

PRESS RELEASE

30.01.2025

Perfect omens for IWA OutdoorClassics 2025: IWA Pavilion at SHOT Show 2025 a complete success

- 19 exhibitors from 9 countries celebrate a successful SHOT Show 2025 as part of the IWA Pavilion
- Excellent omens for the IWA OutdoorClassics 2025
- IWA Pavilion will continue in 2026

Las Vegas, January 30, 2025: The exhibition kick-off for the hunting and shooting sports industry is over: The SHOT Show in Las Vegas ended last week. After a successful premiere last year, the IWA Pavilion impressed with a significantly broader range of products and an increase in exhibitors. The omens for IWA OutdoorClassics, the world's leading exhibition for the hunting and target sports industry, could not be better.

With around 280 square meters of exhibition space (comparison 2024: around 150 square meters) and a total of 19 exhibitors from 9 countries (comparison 2024: 13 exhibitors from 4 countries), the IWA Pavilion at SHOT Show 2025 was a guarantee of success for participating companies and a magnet for trade visitors from all over the world.

Statements:**Sebastian Dreyer, Head of Product Management & Development Tactical Casualty Care, IVF Hartmann AG**

“The IWA Pavilion is a great opportunity for us to participate in the SHOT Show in Las Vegas for various reasons. On the one hand, the joint stand is in a great location, and on the other hand, as an exhibitor we benefit from the promotion and appeal of IWA OutdoorClassics. We had some great discussions and were delighted with the large number of visitors.”



Honorary Sponsors
Ideelle Träger
VDB Verband Deutscher
Büchsenmacher und
Waffenfachhändler e. V., Marburg

JSM Verband der Hersteller
von Jagd-, Sportwaffen
und Munition, Ratingen

Organizer
Veranstalter
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 911 8606-0
F +49 911 8606-8228
iwa@nuernbergmesse.de
www.iwa.info

Follow us on



Chairman of the Supervisory Board
Vorsitzender des Aufsichtsrates
Albert Füracker, MdL
Bavarian State Minister of Finance
and Regional Identity
Bayerischer Staatsminister der
Finanzen und für Heimat

CEO
Geschäftsführer
Peter Ottmann

Registration Number
Registergericht
HRB 761 Nürnberg

Mirsada Kadic, IGMAN d.d. Konjic, Head of Marketing & Dzenana Turkovic, General Manager, UNIS GINEX

“Participating in the IWA Pavilion provided us with an excellent platform to showcase our latest products to an international audience. The organization and support from the IWA team was first class.”

Katharina Paul, Manager Exhibition, IWA OutdoorClassics

“The second edition of the IWA Pavilion was also a great success for us. Our commitment has met with recognition from customers, partners and the media, which has been confirmed over the past four days. It was great to see how the industry used our joint stand as a meeting point for exchange and business. Exactly what we want to offer here. From next week, we will then focus on the IWA OutdoorClassics, the omens are very good after a successful SHOT Show and the mood is positive.”

Preview of IWA OutdoorClassics 2025

IWA OutdoorClassics 2025 also promises to be an outstanding trade fair for exhibitors and visitors. With over 1000 exhibitors from all over the world, including industry giants, new exhibitors and some returnees, an extensive specialist program, a fully booked Newcomer Area and the promising IWA Knife Award, and much more, expectations are high.

“The positive response at the SHOT Show shows that the industry remains strong and innovative. As the 'industry workroom', IWA OutdoorClassics provides an ideal platform to address current challenges and open up new business opportunities. The mood is positive and we are confident that the show will be a great success,” explains Paul.

The IWA OutdoorClassics will take place from 27.2.-2.3.2025 at the Exhibition Center Nuremberg. Only authorized trade visitors are admitted. All information about the trade fair at: <https://www.iwa.info/en-en/visit>.

Continuation of the IWA Pavilion at the SHOT Show 2026

Due to its great success, the IWA Pavilion will also be continued at SHOT Show 2026. All information on registration and the applicable conditions of participation for exhibitors will be published soon.

Contact for press and media

Georg Loichinger

T +49 9 11 86 06-81 91

press@iwa.info

All press releases as well as further information, photos and videos, and services for journalists and media representatives can be found at:

<https://www.iwa.info/en-en/press>