

PRESS RELEASE

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IWA OutdoorClassics 2025: new brand image and initial preview

- **New brand image for the IWA OutdoorClassics**
- **Preview: trending topics and exhibitor numbers**
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As the last quarter begins, people are already looking ahead to fiscal 2025. IWA OutdoorClassics, the world's leading exhibition for the hunting and target sports industry, will take place in Nuremberg from 27 February to 2 March 2025. Following a successful anniversary round, the trade fair is entering a new era underscored by a new brand image. The current level of exhibitor registrations and focus on trending topics are already an indicator of plenty of event highlights and new business opportunities for industry, retail and experts from the sector. As well as its brand image, the IWA OutdoorClassics is also adapting its visitor accreditation process to ensure the calibre of visitors.

Following its anniversary year in 2024, the world's leading trade fair exhibition for the hunting and target sports industry will present itself in a fresh style. The brand claim "Eyes on Target" sets the direction for the event and its supporting programme. "At the 2024 event, we listened closely to what the industry had to say and were able to talk with a lot of companies and partners," explains Stefanie Leege, Exhibition Director of IWA OutdoorClassics. "The message was clear: IWA OutdoorClassics continues to be the most important platform for the industry and for doing business at the international level. And that will remain the case," adds Leege. This year, around 1,100 exhibitors – 80% of which were from abroad – showcased their products and innovations at IWA OutdoorClassics. They were joined by 40,000 trade visitors from a total of 120 countries.



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To ensure that this remains the case in the future, Stefanie Leege and her team worked intensively on the positioning of IWA OutdoorClassics. The result is a sharper profile and a new brand image that will already be visible at the IWA OutdoorClassics 2025. "As a platform, IWA unites a wide range of players and industry segments, including representatives from the hunting, target sports, outdoor and action sports industries," explains Leege. "What they all have in common is their commitment to the perfect shooting experience in the civilian environment and everything that's needed to achieve that. And as of now, that is exactly what we are focusing on in our planning," says Leege of the new positioning.

This will be reflected, for example, in the new design idiom, which from now on will be characterised by a circle. This presents IWA as dynamic and precise – and directs the gaze exactly where it belongs. The circle also plays with various associations, including the concept of focusing, the view through a scope, or the way to achieve a target or business transaction.

Preview of content: exhibitors and trends

More than 700 exhibitors have already registered for IWA OutdoorClassics 2025 and are currently filling 90 percent of the display area. Alongside major market leaders like the Beretta Group, some new and returning exhibitors, such as DNT Optics, Belom Ammunition and Hawke Optik, are also taking part in the exhibition. 83 percent of the exhibitors registered are international. In addition to firearms, next year's event will have a strong focus on the latest product trends in thermal imaging technology and night vision devices, which offer innovative solutions for modern hunting. For the first time, the paintball industry will also be represented at the IWA, which further diversifies the focus segment of action sports. Of particular interest to the specialist retail segment are the larger range of hunting and survival accessories and the newly structured Outdoor Hall, which allows a better overview of the entire product spectrum. Within the special display areas at the IWA OutdoorClassics, the future of bricks-and-mortar retail and other trends will be discussed. Details of the supporting programme will be published shortly.

Spotlight on specialist retail: changes to the accreditation system

To ensure the quality of the IWA OutdoorClassics going forward, the trade fair management has reorganised the accreditation process and criteria for trade visitors. The criteria for access to the event were categorised more precisely and in future, tickets will only be issued subject to a clear personal reference. At the venue, new identity checks will limit the misuse of entrance tickets. Technical solutions will make the process easier and quicker for properly accredited and eligible trade visitors. "We aim to continue to ensure the high calibre of international trade visitors and at the same time make access as uncomplicated as possible," explains Stefanie Leege. The IWA OutdoorClassics Ticket Shop is now open.

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