	Mon, Jan 25, 2027	Send the last follow-ups first thing Monday, before buyers' inboxes fill with every other booth's. SUGGESTED

Checked against shotshow.org on Mon, Oct 26, 2026. Dates change; the organizer's site is the final word. The full guide, with a source for every date: <https://meetdrop.ai/events/shot-show>