

GEAR UP FOR NEW PROSPECTS

NEW DISTRIBUTION CHANNELS
FOR OUTDOOR BRANDS



**BOOK
YOUR STAND
NOW!**

29.2.–3.3.2024
NUREMBERG, GERMANY

NUERNBERG / MESSE

EYES ON IWA 2024

Looking for **new market opportunities for your company**? Explore new directions and discover the huge potential the hunting industry offers. A nature-based and **therefore highly relevant target group** that pursues all kinds of outdoor activities is waiting for you.

Secure your space at the world's leading trade fair, which brings together international decision-makers, important multipliers and the specialist trade at a single location: **IWA OutdoorClassics 2024**.



34,000

trade visitors from **110 countries**



About **600** accredited media contacts from more than **25 countries**



96% of exhibitors made new business contacts

**CLICK [HERE](#) FOR MORE FACTS
AND FIGURES ON 2023**



AT ONE WITH NATURE

Hunting always involves a journey back to our origins. Being outdoors. Experiencing nature. Roaming through forests, climbing peaks and taking on new challenges. But that works only if you can rely 100% on your equipment. Those who are at home in the outdoors will have the highest expectations in terms of performance, reliability and sustainability, whether it involves shoes, clothing or equipment in general. And this is where you come in: as a strong, innovative outdoor brand at IWA OutdoorClassics 2024.

HUNTING AND CONSERVATION

CAMPING

BIRDING

OBSERVING NATURE

BUSHCRAFT

SURVIVAL

NEW OPPORTUNITIES FOR YOUR OUTDOOR BRANDS

ENTER

DEVELOP NEW CUSTOMER GROUPS

Explore new directions: Expand your trade network to reach new target groups worldwide.

EXPAND

EFFECTIVE CROSS-SELLING

At IWA OutdoorClassics you will meet all the relevant retailers with a target group of buyers that is a perfect match for your outdoor brand.

EXPLORE

GENERATE NEW GROWTH

Get valuable insights into the market dynamics of a non-seasonal sector that ensures continuous demand and growth.



STRONG PROSPECTS FOR ADDITIONAL SALES

- ▶ **Use cross-selling to expand your target group** and gain new, non-seasonal customers with stable demand for a broad range of outdoor products.
- ▶ Benefit from the latest trends and the economic power of the **strongly growing hunting sector** – with **substantial purchasing potential** and less pressure on prices.
- ▶ Outdoor brands in the specialist hunting trade meet with strong interest among **customers with purchasing power**.
- ▶ Discover new markets for the **successful sale of existing products**.

7 million

**HUNTING
ENTHUSIASTS**¹

in the EU alone.

€ 16 billion

ANNUAL REVENUE¹

generated by the hunting
sector in the EU.

86 %

are

**OUTDOOR
ENTHUSIASTS**²

who go hunting in order
to be in nature.

¹ Source: https://face.eu/sites/default/files/attachments/framework_for_assessing_the_economics_of_hunting_final_de_.pdf

² Source: <https://www.jahr-brandsolutions.com/zielgruppen/>

HOME OF THE OUTDOORS

The **heart of IWA OutdoorClassics is Hall 4**, where the **outdoor community** comes together. An area of 11,690 square metres allows tens of thousands of trade visitors from all over the world to experience firsthand the latest outdoor products and trends.

New in 2024: The XPERIENCE Area in Hall 4 – the point of attraction for all those interested in outdoor trends and the programme highlight that will attract specialist trade and media attention even more strongly to your products. It will be something to look forward to!

VIEW THE ONLINE FLOOR PLAN [HERE](#)



CONTACT



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DATES: 29.2.–3.3.2024

Opening hours

9:00 - 18:00
(Thursday to Saturday)
9:00 - 16:00
(Sunday)

HONORARY SPONSORS



Last updated:
31.7.2023

CELEBRATING
50
YEARS

**REGISTER
NOW**

**FIRST COME, FIRST SERVED:
RESERVE THE BEST LOCATION NOW!**

INFO/APPLICATION ►



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