



FIERA DI VICENZA

The Leading Exhibition
Dedicated to Hunting,
Individual Protection
and Target Sports.

**February
13 - 15, 2016**



Banca
Popolare di Vicenza
Sponsor Ufficiale Fiera di Vicenza

HIT

SHOW

HUNTING
INDIVIDUAL PROTECTION
TARGET SPORTS

Hit - show.com

On display at HIT SHOW:
Firearms, Ammunition, Optics, Electronics and GPS
Technologies, Cutlery, Accessories, Apparel, Footwear,
Hunting Tourism



The First European Hunting and Firearms Trade Show in 2016



FEBRUARY 13-15 2016, VICENZA EXHIBITION CENTER

Taking place from February 13 to February 15, 2016, HIT Show will be the first European hunting and firearms Trade Show in the year. A reference Event for companies operating along the production and supply chains and offering products and solutions to hunting, target sports and vocational training.

OFFERING THE BEST

International top brands and supply role models will display their new products for 2016 during HIT Show, covering the following product categories: firearms, ammunition, optics, GPS technology and electronics, cutlery, accessories, apparel, footwear and hunting tourism. This huge variety of products on display encompasses all product categories concerning hunting, target sports and vocational education, steering the Exhibition's concept towards these areas. HIT SHOW is in fact developed on three specific areas dedicated to the aforementioned consumer profiles (Hunting, Target Sports and Individual Protection), alongside Dog Show, a Demo Area and a Shopping Area.



THE SHOW, A COMMON MEETING PLACE FOR ENTHUSIASTS AND PROFESSIONALS

HIT SHOW is a trade fair open to consumers, too. B2B visitors take part in HIT SHOW to expand their own business network, to meet their trusted suppliers or to find out new, innovative sector market players, whereas enthusiasts partake in HIT Show for purchasing new 2016 products and for living an exciting visiting experience taking part in firearms tryouts, workshops and seminars enriching the Event.



HIT SHOW IS:

- **A common meeting place** for enthusiasts and professionals
- **More than 35,000 sqm**, International Top Brands and Italian supply role models offering the best products
- **A distinctive Show for Companies** to exhibit the newest products for 2016
- **More than 30,000** Italian and international visitors made up of buyers, professionals and enthusiasts

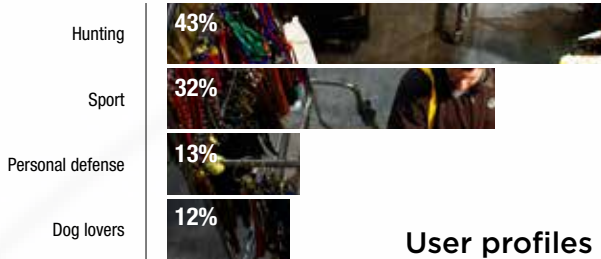
- **A complete range of products** on display: firearms, ammunition, optics, GPS technology and electronics, cutlery, accessories, apparel, footwear and hunting tourism
- An Event for **qualified visitors and exhibitors** to meet easily and to develop new business networks
- **An exciting experience for Visitors**, increased by demo areas, seminars, workshops and dog exhibitions

Visitors

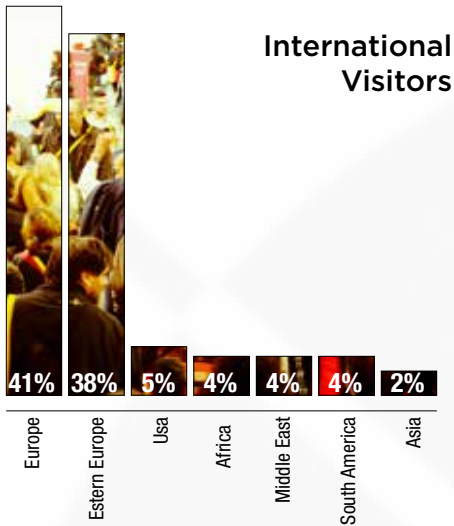
+29%
2014 VS 2015

HIT SHOW 2015 was visited by **30,000 visitors** willing to live their passion

Visitors



User profiles



International Visitors

INTERNATIONAL VISITORS

HIT Show 2015 proved itself to be a reference Event for the European market, in particular for European Union and Eastern European Countries.

ITALY

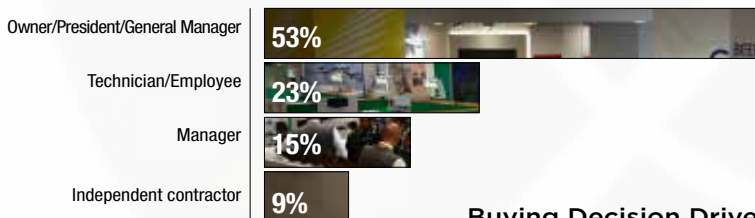
Italian visitors came to visit HIT Show 2015 from every Italian Province. The top 15 Provinces by provenience represent some of the most populated Italian Regions: Lombardy, Veneto, Emilia Romagna and Tuscany.

Professionals

Top Professional Operators join HIT SHOW looking for Italian and international Top Brands.

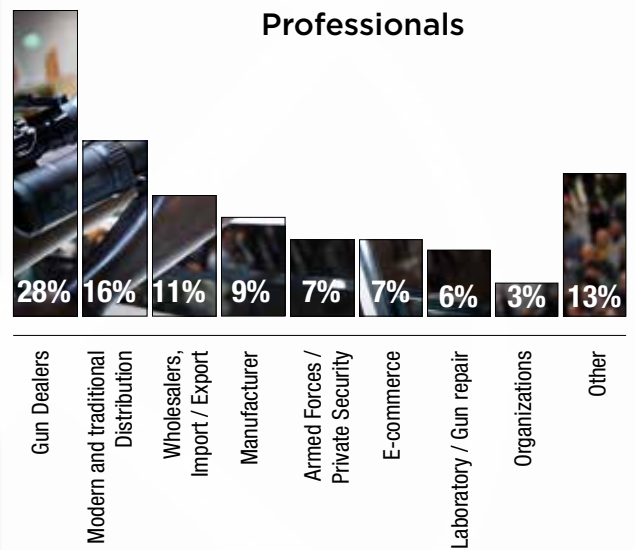


Business Line



Buying Decision Drive

Professionals



HIT Show Visitors are strongly influential professionals who drive buying decision processes.

Exhibitors

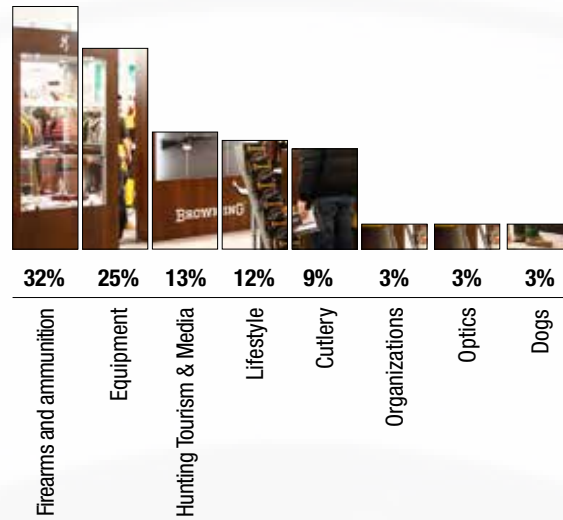
+65%
2014 VS 2015

15% of HIT Show 2015 Exhibitors came from **outside Italy**, thereby making it an internationally appealing Exhibition.



Find out all HIT Show Exhibitors by visiting our Exhibitors Catalogue on www.hit-show.it

- INTERNATIONAL TOP BRANDS
- TOP MANUFACTURED PRODUCTS IN ITALY
- VARIED AND COMPLETE RANGE OF PRODUCTS
- WORLD PREMIERES AND NEW PRODUCTS



- **FIREARMS AND AMMUNITION:**
 - Hunting Firearms
 - Target Sports
 - Firearms
 - Gun Components
 - Engravings
 - Ammunition
 - Airsoft
- **EQUIPMENT:**
 - Safety Equipment
 - Hunting Gear
 - Hunting Decoys
 - GPS Technology & Electronics
- **HUNTING TOURISM & MEDIA**
- **LIFESTYLE**
 - Hunting Apparel
 - Individual Protection Apparel
- **CUTLERY**
- **ORGANIZATIONS**
- **OPTICS**
- **DOGS**
 - Dog Breeders
 - Dog Products
 - Tracking collars

STATEMENTS BY EXHIBITORS...

Mr. Daniele Piva, Head of Sales, Beretta SpA

"Fiera di Vicenza kick-started the right approach to support the firearms segment, by trying to create a network among all stakeholders and market players – companies, gun dealers and end users – involving public organizations as well."

Mr. Frederick Colombié, Head of Browning Winchester Italy

"The generic public attendance was excellent, as well as the B2B and gun dealers acknowledgment. During the Event we displayed a new hunting weapon and we brought over the World skeet shooting Champion, Mr. Raniero Testa."

Mrs. Bianca Revello, Head of Sales, Perazzi

"Our final balance has been really positive, especially for the huge attendance of generic public. Moreover, the first edition of HIT Show gave us the opportunity to premiere a new product which will be supplied to our Olympic Athletes."

Mr. Roberto Degli Agosti, Head of Sales, Fiocchi Ammunition Spa

"The first HIT Show has been absolutely positive for us. We have registered good opportunities in the B2B segment, too. We are also happy about the new Game Fair in Grosseto (May 30-June 1), another Show we have always been partaking in."

Mr. Stefano Pedersoli, Head of Marketing, Pedersoli Davide & C Snc

"We are really satisfied with this new HIT Show edition, especially for the outstanding Visitors attendance, both from North and South Italy. To us is indeed necessary that a Trade Fair allow us to meet the generic public coming from any corner of Italy and this happened in Vicenza."

Mr. Giuseppe Tanfoglio, Production Manager, Fratelli Tanfoglio Snc

"We brought a container with us which people could try our shooting guns in and during HIT Show we have registered a huge interest by many visitors who met this segment for the first time. We take part in the most important foreign Guns Exhibition and HIT Show is the only Italian Show we exhibit at and this was definitely an important opportunity to develop our business."

Mr. Roberto Massarotto, Marketing & Communication Manager and Sales Manager Italy, Benelli Armi SpA

"This Show has really improved, not only because of the new hall, which offered us an excellent Exhibition Area, but also for the organizational efficiency and the services it offered us. There has been an excellent and high quality attendance: the acknowledgment received by the B2B segment has been extremely positive, we have in fact planned a great deal of our yearly business with the main Italian gun dealers."



THE EXPERIENCE SHOW



DEMO AREA

A specific area which new products can be tested in and professional experts and sports champions can train Visitors.

- Mobile shooting range for guns tryouts
- Airsoft Firearms tryouts and simulation
- Air guns tryouts
- Skeet shooting
- Archery
- Montebello shooting range

WORKSHOPS AREA

A specific area where to increase and upgrade every Visitor's personal knowledge on the industry and to network.

- Training Activities
- Updates on current industry themes
- Seminars
- Private Meetings
- New products Premieres
- Awarding Ceremonies
- Press Conferences

MARKETING & COMMUNICATION

TRADE BUYER INCOMING ACTIVITIES

Fiera di Vicenza has developed a full incoming activities program dedicated to key players. Several professionals highly profiled, selected in cooperation with the most important organizations and associations:

- ASSOARMIERI (Italian Gun Dealers Association)
- A.E.C.A.C. (European Gun Dealers Association)
- F.A.C.E. (European Hunters Association)
- ANPAM (Italian Guns and Ammunition Manufacturers Association)
- CONARMI (Italian Guns Manufacturers Association)

COMMUNICATION & PROMOTIONAL ACTIVITIES

HIT Show develops a structured Communication Plan in order to promote the Show and simultaneously increase Exhibitors visibility. Using different tools and media allows for reaching selected professionals and enthusiasts targets.



DIRECT EMAIL MARKETING

Newsletters sent to over 35,000 qualified and profiled contacts.

WEBSITE AND ONLINE PRE-REGISTRATION

Website periodically updated, on-line ticket purchase available. Fast entrance for pre-registered visitors, 5 euros off regular ticket and participation in a special prize draw.

SOCIAL-MEDIA MARKETING

- Facebook
- Vimeo
- Flickr





ORGANIZER

FIERA DI VICENZA

Via dell'Oreficeria, 16
36100 Vicenza
www.vicenzafiera.it

CONTATTI

Patrizio Carotta

Exhibition Manager Lifestyle & Innovation
T. 0444 969990
patrizio.carotta@vicenzafiera.it

Nicola Dal Martello

Sales & customer care
T. 0444 969708
nicola.dalmartello@vicenzafiera.it

Francesca Marini

Customer care
T. 0444 969088
francesca.marini@vicenzafiera.it

MAIN PARTNER

ANPAM

SUPPORTING & TRADE ASSOCIATION

ASSOARMIERI
CONARMI

INTERNATIONAL EXHIBITION PARTNER

HUNTEX - SOUTH AFRICA

ENDORSED BY

UFI APPROVED