

Best conditions - test the IAW



## CONDITIONS

Benefit from the additional price advantage until 20.12.2019:

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 21.12.2019: Row stand 139 €/m<sup>2</sup>, Corner stand 149 €/m<sup>2</sup>



## EXHIBIT CATEGORIES

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, private label, retail-services / e-commerce

<b>Date</b>	10–12 March 2020
<b>Venue</b>	Cologne Exhibition Grounds, Halls 6 and 9
<b>No. of visitors</b>	Approx. 9,000 trade visitors from more than 70 countries
<b>No. of exhibitors</b>	350 exhibitors
<b>Total display area</b>	30,000 m <sup>2</sup>
<b>Admission</b>	Free ticketorder online: <a href="http://www.iaw-messe.de/en/visitor/tickets">www.iaw-messe.de/en/visitor/tickets</a>
<b>Organizer</b>	Nordwestdeutsche Messegesellschaft Bremen-Hannover mbH +49 (0)441 / 9 20 70 - 777 <a href="mailto:info@iaw-messe.de">info@iaw-messe.de</a> <a href="http://www.iaw-messe.de">www.iaw-messe.de</a>



## 31<sup>st</sup> 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 m<sup>2</sup> exhibition area

**Stand assembly included for first time exhibitors!**



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

Apply for a stand proposal right now!

Bettina Fröhlich,  
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9,000 buyers from 70 countries



## IAW TRADE FAIR COLOGNE



The IAW is twice a year Europe's leading event in terms of orders. Approx. 9,000 buyers from various business sectors from more than 70 countries are expected to come to Cologne with the intention of ordering new products for the coming season.

Meet the top buyers and make new contacts. IAW visitors cover the following retail sectors:

- + Consumer markets
- + Discount stores
- + Supermarket chains
- + Furniture and DIY stores
- + Online shops
- + Individual retail outlets
- + Retail organizations

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.

Stand assembly included



## STAND EQUIPMENT INCLUDED

**Stand area incl. stand assembly** 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

**Table** with 3 chairs

**Reception desk** (100 x 100 x 50 cm), lockable

**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 m<sup>2</sup> exhibit space) including installation and power supply connection (3 kw main supply incl. socket, consumption of 60 € flat rate will be charged separately)

**WiFi** for devices with 5 GHz, one user on max. 4 days

**Initial stand cleaning** before take over by the exhibitor

**For stand sizes as from 18 m<sup>2</sup>:**

**Cabin** lockable, (1 x 1 m) with 3 wall mounted shelves and coat hooks

**For stand sizes as from 24 m<sup>2</sup>:**

**Table** with 3 chairs, another free standing shelf or 3 wall mounting shelves

Best Deals in Retail



## MARKETING PACKAGE

**New exhibitor presentation** with company profile and link to your website

**Free banner impressions** 2,500 impressions of your banner advertisement on our website (additional impressions are possible at a cost of 21.50 € per thousand)

**Free\* advert** in the list of exhibitors on the IAW website (\*ready to publish layout to be provided by the exhibitor)

**Entry with company profile and logo** in the Trade Fair Catalogue as well as in the list of exhibitors on the IAW website

**Free advertising materials** and an unlimited number of complimentary tickets for guests – the admission costs are part of the inclusive package and are not charged to exhibitors

**Presentation** of your product highlight or services live at the Trendforum or E-Commerce Arena

**Generous refreshment service** for exhibitors and their guests during the entire trade fair

**Ample number of exhibitor passes,** VIP cards, tickets for the exhibitor party and parking vouchers (according to stand size)

*As at: November 2019. Subject to change.*

**STAND AREA + STAND ASSEMBLY + MARKETING PACKAGE starting from 129,- €/m<sup>2</sup>**

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