

Meprolight Exhibiting at The 2023 SHOT Show

“ Wow, hard to believe, the 2023 Shot Show is just a few weeks away. Meprolight® is excited to participate in this year’s show and all of the added activities. We look forward to visiting with friends and saying thanks to our loyal customers. Because of our dealer network, Meprolight® had a solid year in ‘22. We invite you to stop by booth #20039 and see for yourself why Meprolight® continues to grow each year and the ways we support our dealers. Our Point of Sales displays are win/win for dealers”, (Bill Yerby, G.M. & V.P. Sales & Marketing Meprolight U.S.A.)

Sometimes referred to as silent salesmen, Point Of Sale displays are usually found near the sales counter. Yerby added, *“With over 20 years in retail sales and marketing, **I know the value the right POS display provides the dealer.** We designed the Meprolight® Spinning Counter Display with vibrant colors and precise branding to be aesthetically appealing to the eye so customers will stop to check it out...**The display is proven to triple sales turns while increasing your add-on sales.**”*

The Spinning POS Counter Display features Meprolight’s best-selling — tritium self-illuminated and tritium / fiber-optic— models:

- [Mepro Hyper-Bright™](#)
- [Mepro Tru-Dot® Pistol Sights](#)
- [Mepro FT Bullseye™ Rear Sight](#)
- [Mepro FT Bullseye™ Front Sight](#)
- [Mepro FRBS With Hyper-Bright™ Front Sight](#)

One of the challenges customers face when considering upgrading their sights is being able to actually get a feel of how the sights work. The display features two green, solid plastic pistol replicas so customers can see for themselves how much faster target acquisition is with Meprolight® sights.

Another great benefit is you can customize the model selection to include sights for the guns you sell or the ones popular in your area.

Meprolight® opens the door for you to close the deal. Don't wait, call or e-mail now to find out how you can put a Spinning Counter Display in your store and increase profits.

Saving the best to last, while you are in the booth, check out the new 2023 products being launched at the show. See how innovation coupled with quality state-of-the-art manufacturing result in tough, dependable products you can depend on. You won't be disappointed.

Media appointments and inquiries, please contact Eric Suarez at erics@meprolight.US

For more information on becoming a valued Meprolight® dealer, visit [How To Become A Dealer](#) or call (717) 985-4482.

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