31st International Trade Fair for Retail Promotions and Imports
10–12 March 2020 | Cologne | Halls 6 + 9

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

International, diverse, great sales potential – IAW trade visitors

Admission to the IAW is exclusively for the trade. With around 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.

68% Germany
32% Abroad

38% Benelux countries
32% Southern Europe (incl. Austria & Switzerland)
13% Eastern Europe
9% Northern Europe & Great Britain
5% Middle East & Asia
3% Other countries

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

- A.S. Watson
- Action Deutschland
- Albert Heijn
- Aldi
- Barry Group
- Bauhaus
- Budnikowski
- Carrefour
- Channel 21
- Centershop
- DA Retail-group
- Döhle Handelsgruppe
- 3Pagen
- Venand
- Edeka
- Electronic Partner
- Futterhaus
- Galeria Kaufhof
- Globus
- Hagebau
- Hammer
- Idee+Spieß
- Karlstadt
- Kaufland
- K.K
- Kienast
- Krümet
- Leikerland
- Maxo-Möbel
- Max-Geiz
- Magasins BOUM
- Magowski
- Markant
- Media Markt
- Saturn
- Metro
- Möbel AS
- myToys.de
- nahauf
- 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
- Tedi
- Tchibo
- Tedko
- Toom
- TK Maxx
- Universal Pictures
- Unilever
- Vedex
- Westfalia
- Weltbild
- Wicky
- Woolworth
- XXLutz Deutschland
- Zimmermann
- Sonderposten
- ... and many others!

9,000 Buyers from more than 70 countries cover the following retail sectors:

- Webshops
- Building markets
- Discount stores
- Individual retail outlets
- Gardening retail outlets
- Department stores
- Furniture stores
- Off-price shops
- Supermarket chains
- Retail organizations
- Consumer markets
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. 347 exhibitors from 21 countries participated in autumn 2019. The IAW sees regularly many new exhibitors, who have chosen the event as a new showcase for their product portfolio.

<table>
<thead>
<tr>
<th>Year</th>
<th>Exhibitors</th>
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<tbody>
<tr>
<td>2013</td>
<td>297</td>
</tr>
<tr>
<td>2014</td>
<td>315</td>
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<tr>
<td>2015</td>
<td>323</td>
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<tr>
<td>2016</td>
<td>318</td>
</tr>
<tr>
<td>2017</td>
<td>375</td>
</tr>
<tr>
<td>2018</td>
<td>362</td>
</tr>
<tr>
<td>2019</td>
<td>347</td>
</tr>
</tbody>
</table>

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 offers 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 2019 closed its gates after an impressive three-day display boasting a broad cross-section of products. 347 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

"We came here to establish a stronger foothold in Germany and Eastern Europe. In that respect the IAW has helped us a lot in both quantitative and qualitative terms." Antoine Dekokelaire, Fornord (BE)

"We have seldom encountered such a colourful mix of target groups. Small retailers and large international chains, everything is possible here." Peter Opurzow, head of sales Rakuten Germany GmbH (DE)

"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)

"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)

"The IAW is simply top. From the superb organization to the large number of potential clients from 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)

"The IAW is the orders fair for the retail trade."
**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/en/exhibitors/new-exhibitors-special](http://www.iaw-messe.de/en/exhibitors/new-exhibitors-special)

**Until 20.12.2019**  
**As at 21.12.2019**

<table>
<thead>
<tr>
<th>Type of Stand</th>
<th>incl. stand assembly</th>
<th>incl. stand assembly</th>
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</thead>
<tbody>
<tr>
<td>Row stand</td>
<td>(1 open side)</td>
<td>129.00 €/m²*</td>
</tr>
<tr>
<td>Corner stand</td>
<td>(2 open sides)</td>
<td>139.00 €/m²*</td>
</tr>
<tr>
<td>End stand</td>
<td>(3 open sides)</td>
<td>107.55 €/m²*</td>
</tr>
<tr>
<td>Block stand</td>
<td>(4 open sides)</td>
<td>115.20 €/m²**</td>
</tr>
</tbody>
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* only for new exhibitors, plus Advertising contribution of 9.80 €/m², Advance payment for technical services 10 €/m², both per m²  
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**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

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**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 list of exhibitors. Every exhibitor receives a free advertising package which can be used to invite trade visitors. Last but not least: complimentary catering service throughout the halls and at the VIP-Lounge.

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**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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