

Trade fair date

20–22 September 2017
(Wednesday–Friday)

Venue

Cologne Exhibition Grounds, Halls 6 and 9
Messeplatz 1, 50679 Cologne, Germany

Frequency

Twice a year, in spring and autumn

Opening hours

For visitors: 9 a.m. – 6 p.m., on 22.09., until 5 p.m.

Admission incl. VAT

To order complimentary tickets online:
www.iaw-messe.de/ticketorder_en.aspx
On-site in Cologne: Day ticket 39 €,
3-day ticket 69 € (incl. catalogue)

No. of exhibitors/total display area

330 exhibitors / 28,000 m² (estimated)
about 9,000 trade visitors from 66 countries

Travel and Hotel bookings

For hotel listings and travel information please visit
www.iaw-messe.de/travel-and-hotel-booking.aspx

Top conditions and benefits on travel:

For more information please use the following link:
www.iaw-messe.de/travel-and-hotel-booking.aspx

Organizer:

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www.iaw-messe.de



www.facebook.com/iaw.messe



www.youtube.com/user/IAWMesse



26th IAW TRADE FAIR COLOGNE

International Trade Fair for Retail Promotions and Imports (IAW) in Cologne

The IAW is twice a year Europe's leading event in terms of orders – in other words, an absolute must for retailers and buyers. No other event boasts such a broad range of product segments and offers buyers a unique opportunity to do business, pick their products for the next season and place orders on the spot. A total of approx. 9,000 buyers from various business sectors in 66 countries are expected to come to Cologne with the intention of sourcing new products for the coming season. Meet the top buyers, make new contacts and see how your order books fill up.

Visitors from the following countries come to the IAW:

Germany: 72%

Abroad: 28%

Benelux countries: 31%

Southern Europe (incl. AT & CH): 22%

Eastern Europe: 19%

Northern Europe & UK: 13%

Asia & Oceania: 10%

Africa & Middle East: 4%

Other countries: 1%

The exhibit categories at the IAW:

- Food & drinks
- Toiletries & cosmetics
- Textiles & clothing
- Sport & leisure articles
- Toys and games
- Electronic goods
- Household goods
- Office supplies
- Plants, gardening products
- Seasonal & trend-led products
- DIY & hardware products
- Gifts
- Jewellery, clocks & watches
- Small items of furniture & home accessories
- Pet supplies
- **NEW!** Private Label

Visitor target groups are 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

YouTube Trade show business live – positive impressions

Why not take a look at our online videos to get an idea of what the trade show is like? Join our short tour of the IAW to hear what exhibitors at the previous trade shows think about the event and why so many top buyers and exhibiting companies return time after time. www.youtube.com/user/IAWMesse

26th IAW TRADE FAIR

International Trade Fair for Retail Promotions and Imports, Cologne

20–22 September 2017, Halls 6 and 9

9,000+ visitors from 66 countries
330 international exhibitors
28,000 m² exhibition area

Stand assembly included

for first time exhibitors





Se.Com Group, Corner stand, 35 m²



Clear Value Trading, Corner stand, 20 m²



SBM Group, Corner stand, 35 m²



ACV Electronic GmbH, Row stand, 16 m²



TSK GmbH, Corner stand, 23 m²



Zinest sro, Corner stand, 21 m²



*We deal with everything you need for your stand,
you simply bring the products to be displayed.*

NEW EXHIBITOR SPECIAL

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.

Your stand booking covers

- Stand area 12 to 30 m², row or corner stand (other stand sizes available on request), Shell scheme with white aluminium framed walls, 2.50 m high
- Carpet tiles in five different colours
- 1 table with 3 chairs
- 1 lockable reception desk
- 2 free standing shelves (91 x 140 x 36 cm) or as an alternative 6 wall mounted shelves (100 x 30 cm)
- Company name sign (20 characters)
- 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 18 m²: 1 lockable cabin (1 x 1 m) with 3 wall mounted shelves, coat hooks and waste bin, 1 free standing shelf or 3 wall mounting shelves
- For stand sizes as from 24 m²: 1 table, 3 chairs

PR package for extensive advertising

- Your company will be named on the IAW website as a new exhibitor with company profile and link to your website.
- You will receive 2,500 impressions of your banner advertisement on our website (additional impressions are possible at a cost of 24.50 € per thousand)
- You will receive two full page ads in the IAW Online Trend Catalogue (ready layout to be provided by the exhibitor).
- Product presentation of your highlights in the Trendforum.
- Your company entry, including logo, appears in the Online Catalogue also in the list of exhibitors on the IAW website.
- Free advertising aids and an unlimited number of complimentary tickets for guests – 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.

Stand rental and stand building included for only:

129,- €/m² Row stand | 139,- €/m² Corner stand

(incl. early booking discount, plus advertising contribution 9.80 € and technical services fee 10 €, both per m²)