

## THE EXHIBIT CATEGORIES

### All ranges of retail

Present your company at the major event for promotional merchandise and trend-led products!



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



### CONDITIONS | CONTACT

New Exhibitor Special	Until 10.12.2020	As at 11.12.2020
Row stand (1 open side)	129 €/m <sup>2</sup> *	139 €/m <sup>2</sup> *
Corner stand (2 open sides)	139 €/m <sup>2</sup> *	149 €/m <sup>2</sup> *

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

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



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## 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



Special for first time exhibitors

Stand assembly + marketing package included



Stand assembly included  
for first time exhibitors!



## BEST DEALS IN RETAIL

### IAW in Cologne, 2–4 March 2021

The IAW is twice a year Europe's leading event in terms of orders. Approx. 8,500 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 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

Come on board and discover the IAW Trade Fair as your new sales platform! You will only pay a very low surcharge and the stand assembly is already included plus many other benefits.



## STAND EQUIPMENT INCLUDED

### We'll take care of the stand building!

- + **Stand area incl. stand assembly** 14 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 or 6 wall mounted shelves** (91 x 140 x 36 cm / 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>: Additional table** with 3 chairs and free standing shelf or 3 wall mounted shelves



## MARKETING PACKAGE

### Free advertising to attract most attention

- + **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)
- + **2 free\* adverts** 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 website
- + **Free advertising materials** and an unlimited number of complimentary tickets for guests
- + **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)



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).

As at: October 2020.  
Subject to change (in particular if new Corona regulations will apply).