

A woman with blonde hair tied back, wearing a grey sweater with a red and white patterned collar and a green and white embroidered design on the front, is blowing a green and brass horn in a lush green forest. The horn has a green handle and a brass bell. The background is a dense forest of green trees.

# IWA OUTDOOR CLASSICS 2017

High performance in target sports,  
nature activities, protecting people

3. – 6.3.2017

NUREMBERG, GERMANY

SHARPEN

YOUR SENSES

Don't  
miss out!  
Application  
deadline: 1 July 2016

NUERNBERG MESSE

SHARPEN YOUR SENSES FOR ...

## AN EXHIBITION OF SUPERLATIVES

**Four days, 10 halls, 1,455 exhibitors and an unbelievable 45,530 trade visitors from 114 countries.**

IWA OutdoorClassics is a unique international environment, meets the highest standards and offers a comprehensive range of high-quality products. More than 45,000 retailers, wholesalers, importers and exporters see it as an inspiring event with trends and innovations from all over the world.

Professionals whose work lives revolve around hunting, shooting sports, outdoor activities ranging from fishing to hiking, or security equipment for civilian and official self-defence meet here over the course of the exhibition's four days. Come, listen and marvel! And book your booth at our world-leading exhibition now.

We look forward to seeing you!  
Your IWA OutdoorClassics team

**APPLY NOW!**

Don't miss out when IWA OutdoorClassics breaks all records in 2017.

[WWW.IWA.INFO/STANDAPPLICATION](http://WWW.IWA.INFO/STANDAPPLICATION)



## OUR HALLS FOR YOUR PRODUCTS

### HALLS 1, 3A, 4A, 7, 7A

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

### HALL 3

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

### HALL 4

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

### HALL 5

Knives, archery and outdoor equipment

### HALL 6

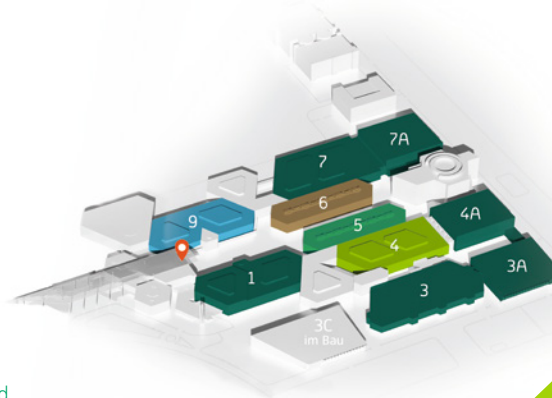
Hunting accessories and gifts

### HALL 9

Civilian and official self-defence

### NEW PRODUCT CENTRE

Our place for your new products



## OUR IMPRESSIVE FIGURES FOR 2016

90%

...of the exhibitors were able to gain new customers.

94%

...of the exhibitors were able to establish new business relationships.

97%

...of the exhibitors were able to meet their most important target group.

**1,455 exhibitors** | 79% from outside Germany | 56 countries

**45,530 visitors** | 59% from outside Germany | 114 countries

**989 journalists** | 53% from outside Germany | 38 countries

Military weapons and fully automatic firearms are not permitted as exhibits.

**For more information, go to [iwa.info/review](http://iwa.info/review)**

Figures verified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics in Berlin

## YOUR CONTACTS



### **Stefanie Wendler**

Tel +49 9 11 8606 8744

### **Rebecca Schönfelder**

Tel +49 9 11 8606 8186

### **Doreen Wassermann**

Tel +49 9 11 8606 8188

From left to right

[iwa@nuernbergmesse.de](mailto:iwa@nuernbergmesse.de)

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

### **VENUE**

Exhibition Centre Nuremberg

### **DATE**

3. – 6.3.2017

### **ALL YOU NEED TO KNOW AT A GLANCE**

For information on taking  
part in the exhibition, go to  
[iwa.info/exhibitors](http://iwa.info/exhibitors)

### **ORGANIZER**

NürnbergMesse GmbH

Messezentrum

90471 Nuremberg

Tel +49 9 11 8606 0

Fax +49 9 11 8606 8228

[info@nuernbergmesse.de](mailto:info@nuernbergmesse.de)

[nuernbergmesse.de](http://nuernbergmesse.de)

### **INTERNATIONAL REPRESENTATIVES**

Do you need the help of our inter-  
national representatives? Contact us:

[iwa.info/representatives](http://iwa.info/representatives)

### **PROOF OF ELIGIBILITY**

Proof of eligibility must be provided.

You must be at least 18 years old  
to enter the exhibition.

For more information, go to

[iwa.info/tradevisitors](http://iwa.info/tradevisitors)

You can object to our use of your data for advertising  
purposes at any time in writing (NürnbergMesse  
GmbH, Messezentrum, 90471 Nuremberg) or by  
email ([info@nuernbergmesse.de](mailto:info@nuernbergmesse.de)).

One regular feature of the IWA OutdoorClassics  
supporting programme is the annual general  
meeting and plenary session of the World Forum  
on Shooting Activities, which is further proof of  
IWA OutdoorClassics' strong reputation as an  
international industry get-together.

### **HONORARY SPONSORS**

- VDB Verband Deutscher Büchsenmacher  
und Waffenfachhändler e.V., the Association  
of German Gunmakers and Firearm Specialist  
Traders, Marburg
  - JSM Verband der Hersteller von Jagd-,  
Sportwaffen und Munition, the German  
Association of Hunting Firearms, Sporting  
Firearms and Ammunition, Ratingen
- In association with
- The European Association for the Civil  
Commerce of Weapons (A.E.C.A.C.)
  - The European Institute of Hunting and  
Sporting Arms (IEACS)
  - The Association of European Manufacturers  
of Sporting Ammunition (AFEMS)

