

# IWA OUTDOOR CLASSICS 2021

High performance in target sports,  
nature activities, protecting people



## THE PLACE TO BE

12 – 15.3.2021

NUREMBERG, GERMANY

NUERNBERG MESSE



## REAP THE BENEFITS OF THE IWA OUTDOORCLASSICS:

- It's the annual international gathering for the leading manufacturers and suppliers in the sector and as such brings all the major decision-makers together in one place.
- It attracts a large number of eligible international trade visitors with extensive decision-making authority to Nuremberg.
- It's the ideal platform for reaching your markets and allows you to showcase your products and expertise in a secure environment.
- It provides a platform for new business contacts, professional dialogue and expertise.

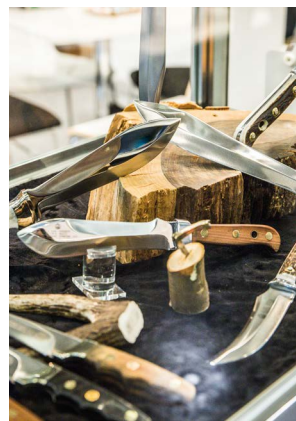
## KEEP AN EYE ON YOUR CUSTOMERS

New business contacts, new customers and new sales are on the agenda when the leading trade fair for hunting, shooting sports, equipment for outdoor activities and for civilian and official security applications opens its doors again in March 2021.

Don't miss out on the annual gathering for the sector and reserve your stand at the IWA OutdoorClassics 2021.

Register now until **26.6.2020!**

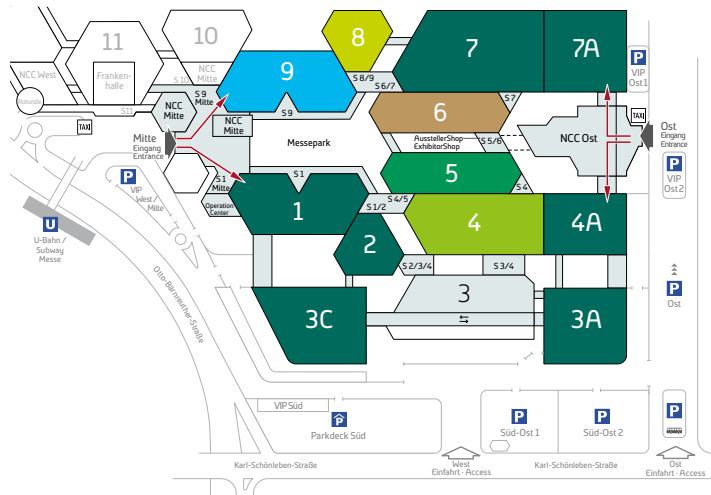
[IWA.INFO/EN/PLACE](http://IWA.INFO/EN/PLACE)





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## PRODUCTS ON DISPLAY

### → HALLS 1, 2, 3A, 3C, 4A, 7, 7A

Shooting sports accessories, Firearms for hunting, sport and collecting, ammunition and reloading for hunting and sports shooting, optics and electronics

### → HALL 4

Clothing and outdoor equipment for hunting, sport, fishing and leisure time

### → HALL 5

Knives

### → HALL 6

Hunting accessories, gifts, outdoor equipment, archery, knives

### → HALL 8

Airsoft, paintball

### → HALL 9

Security equipment for civil and official agency purposes

NÜRNBERG MESSE



About **45,500**  
trade visitors from more than 120 countries



More than **1,600**  
exhibitors in 11 halls, in a total  
area of 104,300 m<sup>2</sup>



**Top 5 visitor  
countries:**

- 1 Czechia
- 2 Austria
- 3 Italy
- 4 France
- 5 Poland

## THE SUM OF SUCCESS 2019

**93 %** of exhibitors were satisfied  
with the overall success of  
their participation

**97 %**

... of the exhibitors reached  
their most important target  
groups



**High quality of  
trade visitors:**

9 out of 10 are involved in  
decision-making processes  
in their companies

**97 %**

... of the exhibitors  
established new  
business relations

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## YOUR CONTACT

**Stefanie Mell,  
Stefanie Leege &  
the IWA OutdoorClassics team**

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## OPENING TIMES

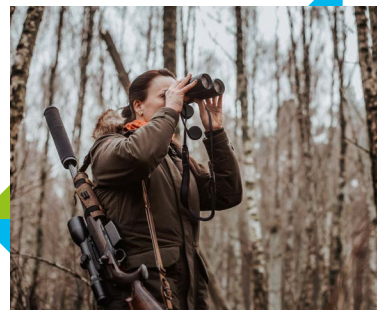
From Friday to Sunday 9:00 to 18:00  
Monday 9:00 to 16:00

## HONORARY SPONSORS

- VDB Verband Deutscher Büchsenmacher und Waffenfachhändler e. V. (the German gunsmiths and traders association), Marburg
- JSM Verband der Hersteller von Jagd-, Sportwaffen und Munition (the German firearms and ammunition manufacturers association), Ratingen

## ORGANIZER

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[www.iwa.info/en](http://www.iwa.info/en)

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