The most iconic gun show in the world, the Shooting, Hunting and Outdoor Trade (SHOT) Show welcomed 65,000 attendees to Las Vegas this year to experience the latest product offerings from over 1,600 companies. Each year, the bar is raised. Each year, exhibitors up the ante. Each year, it’s clear that Action Target maintains its position as the country’s foremost gun range manufacturer.

INTERACTIVE BOOTH
For the duration of the show, Action Target’s expertly designed booth buzzed with industry professionals and potential range owners. The booth’s setup included a four-lane range and provided an interactive environment where visitors could immerse themselves in the world of Action Target.

DRM PRO AND AWD PRO
The range contained the DRM Pro™ moving target system and AWD Pro™ retrievers. Visitors got a kick out of operating the DRM Pro from a mobile device. They were also captivated with the AWD Pro, taking turns to “shoot” the target with a SIRT pistol. The booth was also filled with much excitement when Max Michel, Jr., current IPSC World Champion, demonstrated dynamic ways to use the AWD Pro.

AMERICAN SERIES STALL
Action Target premiered the new luxury American Series Stall at the show. With a nod to the growing “guntry club” trend, this customizable stall allows clients to enhance the atmosphere and appearance of their ranges.

STALL ACCESSORIES AND COLORS
A hugely popular stall accessory featured in the booth’s range was the privacy panel. It allows shooters to adapt their environment by transforming the glass panel from transparency to opacity with the push of a button. In addition, a touch display in the booth allowed visitors to design their ideal stall, giving them the option to choose from an assortment of colors and accessories.

INDUSTRY DAY AT THE RANGE™
The day before the show began, Action Target hosted SHOT Show Industry Day at the Range. The largest media event in the industry, more than 1,100 members of the media and over 500 buyers and dealers attended the event at Boulder Rifle and Pistol Range to get a hands-on introduction to the latest and greatest firearms. Safety auditors at the event judged the exhibitors on their safety practices. KRISS Firearms won the coveted Action Target Safety Award this year.

CLIENT APPRECIATION EVENT
SHOT Show also gives Action Target the opportunity to express appreciation for our valued clients. This year we treated them to an evening at Top Golf in the MGM Grand. From the classy venue with dazzling city views to the outrageously fun entertainment and enviable prizes, our clients soaked up every second and are already looking forward to a repeat of the evening at next year’s show.

TRAILBLAZING AHEAD
Industry enthusiasts raved about the extensive new offerings Action Target has developed over the past year. We embrace the opportunity SHOT Show gives us to demonstrate that Action Target is not only at the forefront of the industry, but is also actively defining the future of the gun range.
FEATURING NEW RANGES

THE RANGE AT AUSTIN, TEXAS

Nothing can adequately prepare customers for what awaits them when they enter the Range at Austin. The 52,000 square-foot facility is unprecedented in stylishness and attention to detail. Providing an immersive and exhilarating experience, this fully integrated entertainment venue goes above and beyond the offerings of a standard gun range. Here visitors may shoot, shop, socialize, dine, and network in a luxurious and high-end environment.

Equipped with Action Target’s finest technology, the Range at Austin’s precision shooting range features:

- 37 lanes, including a VIP range with eight lanes and a 100-yard range with 5 lanes
- Total Containment Trap™ bullet traps
- AWD Pro™ target retrievers*
- Defender™ stalls in custom colors

Beginner and experienced shooters alike are welcome. Individual range memberships begin at $75.

*Action Target’s AWD Pro is reshaping the industry with its pre-programmed games and training scenarios geared towards engaging shooters of all skill sets. Visit a range with the AWD Pro near you or visit ActionTarget.com/AWD_Pro for more information.

PALM BEACH GARDENS POLICE DEPARTMENT, FLORIDA

Florida’s Palm Beach Gardens PD understands how vital it is for law enforcement officers to receive diversified training that will qualify them for the host of scenarios they may encounter on duty. Recognizing the need to elevate the preparation their officers receive, they built an extraordinary tactical shooting range. One of the most impressive features of the range is a ballistic sliding door that gives vehicles easy entrance to the range. This allows officers to practice emerging from a vehicle and using it as a shield. The range also includes:

- Total Containment Trap™ bullet traps with Screw Conveyor System
- Bobber Extreme target system
- D-TaPS turning target system
- Track Runner (inverted)
- Smart Range Control
- Tactical Baffles
- PEPP acoustical wall panels

The combination of the D-TaPS and Bobber Extreme target systems in an indoor range is highly strategic. It allows officers to improve their decision-making skills as well as their reaction time.
PT GONG SERIES*
Action Target is proud to offer more than 30 new gong targets in a variety of sizes. Targets may be hung from a chain, rope or The Last Stand target hanging system. Precision shooters will appreciate circles from 4 to 18 inches in diameter as well as IPSC torsos for training. Hunters will enjoy shooting on our life-size animal targets that include a boar, coyote and prairie dog. These targets are available in 1/4”, 3/8”, and 1/2” thicknesses.

As one of the principal purchasers of AR500 steel in the world, Action Target’s PT Gong is constructed from the highest quality steel at the most affordable price.

PT TWIST RIMFIRE*
The patent pending PT Twist is the most thrilling way to burn through your stock pile of .22LR ammo. This reactive rimfire target is fabricated from a single piece of steel, combining rugged impact resistance with supreme reactivity on the range. Having no welds that increase the chance of damage and ricochet, the PT Twist is an exceptionally durable and safe target. When the PT Twist is shot it “walks” further away, providing visual feedback that helps shooters improve accuracy.

*Available at Shop.ActionTarget.com. Dealers may purchase wholesale for further savings.

RANGE SECURITY
Action Target now combines all range security solutions into one easy-to-use system. The system’s video confirmation and two-way audio prevent incidents and reduce false alarms to less than 1%. Trained security professionals review alerts 24/7 and engage potential security threats instantly. Advanced video analytics offer a number of reliable alerts to provide an accurate threat assessment. In addition, door access is seamlessly integrated and controlled through the cloud network. The system gives range owners the autonomy to stay connected, arm/disarm their security system and view live video from anywhere.

NEW RANGES SINCE NOVEMBER
1. Lincoln PD, NE
2. Pasco Hernando State College, FL
3. Guardian Academy & Indoor Range, PA
4. Sheepdog Firearms, AL
5. Charlotte-Mecklenburg PD, NC
6. York Regional Police, ON
7. Scott AFB, IL
8. Welch’s Gun Shop, WA
9. Smokin Gun Worx, IL
10. Coyote Creek, MN
11. Blackhawk Shooting Sports, WI
12. Centennial Gun Club, CO
13. Little Rock PD, AK
14. Cedar Rapids PD, IA
15. Napa Rifle & Pistol Club, CA
16. Ready Gunner, UT
17. Central Kentucky Gun & Range, KY
18. Jack’s Pawn & Gun, GA
19. Last Resort Guns Training & Range, AL
20. 911 Rapid Response, PA
21. Brunswick CGO, NC
22. Lincoln PD, NE
23. FASTC, VA
24. Federal Reserve Bank, UT
25. Andrew’s AFB, MD
26. The Cabin Armory and Training Center, PA
27. Independence Range, ID
28. Home range, CO
29. Home range, AZ
30. Two home ranges, UT
31. Two home ranges, NJ

NEW PRODUCTS
American Series Shooting Stall
Shooting Stall Rifle Table
Shooting Stall Rifle Rack
Range Security
AutoTargets
PT Twist Rimfire
PT Gong Series

TECHNOLOGY INSIGHT
ADVANCED SHOT DETECTION
Action Targets’ revolutionary hit sensing AutoTargets is a pneumatic target lifting mechanism that accurately scores up to 1000 bullet strikes in individual zones on proprietary torso targets. Highly portable at 15 lbs per unit, the AutoTargets is suitable for everything from long range to shoot house training. Technological highlights include:

- Built-in WiFi network for seamless connection up to 250 yards between targets
- Units may be controlled individually or in groups over a state-of-the-art mesh network
- Targets are controlled via an app (available for Android, Apple iOS, and Kindle devices)
- Integrated shot timer functions for draw times, par times, and split times
- Configurable scenarios allow users to easily select the number of hits and locations to drop the target
After an exceptionally successful 2016 competition, Action Target is proud to sponsor Kyle Schmidt, Enoch Smith, and Mike Stilwell at the 2017 NRA Bianchi Cup.

Kyle Schmidt completed last year’s match with a perfect 1920 score, one of only 25 shooters in Bianchi Cup history to accomplish this feat. Schmidt was the recipient of the High Law Enforcement Award, taking first place in Open Falling Plate Rack, first place in Open Barricade, and second place in Open Moving Target. Enoch Smith also had an exceptionally successful match, achieving first place in Metallic Practical, second place in Metallic Falling Plate, and second place in Metallic Barricade.

Action Target’s relationship with the Bianchi Cup began over 20 years ago when Action Target installed new target systems for the match. Since then, Action Target has been the official target sponsor of the Bianchi Cup and provides all target systems used in the tournament.

SPONSORSHIPS
Action Target Shooting Team at the Bianchi Cup

RANGE SERVICES
Protect Your Investment with Proper Maintenance

Protect Your Warranty
A key element of keeping your equipment under warranty is to perform all of the required maintenance. A regularly scheduled maintenance plan with trained Action Target technicians is the surest way to guarantee this happens.

Save Time
Many range operators simply don’t have the bandwidth, expertise or time to keep their equipment properly maintained. Professional equipment requires professional maintenance, and our team is up to the task. Whether your range is a training facility or a commercial operation, an Action Target maintenance plan will help you focus your time on the important business of running your range.

Ongoing Training
With every visit, your Action Target certified technician will conduct operational training on all your systems. We will train new personnel who are unfamiliar with the range and can conduct more advanced training for those who already know the basics.

ACTION TARGET STORE
Custom Designed Paper Targets

Targets are not “one size fits all.” Whether you want the brand of your shooting range to be the focal point of your target or you need a specific design to meet your training requirements, someone else’s target just isn’t going to cut it. With a minimum order of 2,500 targets, you can have your perfect target designed, printed, and delivered to your range without having to pay setup or design fees. We can help you modify an existing target or create something completely unique (limited to 23”x 35” paper size). This is an ideal way to give your customers the opportunity to remember you and increase your credibility with your range or training program.

Become a Distributor
Do you have a retail store and would like to become a dealer of Action Target products? Our market leading products will give your customers the quality they deserve, and our competitive wholesale pricing is sure to add value to your bottom line. Get the process started by contacting us at 800.779.0182.

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Store.ActionTarget.com
Facebook.com/ActionTarget

ULTIMATE GEAR PACKAGE GIVEAWAY
OVER $9,500 WORTH OF GEAR
ONE WINNER