



parallel zur // parallel to
IAW February 2019

29th International Trade Fair for Retail Promotions and Imports

25–27 February 2019 | Cologne | Halls 10.1 + 10.2

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

BEST DEALS IN RETAIL



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 spring and summer sales. With its changing line-up, the IAW continually offers buyers inspiring new sales ideas.

IAW Concept

Promotional merchandise, seasonal and trend-led products, bargain-priced goods and volume business – suppliers and buyers agree there is no alternative to 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 from many different target groups a unique opportunity to do business, pick their products for the next season and place orders on the spot.

The Autumn IAW 2018 closed its gates after an impressive three-day display boasting a broad cross-section of products. 362 exhibitors presenting various product segments on approx. 30,000 m² and 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

- + 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
- + 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)**

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)**

4EVERYWARE "We've been coming here for ten years and every year it amazes. This year was no exception. We concluded some great deals and have made some top contacts." **Bram Roels, 4Everyware Stocklots BV (NL)**

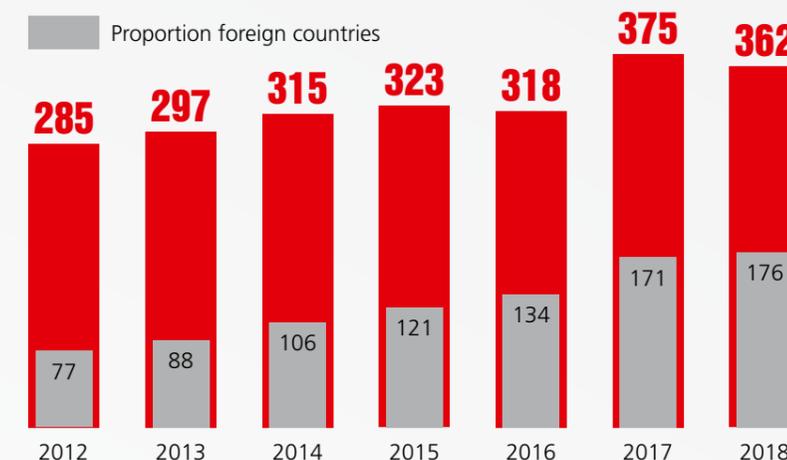
Mitou "Wholesalers, online traders, even start-ups enjoyed some conditions for networking and a great ambiance. Usually we tend to take part in conventional e-commerce trade shows, but we are very satisfied with the IAW." **Matin Heydari, mitou (DE)**



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. 362 exhibitors from 21 countries participated in autumn 2018. The IAW sees regularly many new exhibitors, who have chosen the event as a new showcase for their product portfolio.



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 over 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.

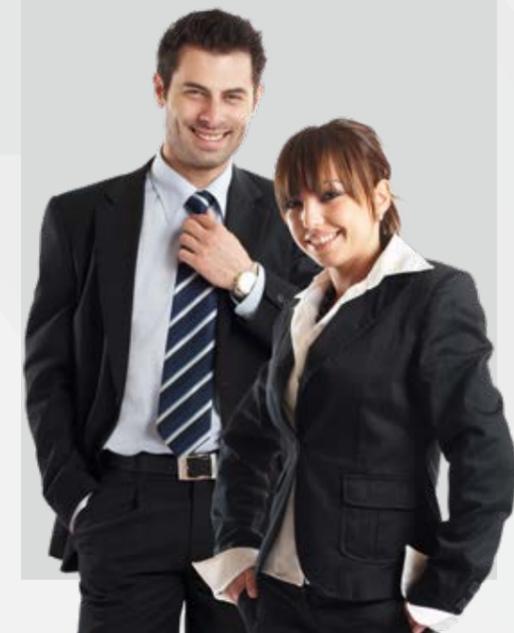


Who is Who of the trade – Companies who have attended the IAW fairs:

- » 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
Buyers from more than 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.



Parallel to IAW: Asia-Pacific Sourcing. Meet the visitors and exhibitors from both events.

In February 2019 the IAW and Asia-Pacific Sourcing take place at the same time, creating the world's most important hub for multilateral import and export business – at the same location. More than 600 exhibitors will offer products for wholesale purchase from the Far East. The portfolio embraces tools, locks, mountings and fittings, small metal products, fastenings, garden tools and furniture, garden equipment and accessories. This product range complements the IAW perfectly. Both events are directly connected by walkways linking the two events. Around 7,000 additional buyers from the wholesale sector are expected due to the parallel trade fair.

- + **More visitors = More potential buyers**
- + **You can expect lots of new contacts with exporters from Asia**
- + **The advertising activities of two trade fairs will maximize attention**



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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 20.12.2018	As at 21.12.2018
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 20.12.2018. Cannot be combined with the "Special offer for New exhibitors".

	Until 20.12.2018	As at 21.12.2018
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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