Patronage

SWISS SHOOTING

SCHIESSEN JAGEN FISCHEN

schiessen-jagen-fischen.ch

Fri 10–18
Sat 10–18
Sun 10–17

19–21 March 2027
Messe Luzern

Save the date

‘SCHIESSEN JAGEN FISCHEN’

THE NEW SWISS TRADE AND PUBLIC EXHIBITION

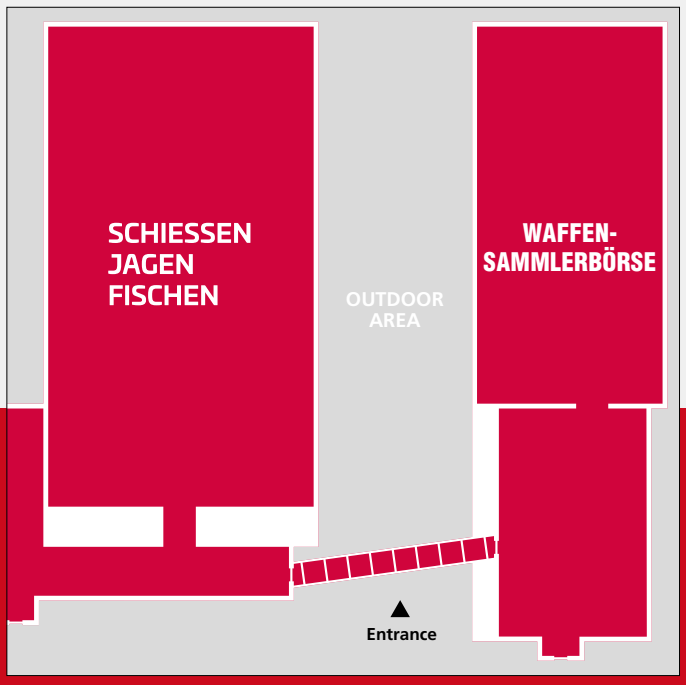
Alongside the well-established Swiss Arms Collectors’ Fair, which attracts over 11,000 visitors from across Switzerland every year, a unique meeting place for the entire industry is taking shape. The combination of tradition and innovation creates an unrivalled appeal and makes Lucerne the centre for shooting sports, hunting and fishing.

‘Schiessen Jagen Fischen’ showcases leading suppliers and specialists, offering a comprehensive range of hunting and sporting firearms, high-quality optics, fishing tackle, functional clothing and a wide variety of accessories.

The fair brings together expertise, products and experiences in an inspiring setting. Experience the fascination of these worlds in one place – compact, high-quality and practical. Whether you’re a trade visitor or a passionate enthusiast: here you’ll meet like-minded people, discover the latest innovations and make valuable contacts.

GOOD REASONS TO TAKE PART:

- ✓ **An attractive venue:** Lucerne has been, for many years, an established and popular meeting place for gun enthusiasts, hunters, marksmen and outdoor enthusiasts, thanks to its long-standing Swiss Arms Collectors’ Fair.
- ✓ **Large visitor turnout:** The Lucerne Arms Collectors’ Fair attracts over 11,000 visitors every year from all over Switzerland and neighbouring countries.
- ✓ **Strong partnerships:** The ‘Schiessen Jagen Fischen’ exhibition is held under the patronage of the Swiss Shooting Sports Federation (SSV). The Lucerne Police ensure a safe and legally compliant framework for the trade fair and the event. This is complemented by the support of other national and regional associations, which lend the exhibition additional specialist expertise and broad-based support.
- ✓ **Targeting new audiences:** With the new ‘Schiessen Jagen Fischen’, we are specifically targeting anglers, hunters and sport shooters, thereby increasing the potential visitor numbers to a total of 15,000 to 20,000 people.
- ✓ **Experienced organiser:** ZT Fachmessen AG has many years’ experience in organising successful trade fairs. In Lucerne, we organise, amongst others, the Swiss Construction Machinery Fair BAUMAG and the International Forestry Fair – two of the largest trade fairs in their respective sectors.
- ✓ **Ideal exhibition infrastructure:** The existing firearms collectors’ fair will remain unchanged in Halls 3 and 4 (3,500 m²). The new fair will be held in the modern Hall 2 (5,000 m²). All halls are interconnected, enabling a seamless visitor experience with a large outdoor area and a wide range of catering options.



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SWISS SHOOTING

EXHIBITOR REGISTRATION

19–21 March 2027 Messe Luzern

SCHIESSEN
JAGEN
FISCHEN

Registration at ZT Fachmessen AG, Pilgerweg 9, CH-5413 Birmenstorf, Email info@fachmessen.ch
We are happy to advise you Wolfgang Eberle, Exhibition Director, Phone +41 56 204 20 21, Email weberle@fachmessen.ch

EXHIBITION SPACE WITHOUT STAND CONSTRUCTION

Exhibition space			Length m	Depth m	Area (m²)	Price CHF
☐ **Hall**	up to 59m²	118.–/m²				
☐ **Hall**	from 60m²	98.–/m²				
☐ **Hall**	from 100m²	78.–/m²				
☐ **Outdoor area**		98.–/m²				

All prices are in CHF, excluding VAT.

STAND CONSTRUCTION 'BUDGET'

Syma exhibition walls CHF 68.– per running metre, carpet CHF 16.50 per m².
Available to order from the online shop once your stand has been confirmed.

STANDBAU 'INNOVATION' AND 'LEADER'

Stand construction package: High-quality stand construction with white walls, carpet, lighting and furniture (see information sheet)

☐ **Innovation** CHF 125.– per m² ☐ **Leader** CHF 150.– per m²

Optional extra: Walls with graphic print CHF 160.– per linear metre. Available to order once the stand has been confirmed.

EXHIBITOR'S ADDRESS

Company	Customer number
Street	Postcode/Town
Contact person	www.
Direct line	Direct email

CO-EXHIBITOR REGISTRATION

☐ Full listing in the exhibition guide and online catalogue: CHF 180.–

Company, address	
Contact person	Direct email

EXHIBITS

Hall	Out-door area

Stand No.

Miscellaneous

Confirmed

'Schiessen Jagen Fischen' is an event organised by ZT Messen AG. The undersigned exhibitor accepts the exhibitor regulations and agrees that the place of jurisdiction shall be Baden.

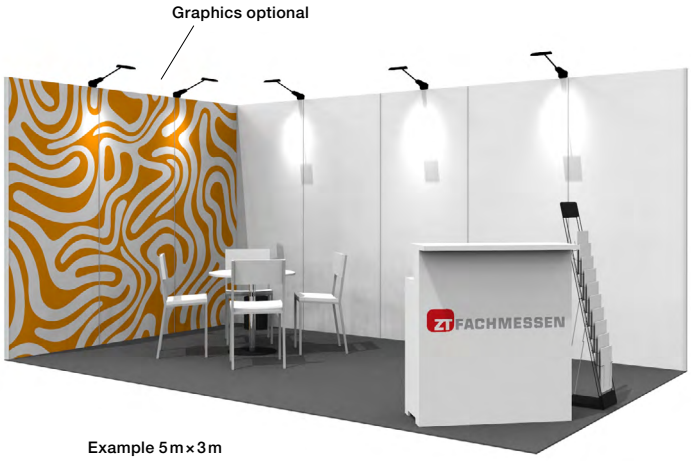
Place, Date **Exhibitor's signature**

STAND CONSTRUCTION PACKAGE

Fully assembled and furnished. This stand construction package impresses with its high-quality appearance, graphic elements and attractive conditions. Ideal for your trade fair planning and a top-class trade fair presence.

INNOVATION

High-quality stand construction with white walls, carpet, lighting and furniture

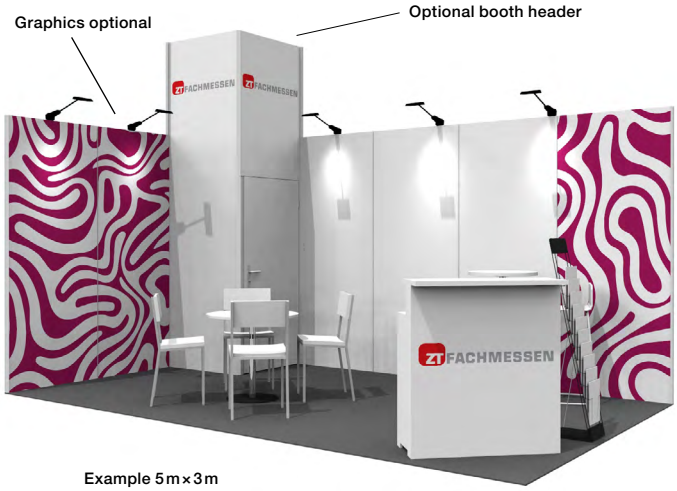


Example 5m×3m

Services	6–8m²	9–14m²	15–23m²	from 24m²
Table	1	1	1	1
Chair	2	3	4	4
Counter			1	1
Leaflet stand	1	1	1	2
	the same for all exhibition spaces			
Wastepaper basket	1			
Carpet	1			
Lighting	1 LED per 3m² (excluding power connection)			
Optional additional services				
Graphic printing on wall/counter	160.– per linear metre			

LEADER

With the Leader stand package, you enhance the comfort of your exhibition stand thanks to the integrated integrated storage room. The optional booth header ensures greater visibility (from 15m², including counter, high table and bar stool).



Example 5m×3m

Carpet colours

- ☐ frost grey – RAL 7037
- ☐ pacific blue – RAL 5017
- ☐ charcoal – RAL 7021
- ☐ forest green – Pantone 357C
- ☐ chilly red – RAL 3001

Services	6–8m²	9–14m²	15–23m²	from 24m²
Table	1	1	1	1
Chair	2	3	4	4
Counter			1	1
Leaflet stand	1	1	1	2
High table			1	1
Bar stool			3	3
Booth without header	1m²	1m²	1m²	2m²
	the same for all exhibition spaces			
Wastepaper basket	1			
Carpet	1			
Lighting	1 LED per 3m² (excluding power connection)			
Optional additional services				
Graphic printing on wall/counter	160.– per linear metre			
Booth header **incl.** graphics	300.–	300.–	300.–	450.–

All prices are in CHF, excluding VAT.

FACHMESSEN Pilgerweg 9 · CH-5413 Birmenstorf · Tel +41 56 204 20 20 · Fax +41 56 204 20 10 · info@fachmessen.ch · www.fachmessen.ch

‘Schiessen Jagen Fischen’

Date
19–21 March 2027

Opening hours
Friday and Saturday, 10 am–6 pm
Sunday 10 am–5 pm

Place
Messe Luzern
Horwerstrasse 87
CH-6005 Luzern

Image: Swiss Arms Collectors’ Fair, Lucerne (held in parallel)



Organisation

ZT FACHMESSEN

ZT Fachmessen AG
Pilgerweg 9
CH-5413 Birmenstorf

Tel. +41 56 204 20 20

info@fachmessen.ch
www.fachmessen.ch

Information

We are happy to advise you



Marco Biland
Managing Director

Tel. +41 56 204 20 20
mbiland@fachmessen.ch



Wolfgang Eberle
Exhibition Director

Tel. +41 56 204 20 21
weberle@fachmessen.ch