

**FOR IMMEDIATE RELEASE**

## TSUSA & Partners Launch SHOT Show Passport Activity for Exclusive Prizes

**Cheshire, CT – Target Sports USA is excited to announce its 2026 SHOT Show Passport** event, in collaboration with select partner vendors exhibiting at SHOT Show. Taking place during the SHOT Show, January 21–24, 2026, this Passport activity offers SHOT Show attendees an interactive way to connect with a variety of brands at different booths, and explore the tradeshow floor, all while unlocking exclusive prizes.

SHOT Show attendees can **pick up a Passport** at any participating booth and **collect stamps** by visiting each partner location listed. Once all stamps are collected, participants will be **eligible for exclusive rewards**.

Completed Passports can be redeemed at the **Target Sports USA Booth #72227**, where the final stamp may also be collected. Team members will be available throughout the show to assist attendees, answer questions, and distribute swag bags to those who complete the Passport (available to the first 200 participants only). Additionally, **three randomly selected swag bags will include a \$200 AMMO+ Membership**.

Follow Target Sports USA on Instagram (**@TargetSportsUSA**) or Twitter (**@AMMOplusbyTSUSA**) for the release of each Passport activation partner so you can start planning your swag route!

Shop ammo anytime at [www.TargetSportsUSA.com](http://www.TargetSportsUSA.com). Visit the website for information on the [AMMO+](#) or [AMMO+ Business](#) membership.

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