

IWA
OUTDOOR
CLASSICS

World's leading exhibition
for the hunting and
target sports industry

IWA RANGE SESSIONS

XPERIENCE

HANDS-ON PRODUCT TESTS

Live at the shooting range.
Bring your products to life:
2-7.3.2027

WHAT MAKES THE RANGE SESSIONS PARTICULARLY VALUABLE

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EXPERIENCE, NOT THEORY

At the IWA Range Sessions, performance becomes **tangible** – with guns, optics and accessories. What is presented at the exhibition stand can be experienced here **under real-life conditions**. This hands-on impression supports purchasing decisions.

EXCLUSIVE CUSTOMER MEETINGS

Use the IWA Range Sessions for **personal discussions** with your most important business partners and key accounts. This creates focused **technical conversations** with clear relevance and **concrete business potential**.

IDEAL FOR NEW PRODUCTS

Innovation is easier to understand when experienced first-hand. This gives your guests a direct understanding of your **new products and product developments**.

RELEVANT TARGET GROUPS

You decide whom to invite: dealers, key accounts and media representatives. Limited capacity creates a **focused setting with high-quality contacts**.

PROFESSIONAL AND SAFE

A well-designed **safety concept**, qualified range safety officers and support in both **German and English** ensure **smooth operations**.

THIS IS YOUR STAGE

The right products, the right guests: the Range Sessions provide the ideal setting for exclusive product presentations to a selected audience.

YOU DECIDE WHO YOU REACH

Invite the people who matter to your business and avoid wasted reach. The result: practical product experiences, well-founded discussions and valuable contacts with real business potential.

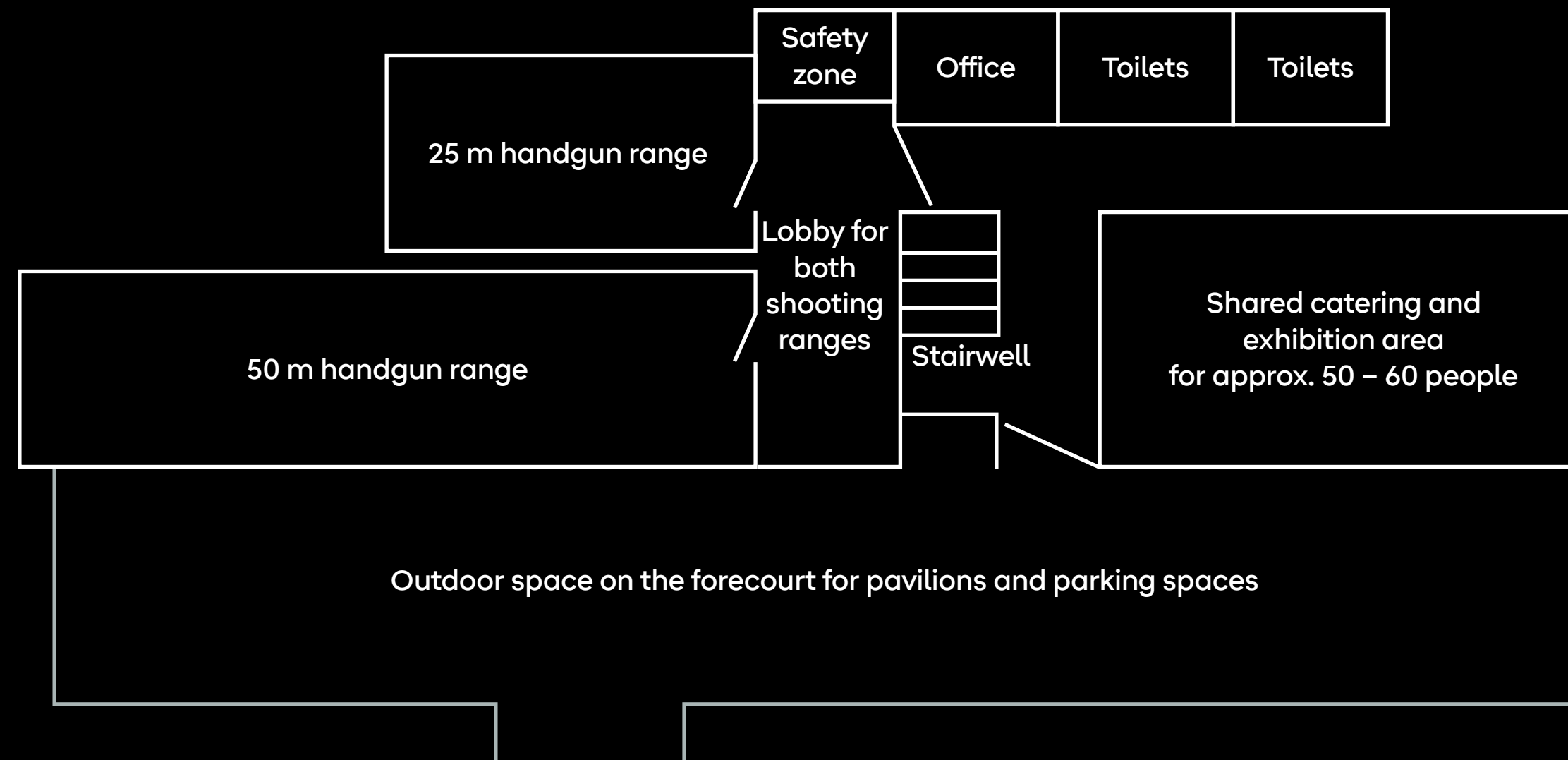
PRESENT YOUR PRODUCTS WHERE
THEIR PERFORMANCE SPEAKS FOR ITSELF.

ONE SHOOTING RANGE. EVERY POSSIBILITY.

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HOW IT WORKS

- 1. Book a shooting range**
Select the right range and secure your preferred time.
- 2. Present your products**
Test products live under realistic conditions.
- 3. Make the most of networking**
Meet customers and partners in a relaxed atmosphere.



PLEASE NOTE:

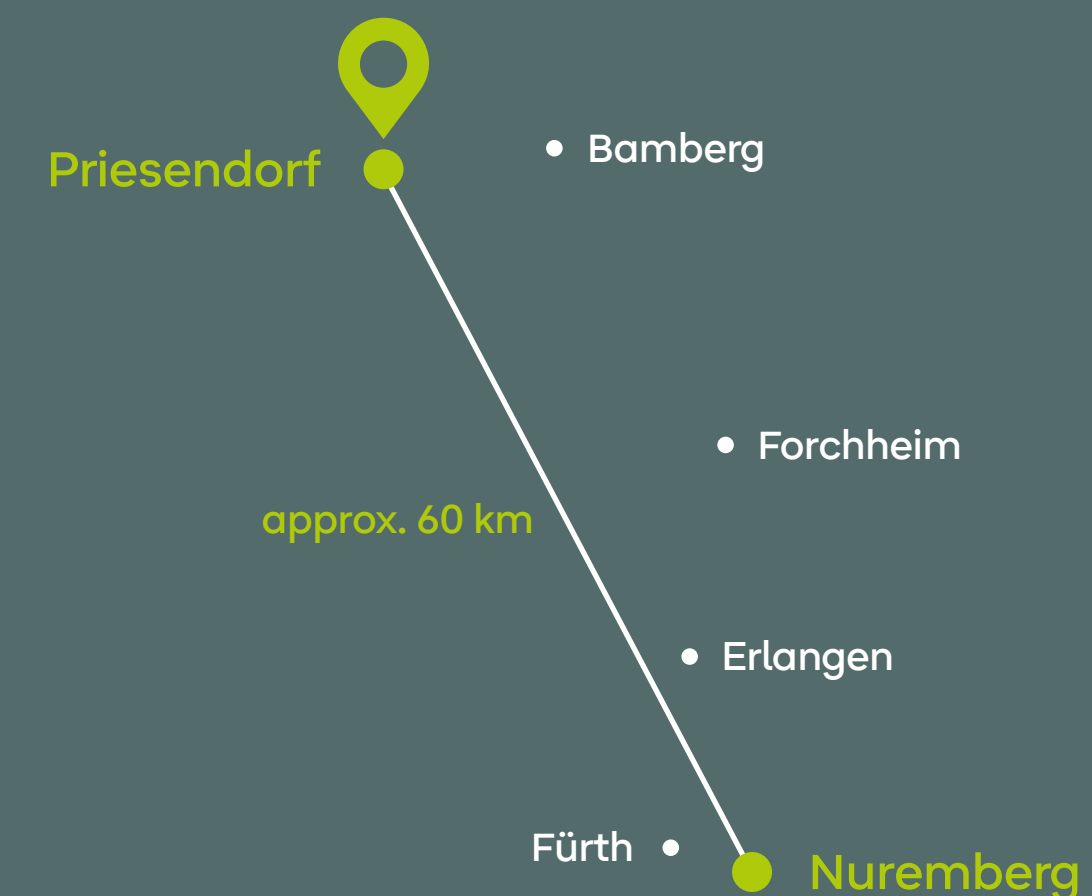
If you book only one range, you may share the communal areas with another exhibitor.



25 m handgun range



50 m long gun range



LOCATION

Schützenverein Diana
Neuhausen 1957 e.V.
Im Kulm 18
96170 Priesendorf

AS FLEXIBLE AS YOUR REQUIREMENTS



TAILORED TO YOUR EXHIBITION PLANS

Shape your participation to suit your exhibition objectives: book half-day slots or full days and plan your product presentation individually. Loan firearms are also available for optics manufacturers, allowing products to be presented and tested under real-life conditions even without their own firearms portfolio.



BOOKABLE SLOTS

Two four-hour slots are available per shooting range each day:

09:00 – 13:00

25m

50m

14:00 – 18:00

25m

50m

Times can also be adjusted flexibly in consultation with the organiser. The entire facility can also be booked for a full day.



AVAILABLE DATES

Before the exhibition:
2 – 3.3.2027

During the exhibition:
4 – 7.3.2027

Launch
Offer

CLEARLY CALCULATED

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Services and prices for the IWA Range Sessions

YOUR PACKAGE INCLUDES:

- › Use of the shooting range
- › Safety concept
- › Range safety officers
- › Advertising opportunities
- › Targets
- › Loan firearms (if required)
- › Consumables on site
- › Use of lounge areas
- › Shuttle service

COST PER SHOOTING RANGE:

Half day	EUR 1,950.-
Full day	EUR 3,900.-

COST OF EXCLUSIVE USE OF BOTH SHOOTING RANGES:

Half day	EUR 4,290.-
Full day	EUR 8,580.-

Co-exhibitor fee: EUR 250,-

IMPORTANT FOR INTERNATIONAL EXHIBITORS

Special regulations apply to international exhibitors regarding CIP proof testing, import licences, and customs and export regulations (ITAR/EAR). We recommend working with a German wholesaler and contacting the organiser at an early stage. We would be pleased to provide non-binding advice on how to facilitate your participation in the best possible way.

BE PART OF THE FIRST IWA RANGE SESSIONS

- › Limited places – early booking is recommended
- › Exclusively for IWA OutdoorClassics exhibitors
- › Individual consultation included
- › Flexible booking options



14.09.2026 | All information is subject to change.

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WE WILL BE HAPPY TO ADVISE YOU

Interested in the IWA Range Sessions?
We'll be happy to discuss how your brand can
be integrated most effectively and which format
is the best fit for your products and objectives.

YOUR CONTACT

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