

















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

## 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 with about 600 exhibitors from the Far East.

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



## CONDITIONS | CONTACT

### New Exhibitor Special Until 20.12.2022 As from 21.12.2022

Row stand (1 open side)	139 €/m <sup>2</sup> *	149 €/m <sup>2</sup> *
Corner stand (2 open sides)	149 €/m <sup>2</sup> *	159 €/m <sup>2</sup> *

\*plus advertising contribution 9.80 € and technical services fee 11.50 €, both per m<sup>2</sup>

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



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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

 Special for first time exhibitors  
Stand assembly + marketing package included

Apply now with  
Early booking rate  
until December 20, 2022!





## BEST DEALS IN RETAIL

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

Due to its unparalleled diversity, the IAW is Europe's leading event for orders of fast-turnover merchandise.

Even during the pandemic some 5,000 buyers from 66 countries were attracted to the IAW, which is a unique source of products for new sales markets and the volume business.

### IAW visitor target groups



DIY stores



Online shops / Mail order companies



Discount stores



Off-price shops



Garden centers



Supermarket chains



Individual retail outlets



Gas stations



Department stores



Stores



Furniture 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 70 € 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 at the IAW website (\*ready to publish layout to be provided by the exhibitor)
- + **Entry with company profile and logo** in the list of exhibitors at the website
- + **Free unlimited number of complimentary tickets** for guests (ticket codes)
- + **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)

As at: November 2022.  
Subject to change (in particular if new Corona regulations will apply).