



# IAW, FACTS & FIGURES

INTERNATIONAL TRADE FAIR FOR RETAIL PROMOTIONS AND IMPORTS

## Date

27.02.–01.03.2018

## Frequency

Twice a year (in February/March and September)

## Assembly / Dismantling

Assembly as of February 24, 2018, 7 a.m.

Dismantling by March 2, 2018, 8 p.m.

## Opening hours

For exhibitors: 7 a.m.–7 p.m.

for visitors: 9 a.m.–6 p.m., on March 1, until 5 p.m.

## Venue

Exhibition Grounds Cologne, Halls 11.1 and 11.2

## Exhibitors / Exhibition area

Approx. 350 Exhibitors, 29,000 sqm

## Exhibition program

Promotion and Bargain products for the retail sectors: Food and Drinks, Toiletries and Cosmetics, Textiles and Clothing, Sport and Leisure articles, Electronic goods and Computer, 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, Toys and Games, Private Label

## Visitor target groups

Buyers from Consumer markets, Discounters, Supermarket chains, Buyer organizations, Furniture and DIY stores, Gardening markets, Mail order companies, Independent retailers

## Admission incl. VAT

Free ticket order online: [www.iaw-messe.de](http://www.iaw-messe.de)

On-site in Cologne: Day ticket 39 € incl. catalogue,

3-Day ticket 69 € incl. catalogue

## Deadline for registration:

**25.01.2018**

## Early booking discount:

**10% of basic stand rental until 09.01.2018**

## Stand rental /sqm + VAT

Row stand 99.50 €, Corner stand 109.50 €

End stand 119.50 €, Island stand 128 €

Advertising contribution 9.80 €/sqm,

Advance payment for technical services 10 €/sqm

(will be credited against consumption after the fair)

## Special offer for new exhibitors

Stand space 12–30 sqm

includes stand building and promotion program.

Row stand 129 €/sqm, Corner stand 139 €/sqm

As at 10.01.2018:

Row stand 139 €/sqm, Corner stand 149 €/sqm

(plus surcharges as above)

## Organizer

Nordwestdeutsche Messegesellschaft Bremen-Hannover mbH

Gerhard-Stalling-Straße 9, 26135 Oldenburg, Germany

## Project team / contact person

**For exhibitors:** Kerstin Manke (Project Director), Bettina Fröhlich

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