

Presented by:

Date: January 16, 2012

Where: Boulder Pistol, Shotgun and Rifle Club, Boulder City, Nevada (20 miles southeast of Las Vegas)

Time:	January 15, 2012	1:00pm – 4:00pm	Setup
	January 16, 2012	7:00am – 8:00am	Manufacturer Registration & Setup
	January 16, 2012	8:30am - 4:00pm	Open to Media

Media Day at the Range is owned and operated by Triple Curl Public Relations and Advertising and CMG Marketing and Events. All questions and concerns for the event should be directed to Cory Cannon or Cathy Williams, contact information at the bottom of page 3. Event participants are responsible for knowing and abiding by all event and range rules and risk immediate removal from the premises should they fail to comply with these rules.

Event participants assume all risks, inherent or otherwise, associated with the event, the activities in which they may participate (e.g., handling and shooting firearms and live ammunition, etc.) and general presence at the event.

To the maximum extent permitted by law, no event organizer, host (including the City of Boulder City, Nevada), sponsor, exhibitor, or product or service supplier shall be responsible or liable for any bodily injury, fatality, damage or loss however caused to any event participant or participant’s property, including by reason of negligence.

Shipping Product
To Media Day:

Firearms, ammo, etc., can be received by Derse Exhibits as early as December 15, 2011. The latest product can arrive to ensure it will be delivered to the range for Media Day is January 10, 2012. **Any packages that arrive after this date will incur a \$50/carton and \$250/skid or container handling fee.** Please clearly mark all packages with “Company Name” and “Media Day 2012.”
Ship to:

Derse Exhibits
C/O: [company name] – Media Day 2012
3455 W. Reno Ave
Suite C
Las Vegas, NV 89118
(702)895-9998

This is a secure location for firearms, ammo and display materials. Please bring all tracking information with you for easy reference. It would also be helpful if you would send us an email with the number of cartons/crates/pallets being shipped, along with the tracking information. Your shipment will be available at the range for set-up on Sunday, January 15th. We encourage all manufacturers to set up on Sunday to allow sufficient time to sight in firearms and have your area ready for the media for Monday morning. **MANUFACTURERS WHO ARE NOT ON SITE WITH THEIR DISPLAYS READY MONDAY, JANUARY 16th at 8:00 am WILL NOT BE PERMITTED TO SET-UP ONCE THE MEDIA ARRIVES.**

Shipping Product
From Media Day:

The following options are available for shipping product from the range:

1. The UPS Store
806 Buchanan Blvd.
Boulder City, NV 89005
(702) 293-5788

This UPS store is close to the range and on your way back to Las Vegas making it a convenient drop off location. You can save time by printing your address labels in advance using your UPS account.

2. There also will be a UPS truck staged to ship product directly back to your facility. You can save time by printing your address labels in advance using your UPS account.
3. You can also palletize your product and we will return it to Derse for your selected carrier to pick up. Any items that are handled by Derse for return will be charged \$300/pallet and \$500/container.

4. **IMPORTANT – Transporting firearms from Media Day for display at SHOT Show please see page 4.**

Shooting Areas:

Shooting areas are covered. Tables will be provided for display and shooting. *It is a good idea for exhibitors to bring extra eye and ear protection for use at your shooting stations.*

Rifle/handgun ranges: Shooting rests and bags, targets and shooting tables will be provided.

Shotgun range: Throwers and clay targets will be provided.

Airgun: Airgun shooting areas are 25/100 yds. Targets, shooting benches and shooting rests will be provided.

Ammunition:

You are responsible to provide your own ammunition. However, Winchester Ammunition, Federal Premium Ammunition, and a local dealer are offering you the opportunity to purchase product at a special price direct from them. See pages 5,7for details.

Tent Displays:

Exhibitors should bring their own tablecloth and banners for use on supplied tables.

Media Day Host:

In order for you to make this the most successful day possible, we will be assigning you a Media Day Host. This individual will assist you prior to the event; during set-up and throughout Media Day. Your host will be in contact with you during the first week of December to provide you with their contact information. Throughout the month they will be in touch with you, or someone you designate, to ensure you have shipped product to arrive by the due date and ensure that all your other needs are met. These same individuals will also assist you during set-up; ensure your shipments are delivered to your shooting area and in general be available for any special needs you may have throughout the course of Media Day. They will also *assist* you with tear-down to ensure you can get packed up and leave the range in a timely manner.

Silent Auction: **Please consider donating items to the silent auction.** The hunting and the shooting sports will benefit more than ever from a new collaboration between SHOT Show Media Day at the Range and Safari Club International and the SCI Foundation. All proceeds from the silent auction will go to SCIF programs. These items should be sent with your other shipments and should be delivered to the silent auction display on Sunday. This is a win-win opportunity supporting the industry and getting your products in the hands of the media.

Tips for Success: Here are some suggestions for a successful day:

- Use the provided list to contact media and setup appointments. The final attendee list will be sent to all exhibitors who are *paid in full* by December 16.
- Bring your company display banners and tablecloths to use at your exhibits.
- Be sure all personnel have name badges and wear logo'd clothing so the media can easily identify you. See pages 6 and 8 for ordering options offered by 5-11 Tactical and Blackhawk!.
- Target a few specific products for the event.
- **Arrive on time and be ready by 8am.**
- Have your press kits available at your exhibit area.
- Do not be afraid to suggest articles to the media.
- Have consignment forms ready.
- Due to the size of the event this year we are suggesting that exhibitors limit shooting to members of the media only. The number one comment/complaint from Media Day 2011 attendees was waiting in line to shoot while non-media members were shooting. Media attendees will be designated with a **BLUE BADGE**.

Lunch: Lunches for exhibitors can be pre-paid with your exhibit fees or purchased for \$20.00/individual at the event. Lunch fees are included with all sponsorship packages.

Schedule:	<u>Activity</u>	<u>Time</u>	<u>Where</u>
	Manufacturer Setup	7:00am - 8:00am	
	Bus pick-ups	Beginning at 8:00am	Hotels and Convention Center
	Media Registration	8:30am - close	Registration area
	Media Shooting	8:30am - 4:00pm	Shooting Bays
	Lunch	12:00pm – 2:00pm	5-11 Lunch Tent & Winchester Lunch Tent
	Silent Auction	8:30am – 3:30pm	SCI Exhibit - BIDS CLOSE AT 3:00pm
	Departure	4:00pm	From bus stop at Range

Questions: Cory Cannon Cathy Williams
 801-525-0253 703-587-7142
ccannon@triplecurl.com cathy@cmgmarketingandevents.com

IMPORTANT NOTES

For those who need to transport firearms from Media Day at the Range to SHOT Show, the following procedures must be followed:

- **All firearms will need to be delivered in a case provided by the exhibitor.**
- **There will be NO live ammunition in the cases.**
- **You must take these firearms to the Sands taxi-drop off lane.**

CHECK-IN PROCEDURE AT SANDS EXPO TAXI DROP-OFF LANE

- Exhibitors bringing firearms from Media Day should go directly to the Sands taxi drop-off area and identify themselves to SECURITY and make them aware the firearms are coming from Media Day.
- Exhibitors will proceed directly to the safety advisors room (MR 404), to have the firearms checked for the removal of firing pins and tag them before going on the event floor.
- Even firearms that will be checked into secured storage (MR 301) will need to be checked by a safety advisor prior to being received by our security team.

Hotel and Firearms:

It is against hotel policy to bring firearms or live ammunition through the main hotel/casino entry doors at the convention center. It is best if you ship your guns from the media day back to your home office or manufacturing facility. See page 2 for shipping options.



WINCHESTER® A M M U N I T I O N

Dear Industry Partner,

The 2012 SHOT Show Media Day at the Range is fast approaching. Winchester Ammunition will be showcasing a dynamic line up of innovative new products, as well as providing a full day of activities on dedicated bays.

In preparation for the event, Winchester Ammunition would like to extend special pricing on its ammunition (full cases only) to all participating partners for use during the 2012 Media Day at the range.

All Winchester Ammunition products are listed on www.Winchester.com. If you have any questions, or wish to place an order, please contact Nathan Robinson at narobinson@Olin.com no later than December 15, 2011. At that time, you will receive special pricing, confirmation of product availability and/or recommend a substitution if necessary. All orders are to be prepaid by credit card or check and the order form will be provided. Orders will be shipped directly to Derse Exhibits as outlined in Corey's cover letter. We will also provide you with the tracking information via e-mail, once the order has shipped.

Thank you for the opportunity and we look forward to working with you at the event.

Regards,

Nathan Robinson
Winchester Ammunition
Shooting Promotions
Narobinson@Olin.com

Winchester Ammunition, 600 Powdermill Road, East Alton, IL 62024



ATK Security and Sporting
900 Ehlen Drive
Anoka, MN 55303



Dear Industry Partner:

We hope this email finds you enjoying your fall. We're also very excited to hear you'll be participating in the 2012 Media Day at the Range. Year after year it is great to see this continue to grow, with more and more involvement from all areas of our industry. This event will no doubt be another excellent opportunity to showcase the latest and greatest to the largest media audience yet.

As you know, these events require a lot of resources—especially ammunition. For that reason, we would like to offer special pricing to our partners and fellow industry members. To place an order, please contact **Tim Brandt** at the email address below no later than **December 9, 2011**. Orders can be placed using a credit card (Visa or MasterCard) and shipping is free. Our website www.federalpremium.com has a handy tool to quickly search for the ammunition you're looking for. Our other lines including Speer and CCI are also available. Please be ready to provide product numbers/specifics, final quantities and payment no later than **December 9, 2011**.

Another offer we'd like to make is **BLACKHAWK!** clothing for you and your team. We'll give you special pricing and also have embroidery services available. We have a full line of apparel that looks great and is very functional. Go to www.blackhawk.com to find the perfect gear that we can customize for you. As a reminder, we have special pricing available all year—so don't hesitate to contact us for other special events/needs. For Media Day inquiries, please contact **Tim Brandt** and have all orders/requests in by **December 9, 2011**.

Best of luck as everyone gets ready for what promises to be another exciting year in the best industry one could hope to work in. I hope to see you at Media Day, on the show floor or sometime soon.

Sincerely,

A handwritten signature in black ink, appearing to read "Tim Brandt", is located below the word "Sincerely,".

Public Relations Manager
ATK Security and Sporting
763-323-3833 (work)
763-614-7300 (cell)
timothy.brandt@atk.com

Go to Website <http://www.ultimateshootingadventures.com>

Ultimate

Shooting Adventures



Media-Day

Ultimate Shooting Adventures will help provide your ammunition needs for the 2012 Shot Show Media-Day. We will provide you competitive pricing, top quality brands, no shipping charges and on-site delivery. The list below shows most of the standard ammunition that was used at last years event.

Ammunition

9mm target loads
.45 target loads
.223/5.56
7.62x51
.308 150 grain
12ga target
20ga target
30-06 180 grain
.22

Please contact us by phone or email for quantity, pricing and special requests. We look forward to seeing at the range!

Phone (702) 293-7246

e-mail ammo@ultimateshootingadventures.com





SPECIAL OFFER FOR MEDIA DAY PARTICIPANTS

Outfit your team in 5.11 Tactical® apparel at a great price.



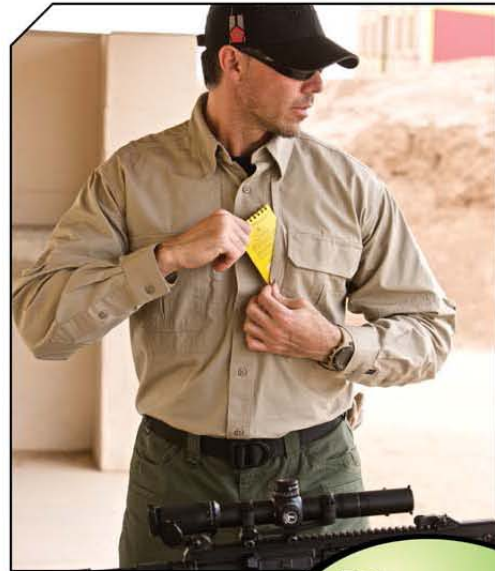
SAVE 35%

5.11 Stryke Pant - with Flex-Tac™ fabric
The next generation of tactical pant - special price of \$48 for Media Day Participants

5.11 Taclite Pro Long Sleeve Shirts
Lightweight, comfortable and functional, special price of \$35 plus free embroidery.

Any 5.11 Tactical Polo - only \$23!
Select from our Professional Polo, Tactical Polo or Performance Polo, with free embroidery.

Offer valid for SHOT Media Day Participants only. Expires Jan 10, 2012. Free embroidery limited to one location.



FREE CUSTOM EMBROIDERY
Get your company's logo embroidered on 5.11 Tactical apparel.



To order, contact Thomas at 209.535.8099 or email thomass@511tactical.com