



IAW, FACTS & FIGURES

INTERNATIONAL TRADE FAIR FOR RETAIL PROMOTIONS AND IMPORTS

Date

2–4 March 2021

Frequency

Twice a year (in February/March and September)

Assembly / Dismantling

Assembly as of February 27, 2021, 7 a.m.

Dismantling by March 5, 2021, 8 p.m.

Opening hours

For exhibitors: 7 a.m.–7 p.m.

for visitors: 9 a.m.–6 p.m., on March 4, until 5 p.m.

Venue

Exhibition Grounds Cologne, Halls 6 and 9

Exhibitors / Exhibition area

Approx. 300 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

Tickets

www.iaw-messe.de/en/visitor/iaw-tickets

Deadline for registration:

20.01.2021

Early booking discount:

10% of basic stand rental until 10.12.2020

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 14–30 sqm

includes stand building and promotion program.

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

As from 11.12.2020:

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

For exhibitors: Kerstin Manke (Project Director),

Bettina Fröhlich, Anne Voigtsberger

Tel. +49 (0) 57 21 / 99 308 98, Fax +49 (0) 57 21 / 99 308 99

team@iaw-messe.net

For visitors: Kristin Krestakies

Tel. +49 (0)4 41 / 9 20 70 - 777, Fax +49 (0)4 41 / 9 20 70 - 98

krestakies@iaw-messe.de

For advertising: Andreas Falk

Tel. +49 (0)4 41 / 9 20 70 - 568

falk@iaw-messe.de