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GOTOgear Launches at SHOT Show, Bringing a Compliant Creator–Brand Platform to the Shooting and Hunting Industry

Las Vegas, NV, January 20, 2026 — GOTOgear today announced the official launch of its creator and brand collaboration platform for the shooting and hunting industry at the SHOT Show in Las Vegas. Designed specifically for outdoor brands and creators, GOTOgear provides a compliant, centralized way for creators to showcase and monetize the gear they actually use, while giving brands a single platform to manage creator relationships across all formats.

The SHOT Show, hosted by the National Shooting Sports Foundation, is the largest trade show in the world for the shooting, hunting, and outdoor industries. GOTOgear’s launch at SHOT marks the platform’s introduction to manufacturers, media, retailers, and creators across the firearms, ammunition, optics, apparel, and gear categories.

As social media platforms continue to tighten commerce and linking rules, creators and brands face growing risk and fragmentation. Traditional affiliate networks emphasize direct sales links, while influencer tools often lack structure, compliance safeguards, and long-term value. GOTOgear was built to address those challenges head-on.

At the center of the platform are Gear Walls, informational, editorial-style pages where creators organize their shooting and hunting gear into kits and lists. Instead of sending followers directly to checkout pages, creators drive traffic to these informational destinations, helping them remain compliant with social media terms of service while building durable, searchable gear assets. From there, creators can safely monetize through affiliate links, brand partnerships, product gifting, and campaigns.

“Creators in the shooting and hunting world have always shared gear the honest way, by using it in the field and on the range,” said Ben Bussey, founder of GOTOgear. “GOTOgear gives them a permanent home for those recommendations and gives brands a way to work with creators without chasing DMs, risking account issues, or relying on disconnected tools.”

Unlike traditional affiliate networks, GOTOgear is relationship-first. Brands can discover creators by discipline, platform, and real-world gear usage, then manage messaging, campaigns, product seeding, approvals, and performance tracking in one system. The

platform supports all creator types, from publishers and writers to YouTubers, podcasters, guides, and social influencers, allowing brands to manage every creator relationship in one place.

Purpose-built for the shooting and hunting industry, GOTOgear focuses on authenticity, compliance, and long-term value. The platform also supports conservation organizations and mission-driven partners with tools designed for storytelling and community engagement.

GOTOgear is currently onboarding creators and brands and will be showcased throughout SHOT Show week in Las Vegas. More information is available at <https://gotogear.com>.

About GOTOgear

GOTOgear is a creator-brand collaboration platform built for the shooting, hunting, and outdoor industry. It helps creators showcase and monetize the gear they actually use while helping brands discover, manage, and work with creators in a compliant, centralized system.

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