*As an exhibitor, your company is an important part of the NSSF Range-Retailer Business Expo. To help increase awareness of the event and let people know that your company will be exhibiting there, NSSF is providing a press release for your use. Sending out these notices, as well as posting on your social media channels prior to the Range-Retailer Business Expo, will help generate more interest in the Expo and attendance. Thank you for exhibiting at the NSSF Range-Retailer Business Expo and for helping to promote it.*

**[COMPANY NAME] to Exhibit at NSSF® Range-Retailer Business Expo™**

*July 11-13 in New Orleans*

NEW ORLEANS — [COMPANY NAME] is pleased to announce that it will be exhibiting at the NSSF® Range-Retailer Business Expo™ set for July 11-13 in New Orleans.

The Range-Retailer Expo is the premier gathering for entrepreneurs, startups and well-established firearm range and retail operators. The event combines top-notch education sessions with leading subject matter experts and a trade show featuring excellent buying opportunities on products and services dedicated to these industry segments. This one-two punch can give your business the upper hand in both strategy and operations.

[Exhibiting company description]

At the Expo, attendees will find many networking opportunities to renew friendships and build new relationships. The trade show’s vendors will showcase all the latest the industry has to offer. The Expo’s educational tracks will benefit both established firearm range and retail operators as well entrepreneurs focused on launching a new range or FFL retail shop.

Hosted by NSSF, the firearm industry trade association, the Range-Retailer Business Expo will take place July 11-13 at the New Orleans Ernest N. Morial Convention Center in New Orleans, Louisiana. All firearm retailers and range operators are invited to attend. NSSF members receive a significant discount on their registration fee. Complete information on attendee registration, hotel reservations and the Expo agenda can be found at [**https://nssf.org/expo**](https://nssf.org/expo).

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