

THE ULTIMATE EVENT FOR THE
PERSONAL PROTECTION MARKET



SPONSORSHIP & ADVERTISING OPPORTUNITIES

WWW.NRACARRYGUARDEXPO.COM



CONCEALED CARRY | PERSONAL PROTECTION | HOME DEFENSE

THE OFFICIAL 2018 NRA CARRY GUARD SPONSORSHIP GUIDE

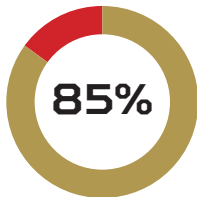
104%

STUDIES SHOW THAT, ON AVERAGE, SPONSORSHIPS INCREASE BOOTH TRAFFIC BY 104%! MORE TRAFFIC = MORE LEADS!

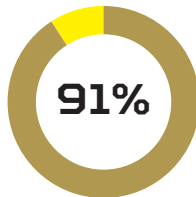
With an inaugural attendance of over 14,000, the concept of a show focused on the fastest growing segment of the firearms industry and rich in education offerings was proven to be popular among gun owners, specifically the 16 million concealed carry license holders across the country.

Guarantee your company's visibility to attendees and 5 million NRA members before, during and after the show by securing a sponsorship or advertising opportunity, customized to your company's needs. With a variety of price points, we can find the perfect fit to help your company stand above the competition.

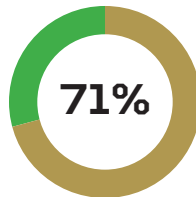
ATTENDEE PROFILE



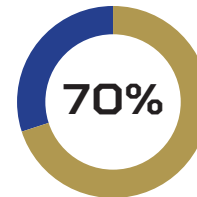
85% of attendees are CCW License Holders



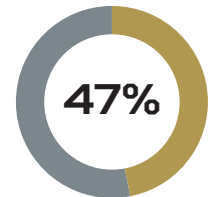
91% expect to purchase products seen on the exhibit floor within the year



71% purchased products from exhibitors at the Show



70% spend over \$500 annually on shooting equipment & accessories



47% have participated in self-defense training

2017 CARRY GUARD EXPO BY THE NUMBERS

14,127

ATTENDEES

160

EXHIBITORS

125,180

SQUARE FEET OF EXHIBIT HALL



STAND OUT FROM THE CROWD OF OVER 160 EXHIBITORS AND CAPTURE THE ATTENTION OF 15,000+ ATTENDEES WITH THESE TARGETED SPONSORSHIPS.

LOGO ON FLOORPLAN: PRINTED & ONLINE / \$500

Stand out in the online and print Directory by adding your company logo to the floorplan.

WEBSITE BANNER AD / \$5,000

Maximize your brand exposure with a banner ad on the NRA Carry Guard Expo website. Attendees will be just a click away from your website!

PRE-SHOW EMAIL BLAST / \$6,750

Place your company banner ad into the NRA Carry Guard Expo promotional email blasts and tell 3.7 million NRA members about a special offer weeks before the Show.

(Pre-Show Email Blast)

TICKETS ON SALE NOW!

YOUR ULTIMATE PERSONAL PROTECTION DESTINATION

NRA CARRY GUARD EXPO

+ AUG 25-27 | WISCONSIN CENTER | MILWAUKEE, WI +

CONCEALED CARRY • PERSONAL PROTECTION • HOME DEFENSE

SPONSORED BY

SHOOTING WINCHESTER SecureIT D&W BROWNING K&H RUGER UTM

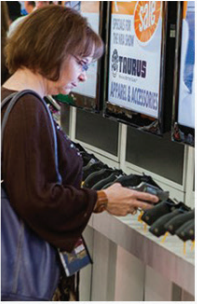
Join us August 25-27, 2017, at the Wisconsin Center in Milwaukee for the

NRA CARRY GUARD EXPO!

An exciting new concept in Personal Protection, Concealed Carry and Home Defense, this unique event has more than 125 seminars and workshops, an Exhibit Hall filled with guns and gear, and special events like the Concealed Carry Fashion Show. Whether a novice or skilled defender, this event has something for everyone and will better prepare you to defend yourself and your family in today's tumultuous world.

General Admission is only \$20 for all 3 days. Admission for NRA members is only \$10 and NRA Life and Carry Guard Members attend for FREE.

Buy tickets and make plans now at www.nracarryguardexpo.com



RUGER | COMPACT HANDGUNS

LEARN FROM THE EXPERTS

Choose from over 125 seminars and workshops featuring the best personal protection and concealed carry practices taught and demonstrated by leading experts and instructors



ON-SITE ADVERTISING OPPORTUNITIES



PROMOTE YOUR COMPANY TO OVER 15,000 HIGHLY PRE-QUALIFIED ATTENDEES AS THEY MAKE THEIR WAY THROUGH THE CONVENTION CENTER.

METER BOARD SIGN / \$1,000

Placed in high traffic areas where attendees move through the Show.

COLUMN WRAPS / STARTING AT \$2,500

High-visibility column wraps are a great opportunity to hit attendees with your branding before they even enter the exhibit floor.

WATER COOLER WRAP / \$2,500

Your company branding will be affixed to the water coolers in the attendee seminar and workshop rooms. (Qty. 10)

CHARGING STATIONS / \$3,500

Let attendees “charge up” their mobile devices at these stations that feature your brand.

BANNERS / STARTING AT \$5,000

Banners guarantee exposure to attendees and are some of the most prominent advertising options at the Show. Make sure your company is the first thing attendees see when they arrive.

VEHICLES DISPLAY / STARTING AT \$5,000

Catch the attention of all attendees by placing your company branded vehicle in a high traffic area in the Convention Center.



ON-SITE ADVERTISING OPPORTUNITIES (CONT.)



FROM A METERBOARD TO A PROMINENTLY HUNG BANNER,
THERE IS AN ON-SITE DISPLAY OPPORTUNITY FOR YOU.

SHOW DIRECTORY BINS / \$5,000

Your logo will be prominently displayed on multiple directory bins located at exhibit hall entrances and throughout the convention center. Every attendee stops at these bins to pick up a Show Directory.

WINDOW & DOOR CLINGS / STARTING AT \$5,500

Be seen when attendees walk into the Convention Center!

ESCALATOR RUNNER / \$6,500

Showcase your brand to a captive audience by sponsoring a runner in the middle of each escalator.

HOTEL ROOM DROPS / STARTING AT \$6,500

Putting your message directly into the hands of attendees has never been easier with a door tag or room drop at each attendee's hotel room.

ON-SITE PROMOTIONAL PACKAGE / \$8,500

Includes banner, logo on online and printed floorplans, and social media promotion, all tied together in one package!

ATTENDEE LANYARDS / \$10,000

Place your company name on the lanyards provided to all attendees.

SHOW BAGS / \$15,000

Distributed at all exhibit hall entrances, your company name and logo will be in the hands of every attendee.



**BUY AN AD IN THE
SHOW DIRECTORY**

Separate yourself from the competition with an advertisement in the Show Directory. This high-quality, full-color directory not only serves as a roadmap for attendees during the show, but also as a go-to resource for years to come.

EXCLUSIVE ADS

- *Front Page Adhesive Note (\$10,000)*
- *Insert (\$10,000)*
- *Inside Front Cover (\$5,000)*
- *Inside Back Cover (\$4,500)*
- *Back Cover (\$6,000)*

LIMITED AVAILABILITY ADS

- *Full Page (\$2,750)*
- *1/2 Page Spread (\$2,750)*
- *1/2 Page (\$1,575)*
- *1/8 Page ad (\$500)*
- *Company Logo with Directory Listing (\$500)*



**CLICK HERE TO
DOWNLOAD
THE AD ORDER FORM**

**CLICK HERE TO
DOWNLOAD
THE AD SPECS**



ON-SITE DESTINATION SPONSORSHIPS

NRASTORE BAGS / \$7,500

NRAstore receives thousands of shoppers. Put your logo'd bag in the hands of people who are spending money at the show.

CAFÉ SPONSORSHIP / \$10,000

Naming rights, banners, tabletops and directional signs are included in this high profile sponsorship package.

WALL OF GUNS / \$15,000

Extensive logo placement on digital and print marketing are just a few of the perks to this sponsorship!

SEMINAR SERIES EXCLUSIVE SPONSOR / \$20,000

NRA Carry Guard Expo has a robust schedule with over 100 educational classes targeted toward those individuals that are most heavily invested in the personal protection and home defense market. As the exclusive seminar series sponsor your company name and logo will accompany all marketing to promote the Show's educational offerings.

This sponsorship will provide your company extensive pre-show exposure, onsite logo recognition and the opportunity to have a course instructed by your staff highlighting the benefits of your products.



SPECIAL EVENT SPONSORSHIPS

CONCEALED CARRY FASHION SHOW

Model the features and benefits of your product to an audience of concealed carry enthusiasts and industry media. Demonstrate the advantages of your products (using a blue gun) on an elevated runway to an engaged crowd, all there to see the latest products that address the conceal carry needs of men and women.

CONCEALED CARRY FASHION SHOW PRODUCT SUBMISSION / \$200/PRODUCT (LIMIT 3)

Submit up to 3 products (\$200/per) for the Runway, company name listed on website, product images and descriptions in event program.

CONCEALED CARRY FASHION SHOW SPONSOR / \$5,000

Submit up to 6 products for the Runway, banner placement at event site, verbal recognition at event, company logo placed prominently in program along with product images and descriptions, logo placed on NRA Carry Guard Expo event page and on any event signage.

SPONSORSHIPS SELL QUICKLY AND OPPORTUNITIES ARE LIMITED.

The opportunities listed in this brochure are just a sample of the many offerings available to you at the NRA Carry Guard Expo. If you don't see the perfect fit for your company, we'll customize a program that fits your specific needs and goals.