



Book your space and we'll take care of the stand building.

Apply for a stand proposal right now!

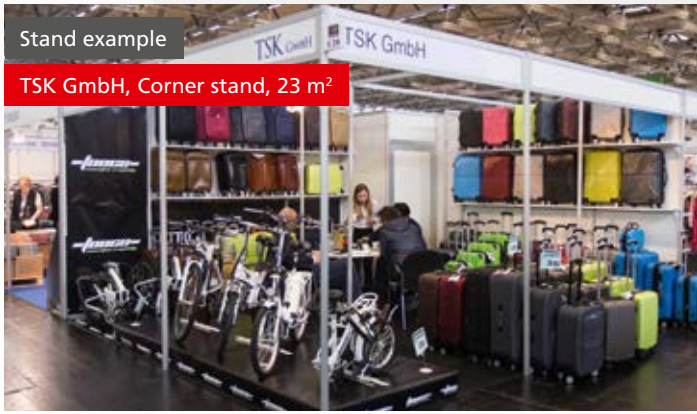
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Early booking pays off! Conditions "New Exhibitors Special"

Row stand **incl. stand assembly** (1 open side) 129 €/m²*
Corner stand **incl. stand assembly** (2 open sides) 139 €/m²*

* plus advertising contribution 9.80 € and technical services fee 10 €, both per m²
As at 10.01.2018: Row stand 139 €/m², Corner stand 149 €/m²



Stand example
TSK GmbH, Corner stand, 23 m²

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

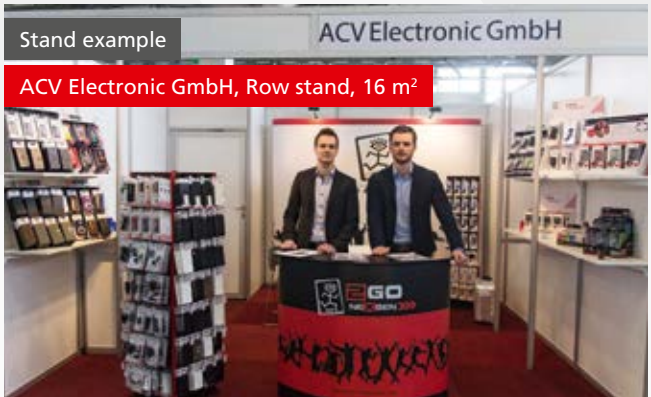
Visitor target groups

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

Facts and figures

| | |
|--------------------|---|
| Trade fair date | 27.02. – 01.03.2018 |
| Venue | Cologne Exhibition Grounds, Halls 11.1 and 11.2, 50679 Cologne, Germany |
| No. of visitors | approx. 9,000 trade visitors from 70 countries |
| No. of exhibitors | 350 exhibitors |
| Total display area | 29,000 m ² |
| Admission | Free ticketorder online: www.iaw-messe.de/ticketorder_en.aspx |
| Organizer | Nordwestdeutsche Messegesellschaft Bremen-Hannover mbH Gerhard-Stalling-Str. 9, 26135 Oldenburg 0441 / 9 20 70 - 777, info@iaw-messe.de |

www.iaw-messe.de /iaw.messe /IAWMesse



Stand example
ACV Electronic GmbH, Row stand, 16 m²



27th International Trade Fair for Retail Promotions and Imports

27.02.–01.03.2018 | Cologne | Halls 11.1 + 11.2

- + 9,000 trade visitors
- + 350 international exhibitors
- + 29,000 m² exhibition area

Stand assembly included for first time exhibitors!



BEST DEALS IN RETAIL



BEST DEALS IN RETAIL - IAW COLOGNE

New Exhibitor Special

Come on board and discover the IAW Trade Fair as your new sales platform!

You will only pay a very low surcharge to the stand rental and the stand assembly is already included in the package price plus many other benefits.

The IAW is twice a year Europe's leading event in terms of orders: A total of approx. 9,000 buyers from various business sectors in almost 70 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.



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 take over by the exhibitor
- + **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 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 starting from 129,- €/m²

(plus advertising contribution 9.80 € and technical services fee 10 €, both per m²)