

EYES ON TARGET.

2–5 MARCH 2023 NUREMBERG

IWA
OUTDOOR
CLASSICS 2023

High performance in target sports,
nature activities, protecting people

**BE PART
OF IT**

NÜRNBERG / MESSE

EYES ON IWA 2023

As the **leading international trade fair for a wide range of products** for hunting and shooting sports, outdoor activities, and civilian and official security needs, the IWA OutdoorClassics is a truly unique event.

Do you want to successfully draw attention to your attractive product range? Then you simply cannot miss this must-do event. Because only here will you find a **high-calibre audience of decision-makers from 120 countries in one place.**

It also offers genuine added value: Over 400 accredited media representatives from more than 25 countries and the large number of visitors from around 120 countries to our website www.iwa.info also reflect the **global interest in this important event in the industry's annual calendar.**

**WE LOOK FORWARD TO
WELCOMING YOU.**

**FOR INFORMATION ON TAKING PART
IN THE FAIR, CLICK [HERE](#)**



EYES ON BUSINESS

Expand your export business
and meet distributors from all
around the world!

**INTERNATIONAL
FOCUS**

**PERSONAL
NETWORKING**

Find solutions to current
challenges in face-to-
face conversations.

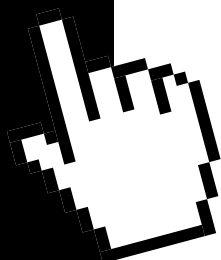
Be visible to leading decision-
makers, media representatives
and important multipliers.

**MAXIMUM
AWARENESS**

**TRENDS AND
INNOVATIONS**

Showcase your new products
and gain an overview of
trends on the market.

**WHAT EX-
HIBITORS SAY
ABOUT IWA ▶**



EYES ON PRODUCTS

- ✓ Shooting sports accessories
- ✓ Firearms and ammunition
- ✓ Optics
- ✓ Electronics
- ✓ Knives
- ✓ Clothing
- ✓ Outdoor equipment
- ✓ Hunting accessories
- ✓ Archery
- ✓ Civilian and official security needs



The IWA provides German and international exhibitors, trade visitors and industry players with an overview of the entire spectrum of brands and products. Don't miss out. Present your brand in a global market environment.

EASY OUTREACH

The world is our guest in Nuremberg. Impressive figures from 2022:



91 %

of exhibitors were able to

**REACH THEIR
MOST IMPORTANT
TARGET GROUPS.**



92 %

of visitors were

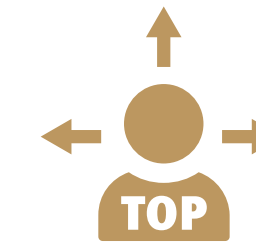
SATISFIED with their
visit to the IWA Outdoor
Classics 2022.



94 %

of exhibitors could make

**NEW BUSINESS
CONTACTS.**



86 %

of visitors are

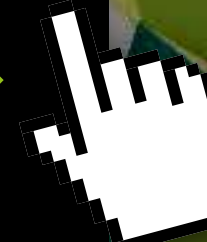
DECISION-MAKERS
or involved in their company's
procurement decisions.



59% INTERNATIONAL

visitors from 110 countries

LET THE
EMOTIONS DO
THE TALKING ►
WATCH **FILM**



OUR MARKETING HELPS YOU HIT THE TARGET

Our cross-media marketing supports you and your brand image. As a result, we extend your reach – LIVE and DIGITAL:

ONLINE

EMAILS, PAID MEDIA,
BANNER GENERATORS AND
SOCIAL MEDIA

OFFLINE

FLYERS, POSTERS, PRINT
MAIL-OUTS, PRINT ADS
AND COVERAGE IN TRADE
JOURNALS

ON-SITE

PUBLIC RELATIONS EVENTS,
LIVE STREAMING AND PANEL
DISCUSSIONS

WELCOME TO THE NEWCOMER AREA

The Newcomer Area at the IWA OutdoorClassics offers new exhibitors the ideal opportunity to effectively showcase their companies. Take advantage of the chance to present your products or services at an attractive, high-visibility pavilion.

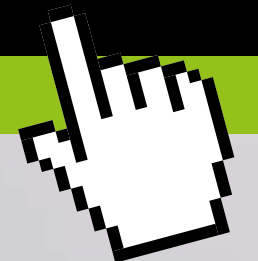
Participation in the Newcomer Area includes an inexpensive complete package with everything you need for your trade fair appearance.

**REAP THE BENEFITS OF A PROMINENT POSITION AND
ATTENTION-GRABBING DESIGN.**

FULL-SERVICE PACKAGE

- › Stand area around 9 m²
- › High-quality stand (wall system, carpet, lighting, power connection (3 kW) and usage)
- › Basic furnishings in modern design (table, chairs, counter with cabinet underneath)
- › Marketing services
- › 3 free exhibitor badges
- › AUMA fee
- › Cleaning and waste disposal during event

REGISTER AS A NEWCOMER NOW! ►



NEWC
AREA

ALL DATES & DEADLINES AT A GLANCE

IWA
OUTDOOR
CLASSICS

2–5 MARCH 2023

NOVEMBER

From 3.11.2022:

- Receipt of stand confirmation
- Exhibitor shop opens
- Information on gun safety

From November 2022:

- Review checklist "Stand Design"

JANUARY

Deadline 6.1.2023:

- Marketing bookings

Deadline 18.1.2023:

- Order items for suspended display

FEBRUARY

Deadline 8.2.2023:

- Stand construction/technology/logistics
- Power/compressed air/water
- Catering

MARCH

Set-up: 27.2.–1.3.2023

Dismantling: 5.–7.3.2023

Register
your **STAND
PREFERENCES**
by 1.7.2022

From 7.11.2022:

- IWA marketing package for your visitor canvassing will be ready to access: Download e-codes, visitor brochures, stickers, social media assets
- Updating of IWA exhibitor and product database

Deadline 20.1.2023:

- Register for New Product Center
- Apply for transport permit
- Apply for exemptions for prohibited firearms and other items
- Nominate the member of your stand team responsible for firearm safety

From 1.2.2023:

- Receipt of updated information
- Submit job ad for Job Center

Important:

Register badges online before accessing exhibition

Please note that different dates may apply if you register for the IWA OutdoorClassics 2023 after 31.11.2022.

CONTACT



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nature activities, protecting people

WWW.IWA.INFO

FOLLOW US ON:

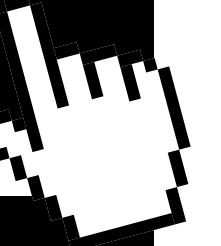


It's worth acting quickly
to get your preferred
stand location

**REGISTER
NOW!**

**PERSONAL
NETWORKING
DONE SAFELY!**

WITH LOGIN DATA ▶



WITHOUT LOGIN DATA ▶

TO HYGIENE PLAN ▶

**EYES ON
TARGET.**

WILLKOMMEN | WE

NÜRNBERG MESSE