



IWA
OUTDOOR
CLASSICS 2022
High performance in target sports,
nature activities, protecting people

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Nürnberg, Germany



PRESS RELEASE

February 2022

The countdown has started Just few weeks until IWA OutdoorClassics 2022!

“IWA OutdoorClassics 2022 is going ahead!” says Rebecca Renn, Event Manager IWA OutdoorClassics, addressing exhibitors and visitors in an interview with WM-Intern. The leading international exhibition for hunting and shooting sports, outdoor equipment and equipment for civilian and official security requirements will take place at the Exhibition Centre Nuremberg from 3 to 6 March 2022. As usual, about 1,000 exhibitors will be showing their products and new product developments. Confidence continues unabated.

Strong support from the entire sector

With just under four weeks to go before the event, preparations for IWA OutdoorClassics 2022 are in full swing. In the latest interview with industry magazine WM-Intern, Rebecca Renn, Event Manager IWA OutdoorClassics, once again appeals directly to exhibitors and visitors: “IWA OutdoorClassics 2022 is going ahead!” Eyes are turning to Nuremberg with a sense of anticipation, and participants are looking forward more and more to gathering again on European soil: “Unlike the SHOT Show in the US, IWA has a different target group, with a more international public,” says Bernhard Knöbel, CEO of Carl Walther GmbH. “These are the people we want to see again after an absence of two years. It’s time to gather again and be creative, interact and feel fully motivated. And that’s why we are looking forward so much to IWA 2022.” Eyck Pflaumer, Managing Partner UMAREX GmbH & Co. KG, also has positive things to say about the forthcoming IWA following the SHOT Show: “The SHOT Show illustrated the fact that nothing can beat personal contact with customers and business partners. IWA will now give us the opportunity to exhibit our products to an international public and establish or cultivate business relationships, all in an attractive, state-of-the-

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art setting.” About 1,000 exhibitors have registered so far. For more comments from exhibitors, see: www.iwa.info/en

Discover the “Game Lounge”

Relax during the day, or sit together in the evening in the Exhibition Centre Park: Starting this year, these are further options that can be easily combined with a visit to IWA OutdoorClassics. An idyllic, rustic and convivial setting at the venue offers the perfect opportunity to spend an unforgettable day or evening here between Thursday and Sunday. A range of catering stands mainly serving wild game dishes, comfortable seating by the fire, outdoor lounge areas and pagoda tents invite both exhibitors and visitors to relax for a while. Spaces are limited, so registration is required to access the Lounge. For the highlight event on the Friday evening, “Wild host” Jonas Baumgärtner and Michelin star chef Valentin Rottner, in their twin functions as hunter and cook, will offer an exclusive insight into the world of wild game preparation. The catering area in the Lounge will be subject to “VR” requirements (vaccinated/recovered, or “2G” in German) . For all information on the Game Lounge, see <https://www.iwa.info/en/events/1/the-game-lounge---welcome-to-our-open-air-catering--community-area/768622>.

Focus on dialogue and personal interaction

Exhibitions during the pandemic are subject to special hygiene and protection requirements. Renn believes, however, that this will have only minimal impact on the success of the event: “The important thing is to meet again and interact in person – while observing the rules on hygiene this year. That is something we will have to deal with, and it will not affect the results the exhibitors achieve at the event.” Summing up, she comments, confidently: “You won’t regret attending!”

Safety first

Ensuring the safety of all participants is the top priority at IWA OutdoorClassics 2022. Trade visitors are permitted to enter only upon presentation of a valid vaccination certificate or proof of recovery. A current test result must also be submitted at the access control point. Visitors are required to wear an FFP2 mask everywhere at the event venue. For exhibitors and journalists, entry to IWA OutdoorClassics 2022 requires a



vaccination certificate, proof of recovery, or a test certificate. Masks are also mandatory for exhibitors and journalists. All information on the permitted vaccines, testing opportunities on-site and exceptions to the mask requirements is available at <https://www.iwa.info/en/exhibition-info/protective-measures>.

Get your tickets now!

Don't miss the opportunity to meet up again at IWA OutdoorClassics. You can reserve your ticket at <https://www.iwa.info/ticket>. Be sure to observe the requirements for credentials, which apply independently of the Covid-19 access rules.

Focus on the essentials – interview with WM-Intern from Hall 3C

Shortly before the official opening ceremony for IWA OutdoorClassics, Rebecca Renn, Georg Loichinger (PR Officer IWA OutdoorClassics), Anna-Catharina Heller (Event Manager HUBANA) and Roland Zobel of industry magazine WM-Intern were welcomed to Hall 3C, where Renn answered all relevant questions on all aspects of IWA OutdoorClassics 2022.

Link to video: <https://youtu.be/7Uu2TVjswWw>.

Accreditation for journalists and bloggers from now

Journalists and bloggers can be accredited for the event from now. Note that the accreditation process can be completed only online. We are unfortunately unable to issue accreditations on-site. The established accreditation guidelines apply. Link for online accreditation: <https://www.iwa.info/en/press/accreditation>

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