



COLOGNE

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**

BEST DEALS IN RETAIL

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

www.iaw-messe.de

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%
32%

Germany

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

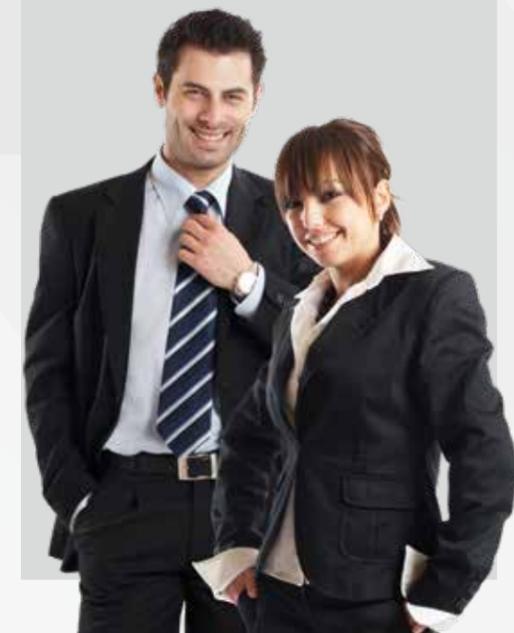
Who is Who of the trade – Companies who have attended the IAW fairs:

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

9,000

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

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





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 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

EDCO "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)**

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)**

for nord "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)**

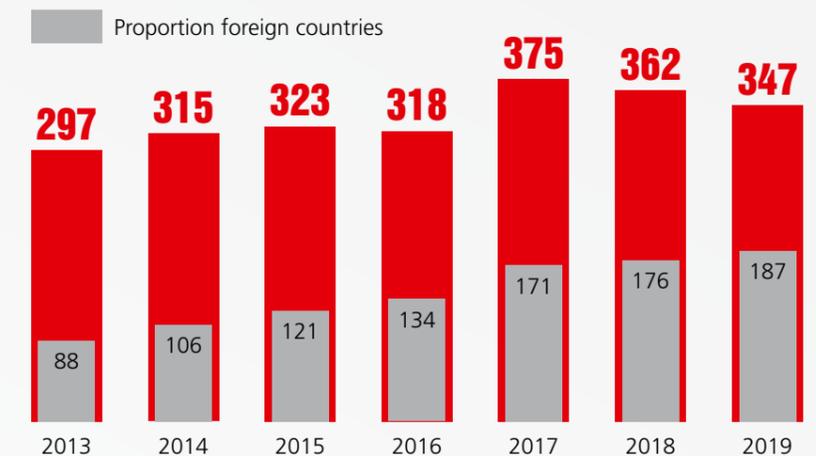
Rakuten "We have seldom encountered such a colourful mix of target groups. Small retailers and large international chains, everything is possible here." **Peter Ogurzew, head of sales Rakuten Germany GmbH (DE)**



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. 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.



e-commerce quarter

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The IAW features a dedicated E-Commerce Arena, where high-calibre speakers will focus on key aspects of the online trade. In terms of content this forum is comparable to a specialist congress, yet it is free of charge to trade fair visitors. Spaces 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 not only to cover product sourcing but to meet the business needs for the growing sector of selling online as well.



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

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.



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/en/exhibitors/new-exhibitors-special

| | Until 20.12.2019 | As at 21.12.2019 |
|---|---------------------------|---------------------------|
| 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 20.12.2019. Cannot be combined with the "Special offer for New exhibitors".

| | Until 20.12.2019 | As at 21.12.2019 |
|--|----------------------------|----------------------------|
| 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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