



COLOGNE

28th International Trade Fair for Retail Promotions and Imports

19–21 September 2018 | Cologne | Halls 6 + 9

- + 9,000 trade visitors**
- + 350 international exhibitors**
- + 30,000 m² exhibition area**

BEST DEALS IN RETAIL

NEW!

e-commerce quarter
SERVICE | KNOWHOW | WORKSHOPS by IAW Trade Fair Cologne

www.iaw-messe.de



BEST DEALS IN RETAIL! International Trade Fair for Retail Promotions and Imports

Meet the top buyers, make new contacts and see how your order books fill up for the coming autumn and Christmas sales. With its changing line-up, the IAW continually offers buyers inspiring new sales ideas.

IAW Concept

With the focus on promotional merchandise, seasonal and trend-led products, bargain-priced goods and volume business, suppliers and buyers agree that there is simply no alternative to the IAW.

The International Trade Fair for Retail Promotions and Imports in Cologne 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.

The Spring IAW 2018 closed its gates after an impressive three-day display boasting a broad cross-section of products and visitor groups. The Cologne exhibition halls 11.1 and 11.2 were fully booked with 342 exhibitors from all over the world presenting various product segments and occupying a total display area of approx. 30,000 m². They not only showcased their merchandise but also took sales orders. About 8,400 trade visitors attended the IAW over the three days.

However, the IAW is far more than just a trade fair where orders are taken. As a reliable barometer of retail trends, it shows new sales avenues and is an invaluable networking platform. And when it comes to private labels, the IAW enables you to find the right partners to help you produce high-margin own brands.

Incredible variety – the exhibit categories at the IAW

- + Food & drinks
- + Toiletries & cosmetics
- + Textiles & clothing
- + Sport & leisure articles
- + Toys
- + Electronic goods
- + Household goods
- + Office supplies
- + Plants & flowers
- + Gardening products
- + Seasonal & trend-led products
- + DIY & hardware products
- + Gifts, jewellery, clocks & watches
- + Home accessories
- + Pet supplies
- + Private Label
- + **NEW!** Retail-Services / E-Commerce

EDCO "The IAW is simply top. From the superb organization through to the large number of potential clients from across Europe and beyond as well as the high quality – it just gets better. Best of all, we make sales. Other trade fairs are more about image marketing, but here we sell products!" **Bertil Wessel, EDCO (NL)**

PMS "It's really great to see every kind of product on offer here and this meant we were able to meet customers from every sector. **John Costi-Mouyia, PMS International (GB)**

INTERBOSCH BV "We have been coming here for about ten years and always look forward to it. Elsewhere one would perhaps give a sample to a potential customer, whereas here we take direct orders from buyers." **Hans Overtoom, Interbosch BV (NL)**

SBM group "The Spring Fair was good for us, but this time we were able to acquire a larger number of even more valuable contracts." **Alexander Herr, SBM Group GmbH (AT)**

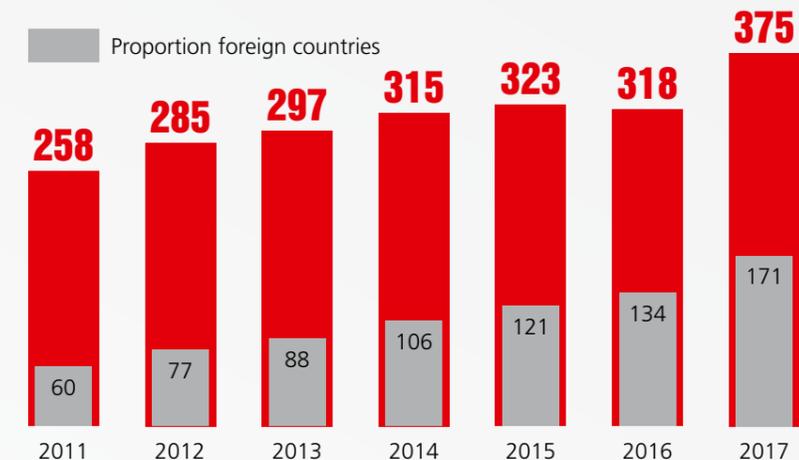
VINNEMEIER "For us the IAW is the highlight of the season. We were kept busy with visitors coming to the stand right to the end." **Meinhard Vinnemeier, Vinnemeier GmbH (DE)**



IAW exhibitors

Consistent trend in exhibitor numbers

The last years have seen the IAW emerge as a leading centre for new orders of promotional products, top-selling lines and bulk sale articles. Consequently, the number of exhibitors has risen to more than 350 from 20 countries (in March 2017). The IAW sees regularly many new exhibitors, who have chosen the event as a new showcase for their product portfolio.



NEW! e-commerce quarter

SERVICE | KNOWHOW | WORKSHOPS by IAW Trade Fair Cologne

From now on the IAW will feature a dedicated E-Commerce area as a separate display category in its own right. Centrally located within this area, the E-Commerce Arena will present high-calibre speakers focussing on key aspects of E-Commerce. In terms of content this forum is comparable to a specialist congress, yet it is free of charge to trade fair visitors. The stands in the immediate vicinity of the Arena will be reserved mainly for exhibitors from E-Commerce, thus creating an e-commerce quarter at the heart of the IAW. This leading trade show for orders is now perfectly positioned to meet the business needs of visitors interested in this growing sector.

- + Find new business leads you would not normally meet at E-Commerce events
- + Profit from our e-commerce quarter package for first-time exhibitors includes discount prices and additional benefits

IAW visitors

International, diverse, great sales potential – IAW trade visitors

Admission to the IAW is exclusively for the trade. With more than 9,000 buyers from about 70 countries, the IAW is the perfect platform for gaining access to new markets. Over the past years the IAW has become a firmly established date in the business diary of Europe's top buyers.



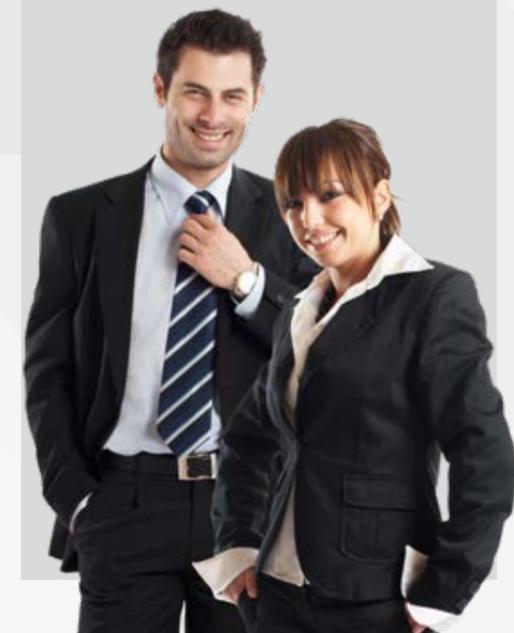
Who is Who of the trade – Companies who have attended the IAW fairs:

- » A.S. Watson
- » Action Deutschland
- » Albert Heijn
- » Aldi
- » Barry Group
- » Bauhaus
- » Budnikowsky
- » Channel 21
- » Centershop
- » DA Retail-groep
- » Dohle Handelsgruppe
- » 3Pagen Versand
- » Edeka
- » Electronic Partner
- » Futterhaus
- » Galeria Kaufhof
- » Globus
- » Hagebau
- » Hammer
- » Idee+Spiel
- » Jawoll
- » Karstadt
- » Kaufland
- » KiK
- » Kienast
- » Krümet
- » Lekkerland
- » Maco-Möbel
- » Mäc-Geiz
- » Magasins BOUM
- » Magowski
- » Markant
- » Media Markt
- » Saturn
- » Metro
- » Möbel AS
- » myToys.de
- » nahkauf
- » Netto
- » NKD
- » Norma
- » Obi
- » Otto's
- » Th.Philipps
- » Penny plus d.o.o.
- » Photo Porst
- » Picks raus
- » Plusonline
- » Pricecheck
- » POCO
- » Postenbörse
- » Pro-Idee
- » QVC
- » Raiffeisen
- » Real
- » REWE
- » SuperCoop
- » T€di
- » Tchibo
- » Tedox
- » Toom
- » TK Maxx
- » Universal Pictures
- » Unilever
- » Vedes
- » Westfalia
- » Weltbild
- » Wicky
- » Woolworth
- » XXXLutz Deutschland
- » Zimmermann Sonderposten
- ... and many others!

9,000

Top-buyers from 70 countries cover the following retail sectors:

- + Building markets
- + Discount stores
- + Individual retail outlets
- + Gardening markets
- + Department stores
- + Furniture stores
- + Off-price shops
- + Supermarket chains
- + Retail organizations
- + Consumer markets
- + Webshops



Extensive advertising

- » Advertisements, supplements and reports featured in specialist magazines
- » Direct mailings to over 20,000 international buyers
- » Regular newsletter mailings
- » Banner advertising in the relevant platforms for the trade
- » Google campaigns in Germany and abroad
- » Social media marketing on Facebook and YouTube

Free additional services

Many of our services are available to you free of charge, e.g. the company entry in the list of exhibitors, including logo, your image copy and link to your website, as well as an advertisement in the online catalogue. Every exhibitor receives a free advertising package which can be used to invite trade visitors. Last but not least: catering service for free throughout the halls and at the VIP-Lounge.



Experts program at the IAW Trendforum

More and more dealers are competing for the customer's money. What kind of purchasing and marketing strategies are needed? How can the right presentation of your products help? At the IAW Trendforum you can find out about innovative ways of improving business performance. Leading experts share their know-how and provide best-practice examples for day-to-day business. The topics range from POS product presentation to the latest psychological findings on consumer behaviour and include all major aspects of e-commerce as well.

The highlight of every event is the IAW Trendseller Product Award, which is presented to a highly innovative, creative or unusual new product. Over the last ten years this award has become a reliable way of turning a product into the next bestseller. As an exhibitor, you have the opportunity to enter your product free of charge in the competition for this high-profile award.



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Best conditions

New Exhibitor Special: Stand assembly included

Test the show at now risk but very favourable conditions! You will only pay a low surcharge to the stand rental and the stand assembly is already included plus many other benefits. More information: www.iaw-messe.de/new-exhibitor-special.aspx

	Until 10.07.2018	As at 11.07.2018
Row stand incl. stand assembly (1 open side).....	129.00 €/m ² *	139.00 €/m ² *
Corner stand incl. stand assembly ... (2 open sides)	139.00 €/m ² *	149.00 €/m ² *

Space reservation with 10% Early booking discount

10% Early booking discount on the basic stand rental upon receipt of the application forms by 10.07.2018. Cannot be combined with the "Special offer for New exhibitors".

	Until 10.07.2018	As at 11.07.2018
Row stand(1 open side)	89.55 €/m ² **	99.50 €/m ² **
Corner stand(2 open sides)	98.55 €/m ² **	109.50 €/m ² **
End stand(3 open sides)	107.55 €/m ² **	119.50 €/m ² **
Block stand.....(4 open sides)	115.20 €/m ² **	128.00 €/m ² **

* only for new exhibitors, plus Advertising contribution of 9.80 €/m², Advance payment for technical services 10 €/m², both per m² ** plus Advertising contribution of 9.80 €/m², Advance payment for technical services 10 €/m², both per m²



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