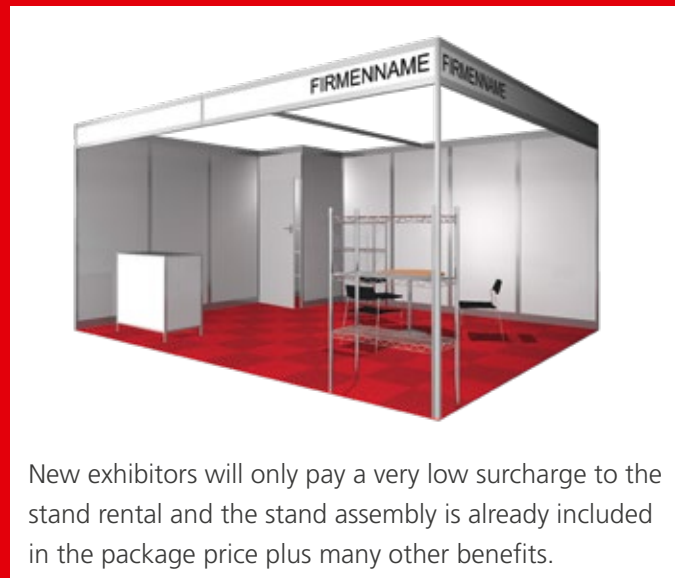


## STAND ASSEMBLY INCLUDED - IAW SPECIAL

As at **129 €/m<sup>2</sup>**



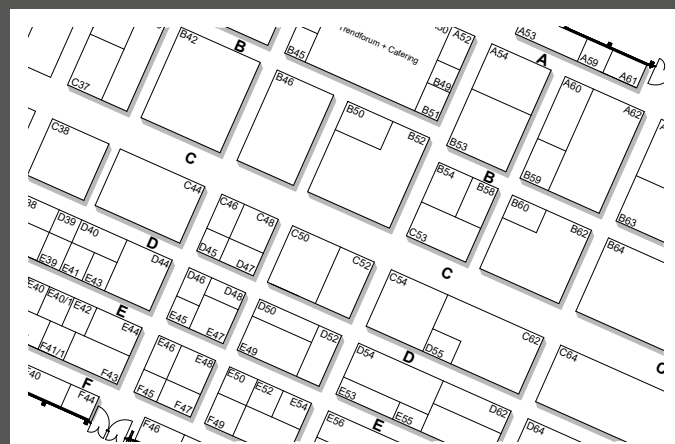
New exhibitors will only pay a very low surcharge to the stand rental and the stand assembly is already included in the package price plus many other benefits.

- + Stand area incl. stand assembly
- + Carpet tiles
- + Table with 3 chairs
- + Reception desk
- + 2 free standing or 6 wall mounted shelves
- + Company name sign
- + Lighting (1 spot per 3 m<sup>2</sup> exhibit space)
- + WiFi (one user on max. 4 days)
- + Initial cleaning before taking over the stand
- + Marketing package

 More information: [www.iaw-messe.de/en/exhibitors/new-exhibitors-special/](http://www.iaw-messe.de/en/exhibitors/new-exhibitors-special/)

## 10% EARLY BOOKING DISCOUNT


As at **89.55 €/m<sup>2</sup>**



10% Early booking discount on the basic stand rental upon receipt of the application forms by 10.12.2020. Cannot be combined with the "IAW Special".

- + Personal support
- + Free advertising material
- + Invitation to the exhibitor party\*
- + Free parking tickets
- + Free exhibitor tickets
- + Excess to the VIP Lounge\*
- + Free food and drinks
- + Free ticket vouchers for guests\*

(\* Subject to changes due to current Corona rules)

 More information: [www.iaw-messe.de/en/exhibitors/stand-registration-prices/](http://www.iaw-messe.de/en/exhibitors/stand-registration-prices/)



# 31<sup>st</sup> International Trade Fair for Retail Promotions and Imports

2–4 March 2021 | Cologne | Halls 6 + 9



**8,500 trade visitors**

Buyers place orders on the spot



**Internationality**

Visitors from more than 70 countries



**10% Early booking discount**

On the basic stand rental until 10.12.2020



All applicable Corona regulations are taken into account, a detailed distance and hygiene concept at [www.iaw-messe.de/en/corona](http://www.iaw-messe.de/en/corona).



## BEST DEALS IN RETAIL!

### IAW in Cologne 2–4 March 2021

















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.

About 350 exhibitors presenting various product segments on approx. 30,000 m<sup>2</sup> and also took sales orders. About 9,000 trade visitors attended the IAW over the three days.

### The exhibit categories All ranges of retail

-  Food & drinks
-  Toiletries & cosmetics
-  Textiles & clothing
-  Household goods and office supplies
-  Toys
-  Seasonal & trend-led products
-  Electronic goods
-  DIY & hardware products
-  Home accessories
-  Gifts, jewellery, clocks & watches
-  Gardening products
-  Plants & flowers
-  Sport & leisure articles
-  Pet supplies
-  Retail-Services / E-Commerce
-  Private Label



## IAW TRADE VISITORS

### Top buyers from all over the world

#### International, diverse, great sales potential

Admission to the IAW is exclusively for the trade. With around 9,000 buyers from over 70 countries, the IAW Trade Fair in Cologne 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.

69% Germany

31% Abroad



38% Benelux countries













32% Southern Europe

13% Eastern Europe

17% Other countries

### 9,000 Trade visitors

#### IAW visitor target groups

-  DIY stores
-  Discount stores
-  Garden centers
-  Individual retail outlets
-  Department stores
-  Furniture stores
-  Online shops / Mail order companies
-  Off-price shops
-  Supermarket chains
-  Gas stations
-  Stores
-  and many more



## COMPANIES


### Who is Who of the trade


#### Companies who have attended the IAW fairs


- » A.S. Watson
- » Action Deutschland
- » Albert Heijn
- » Aldi
- » Barry Group
- » Bauhaus
- » Budnikowsky
- » Carrefour
- » Channel 21
- » Centershop
- » DA Retailgroep
- » Dohle Handelsgruppe
- » 3PagenVersand
- » Edeka
- » Electronic Partner
- » Futterhaus
- » Galeria Kaufhof
- » Globus
- » Hagebau
- » Hammer
- » Idee+Spiel
- » Jawoll
- » Karstadt
- » Kaufland
- » KiK
- » Kienast
- » Krümet
- » Lekkerland
- » Maco-Möbel
- » Mäc-Geiz
- » Magasins BOUM
- » Magowski
- » Markant
- » Media Markt
- » Saturn
- » Metro
- » Möbel AS
- » myToys.de
- » nahkauf
- » 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
- » T€di
- » Tchibo
- » Tedox
- » Toom
- » TK Maxx
- » Universal Pictures
- » Unilever
- » Vedes
- » Westfalia
- » Weltbild
- » Wicky
- » Woolworth
- » XXXLutz Deutschland
- » Zimmermann
- ... and many others!


### Statements

#### from the IAW exhibitors

 "Other trade fairs are more about image marketing, but here we sell products!" **Bertil Wessel, EDCO (NL)**

 "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." **Bram Roels, 4everyware Stocklots BV (NL)**

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



## PROGRAM | CONTACT | CONDITIONS

### E-Commerce Quarter

#### Speakers and service companies

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.



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### IAW Trendforum

#### Knowhow for the retail trade

At the IAW Trendforum you can find out about innovative ways of improving business performance as well as best strategies regarding purchasing, marketing and POS product presentation.

The highlight of every event is the IAW Trendseller Product Award, which is presented to a highly innovative or creative new product. As an exhibitor, you have the opportunity to enter your product free of charge in the competition.

	Until 10.12.2020	As at 11.12.2020
New Exhibitor Special <b>(Stand assembly included)</b>		
Row stand	129.00 €/m <sup>2</sup> *	139.00 €/m <sup>2</sup> *
Corner stand	139.00 €/m <sup>2</sup> *	149.00 €/m <sup>2</sup> *
Stand space (without stand assembly)		
Row stand	89.55 €/m <sup>2</sup> **	99.50 €/m <sup>2</sup> **
Corner stand	98.55 €/m <sup>2</sup> **	109.50 €/m <sup>2</sup> **
End stand	107.55 €/m <sup>2</sup> **	119.50 €/m <sup>2</sup> **
Block stand	115.20 €/m <sup>2</sup> **	128.00 €/m <sup>2</sup> **

\* only for new exhibitors, plus Advertising contribution of 9.80 €, Advance payment for technical services 10 €, both per m<sup>2</sup>

\*\* plus Advertising contribution of 9.80 €, Advance payment for technical services 10 €, both per m<sup>2</sup>