

TWO PARTIES – DOUBLE THE FUN!

>>> The upcoming sales week in July at Shots in the Netherlands will be great. Apart from a sale of 500 different products, they are going to introduce new brands. On top of that they will also open their new facilities. To put the icing on the cake, Shots will celebrate twice this year on two continents: the Shots America Party is scheduled on Saturday the 15th of July and on Friday, the 21st of July, they will throw the biggest Shots Europe Party ever. In a Sign interview, Oscar Heijnen, owner and founder of Shots, told us more about these two events.



Shots treat their guests to famous artists and other surprises

largest and “craziest” villa’s that’s available in Hollywood, with breath-taking views of the city, various swimming pools and fabulous entertainment rooms. We offer an open bar, a buffet-style dinner all accompanied by a unique musical experience from various artists. This will be one to remember!

04 // *How many people will attend the parties?*

■ At the Shots Europe Party there is a limit of 150 guests, due to local authority regulations for this location. At the Shots America Party we will welcome around 50 guests but we can expand to up to 100 guests! Our best customers are invited plus a handful of suppliers, and of course, I will always have some “wildcards”.

05 // *Is there anything you would like to add?*

■ I would personally like to invite everyone to the upcoming Shots Sales Week! We will be discounting hundreds of products and on top of that we are offering an extra 10% discount for customers who make the effort to visit us in person. I hope to personally shake your hands in Nijmegen, Los Angeles or even both!

01 // *We heard this year you will have two parties – one in the Netherlands and one in Los Angeles, USA, why?*

■ You are right and I’m happy to explain this move. As you know the Shots Europe Party is the absolute place to be at the end of July! Over the last fourteen years this happening has grown into one of the most unique events in our line of business. We have been awarded “Best Event in the Industry” many times by your magazine and many others. We would like to achieve this same success on the other side of the pond. A task that will not be easy as this type of event is new to our customers from the Americas. We have changed the concept a little bit and can’t wait to get things going!

02 // *Can customers vote again for the location of the parties?*

■ As it’s a first one, this time the American team and I selected the location. Let’s see what

happens next year! And as for the European Party, I think we have the best location possible. It’s bang in the buzzing centre of Nijmegen, just before the finish of the world famous 4 Day Marches, and within walking distance from my local pub where all the “die-hards” end up afterwards.

03 // *What happens at the parties? Why should people attend?*

■ These parties are all about having a good time in a very informal ambiance. It is the time for the Shots crews and our loyal guests to let their hair down and getting to know each other even better after an intensive period of very hard work. The concept for the Shots Europe Party is a well-known one. My good friend Stan van den Dobbelssteen and his company will take good care of the entertainment with a variety of singers, DJ’s and special activities. For the Shots America Party we have rented one of the

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