

📍 NUREMBERG, GERMANY

Mitte Eingang - Entrance

50 YEARS

IWA
OUTDOOR
CLASSICS

WELCOME
TO THE GOLD EDITION 29.2. - 3.3.2024



Join the Montana Department of Commerce in the
Montana Pavilion for

IWA OutdoorClassics

FEB. 27-MARCH 2, 2025
NUREMBERG, GERMANY



COMMERCE

Join us in the Montana Pavilion at IWA OutdoorClassics, Nuremberg, Germany

IWA OutdoorClassics is the world's leading exhibition for the hunting and target sports industry. Exhibitors show their weapons and accessories, clothing and outdoor equipment. This will be the fifth year that the Montana Department of Commerce has hosted a Montana Pavilion at IWA; we know it's the best show for introducing and promoting Montana products in the European market.

We invite you to participate in the Montana Pavilion at IWA OutdoorClassics, Nuremberg, Germany, Feb. 27-March 2, 2025. Up to eight Montana companies will be part of the Montana Pavilion at IWA and receive a \$2,000 reimbursement for travel expenses. The reimbursement will come from Commerce's State Trade Expansion Program grant, funded by the Small Business Administration.

This will be the easiest and most cost-effective trade show you ever experience. We pay for and organize the booth, furniture, graphics, etc. We also provide information on international travel, what to pack and pre-show marketing, so you'll be well prepared for the show. Additionally, team members from Commerce will be on site to assist with anything you need.

The 18-month sales increase for previous IWA Montana Pavilion participants averages \$116,000. Keeping in mind your total out-of-pocket expense is \$1,500, what a fantastic return on investment!

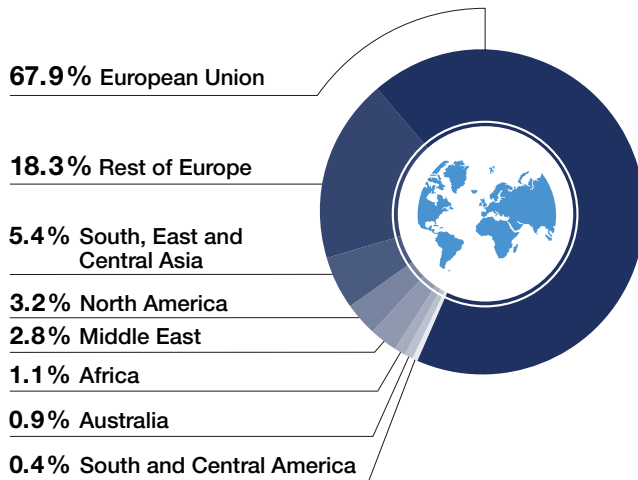
This brochure contains more information to help you determine if IWA is a good fit for your business. Should you have questions, email us at exportmontana@mt.gov. We hope you can join us.

The Montana Department of Commerce Export Team

Why Exhibit at IWA?

Over the last 50 years, IWA OutdoorClassics has become a far-reaching trade fair for hunting, shooting sports, equipment for outdoor activities and products for civilian and official security applications. It has the right visitors for your European outdoor industry marketing needs:

VISITOR DEMOGRAPHIC



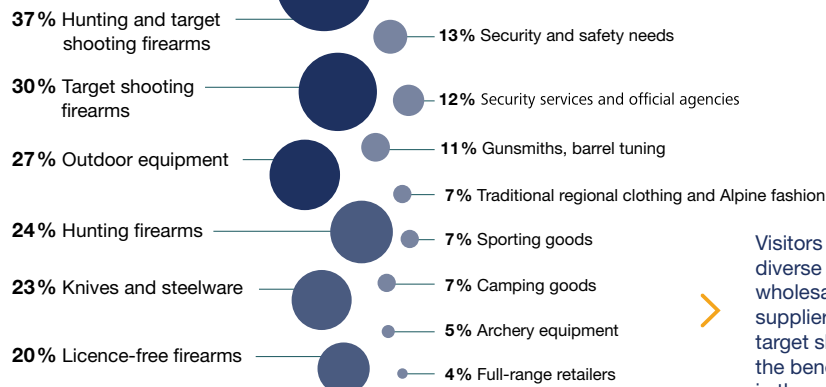
Top 10 visitor countries

- 1 Germany
- 2 Czech Republic
- 3 Austria
- 4 Italy
- 5 Poland
- 6 United Kingdom
- 7 Netherlands
- 8 France
- 9 Switzerland
- 10 Spain

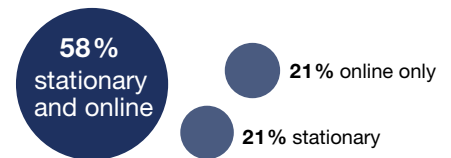
> The IWA attracted visitors from more than 120 countries.

VISITOR SEGMENTS

Specialist retail sectors



Sales channels



> Visitors to the IWA OutdoorClassics are just as diverse as the product range on display: International wholesalers and specialist retailers, manufacturers, suppliers and service providers from the hunting and target shooting segment and outdoor industry reap the benefits of the most important industry gathering in the year for B2B transactions.

Graphics courtesy of IWA OutdoorClassics, Show Report 2024

Why Exhibit in the Montana Pavilion?

WHAT WE DO

- We pay for everything, including booth space, furniture, graphics, carpet, etc.
- We are located in the USA Pavilion.
- We handle all preparations for the event.
- We prepare you for international travel.
- We will have staff from our Export team on site.
- We reimburse up to \$2,000 of your travel costs.

HOW IT HELPS YOU

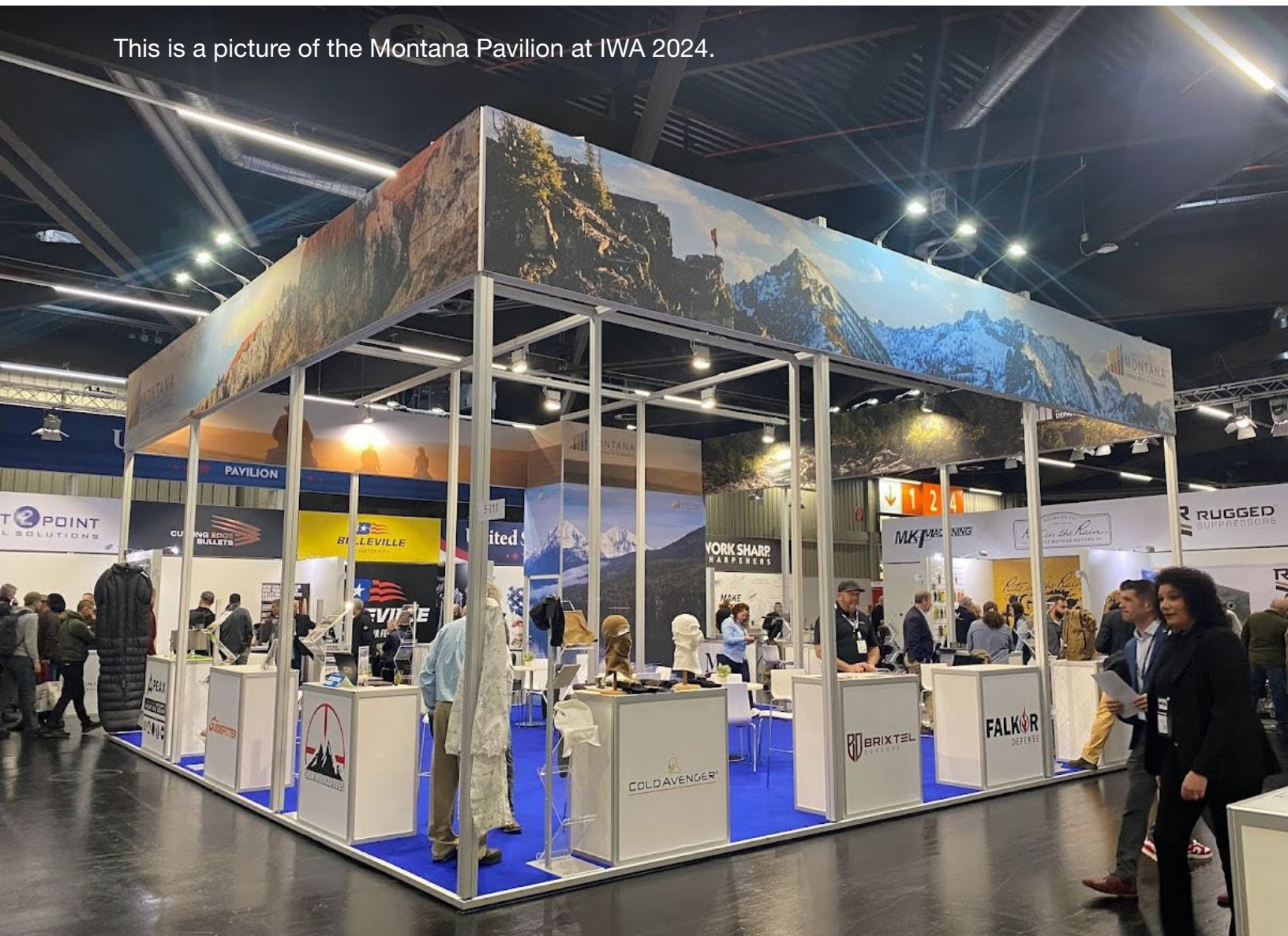
- This will be the easiest and most cost-effective trade show in which you will ever participate.
- It's the buyers' must-see destination in the show.
- You'll have more time to prepare for the show and to focus on promoting your products.
- Even if this is your first time overseas, you will have all the support you need.
- We can help you with anything you need at the show.
- STEP grant funding could make it affordable for your business to send two staff to optimize your connections at the show.



The Montana Pavilion Will Include:

- Montana-themed graphics
- Counter-height kiosks
- Your logo on the kiosks
- A meeting area in the middle
- A closet for additional storage
- Breakfast and lunch
- On-site Commerce staff

This is a picture of the Montana Pavilion at IWA 2024.



Steps for Participating in the Montana Pavilion at IWA

PREPARATION

September-December: [Contact Commerce](#) with any questions about the show, the pavilion or the European outdoor market.

APPLICATION

September-December: Fill out the STEP grant application. It should take you 15 minutes or less. We only have eight spots in the booth, so we encourage you to apply ASAP. [Contact Commerce](#) for assistance. We will send you confirmation of receipt and acceptance.

ORIENTATION

November: We will host a recorded webinar to prepare you for all aspects of the show, including travel planning, what to pack, how to prepare for the show and how to execute follow-up.

EXHIBIT

February-March: This is a four-day show, running from Feb. 27-March 2, 2025. See the itinerary for details.

REIMBURSEMENT

March: After the show, you can fill out and submit the reimbursement request for your airfare and hotel expenses up to \$2,000. It should take you 15 minutes or less.

WHO CAN PARTICIPATE?

Any Montana company selling products or services in these or related sectors can participate:

- Hunting
- Camping
- Outdoor recreation
- Knives
- Hiking
- Archery
- Shooting sports
- Defense

WHAT IS THE COST?

Commerce covers all the costs of the booth, so the only expense to you will be your travel costs in excess of the travel stipend reimbursement.

Total travel costs (approx.) \$3,500 + STEP reimbursement (\$2,000) = **Net cost \$1,500**

WHAT RESULTS ARE EXPECTED?

\$116,000 in new exports*
a return on investment of 77:1**

**Based on average results over 18 months for participants in previous IWA pavilions*

***Based on net cost*

QUESTIONS?

Email us at exportmontana@mt.gov or call 406-431-5075.



Montana Pavilion at IWA Itinerary

Monday, Feb. 24 Depart Montana

Tuesday, Feb. 25 Arrive in Germany

Wednesday, Feb. 26 Set up day
No-host Montana dinner

Thursday, Feb. 27 Day 1 of IWA, 9 a.m.-6 p.m.
No-host Montana dinner

Friday, Feb. 28 Day 2 of IWA, 9 a.m.-6 p.m.

Saturday, March 1 Day 3 of IWA, 9 a.m.-6 p.m.

Sunday, March 2 Day 4 of IWA, 9 a.m.-4 p.m.

Monday, March 3 Return to Montana



Montana Pavilion Registration

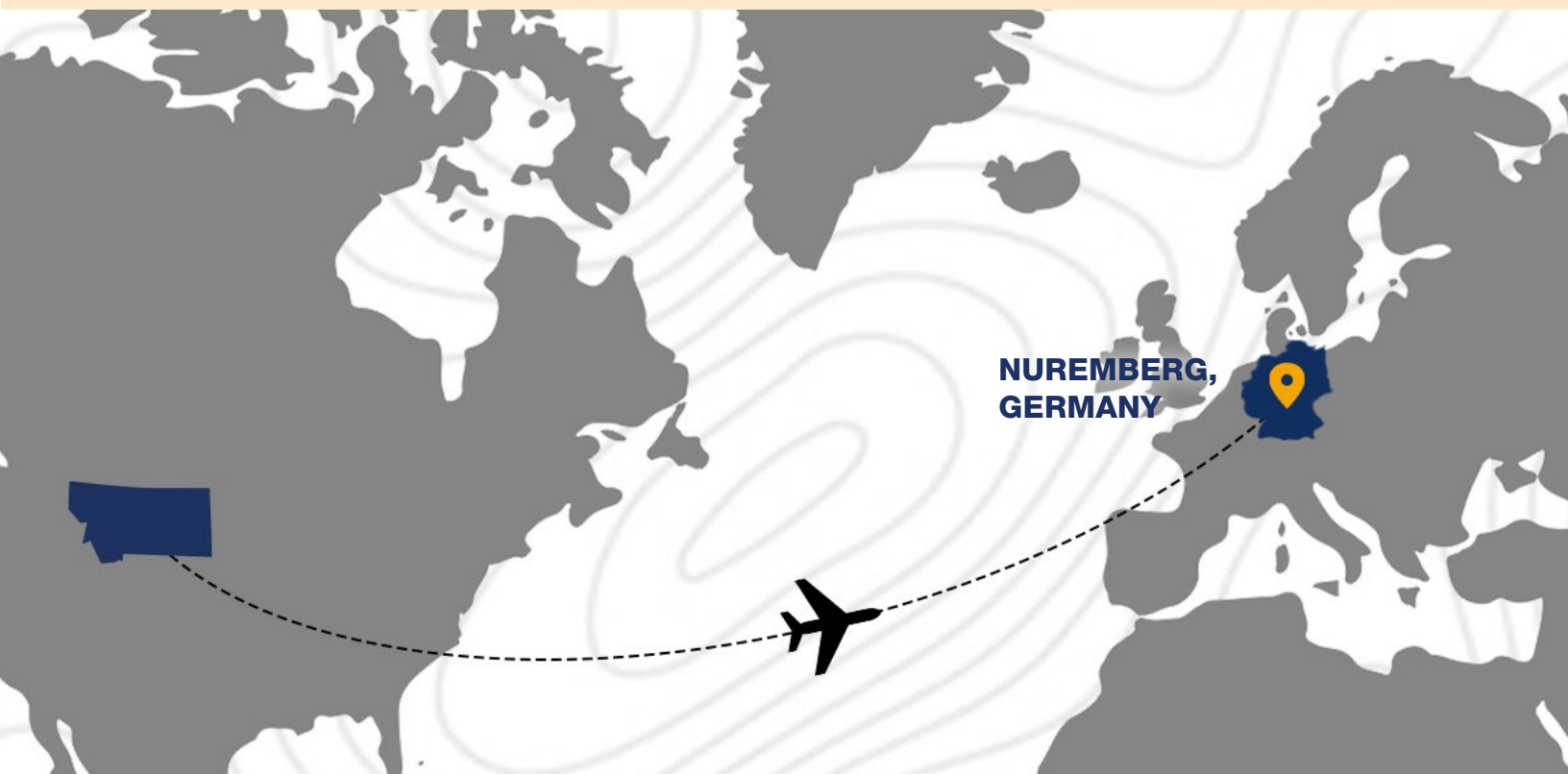
REGISTRATION DEADLINE: OCT. 31, 2024

Fill out the STEP grant application online by Oct. 31, 2024.

APPLY NOW

Select: **International Travel Stipend.**

Then fill in: **\$2,000 | Feb. 27-March 2, 2025 | Germany | IWA.**



Based on previous Montana Pavilion participants' feedback, we know that **this is the best way to test for interest in foreign markets.**



COMMERCE