



IAW, FACTS & FIGURES

INTERNATIONAL TRADE FAIR FOR RETAIL PROMOTIONS AND IMPORTS

Date

10–12 March 2020

Frequency

Twice a year (in February/March and September)

Assembly / Dismantling

Assembly as of March 7, 2020, 7 a.m.

Dismantling by March 13, 2020, 8 p.m.

Opening hours

For exhibitors: 7 a.m.–7 p.m.

for visitors: 9 a.m.–6 p.m., on March 12, until 5 p.m.

Venue

Exhibition Grounds Cologne, Halls 6 and 9

Exhibitors / Exhibition area

Approx. 350 Exhibitors, 30,000 sqm

Exhibition program

Promotion and Bargain products for the retail sectors:

Food and Drinks, Toiletries and Cosmetics, Textiles and Clothing, Sport and Leisure articles, Electronic goods and Computer, Household goods and Office supplies, Pet supplies, DIY and Hardware, Gift and Novelty items, Seasonal and Trend articles, Small items of furniture and Accessories, Plants and Flowers, Toys and Games.

Private Label, Retail-Services / E-Commerce

Visitor target groups

Buyers from Consumer markets, Discounters, Supermarket chains, Buyer organizations, Furniture and DIY stores, Gardening markets, Onlineshops, Mail order companies, Independent retailers

Admission incl. VAT

Free ticket order online: www.iaw-messe.de

On-site in Cologne: Day ticket 39 € incl. catalogue,

3-Day ticket 69 € incl. catalogue

Deadline for registration:

30.01.2020

Early booking discount:

10% of basic stand rental until 20.12.2019

Stand rental / sqm + VAT

Row stand 99.50 €, Corner stand 109.50 €

End stand 119.50 €, Island stand 128 €

Advertising contribution 9.80 €/sqm,

Advance payment for technical services 10 €/sqm

(will be credited against consumption after the fair)

Special offer for new exhibitors

Stand space 12–30 sqm

includes stand building and promotion program.

Row stand 129 €/sqm, Corner stand 139 €/sqm

As from 21.12.2019:

Row stand 139 €/sqm, Corner stand 149 €/sqm

(plus surcharges as above)

Organizer

Nordwestdeutsche Messegesellschaft Bremen-Hannover mbH

Gerhard-Stalling-Straße 9, 26135 Oldenburg, Germany

Project team / contact person

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