

PRESS RELEASE

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IWA OutdoorClassics organizes joint booth at SHOT Show 2024 in Las Vegas

Nuremberg, 11.09.2023: The future of the German Pavilion at the international trade fair for the shooting sports-, hunting-, outdoor activity- and firearms-manufacturing industry "SHOT Show" in Las Vegas, America, is secure. After the German Federal Ministry of Economics and Climate Protection withdrew from sponsoring the joint stand, NürnbergMesse GmbH will take over sole organization of the "IWA Pavilion" for the coming year. "As IWA OutdoorClassics, we stand behind our market and behind our exhibitors," emphasizes Rebecca Renn, Exhibition Director of IWA OutdoorClassics. "We are excited to continue to provide such an opportunity for our customers and to showcase the IWA OutdoorClassics brand so strongly at SHOT Show," Renn continued. The "Young Innovators" joint booth at IWA OutdoorClassics 2024 is also affected by changes.

NürnbergMesse GmbH has organized the subsidized joint stand for German companies at the international trade fair "SHOT Show" in Las Vegas on behalf of the German Federal Ministry of Economics and Climate Protection for many years. In the coming year, NürnbergMesse GmbH will continue to organize and sell the space independently and without government funding. The reason for this is strategic decisions of the German Federal Ministry in the foreign trade fair program, which rule out further funding of the joint stand at SHOT Show for the year 2024. "First of all, we would like to thank both the Federal Ministry and all other partners and patrons for the many years of successful cooperation," Rebecca Renn, Exhibition Director of IWA OutdoorClassics, begins her statement. "As an exhibition company, our customers and their needs always come first," Renn continues, "as IWA OutdoorClassics, we stand behind our market and behind our customers." Of the decision to take sole responsibility for the Pavilion next year, Renn says she is "particularly pleased to be able to continue to offer exhibitors

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such an opportunity and to be seen as a bonded partner in the industry." Continuing as IWA Pavilion is also a "signal of the good relationship between the trade shows," Renn says.

Exhibitors are pleased with the commitment of IWA OutdoorClassics

Exhibitors are now able to register their participation in the IWA Pavilion at SHOT Show 2024. Among those who have registered are exhibitors from previous years - including the company Schmidt & Bender GmbH & Co. KG - as well as new companies, which can benefit from what IWA OutdoorClassics has to offer. "The IWA Pavilion at SHOT Show is a great project and has several advantages for us," explains Moritz Rainer, COO of FBT Fine Ballistic Tools GmbH. "We are very pleased that IWA OutdoorClassics offers us such an opportunity to participate in international industry events like SHOT Show in Las Vegas, absolutely living up to its role as a driver of our business sector," Rainer continues. The company is also the first non-German company to exhibit at the IWA Pavilion, which is opening up internationally under its new name. The registration deadline for exhibitors is already in September. Interested exhibitors should contact the IWA OutdoorClassics organization team directly. All contact information can be found at: <https://www.iwa.info/en/exhibitor/contact>

Young Innovators" joint stand also affected by decision

The "Young Innovators" joint stand is also affected by the current changes on the part of the Federal Ministry. There will be no government-funded joint booth for German start-ups at IWA OutdoorClassics 2024. "We very much regret the decision regarding the funding of a German joint booth at IWA OutdoorClassics 2024," Renn explains. "However, with the expansion of the Newcomer Area, we are also creating a powerful alternative here under our own power and are thus strengthening the back of young innovative companies at IWA OutdoorClassics 2024," Renn comments further.

About IWA OutdoorClassics

IWA OutdoorClassics is the world's leading trade fair for the hunting and target sports industry. From hunting, sporting and airsoft weapons to apparel and professional outdoor equipment to personal safety needs - the product portfolio of IWA OutdoorClassics represents the complete trade structure. In

2023, around 1,100 exhibitors welcomed a total of 34,000 trade visitors from 119 countries to Nuremberg. In 2024, IWA OutdoorClassics celebrates its fiftieth anniversary and takes place from 29.02.-03.03. in the Exhibition Center Nuremberg.

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