



IAW, FACTS & FIGURES

INTERNATIONAL TRADE FAIR FOR RETAIL PROMOTIONS AND IMPORTS

Date

14–16 September 2021

Frequency

Twice a year (in February/March and September)

Assembly / Dismantling

Assembly as of September 11, 2021, 7 a.m.

Dismantling by September 17, 2021, 8 p.m.

Opening hours

For exhibitors: 7 a.m.–7 p.m.

for visitors: 9 a.m.–6 p.m., on September 16, 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:

10.08.2021

Early booking discount:

10% of basic stand rental until 07.07.2021

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 08.07.2021:

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

(plus surcharges as above)

Organizer

Nordwestdeutsche Messegesellschaft Bremen-Hannover mbH
Gerhard-Stalling-Straße 11, 26135 Oldenburg, Germany

Project team / contact person

For exhibitors: Kerstin Manke (Project Director),

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