



15th INTERNATIONAL TRADE FAIR FOR RETAIL PROMOTIONS AND IMPORTS

20-22 March 2012
Cologne, Hall 10.2

260 international exhibitors
24,000 m² exhibition area on one floor
7,500 visitors from 50 countries

SPECIAL INCENTIVE OFFER FOR NEW EXHIBITORS



YOUR COMPLETE & EXCLUSIVE TRADE FAIR PACKAGE

NEW EXHIBITORS WHO BOOK WITH US DIRECTLY WILL RECEIVE SPECIAL TREATMENT!

Perhaps you have decided to try out the 15th IAW Trade fair and would like to see how effective it is as a showcase but are still not totally convinced? 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 not have to pay for the stand assembly – it is already included in the price of the stand space and together with many other benefits to be derived from exhibiting at the IAW.

€ 120,- / m² row stand | € 130,- / m² corner stand
(plus advertising fee and advance payment for technical 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 (other stand sizes available on request), row or corner stand, Shell scheme with white aluminium framed walls, 2.50 m high



Carpet tiles in four different colours, company name sign, 1 table with 3 chairs, 1 lockable reception desk, 2 shelves (91 x 140 x 36 cm), Lighting (1 spot per 3 sqm exhibit space) including installation and power supply connection (3 kw main supply incl. socket, consumption will be charged separately), Initial stand cleaning before the show

For stand sizes as from 16 m²: 1 lockable cabin with 3 wall mounted shelves and coat hooks



2. Your PR package for extensive advertising impact

Your company will be named on the IAW website www.iaw-messe.de 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)



Your own online IAW showcase as part of the rental package. Every exhibitor who books a display area of at least 30 m² is entitled to an IAW show-room online at zentrada.network, Europe's leading network for the whole-sale and retail market in consumer goods. Following registration for the next IAW, exhibitors can submit up to 75 products with price details that will remain posted on the site for approx. 4 weeks after the trade fair closes.

Another new benefit of the IAW! Incorporate the IAW logo in your advertisements and you'll receive a financial benefit up to 50 euros. The terms of participation and useful information can be found at www.iaw-messe.de.

You are also entitled to a **double-page ad** in the IAW Online Trend Catalogue (ready layout to be provided by the exhibitor).

Your **company entry, including logo**, appears in the Online Trend Catalogue also in the list of exhibitors on the IAW website.

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 part of the inclusive package and are not charged to exhibitors.

Generous refreshment service for exhibitors and their guests during the entire trade fair.

Ample number of exhibitor passes, VIP cards and parking vouchers (according to stand size).

A presentation of your latest product novelties in the Trendforum is also included.



THE MARKETPLACE FOR TOP BUYERS

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. Every IAW has proved more successful than the previous event. Now taking place in September for the 15th time since its launch in spring 2005, the IAW is proof that quality works!

Dates	20 - 22 March 2012
Venue	Exhibition Grounds, Hall 10.2, Cologne
Frequency	Twice a year (in March and September)
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.
Exhibitors / Exhibition area	Over 260 Exhibitors, approx. 24,000 sqm
Organizer	Nordwestdeutsche Messegesellschaft Bremen-Hannover mbH Gerhard-Stalling-Straße 9-11 D-26135 Oldenburg, GERMANY

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

EXHIBITION PROGRAM

Promotion and Bargain products for the retail sectors: Food & Drinks, Toiletries & Cosmetics, Textiles & Clothing, Sport & Leisure articles, Electronics, Household goods & Office supplies, Pet supplies, DIY & Hardware, Gift & Novelty items, Seasonal & Trend articles, Small items of furniture & Accessories, Plants & Flowers, etc.

VISITOR TARGET GROUPS

Buyers from consumer markets, discount stores, supermarket chains, retail organizations, mail order companies and individual retail outlets, furniture stores/markets/retailers and building markets

PROJECT TEAM/CONTACT PERSON

For exhibitors: Mrs. Kerstin Manke/ Bettina Fröhlich
Phone: + 49 (0) 57 21 / 99 308 98, Fax: 99 308 99
e-mail: manke@iaw-messe.de

For international exhibitors: Alexandra Breuers-Kohlmann,
Phone. +49 (0)2 21 / 9 41 45 23, Fax 9 41 45 24
E-mail: kontakt@mondomesse.de

For visitors: Ms. Kristin Krebstakies,
Phone: + 49 (0)4 41 / 92 07 07 77, Fax: 9 20 70 98
e-mail: krebstakies@iaw-messe.de

New exhibitors

FAX-HOTLINE **+49 (0) 57 21 / 9 93 08 99**

Book your stand now, incl. stand assembly, for the 15th IAW Trade fair in March 2012

Yes, we would like to book a stand at the IAW Trade Fair from 20 - 22 March 2012 in Cologne!

Row stand (1 side open) per m² € 120,-

Corner stand (2 sides open) per m² € 130,-

including stand assembly from 12 - 30 m² display area, early booking discount will not apply

Additional charges: Advertising contribution – current rate € 9.20 per m²/net, plus € 10/m² service charge (for electricity, water, etc.). All prices are subject to VAT.

We require the following stand space:

Front m Depth m Total area m²

We acknowledge that our registration becomes binding upon receipt of the completed application form by 10.01.2012. (Further material and Information required for planning purposes, e.g. possible stand location, service offers, etc. will be sent to you as soon as possible.)

Company

Address

Contact person, First name / Surname

Zip code / City / Country

E-mail address

Phone / Fax

Sectors covered

- | | |
|--|---|
| <input type="checkbox"/> Food & Drink | <input type="checkbox"/> Gardening products |
| <input type="checkbox"/> Toiletries & Cosmetics | <input type="checkbox"/> DIY & Hardware products |
| <input type="checkbox"/> Textiles & Clothing | <input type="checkbox"/> Pet supplies |
| <input type="checkbox"/> Sports & Leisure articles | <input type="checkbox"/> Gifts items, jewellery & watches |
| <input type="checkbox"/> Games & Toys | <input type="checkbox"/> Seasonal & Trend-oriented products |
| <input type="checkbox"/> Electronic goods | <input type="checkbox"/> Small items of furniture & Accessories |
| <input type="checkbox"/> Household goods & Office supplies | <input type="checkbox"/> Miscellaneous, please fill in _____ |
| <input type="checkbox"/> Plants & Flowers | |

Organizer

Nordwestdeutsche
Messegesellschaft
Bremen-Hannover mbH
Gerhard-Stalling-Straße 9-11
D-26135 Oldenburg, GERMANY

IAW-fair project management

Kerstin Manke
www.iaw-messe.de
info@iaw-messe.de
Phone +49 (0) 57 21 / 9 93 08 98
Fax +49 (0) 57 21 / 9 93 08 99



Date / Signature / Company stamp