THE EXHIBIT CATEGORIES

All ranges of retail

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



Food & drinks



Home accessories



Toiletries & cosmetics



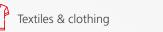
Pet supplies



Household goods and office supplies



Gifts, jewellery, clocks & watches





Gardening products



Plants & flowers





Sport & leisure





Retail-Services / E-Commerce



Private Label





IAW and ASIA PACFIC 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 €/m²* 149 €/m²* Corner stand (2 open sides) 149 €/m²* 159 €/m²*

*plus advertising contribution 9.80 € and technical services fee 11.50 €, both per m²

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



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34th 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





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





Online shops / Mail order companies



Discount stores



Off-price shops



Garden centers



Supermarket chains



Individual



Gas stations



Department 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 m², 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 m² 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 m²: Cabin lockable, (1 x 1 m) with 3 wall mounted shelves and coat hooks
- + For stand sizes as from 24 m²: 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).