



IAW, FACTS & FIGURES

INTERNATIONAL TRADE FAIR FOR RETAIL PROMOTIONS AND IMPORTS

Date

September 5 - 7, 2023

Frequency

Twice a year (in March and September)

Assembly / Dismantling

Assembly as from September 2, 2023, 7 a.m.

Dismantling by September 8, 2023, 8 p.m.

Opening hours

For exhibitors: 7 a.m.–7 p.m.

for visitors: 9 a.m.–6 p.m., on September 7, 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

<https://ticketshop.iaw-messe.de/>

Deadline for registration:

08.08.2023

Early booking discount:

10% of basic stand rental until 07.07.2023

Stand rental / sqm + VAT

Row stand 99.50 €, Corner stand 109.50 €

End stand 119.50 €, Island stand 128 €

Advertising contribution 11.30 €/sqm,

Advance payment for technical services 11.50 €/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 139 €/sqm, Corner stand 149 €/sqm

As from 08.07.2023:

Row stand 149 €/sqm, Corner stand 159 €/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),
Bettina Fröhlich, Anne Voigtsberger

Tel. +49 (0) 57 21 / 99 308 98, Fax +49 (0) 57 21 / 99 308 99
team@iaw-messe.net

For visitors: Kristin Krestakies

Tel. +49 (0) 4 41 / 9 20 70 - 777, Fax +49 (0) 4 41 / 9 20 70 - 98
krestakies@iaw-messe.de

For advertising: Bettina Fröhlich

Tel. +49 (0) 57 21 / 99 308 98
froehlich@iaw-messe.de