



**DAVIDSON'S**

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE:**

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**Davidson's to Exhibit at SHOT Show 2026 (Booth #72317)**

PRESCOTT, Ariz. – Davidson's, one of the nation's leading shooting sports wholesalers, will be present in full force at SHOT Show 2026 in Las Vegas, Nevada, January 20-23.

Located at Booth #72317 in the Caesars Forum, Davidson's will be exhibiting products from dozens of manufacturers in the firearms, ammunition, optics, suppressors, cutlery, and accessory markets.

The new improved booth, staffed by Account Executives, Sales Coaches, and Regional Managers, offers FFL retailers not only an in-person, hands-on experience with the exhibited products, but also the ability to place orders directly at the time of their visit. Ordering stations and "phone booths" for talking with their personal Account Executive are placed strategically throughout the booth floorspace. Meetings with customers can be held in exclusive private conference rooms located just across the hall from Davidson's booth.

Davidson's will be running several SHOT Show specials with deep discounts as well as giveaways. Retailers who scan their badge at both the Davidson's booth and the Ruger booth just across the aisle will be entered into a daily giveaway of a Marlin 1895 Dark Series Rifle. Davidson's will also be offering a \$1250 shopping spree giveaway daily for retailers who have their badge scanned inside Booth #72317.

No Davidson's SHOT Show experience would be complete without exclusive special make-ups and Davidson's will have several on display and available for order.

For those unable to attend SHOT Show 2026, Davidson's LIVE will broadcast each morning bringing the SHOT Show experience to dealers nationwide with Range Day video, manufacturer booth visits, and giveaways each day. Invitations to these broadcasts will be sent to current Davidson's FFL accounts.

Davidson's looks forward to seeing its FFL retailer customers in person and helping all to plan a successful 2026.

**About Davidson's and Gallery of Guns**

Founded in 1932, Davidson's (<http://www.davidsoninc.com>) is one of the nation's leading firearms and related accessories distributors. Davidson's central focus is on the customer. Often referred to as the Davidson's Difference, this passion for unparalleled support serves as the basis for many of Davidson's service-oriented programs such as Gallery of Guns® (<http://www.galleryofguns.com>) and the Davidson's GuaranteeD® Lifetime Replacement Program, which extends to both the dealer and final customer. The Davidson's Difference is backed by a great team of industry professionals across the United States.

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