



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

Apply for a stand proposal right now!

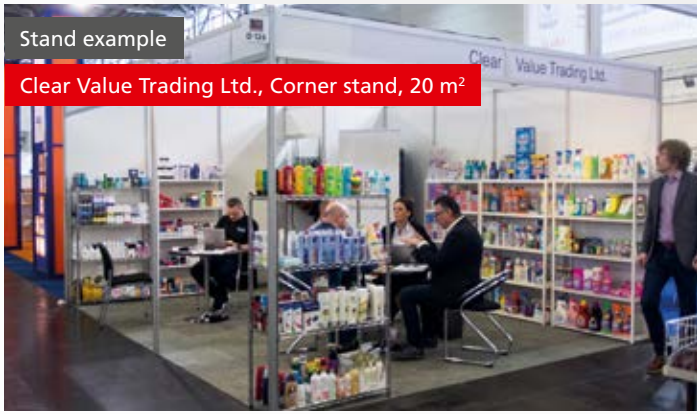
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### Early booking pays off! Conditions "New Exhibitors Special"

Row stand **incl. stand assembly** (1 open side) 129 €/m<sup>2</sup>\*  
Corner stand **incl. stand assembly** (2 open sides) 139 €/m<sup>2</sup>\*

\* plus advertising contribution 9.80 € and technical services fee 10 €, both per m<sup>2</sup>  
**As at 11.07.2018:** Row stand 139 €/m<sup>2</sup>, Corner stand 149 €/m<sup>2</sup>



Stand example

Clear Value Trading Ltd., Corner stand, 20 m<sup>2</sup>

### 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

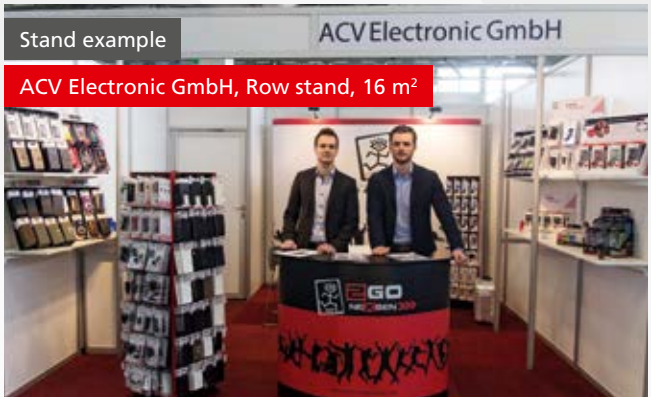
### Visitor target groups

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	19–21 September 2018
Venue	Cologne Exhibition Grounds, Halls 6 and 9, 50679 Cologne, Germany
No. of visitors	approx. 9,000 trade visitors from 70 countries
No. of exhibitors	350 exhibitors
Total display area	30,000 m <sup>2</sup>
Admission	<b>Free ticketorder online:</b> <a href="http://www.iaw-messe.de/ticketorder_en.aspx">www.iaw-messe.de/ticketorder_en.aspx</a>
Organizer	Nordwestdeutsche Messegesellschaft Bremen-Hannover mbH Gerhard-Stalling-Str. 9, 26135 Oldenburg 0441 / 9 20 70 - 777, <a href="mailto:info@iaw-messe.de">info@iaw-messe.de</a>

[www.iaw-messe.de](http://www.iaw-messe.de) /iaw.messe /IAWMesse



Stand example

ACV Electronic GmbH, Row stand, 16 m<sup>2</sup>



## 28<sup>th</sup> 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 m<sup>2</sup> 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 m<sup>2</sup>, 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
- + Free WiFi connection (group account)
- + **For stand sizes as from 18 m<sup>2</sup>:** 1 lockable cabin (1 x 1 m) with 3 wall mounted shelves, coat hooks and waste bin
- + **For stand sizes as from 24 m<sup>2</sup>:** 1 table, 1 free standing shelf or 3 wall mounting shelves

## 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 21.50 € 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,- €/m<sup>2</sup>**

**(plus advertising contribution 9.80 € and technical services fee 10 €, both per m<sup>2</sup>)**