



FORUM TRENDFORUM - MEETING PLACE FOR PROFESSIONALS

GET NEW IDEAS, NEW INSPIRATION – AND PROMOTE TOMORROW'S SALES SUCCESS

COME, LEARN AND BOOST YOUR SALES

The IAW Trendforum is the meeting-place for professionals. Here you can discover tomorrow's trends as well as practical ideas and answers to the challenges of day-to-day business – for example, questions relating to business strategy, marketing, advertising and PR. Every exhibitor is wel-



come to join the program and present the latest product highlights at the Trendforum. The perfect chance to attract more visitors to your stand is supported by our professional TV presenter Ralf Kühler.

EXHIBITORS' PARTY

Another plus point: the IAW also offers an Exhibitors' Party which create the right ambience where you can meet important new contacts in a relaxed, yet business-friendly atmos-



phere. And if you don't meet Europe's top buyers dressed smartly in suit and tie at your stand, you'll meet them in the evening, feeling more laid-back and willing to talk over a beer.

SPOTLIGHT ON YOUR PRODUCT!



Twice a year the IAW TRENDSSELLER prize is awarded for products that experts believe will conquer the market, impress consumers – and, naturally, boost sales. All the winners have reported that the demand for their products rose after their company had received this award. But is that really surprising? The TRENDSSELLER award is widely regarded as the Oscar of the trade – and this is why it always attracts a lot of media attention.

Put your product in the TRENDSSELLER competition or apply for a product presentation at the Trendforum. Entry forms can be downloaded at: www.iaw-messe.de. Deadline for entries is 05.03.2012.

Trendseller September 2011



1st winner

Product: Adjustable Blinds
Company: Lichtblick-Sonnenschutzsysteme, Thalwenden
www.lichtblick-net.de



2nd winner

Product: Mycrom-Minicom
Company: Vagros-Stemmler, Delmenhorst



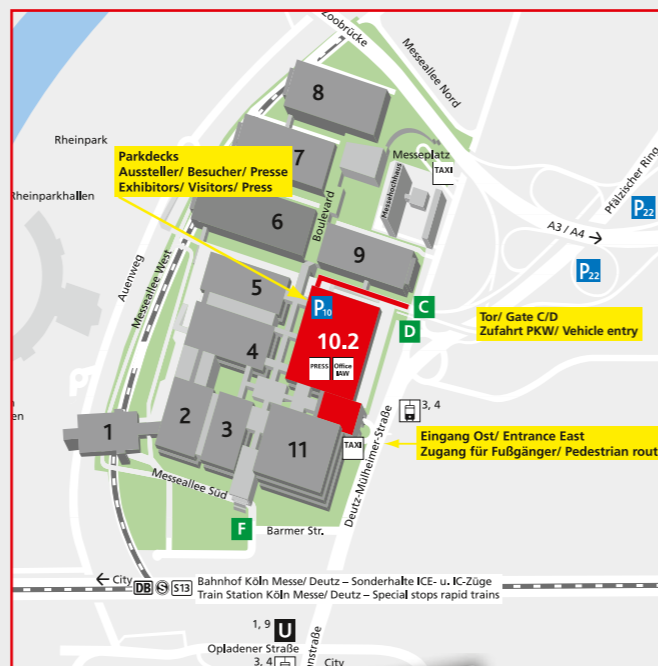
3rd winner

Product: Fake TV Fernsehsimulator
Company: kh-security GmbH & Co. KG, Haidenrod-Kemel
www.kh-security.de



Special Price

Product: Pocket punch
Company: TOP ACTION, Schortens
www.top-action.de



Complimentary admission tickets can be ordered and printed out online at www.iaw-messe.de

CONTACT

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Dates:

20–22 March 2012

Venue:

Cologne Exhibition Grounds, Hall 10.2, Entrance EAST

Frequency:

twice a year, in spring and autumn

Opening hours:

for exhibitors: 7 a.m. – 7 p.m.,
for visitors: 9 a.m. – 6 p.m., on March 22, until 5 p.m.

No. of exhibitors/ total display area:

approx. 260 exhibitors/ 24,000 m² (estimated)

Organizer:

Nordwestdeutsche Messegesellschaft Bremen-Hannover mbH
Gerhard-Stalling-Str. 9-11, 26135 Oldenburg, Germany

HOTEL BOOKINGS

Special rates are available at selected partner hotels in the vicinity of the exhibition venue. To benefit from these top conditions please book early as other events are taking place at the same time. For hotel listings and information please visit our website www.iaw-messe.de or go to www.hotelzimmerbuchung.com.



TOP CONDITIONS AND BENEFITS ON TRAVEL

In co-operation with Deutsche Bahn (German Railways) the IAW is able to offer exhibitors and visitors special discount prices on travel from anywhere in Germany to and from Cologne (railway station: Köln Messe/Deutz). Travelling **within Germany** – a return ticket to Cologne costs only € 99 (2nd class) and € 159 (1st class).

For more information about your ticket price for international journeys please contact:

Call Center Hotline Netherlands: 07 15 16 12 57
Call Center Hotline Belgium: 0 70 65 43 21 (0,15 €/min.)
Call Center Hotline Denmark: 33 36 06 60

Please contact the Hotline of Deutsche Bahn AG for more details and ticket booking at +49 (0) 18 05 / 31 11 - 53.



15th INTERNATIONAL TRADE FAIR FOR RETAIL PROMOTIONS AND IMPORTS

260 international exhibitors

24,000 m² exhibition area on one floor

7,500 visitors from 50 countries



20–22 March 2012, Cologne, Hall 10.2

www.iaw-messe.de



IAW - THE RETAIL TRADE'S KEY EVENT AT THE HOTSPOT COLOGNE!

MORE THAN 7,500 BUYERS WILL BE EXPECTED TO PLACE THEIR ORDERS AT THE IAW!

The IAW is the most important trade fair in Europe for promotional and trend-setting goods and is unparalleled in terms of the volume of orders taken. Known as the central platform for the retailing sector, it showcases a large and diverse range of exhibits. That's why it has become a major date in the business diary of top European buyers. The last completely booked event in September 2011 came to a triumphant end with several records broken:



VISITOR TARGET GROUPS

The IAW is directed to retailers only, mainly buyers from various sectors like:

- Building markets
- Discount stores
- Individual retail outlets
- Gardening markets
- Department stores
- Furniture stores
- Off-price shops
- Supermarket chains
- Retail organizations
- Consumer markets
- Mail order companies

Companies who have attended the IAW fairs:

Aldi · Asko · Baby-one · BAUDI · Bauhaus · Baur · Bünting Blokker · Buddelei · Budnikowsky · Domäne · Rossmann · Edeka Electronic Partner · Extra · Familia · Futterhaus · Globus · Hagebau · Hammer · Herti · Hunter Price · Ihr Platz · Jawoll · Karstadt Kaufhof · Kaufland · Kaiser's · KiK · Lekkerland · Lidl · Maco-Möbel · MÄC GEIZ · Markant · Media Markt · Metro · Nanu-Nana Netto · NKD · Norma · Obi · Otto · Th.Philipps · Photo Porst · Plus Porta! Möbel · Praktiker · Picks raus · Printus · POCO · Raiffeisen Real · REWE · Roller · Saturn · Schlecker · Tedox · TEDI · Tesco Toom · ToysRus · Weltbild · Woolworth and many others!



THE IMPORT FAIR FOR FAST TURNOVER PRODUCTS AND VOLUME GOODS

The IAW invites manufacturers, wholesalers and importers alike to exhibit their products.

10% Early Booking discount

Taking part in the IAW always pays off. The presence of so many top buyers – plus an attractive supporting program – soon offsets the cost of your stand. What's more, you can save a further 10 percent on the already favourably priced stand rental. **Simply book by 10.01.2012 to benefit from the early booking discount.**

INCREDIBLE VARIETY – THE EXHIBIT CATEGORIES AT THE IAW:

- Food & drinks
- Toiletries & cosmetics
- Textiles & clothing
- Sport & leisure articles
- Toys
- Electronic goods
- Household goods
- office supplies
- Plants & flowers, Gardening products
- Seasonal & trend-led products
- DIY & hardware products
- Gifts
- jewellery, clocks & watches
- Small items of furniture & home accessories
- Pet supplies

SERVICE - BEST PRICES AND TOP CONDITIONS

FAVOURABLE STAND RENTAL CHARGES AND MANY BENEFITS INCLUDED!

✓ CATERING

Generous free refreshment service for exhibitors and their guests at the catering stands

✓ VIP LOUNGE

Free personal cards for use of the VIP-Lounge

✓ VISITOR TICKETS

Free admittance for trade fair visitors and your customers (with pre-registration)

✓ EXHIBITOR PARTY

Free admittance to the exhibitor party, which takes place in one of the party hot-spots in the center of Cologne (Altstadt)

✓ ADVERTISING PACKAGE

Free advertising aids and an unlimited number of complimentary admission tickets for guests to be sent with your invitations to clients – the admission costs are not charged to exhibitors

✓ ONLINE SHOWROOM

Every exhibitor who books a display area of at least 30 m² is entitled to a free IAW show-room online exclusively at zentrada.network, Europe's leading network for the whole-sale and retail market in consumer goods.

✓ PRODUCT PRESENTATION

Present your company and / or the latest product highlights at the Trendforum

✓ BANNER-INSERTS

Banner advertising on the IAW homepage (in exchange for showing the IAW banner on your website)

✓ EXHIBITOR LIST

Your company entry, including logo and image text appears on the list of exhibitors at the IAW website

✓ ADVERTISEMENT

Full-page advertisement in the online trend catalogue, which will be mailed as an online version to approx. 10,000 addresses of buyers during the run-up to the fair



WHY PARTICIPATE AT THE IAW TRADE FAIR? THERE IS SO MANY GOOD REASONS TO JOIN THE EVENT:

International profile

Over 260 exhibitors and 7,500 visitors from 50 countries meet at a single market-place.

Diversity

Every retail sector is represented on a total display area of more than 24,000 m².

Professionalism

The IAW targets retailers only, e.g. buyers from nearly every major German and European retail chain.

Location

The IAW takes place at the heart of a unique market in Germany's most vibrant economic region close to strong Benelux trading partners.

Good value for money

Very favourable stand rental charges start-

✓ ENTRY PASSES

Ample number of exhibitor passes and parking vouchers (according to stand size)

ing as low as € 85.50/m² (incl. early booking discount) for a row stand.

Service

Interesting additional services: free refreshments at the trade fair, VIP Lounge, reductions on rail travel and hotel accommodation, complimentary admission tickets.

Publicity

A strong media presence ensures optimal media coverage of the products exhibited.

Added value

Free participation in the prestigious competition TRENDSSELLER Product-Award.

Businesstips

Every day, the IAW Trend Forum offers practical tips and sound business advice – all free of charge.

IAW SPECIAL - SPECIAL INCENTIVE OFFER TO NEW EXHIBITORS

INCLUDES THE STAND ASSEMBLY FOR THE PRICE OF STAND SPACE ONLY!

Our comprehensive package is tailor-made for you and should answer any doubts that the IAW might not be just right for you! You will only pay a very low surcharge to the stand rental and the stand assembly is already included in the price of the stand space together with many other benefits to be derived from exhibiting at the IAW.

NEW!
Offer for all first timers

€ 120/ m² Row stand
€ 130/ m² Corner stand
(plus advertising contribution and advance payment for services)



1. We deal with everything you need for your trade fair stand – you simply bring the products to be displayed.

Your stand booking covers: Stand area 12 to 30 m², row or corner stand (other stand sizes available on request), shell scheme stand with furniture, lighting and electrical connection.

Stand assembly included!

2. Your PR package for extensive advertising impact

Your company will be named on the IAW website as a new exhibitor. There will be a link to your homepage. You will receive 500 impressions of your banner advertisement on our website (additional impressions are possible at a cost of € 24.50 per thousand) You are also entitled to a double-page ad in the IAW Online Trend Catalogue (ready layout to be provided by the exhibitor).

Just think of all the additional services, which every exhibitor will receive like your own online showcase at zentrada.de, free advertising material and free of charge refreshments and snacks for you and your customers.

THE MOST CONVENIENT OPTION FOR YOUR STAND

Perhaps you don't have enough time to focus on what would be the best stand design? Don't worry, we can help out with our special service package. Simply book a fully fitted modular stand. This favourably priced option means that when you arrive at the trade fair you only have to set up your exhibits and decorate them as

you like. We deal with everything else, including special requests. If you need shelves, clothes racks or a special display, we can do it for you. Just let us know! Book with our service partners, rates per sqm starting from as low as € 34:

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