

# IAW SPECIAL: STAND ASSEMBLY INCLUDED

From **139 €/m²**



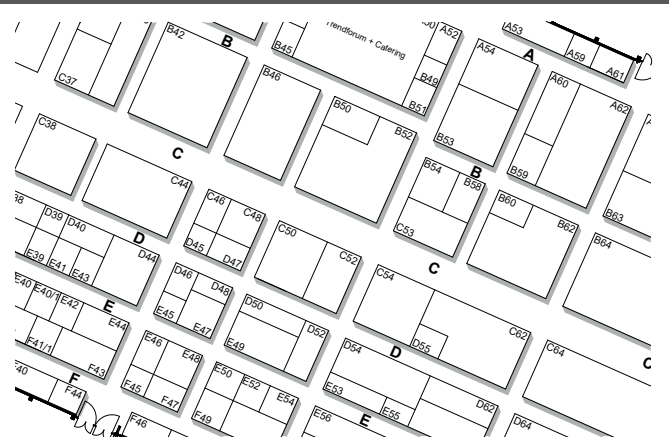
New exhibitors will pay only a very low surcharge on the stand rental. The stand assembly is already included in the package price plus many other benefits.

- + 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 m² exhibit space)
- + WiFi (one user for max. 4 days)
- + Stand cleaned before handover to exhibitor
- + 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

From **89.55 €/m²**



10% early booking discount on the basic stand rental upon receipt of the application forms by 07.07.2022. Cannot be combined with the "IAW Special".

- + Personal support
- + Free advertising material
- + Invitation to the exhibitor party\*
- + Free parking tickets
- + Free exhibitor tickets
- + Access 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/)



# 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, but is free of charge to trade fair visitors.

Space 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.

## IAW Trendforum

### Know-how for the retail trade

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

### Networking

In the various forums, at the catering stands or at an evening get-together, the IAW offers great opportunities for networking and meeting the people who matter from across the entire sector.



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	Until 07.07.2022	As from 08.07.2022
New Exhibitor Special <b>(Stand assembly included)</b>		
Row stand	139.00 €/m²	149.00 €/m²
Corner stand	149.00 €/m²	159.00 €/m²
Stand space (without stand assembly)		
Row stand	89.55 €/m²	99.50 €/m²
Corner stand	98.55 €/m²	109.50 €/m²
End stand	107.55 €/m²	119.50 €/m²
Block stand	115.20 €/m²	128.00 €/m²

All prices plus advertising contribution of 9.80 € and advance payment for technical services 10 €, both per m², plus VAT, as far as required by law

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

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# 33rd International Trade Fair for Retail Promotions and Imports

6–8 September 2022 | Cologne | Halls 6 + 9

# BOOST YOUR SALES

Meet the buyers face to face and get ready for great business deals



10 % EARLY BOOKING DISCOUNT UNTIL JULY 7, 2022!





# BEST DEALS IN RETAIL

## IAW in Cologne 6–8 September 2022

After a great relaunch last September and the spring fair in March 2022, suppliers and buyers agreed that there is no better showcase or source of promotional, seasonal and trend-led products, bargain-priced goods and volume business than the IAW.

Due to its unparalleled diversity, the IAW is Europe’s leading event for orders of fast-turnover merchandise. The three days of the event offer buyers from across the entire trade spectrum a unique opportunity to select products and plan for the next season.

The Autumn IAW 2019 closed its gates with 347 exhibitors from various product segments and about 9,000 trade visitors over the three days.

However, the IAW is far more than just a trade fair: As a reliable barometer of retail trends, it shows new sales avenues and is an invaluable networking platform. And when it comes to private labels, the IAW helps you to find the right partners to produce high-margin own brands.

## Exhibit categorie the entire retail spectrum

- 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

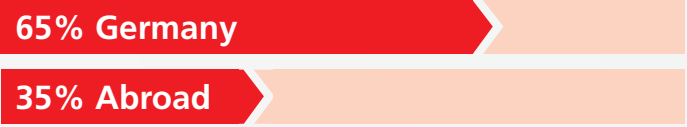


# IAW TRADE VISITORS

## Top buyers from all over the world

### International, diverse, great sales potential

The IAW is an event exclusively for the trade. Even during the pandemic some 5,000 buyers from 60 countries were attracted to the IAW, which is an unparalleled source of products for new sales markets. For Europe’s top buyers the IAW remains a key date in their business diary.



## 5,000+ Trade visitors

### IAW visitor target groups

- Consumer Markets
- 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
- and many more



# COMPANIES

## Who is Who of the trade

### Companies which have attended the IAW events

- |                   |                     |                      |
|-------------------|---------------------|----------------------|
| » 1-2-3.tv        | » Jawoll            | » Polo Motorrad      |
| » A.S. Watson     | » KiK               | » Porta Möbel        |
| » Action Service  | » Kienast           | » Postenbörse        |
| » Albert Heijn    | » KODi              | » Primaprix          |
| » Barry Group     | » Lekkerland        | » QVC                |
| » Big Bazar       | » Lünig Gruppe      | » Raiffeisen         |
| » Bünting         | » Maco-Möbel        | » REWE               |
| » Carrefour       | » Mäc-Geiz          | » Schum Euroshop     |
| » Channel 21      | » Magasins BOUM     | » Tédi               |
| » Centershop      | » Magowski          | » tedox              |
| » Deiters         | » Metro             | » Toom Baumarkt      |
| » Dollar Hugo     | » Nanu-Nana         | » Versandhaus Walz   |
| » 3PagenVersand   | » NKD Group         | » Wicky              |
| » Edeka           | » Obi               | » Woolworth          |
| » Expert Schwaben | » Otto’s AG         | » Kaufhaus Wreesmann |
| » Fishbull        | » Th.Philipps       | » XXXLUTZ            |
| » Gurkerl.at      | » Penny plus d.o.o. | » Zimmermann         |
| » Hagebau         | » Picks raus        | ... and many others! |
| » Hammer          | » Plusonline        |                      |
| » Intermarché     | » POCO              |                      |

## 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 came here to establish a stronger foothold in Germany and Eastern Europe. In that respect the IAW has helped us a lot in both qualitative and quantitative terms.“**Antoine Dekokelair, fornord (BE)**