

PRESS RELEASE

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100% Growth: The IWA Pavilion at SHOT Show returns for a second round in 2025

Nuremberg, 5.11.2024: The 'IWA Pavilion' organized by NürnbergMesse GmbH at SHOT Show 2024 was established in response to the withdrawal of funding for a German joint stand by the Federal Ministry for Economic Affairs and Climate Action. It ensured the participation of various companies at one of the most important trade fairs in the USA and reinforced the international growth of the hunting and shooting sports industry. It was already clear early on that the funding would also be absent for 2025. Thus, the joint stand will return for SHOT Show 2025. With 19 exhibitors from Germany, Italy, Bosnia and Herzegovina, Estonia, Switzerland, the Netherlands, the USA, Austria, and Turkey, the IWA Pavilion establishes a meeting point for European industry participants and trade visitors at SHOT Show in Las Vegas. The exhibition space used by exhibitors increases by 100% compared to this year.

Next year, SHOT Show, one of the leading trade fairs for the hunting, shooting sports, and outdoor industry in the USA, will once again feature an IWA Pavilion. The joint stand offers a home for 19 exhibitors from Germany, Italy, Bosnia and Herzegovina, Estonia, Switzerland, the Netherlands, the USA, Austria, and Turkey on 352 square meters. The exhibition space used increases by 100% compared to this year, highlighting the significant growth and rising interest in the Pavilion.

The following companies will exhibit at SHOT Show 2025 as part of the IWA Pavilion:

- Schmidt&Bender GmbH
- Ballistol GmbH



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Comments on the IWA Pavilion

Katharina Paul, organizer of the Pavilion, on the continuation of the IWA Pavilion: “The response this year was extremely positive. Exhibitors appreciated not only the prime location in one of the most sought-after exhibition halls but also benefited from the Pavilion’s attraction to trade visitors. With our new design, we will further enhance this appeal and make the Pavilion a highlight once again. We are very pleased with the growth and appreciate the trust exhibitors place in exhibiting under the IWA brand.”

Stefanie Leege, event director of IWA OutdoorClassics, also comments: “The international expansion of the Pavilion is a real enrichment and creates significant added value. With the Pavilion, we succeed in fulfilling the mission of IWA OutdoorClassics beyond the actual event. We are very pleased with the positive feedback from exhibitors and look forward to our return to Las Vegas.”

“Young Innovators” at IWA OutdoorClassics Still Affected

The resumption of funding for young, innovative companies from Germany as part of a joint stand at IWA OutdoorClassics 2025 remains unaffected by the Federal Ministry for Economic Affairs and Climate Action. As in this year, this loss is compensated by expanding the Newcomer Area. The Newcomer Area is a communal space for new exhibitors and allows smaller companies to participate in IWA OutdoorClassics at a low cost. For visitors, the area is a suitable place each year to learn about new developments and innovations. “We deeply regret that young, German innovators in our sector continue to be underfunded,” comments Leege. “We are aware of the situation and try to step in as promoters and bridge builders through our commitment. With our Newcomer Area, we offer both exhibitors and visitors an attractive solution,” Leege continues.

About IWA OutdoorClassics

IWA OutdoorClassics is the world's leading exhibition for the hunting and target sports industry. From hunting, sports, and airsoft firearms to clothing and high-quality outdoor equipment to personal security needs – the product portfolio of IWA OutdoorClassics covers the entire trade spectrum. In 2024, the trade fair welcomed around 40,000 trade visitors from 120 countries in Nuremberg. The next IWA OutdoorClassics will take place from February 27 to March 2, 2025, in Nuremberg.

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