



The Australian SHOT Expo 2009



The long queue of Saturday morning (above), and Bob Cooper (left), president of SSAA (Vic)

Australia's largest Shooting Hunting and Outdoor Trades Expo proved once again to be a huge success. At the SSAA we were delighted with the number of people who came through the doors and the smooth running of the event.

With a queue that disappeared over the horizon, we opened the doors of the exhibition pavilion at 9am on Saturday

and recorded an attendance of 4,500 people on the first day alone.

Shooting and Outdoor enthusiasts started queuing up at 8:30 and it wasn't until 11:30 that the line disappeared, but visitors kept coming in.

By the end of Sunday, the attendance tally had reached approximately 8,000 visitors in total, and our exhibitors were expressing their delight as the public kept their booths busy and stocks low during the entire weekend.

The air-rifle, air-pistol and archery ranges were, as expected, very popular, especially among young people. More than 900 visitors had a go at the shooting ranges and many of them returned to the queue to repeat the experience.

Beretta Australia, the 2009 SHOT Expo's major sponsor, set up a very impressive display. With one of the biggest booths they showcased a vast range of firearms, accessories and their latest products and distributed thousands of showbags with their newest catalogs. As if their amazing products weren't enough to attract a visitor's attention, a \$1,000 Beretta shopping spree voucher was drawn at the

close of the Expo on Sunday. The lucky winner will no doubt enjoy the prize!

The SHOT Expo 2009 was also sponsored by Winchester Australia and Game Council NSW, both with dazzling displays. Winchester launched their legendary brand marketing campaign at the Expo with a modern and fresh approach applied to their well established profile. They had plenty of promotional material and friendly staff to help the public that inundated their booth during the weekend.

The Game Council of NSW conducted R-License tests for the visitors interested in hunting in NSW. Many people took up the opportunity and did their test right on the spot at the Game Council stand.

The Victoria Police Licensing Services Division and Australian Border Security were also in attendance and were very popular among visitors, answering questions and engaging in discussions throughout the weekend.



The stunning stands of Winchester Australia

Fernanda Alberici (right) and Bianca Van Meeuwen (left), the SHOT Expo Organisers.





A very attractive display was set up by Raytrade with a campervan that gave their display an outdoor look. They spent Saturday and Sunday busy from beginning to the end displaying the most up-to-date of their products and were drawing a Remington knife hourly on both days.

Many other big and small names were present at the 2009 SHOT Expo, in fact, about 80 exhibitors occupied over 180 booths, a record for the SHOT Expo to date. Victorian Arms, Mialls Gun Shop, Horsley Park Gun Shop and Clayton Firearms are only a few of the gun dealers in attendance. But most importantly, a big variety of products and services were available at the expo, from knives, spotlights, gun safe, rifles, handguns and shotguns, accessories and clothing, hunting safaris, to name a few.

The Honorable James Merlino, Minister for Sports and Recreation and The Honorable Joe Helper, Minister for

Primary Industries, also attended the Expo and were delighted to visit the event and mingled with many exhibitors.

The SSAA National President Bob Green also visited the Expo and spoke with shooting and Outdoor professionals in attendance. SSAA National's Special Project Officer in Hunting Matthew Godson and Australian Shooter's Advertising Representative Karoline Minicozzi came from South Australia to visit the expo and meet many identities from the shooting industry.

By the end of Sunday most exhibitors had sold all or nearly all their stock and distributed most, if not all, of their promotional material. The feedback received from exhibitors, visitors and everybody involved was very positive, and we at the SSAA are pleased and excited with the results achieved. However, we are already looking at improvements for the upcoming years, as the SHOT Expo must grow in size and diversity.

We would like to thank our Sponsors, Beretta Australia, Winchester Australia and Game Council NSW for their outstanding contribution to this year's expo. We greatly appreciate their support and we urge all our members to support them in any way they can.

We also send a big thank-you to all volunteers and staff for their valuable contribution to the Expo success and we would like to thank our contractors Exhibition Hire, the Melbourne Showgrounds, our members and visitors



Greg Chan, General Manager of Beretta Australia at the SHOT Expo 2009



The dazzling display of Lightforce



Visitors having a go at the on site archery range.

for attending the event, and all people involved in organizing and running the 2009 SHOT Expo.

No doubt the SHOT Expo is the biggest showcase of the shooting industry in Australia and it's an event not to be missed by the shooting fraternity and outdoor enthusiasts. If you have missed out on this year's expo, I strongly recommend that you don't miss it in the future, it's a must go event.

Fernanda Alberici
Marketing and PR Manager