



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

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Nürnberg, Germany



PRESS RELEASE

November 2021

IWA OutdoorClassics: Show days to change in 2022

The leading international exhibition for hunting and shooting sports, outdoor equipment and equipment for civilian and official security requirements will finally take place again as an in-person event at the Exhibition Centre Nuremberg from 3 to 6 March 2022. The focus at all times is on ensuring participants are safe and that all protective measures are observed. The IWA Stage, as the new centrepiece of the event, along with new Community Areas and the Newcomer Area, will make their first appearance next year. IWA also has another major new development up its sleeve for 2022: In future, this industry gathering will be held from Thursday to Sunday to meet a long-standing wish on the part of both exhibitors and visitors. 963 exhibitors have already made firm bookings for their stands.

The in-person version of IWA OutdoorClassics offers positive interaction between industry colleagues, profitable new business contacts, all kinds of trends and inspiration and some genuine surprises. This is where the industry shows itself in all its variety. “At IWA we can once again share the best aspects of the exhibition experience,” says Rebecca Schönfelder, Exhibition Director IWA OutdoorClassics at NürnbergMesse. “Networking, discovering, trying things out: All the things the industry has missed for so long will be possible again at IWA in March – though of course subject to the official protection and hygiene regulations in place when the event is held. In addition to the Newcomer Area, we are working to provide a vibrant exhibition experience with the new IWA Stage and additional Community Areas. Initial indications on the part of the exhibitors are highly promising, with 963 exhibitors already registered. The change of show days to a Thursday to Sunday arrangement is also proving very popular.”

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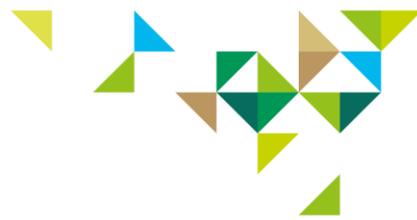
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Preview of highlights at IWA OutdoorClassics 2022

IWA OutdoorClassics will cover ten exhibition halls when it opens again next year, with the many exhibitors presenting new product developments from a range of industry segments. The breakdown between the halls has also changed: From next year, Hall 3 will take over from Hall 9 as the centre point for official and civilian security requirements. Hall 4 will henceforth cover hunting accessories und clothing. This will also be the first time that the state-of-the-art Hall 3C figures in the floor plan. And the newly created IWA Stage in Hall 6 will enable visitors to network with industry experts and take part in fascinating presentations on selected topics of current interest. In future, participants will also find the IWA Job Centre and the New Product Centre linked with the Stage. The Airsoft and Paintball area will also be located in Hall 6 in 2022. Newly designed catering areas will offer networking opportunities through to the evenings.

IWA OutdoorClassics on-site – a sure thing!

The hygiene strategy in place at IWA OutdoorClassics is based on the umbrella hygiene strategy for trade fairs and exhibitions that applies in Bavaria. It has been successfully implemented and accepted at all events taking place at the NürnbergMesse venue since September 2021 and has proved its value. It goes without saying that IWA OutdoorClassics will take place subject to the official hygiene and protective measures that apply at the time of the event. Our strategies, which we can adapt at short notice depending on the state of the pandemic and legal requirements, enable us to create a framework in which participants can network and do business in a positive atmosphere. The latest versions of all detailed information and currently applicable regulations for both exhibitors and visitors can be accessed at any time at: <https://www.iwa.info/protective-measures>.

“Eyes on Target” – All eyes are on Nuremberg

Successes are best enjoyed live and in person! In 2022 IWA OutdoorClassics will once again focus on interaction with the key dialogue partners from the industry, being able to touch and test products, discovering trends, and ensuring the exhibition is a lasting success. A new teaser clip with the theme of “Eyes on Target” offers a taste of the high points of IWA OutdoorClassics 2022: <https://youtu.be/tYFZQU6dr2s>.



Exhibitors look forward to meeting again on-site

Exhibitors in particular are looking forward to returning to Nuremberg. The view of Leupold Optics is typical: “IWA OutdoorClassics is the leading international exhibition for hunting and shooting sports. It offers an outstanding opportunity to gather with strategic partners and important buyers from the entire international community. We are looking forward to returning to the exhibition in 2022.”

Steve Catlett, Sales Manager of Hornady, emphasises the strength of IWA: “The opportunity to communicate in person with our international sales partners is of vital importance to the international growth of the Hornady brand.”

Another exhibitor in the person of Benjamin Wallbott, Global Director Sport Optics at Leica Camera AG, supports the IWA message for the coming year: “With its ‘Eyes on Target’ campaign, the IWA OutdoorClassics team summarizes our goal as the Leica Sport Optics brand: Our eyes are directed toward a perfectly organized attendance at IWA 2022, which gives us, as long-standing exhibitors, a special way of displaying products for interested trade visitors. The entire team at Leica Sport Optics is looking forward to meeting up with our partners and visitors in Nuremberg once again.”

GLOCK is a further exhibitor that draws attention to the important role of the exhibition as a medium: “For GLOCK, the combination of the two exhibitions ENFORCE TAC and IWA plays an important part in our strategic orientation. These two exhibitions enable us to meet with important authority-level and business partners in person, exhibit products and nurture contacts in the industry. We are very pleased to see these events happening again in 2022. The fact we have had no exhibitions to go to recently has highlighted just how important this medium is for us.” That means there are no further impediments to the industry gathering in March: “It is clearly the best time to respond to the needs of the market and consumer expectations, and to get a picture of where our industry is headed,” adds Treesco Group.



Registration for exhibitors: Be quick!

Prospective exhibitors still have time to reserve their stand and attend IWA OutdoorClassics in person from 3 to 6 March 2022. For all details and a link to register, see www.iwa.info/anmeldung

Visitor ticket shop open now

Visitors can also secure their tickets early for IWA OutdoorClassics. The ticket shop is open with immediate effect: www.iwa.info/ticket

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