

FACT SHEET**15th IAW – INTERNATIONAL TRADE FAIR FOR
RETAIL PROMOTIONS AND IMPORTS, COLOGNE**www.iaw-messe.de**Dates**

20 - 22 March 2012

Frequency

Twice a year (in March and September)

Assembly / DismantlingAssembly as of 17 March 2012, 7 a.m.
Dismantling by 23 March 2012, 8 p.m.**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.**Venue**

Exhibition Grounds, Hall 10.2, Cologne

Exhibitors / Exhibition area

Over 250 Exhibitors, approx. 23,000 sqm

Exhibition program

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

Stand rental/sqm + VATRow stand € 95, Corner stand € 105
End stand € 115, Island stand € 125
Advertising contribution € 9.20/sqm, Advance payment for technical services € 10/sqm (will be credited with consumption after the fair)**Special offer for new exhibitors**Stand space 12 - 30 sqm includes stand building and promotion program
Row stand € 120/sqm Cornerstand € 130/sqm (cannot be combined with early booking discount)**Deadline for registration: 15.02.2012****Early booking discount 10% of basic stand rental until 10.01.2012****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

Admission incl. VATFree ticketorder online:
www.iaw-messe.de/ticketshop
On-site in Cologne:
Day ticket € 19, Three-day ticket € 30,
incl. catalogue**Organizer**Nordwestdeutsche Messegesellschaft
Bremen-Hannover mbH
Gerhard-Stalling-Straße 9-11
D-26135 Oldenburg**Project team/contact person****For exhibitors:**Mrs. Kerstin Manke/ Bettina Fröhlich
Tel.: + 49 (0) 57 21 / 99 308 98, Fax: 99 308 99
e-mail: manke@iaw-messe.de**For visitors:**Ms. Kristin Krestakies,
Tel.: + 49 (0)4 41 / 9 20 70-777, Fax: 9 20 70-98
e-mail: krestakies@iaw-messe.de**For advertising:**Mr. Andreas Falk
Tel. +49 (0)4 41 / 9 20 70-568, Fax 9 20 70-572
e-mail: falk@iaw-messe.de**Further information**www.iaw-messe.deNordwestdeutsche
Messegesellschaft
Bremen-Hannover mbH
Gerhard-Stalling-Straße 9-11
26135 Oldenburg, Germanyproject management
info@iaw-messe.de
Tel.: +49 57 21 / 993 08 98
Fax +49 57 21 / 993 08 99