

## IAW SPECIAL: STAND ASSEMBLY INCLUDED

From **139 €/m<sup>2</sup>**



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 m<sup>2</sup> 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 €/m<sup>2</sup>**

- + 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 Covid regulations)

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.



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### 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.

Until 20.12.2022 As from 21.12.2022

#### New Exhibitor Special (Stand assembly included)

Row stand	139.00 €/m <sup>2</sup>	149.00 €/m <sup>2</sup>
Corner stand	149.00 €/m <sup>2</sup>	159.00 €/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>

All prices plus advertising contribution of 9.80 € and advance payment for technical services 11.50 €, both per m<sup>2</sup>, 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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## 34<sup>th</sup> International Trade Fair for Retail Promotions and Imports

February 28 – March 2, 2023 | 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 DECEMBER 20, 2022!



Parallel to IAW...  
**ASIA PACIFIC SOURCING**



## BEST DEALS IN RETAIL

### IAW in Cologne February 28 - March 2, 2023

The great relaunch in September 2021 and the following events made suppliers and buyers agree that there is no better showcase or source of promotional, seasonal and trend-led products, bargain-priced goods and volume business than the IAW. In September 2022 there was an increase of 15 % percent of exhibitors compared with the last event in spring.

The event will step by step come back to its pre-pandemic reach of 347 exhibitors from various product segments and about 9,000 trade visitors in autumn 2019.

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.

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
- 🏠 Home accessories
- 🧴 Toiletries & cosmetics
- 📁 Gifts, jewellery, clocks & watches
- 👕 Textiles & clothing
- 🛠 Gardening products
- 🏠 Household goods and office supplies
- 🌱 Plants & flowers
- 🧸 Toys
- 🎯 Sport & leisure articles
- 📈 Seasonal & trend-led products
- 🐾 Pet supplies
- 📺 Electronic goods
- 🛒 Retail services / E-Commerce
- ✂ DIY & hardware products
- 👉 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 66 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.

65% Germany

35% Abroad



### 5,000+ Trade visitors

#### IAW visitor target groups

- ✂ DIY stores
- 🛒 Discount stores
- 🌱 Garden centers
- 👛 Individual retail outlets
- 🏬 Department stores
- 🏪 Supermarket chains
- ⛽ Gas stations
- 💰 Off-price shops
- 🏠 Furniture stores
- 🏠 Consumer Markets
- 📺 Online shops / Mail order companies
- ⋯ and many more

#### IAW and ASIA PACIFIC SOURCING – double the best deals

IAW and Asia-Pacific Sourcing take place at the same time, creating one of the most important hubs for multilateral import and export business. About 600 exhibitors will offer products for wholesale purchase from the Far East. The portfolio embraces tools, DIY products and garden equipment and accessories, which complements the IAW product range perfectly.

- + More visitors = More potential buyers
- + The advertising activities of two trade fairs will maximize attention
- + Lots of potential new contacts with exporters from Asia



## 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)**