

Service information

Transfer from airport to exhibition

• by underground

U2 line from the airport, change to U1 or U11 at the main rail station then direct to the exhibition. Journey time approx. 20 minutes.

• by taxi

Journey time approx. 25 minutes.

More transfer information

www.vgn.de/messe/
info@vgn.de

Information and service counter

At Nuremberg airport

Nearby shopping centre

The "Franken-Center" – only a few minutes away by underground or car – offers over 100 shops, department stores, supermarkets and services from A–Z.

Private accommodation service

bed & breakfast

Tel +49 (0) 9 11. 98 33 39 45

Fax +49 (0) 9 11. 98 33 39 46

nuernberg@bed-and-breakfast.de

www.bed-and-breakfast.de/nuernberg

Travel to Nuremberg

Information about travel packages is available on the Internet at: www.iwa.info/travelpackages

Accommodation in Nuremberg

Congress- und

Tourismus-Zentrale Nürnberg

Tel +49 (0) 9 11. 23 36-0

Fax +49 (0) 9 11. 23 36-166

tourismus@nuernberg.de

www.hotel.nuernberg.de

Nuremberg is worth a trip!

Long-distance trade, crafts and arts flourished back in medieval times in the home town of Peter Henlein, Veit Stoß and Albrecht Dürer. Nuremberg also has a lot to offer the visitor today – from fascinating museums and an exciting old town to the substantial delicacies of the typically Franconian cuisine.

Over 25,000 hotel beds in all categories are available for exhibition and congress visitors. Cosy bars and good restaurants provide relaxation and culinary delights and an extensive cultural and entertainment programme offers a change after a long day at the exhibition.

The atmosphere in Nuremberg is open and hospitable and characterized by the Southern German lifestyle that combines business and pleasure in an enjoyable way.

Expertise as far as the eye can see

Hunting and shooting sports, outdoor

■ Guns, gun components and machining, archery

Guns for hunting, sport and collecting
Gun components and machining
Bows and crossbows

■ Ammunition and reloading for hunting and sport

■ Optics

■ Knives

■ Clothing

■ Gifts

■ General outdoor articles

■ Shooting sports accessories

■ Hunting accessories

■ Personal security requisites

■ Trade information

■ Supporting programme

IWA International Knife Award,
IWA New Product Center,
LOOK Showcase,
Archery Shooting Range,
LawEnforcement@IWA

■ Service and entrance areas

Law Enforcement

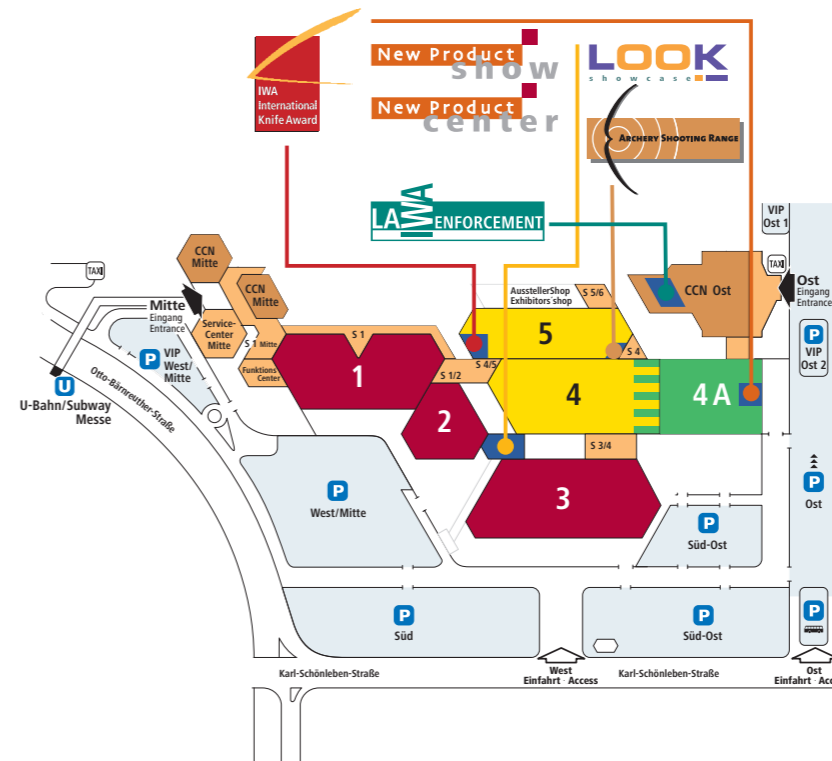
■ Guns and components for official agencies

■ Ammunition for official agencies

■ Optics for official agencies

■ Equipment and accessories

Knives for official agencies



Military weapons and fully automatic firearms are prohibited as exhibits.

Products on display & hall plan

Nuremberg, Germany

14 – 17. 3. 2008



IWA 2008
& Outdoor Classics

- Hunting • Shooting • Optics
- Knives • Clothing
- Law Enforcement

35. International Trade Fair
for Hunting and Sporting
Arms, Outdoor Articles
and Accessories

35!

Invitation to visit

NÜRNBERG MESSE

info

Your navigation system will find NürnbergMesse if you enter **Karl-Schönleben-Strasse** as address or **exhibition centre** as special destination

More travel information can be found on the Internet at: www.iwa.info/travel

Our international representatives are also on the Internet: www.iwa.info/representatives

The complete exhibitors database with detailed product information is on the Internet from the beginning of December: www.iwa.info

Packed with innovations

IWA & OutdoorClassics celebrates its 35th birthday and the major suppliers in all product segments offer an extensive survey of trends and innovations in this special setting in 2008.

The strong segment of hunting and sporting guns and all segments with equipment for outdoor activities and new kinds of sport open up new markets for you and set fresh trends.

The variety and quality of the products, the expertise and the presentation quality in Nuremberg are enhanced in a unique way by the incomparable atmosphere and the successful extension of the display area.

Targeted activities in the law enforcement segment, which are reserved for representatives from official agencies, supplement attractive events like the IWA International Knife Award and the IWA New Product Show.

This top supporting programme impressively improves the unparalleled information and experience character of IWA & OutdoorClassics.

Make sure of your share of the world market – you're on the right track in Nuremberg.

Welcome to IWA!

Gabriele Hannwacker,
Exhibition Director

IWA & OutdoorClassics 2007 – a great success: Over 30,000 trade visitors for the first time and over 1,000 exhibitors from some 50 countries.

Welcome



LawEnforcement@IWA

IWA alone is worth a trip for representatives from official agencies. To make the visit even more attractive, a number of special activities are presented under the name of LawEnforcement@IWA. The following events on 13 March, the day before IWA, offer the opportunity for exchanging views with experts:

■ **European Police Trainer Conference in cooperation with PiD – Policetrainers in Germany Association**

Highly qualified scientists, legal experts and practical police experts explain and discuss the latest scientific studies on various issues.

■ **DHPol Conference on "Guns and Equipment"**

New products for official agencies and other relevant daily issues are presented by experts from the police, customs and frontier police.

■ **Presentation of products specifically for official agencies**

Representatives from official agencies can source information about relevant products from the law enforcement segment in the foyer of the conference rooms.

Latest information at: www.iwa.info/lawenforcementgb



Showtime at IWA

IWA International Knife Award

The world's biggest knife exhibition shows products that excellently fulfil all expectations in terms of functionality, innovation, engineering, material combination and workmanship of the knives. Admire the winners of this noted award again in 2008.



Archery Shooting Range

Archery fans can examine and test an exciting range of products in the range area.



IWA New Product Center IWA New Product Show

The professional entertainment show puts the limelight on products from many IWA segments: a welcome entry to the world of IWA.



LOOK Showcase

Pure inspiration: don't miss these sophisticated product presentations!

Highlights

At a glance

Venue and date
Exhibition Centre Nuremberg
Fri – Mon, 14 – 17 March 2008

Opening times
Daily 9 a.m. – 6 p.m.
Monday 9 a.m. – 4 p.m.

Ticket office
1-day ticket incl. catalogue EUR 28
Permanent ticket incl. catalogue EUR 40

Presale (until 29.2.2008)
Advantages:

- Reduced entrance prices
- Fast admission to the exhibition

Offer:
■ 1-day ticket incl. catalogue voucher EUR 23
■ Permanent ticket incl. catalogue voucher EUR 35
■ Catalogue only EUR 10

Official exhibition catalogue obtainable from 13.2.2008 plus post & packing

ADMISSION FOR TRADE VISITORS ONLY

Entrance tickets for IWA & OutdoorClassics are issued only to visitors from relevant supply trade firms, official agencies and security companies. Proof of the right to admission must be provided first. Employees from official agencies require confirmation from their department.

Honorary sponsors

- VDB Verband Deutscher Büchsenmacher und Waffenfachhändler e.V., Marburg
- JSM Verband der Hersteller von Jagd-, Sportwaffen und Munition, Ratingen
- in conjunction with:
- Association Européenne de Commerce d'armes civiles (A.E.C.A.C.)
- Association des Fabricants Européens de Munition de Sport (AFEMS)
- Institut Européen des Armes de Chasse et de Sport (IEACS)

Organizer

NürnbergMesse GmbH
Messezentrum
90471 Nürnberg

Visitor Service

Tel +49 (0) 9 11. 86 06-49 19
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visitorservice@nuernbergmesse.de

Outdoor optics, accessories and clothing, extremely robust and stylish

■ Insights into new technical developments that pep up the optics segment even more attract the interest of fans of animal-watching, hiking, hunting and other outdoor activities.

■ Accessories and requisites for hunting, shooting sports and outdoors are key products for supplementing your range and boosting sales.

■ Modern outdoor clothing for hunting, hiking, sport and leisure offers more than quality and functionality; it looks fashionable, too.

GB No responsibility accepted for errors. Subject to change. All prices include VAT at the statutory rate. This brochure is also available in German, French, Italian and Spanish.

IWA & OutdoorClassics 2008
on the Internet: www.iwa.info
Online ticket shop:
www.iwa.info/ticketshop

