

Maybe the Shots Media Chopper will be back this year



"It's a great place to meet people from the European industry, but most of all it's a day to remember." Oscar Heijnen on his party

Let's party! Your party has been successful for many years. Could you tell us when this year's event will take place?

Oscar Heijnen: The party will take place about 1 kilometer from the finish line of the 4 days march, on Friday 22 July from 11 to 17.00 hours.

What motivates you to wine and dine a large group of people every year and to work hard to offer them a great time?

Oscar: First of all, we love to do this, and second of all, it's an extra bonus for suppliers and customers to join our yearly party. It's very good to see, and bring them together in a joyful atmosphere.

This year's party will be the seventh instalment of the event. What has changed over time?

Oscar: A better location and a bigger venue, the party grows about 10 to 20% every year.

Why didn't you suspend your party during the crisis-ridden years 2009 and 2010?

JULY 22: SHOTS MEDIA PARTY 2011

"The Shots Media Party is a one-of-a-kind event."

Describing events and their unique atmosphere is never easy, and attempts to do so inevitably result in phrases such as "one must've been there to really understand." That is also true for the yearly Shots Media Party which takes place in the midst of the Dutch Nijmegen Four Day Marches – and this year is no exception. EAN talked with Oscar Heijnen about the Shots Party that will take place in July, and asked him to describe the atmosphere at the unique event in Nijmegen

Oscar: We have budgets for several things every year and also for the party. Everybody is suffering from the crisis, some more than others. But the crisis didn't do us that much harm. So we didn't hesitate a moment when we started to organize the yearly party.

As a location and background, you picked the Four Days Marches Nijmegen, and everybody who has ever been at the event will know why you chose this venue for your parties. Would you mind explaining what happens there to those who are not yet familiar with the Four Days Marches?

Oscar: It's not easy to explain, because a Marching event sounds boring. The atmosphere is hard to describe, you can only fully understand it if you have been there. But I will give it a try:

The International Four Day Marches Nijmegen (or Vierdaagse) is the largest marching event in the world. It is organized every year in Nijmegen, my home town, in mid-July as a means of promoting sport and exercise. Participants walk 30, 40 or 50 kilometers daily, and, upon completion, receive a royally approved medal (Vierdaagse-kruis). The participants are mostly civilians, but there are also a few thousand military participants.

Standard categories: 30 km x 4 days / 40 km x 4 days / 50 km x 4 days

Military category: 40 km x 4 days - Wearing uniform + at least 10 kg backpack (+ water, etc.)



Once again, the Shots Media Party will take place at the Via Gladiola

The "vierdaagse" (Dutch for "Four day Event") is an annual walk has been held since 1909 and has been based in Nijmegen since 1916. Originally a military event with a few civilians, it now is a mainly civilian event. The number of participants has risen in recent years, with over 40,000 taking part - including about 5,000 Military. It is now the world's largest walking event. Due to the large crowds on the route, the organizers have limited the number of participants since 2004. The first day of walking is always the 3rd Tuesday in July. Many participants take part every year, including several that have taken part in 50, and even 60 different annual marches.

On the Friday, as participants near the finish, the public awards the walkers with Gladiolo, a symbol of force and victory stemming from Roman times when gladiators were showered with Gladioli, the Nijmegen walkers are similarly 'showered' in flowers on their arrival. The entry into the city and towards the finish at St. Annastreet is therefore called Via Gladiola during the Nijmegen Marches. And on that exact spot, you will find the Shots Media tents, fully equipped with entertainment and catering, with a view on the finish... singing, cheering etc.

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More than 40,000 participants from all over the world partake at the Nijmegen march



Like in the previous years, Shots will support a charitable cause (photo: Shots Media Party 2010)



From the Shots Media pavilion, the guests have a terrific view of the home stretch of the Four Day Marches Nijmegen (photo: Shots Media Party 2009)

back. It's very hard to get an approval for this from the event organizers, so let's keep our fingers crossed. A fully detailed map is published on our special party website - www.shotsmedia-party.nl - and on the invitations to help our invited customer find the location.

Apart from the great, relaxed atmosphere at the Shots parties, you



Time and time again: Great atmosphere at the Shots Media Party (photo: Shots Media Party 2010)

also incorporated a charitable element last year which is well worth emphasizing. Will this element also be part of the party this year?

Oscar: Yes, because there are so many walkers trying to support charity, trying to do our part has already become a habit. There will be three walkers that we support and our customers can choose, whether, if, and how they support them. We will welcome them just before they cross the finish, and hand them over the cheque.

What else have you planned for the party? Will there be a club night again?

Oscar: It's not a secret anymore that there is always an after party. The location for this year will be announced on the day.

Who is invited to this party?

Oscar: We value our loyal customers and suppliers, and all the other people working with us, and that meant something for the company in the past period.

Where should interested parties turn to?

Oscar: Very simple: to their account manager.

Will there also be the Shots Media Sales Week again?

Oscar: Of course the Sales week will start Monday 18th July and it will close Thursday 21st July. Apart from selling out our overstocks, we are introducing a large programme of new own designed toys. There will be a batch of brand new Shots Toy and Touché products, and we'll also celebrate the introduction of a new funny AND mainstream line.

Why would every trade member be well advised to participate at the Sales Week?

Oscar: Apart from the big new releases, the one-time offers and stock remainders.

What special or discounted offers can we expect during the Sales Week?

Oscar: Most of our offers are so special that we don't communicate them in our flyers, and they are very limited in stock, so it's very important for customer to come direct to the showroom. Who comes first will have the biggest selection.

Last question: Why are the Dutch so great at throwing parties?

Oscar: Well, not all Dutch are good at throwing a party, but the Shots Media Party is a one of a kind event that has a limited invite. It's a great place to meet people from the European industry, but most of all it's a day to remember.

