

HIT

SHOW

HUNTING
INDIVIDUAL PROTECTION
TARGET SPORTS

ITALIAN
EXHIBITION
GROUP

A merger of
Rimini Fiera and Fiera di Vicenza

hit-show.com

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WHY HIT SHOW ?

Among the main events in Europe featuring hunting, target sports and individual protection companies

An unique event structured in 4 communities: Hunting, Individual Protection, Target Sport and Dog Show

A business platform hosting the best Italian and international production and the most qualified international buyers

An attractive experience for the hunting and target sports community

An innovative information lab on sector trends and a formation hub on security measures applying to the activities involved

A competence and know how network between companies, associations and institutions of the highest level

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VICENZA

Amazing city in Northern Italy

In the middle of a territory traditionally voted to hunting

Hometown of the illustrious architect Andrea Palladio

Rich in traditional wine & food offer

At a short distance from VENICE

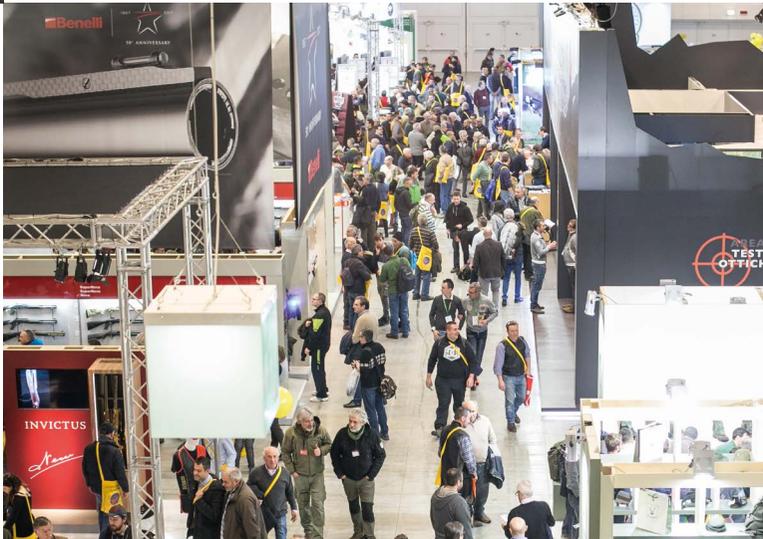




**40.000
VISITORS**



**BUYERS FROM
14 COUNTRIES**



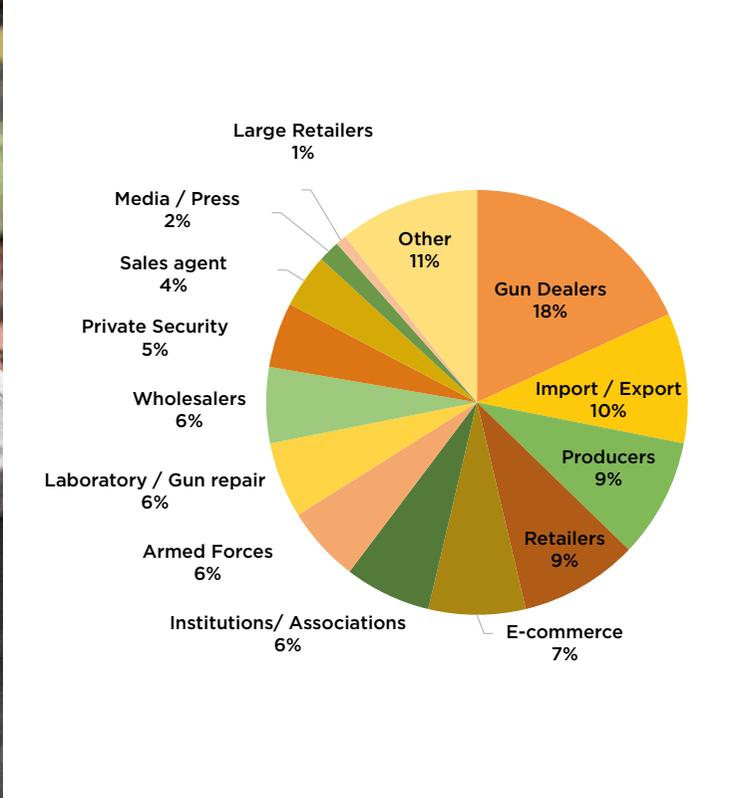
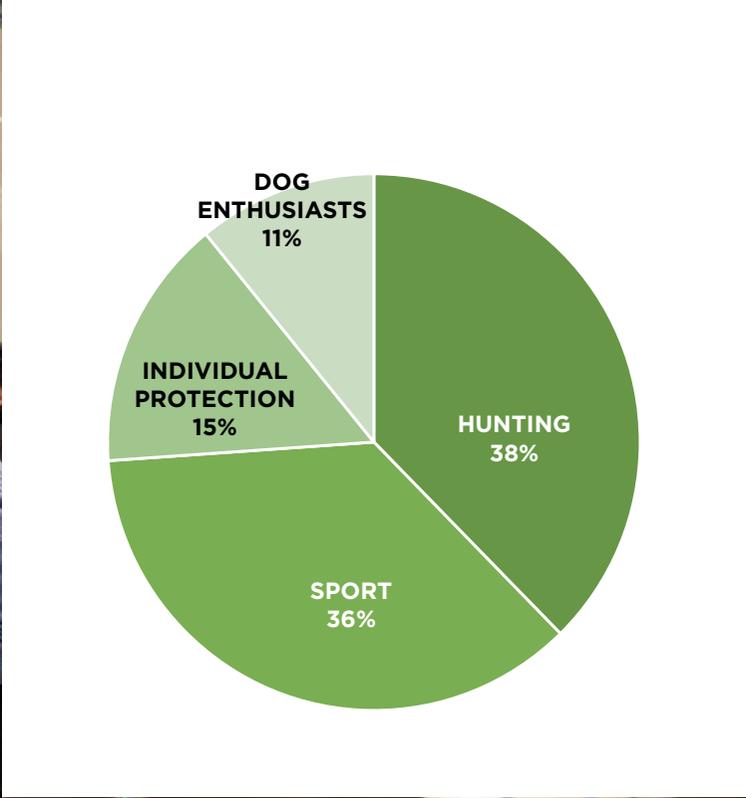
**+20%
EXHIBITING AREA**



**+17%
BRANDS**

data referred to 2017 edition





HIT SHOW VISITORS

FIREARMS AND AMMUNITION

- Hunting Firearms
- Target Sports
- Firearms
- Gun Components
- Engravings
- Ammunition
- Airsoft



EQUIPMENT

- Safety Equipment
- Hunting Gear
- Hunting Decoys
- GPS Technology & Electronics



MERCHANDISE SECTORS



HUNTING TOURISM & MEDIA

LIFESTYLE

- Hunting Apparel
- Individual Protection Apparel



KNIVES

ORGANIZATIONS

OPTICS

DOGS

- Dog Breeders
- Dog Products
- Tracking collars

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WHAT PEOPLE SAY ABOUT HIT SHOW

Franco Gussalli Beretta, *President of Beretta*

"We experienced a great leap in quality a few years ago, with the opening of the new pavilion. Hit has confirmed itself as a quality event, with numbers on the rise. It is of interest to us because it enables us to maintain contacts with end consumers of various disciplines while also offering us the opportunity to present new projects in perfect timing with the market. In general we were delighted to find a highly enthusiastic and competent public".

Roberto Massarotto, *Marketing and Italy Sales Manager at Benelli*

"A highly positive edition which confirmed that this sector is brimming with enthusiasm and passion. We also met a considerable number of gunsmiths, the first ring of our sale chain, resulting in reciprocal satisfaction, both in terms of relations and sales. Apart from the showcase there was also a veritable finalisation for our Company".

Colombier Frederic, *Chief Executive Officer of BWMI*

"We have rated the event very positively as we welcomed many interesting and interested people at our stand. We noticed an increase in exhibitors, both in terms of quality and quantity. We have also positively rated turnout and quality".

Achille Berti, *Sales Director, Bignami*

"HIT SHOW is the most important fair in Italy. This edition saw the participation of many people who were prepared and of a certain calibre, we gauged high levels of interest. During the event we met our international suppliers, our company is 99% a distributor of foreign brands, concentrated above all in the USA and Germany".

Angelo Del Porto, *Chief Executive Officer Canicom*

"HIT SHOW 2017 was characterised by a remarkable public turnout: end users on Saturday and Sunday, more focus on gunsmiths and customers on Monday, with whom we held business meetings. Overall fair organisation was excellent".

Marzio Maccacaro, *Sales Director Fiocchi Munizioni*

"Once again this year HIT SHOW confirmed its own and the sector's vitality. It was truly gratifying to see the huge turnout of enthusiasts, prepared and increasingly skilled consumers. The fair was organised very well. On Monday our sales network was able to develop contacts with munitions stores and customers".

Bruno Beccaria, *Director of Franchi*

"Without a doubt my rating is excellent, there were a lot of people, many enthusiasts, I have never had doubts about this fair, Franchi has participated since the very first edition. An event like HIT SHOW can provide considerable visibility. We presented a new product of ours at a dealer conference to an audience of 100 people, it's been a while since I've seen such levels of participation".

Giovanna Fausti, owner of Fausti

"We have been participating in this event for a few years now and I must say that turnout at this edition was excellent. Our participation at HIT SHOW is a targeted choice because end users, our customers, have the chance to see products, gain understanding of our concept, touch new models with their own hands and perhaps go on to purchase them later on. This fair is a showcase where it is possible to view several proposals".

**Gian Luca Dall'Oglio, National President Federcaccia
(Italian Hunting Federation)**

"My feeling is that this has been a positive experience, also gauged from the general sentiment of exhibitors. Qualified participation was palpable. This year there has been a more targeted focus on involving the most important buyers in geopolitical terms, and it appears that economic investment is reaping results for the entire sector. In terms of product portfolio presentation, this fair is unrivalled in Italy, the event has been considerably upgraded".

Pierangelo Pedersoli, President of Pedersoli Davide & C

"I'm delighted to have participated in this edition and satisfied in terms of organisation and professionalism. We truly feel a part of this fair, 100%. HIT SHOW is an important event, it enables us to show the product to end users who head to the munitions store once back home. We achieve tangible results in the post-fair period. In virtue of its position in North-Eastern Italy, the fair has the potential to become a reference not only for the Italian public, but also all those European visitors who can reach us within 5 hours".

Filippo Trabaldo, Sales Director of Trabaldo

"A better edition both in terms of fair presentation and exhibitors involved. Turnout was great on Saturday, the public is definitely enthusiastic, expert and discerning in terms of product and research quality. At this fair customers are looking for products in evolution, not basic ones: this is why we too can propose a very wide range of products".

Justin Dodd, buyer USA

"It's my second year here, I have noticed considerable improvements and I also feel more at home because I know where various exhibitors are, it's easier to move around. It's an excellent networking opportunity. Compared to some American fairs, there are more opportunities for spotting munitions by American resellers which are suitable for a European public than there are in the USA. These differences are due to marketing, branding, types of munition and hunting traditions. We'd also like to export a few ideas we have seen here because they would certainly garner notoriety for a few brands in America".

Gordon Marsh, buyer USA

"I was struck by the sheer number of Italian munitions and hunting enthusiasts: in America we don't have this impression about Italy, and having lived in Germany for a few years, I can say that this impression on Italian tradition also held true in this country".



CONFERENCES

WORKSHOPS

SHOOTING CONTESTS

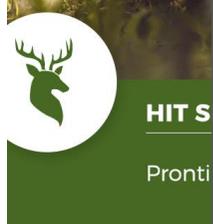
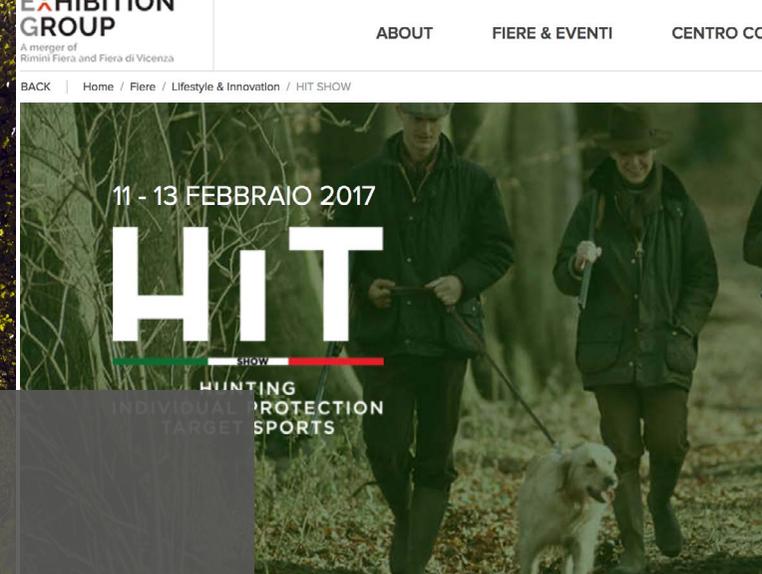
DOG EVENTS



**HIT SHOW
EVENTS**



HIT SHOW COMMUNICATION PLATFORM



HIT SHOW 2017
Pronti a partire?

ADV
DIRECT MKTG
WEB SITE
SOCIAL NETWORK
NEWSLETTER
APP



HIT Show
@hunting.pescare.show

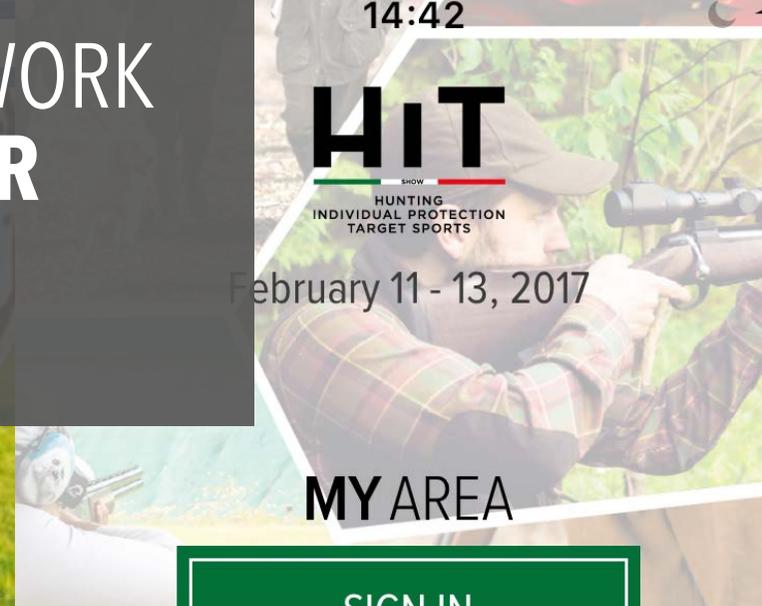
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Informazioni

Recensioni



HIT SHOW 11-13 Febbraio
...ato dall'esperienza e dal successo di Hunting Show, **HIT SHOW** è il principale appuntamento italiano
...e civili, delle attrezzature e degli accessori dedicati al mondo **outdoor**, **caccia**,
... Un evento che permette ai visitatori il privilegio di provare e comprare direttamente





NEXT SHOW
10 - 12 FEBRUARY 2018
FIERA DI VICENZA

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