

PRESS RELEASED

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Vegas calling! What to expect at the IWA Pavilion at SHOT Show 2024.

- **Information about participating companies and products**
- **IWA Living Room – powered by Gun Trade World**

Nuremberg, 12.01.2024: Ten days from now, the 2024 trade fair season will kick off with the SHOT Show, the international trade show for the shooting sports, hunting, outdoor recreation, and firearm manufacturing industries in Las Vegas. It will be the first time that IWA OutdoorClassics is represented there with its own pavilion. A total of 13 exhibitors will be presenting their products for the American market under the IWA OutdoorClassics banner. The IWA Living Room, supported by the trade media platform Gun Trade World, creates a digital bridge between the US and Europe.

This is the first highlight of the 2024 calendar year for the entire industry: the SHOT Show in Las Vegas will open its doors to trade visitors and manufacturers from the hunting, shooting sports and outdoor industry between 23 and 27 January. IWA OutdoorClassics will be taking part for the first time with its own pavilion. This pavilion will provide international companies and partners of IWA OutdoorClassics with an entry into the American market. A total of 13 exhibitors, including 11 direct exhibitors and two co-exhibitors, will showcase their products at the pavilion: Schmidt & Bender, Hoernecke, FBT Fine Ballistic Tools, Zollern, Theissen, Intarso, Hans Wrage, HUNTEX, Ballistol, Spohr, Pommersberger, EEMANN TECH and SW North America. In addition to hunting guns and optics, the product range also includes gun care products, oils, gun technology and machinery.

IWA Living Room – powered by Gun Trade World

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The IWA Pavilion at SHOT Show 2024 will also offer a digital extension to Europe: In the IWA Living Room – powered by Gun Trade World, IWA OutdoorClassics Press Officer Georg Loichinger will welcome guests and dialogue partners to interviews on various topics. The studio format will be published in real time via the IWA OutdoorClassics YouTube channel. “At the SHOT Show, our “living room” will give us the opportunity to review the year 2023, including our Campfire trip, as well as looking ahead to the highlights of IWA OutdoorClassics 2024 and our anniversary celebrations,” explains Loichinger. “We are also very pleased to have the support of the trade magazine Gun Trade World as part of this media project. That gives this format another significant boost in relevance and reach.”

IWA OutdoorClassics

IWA OutdoorClassics is the world’s leading exhibition for the hunting and target sports industry. From hunting, sporting and airsoft weapons to clothing, high-quality outdoor equipment and personal safety equipment – the IWA OutdoorClassics product portfolio covers the entire range of the trade. In 2023, the trade fair welcomed a total of 34,000 trade visitors from 119 countries to Nuremberg. In 2024, IWA OutdoorClassics will celebrate its fiftieth anniversary and will take place from 29 February to 3 March at the Exhibition Centre Nuremberg.

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