



**35th International Trade Fair
for Retail Promotions and Imports**

05 – 07 September 2023 | Cologne | Halls 6 + 9

BEST DEALS IN RETAIL

IAW – THE TRADING PLATFORM



**EARLY BOOKING
DISCOUNT**

**AVAILABLE
UNTIL 07.07.2023**



Internationale
Aktionswaren-
und
Importmesse

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Trade Fair for
Retail Promotions
and Imports

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IAW

Die Trade- und Güter-
Messe des Handels

www.iaw-messe.de

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The Trade and Goods
Fair for the Retail Trade

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umbrella Genius

EUROSTOCK

Coffee meets juice

BEST DEALS IN RETAIL

KICK-START THE NEXT STAGE OF YOUR SUCCESS

THE IAW TRADE SHOW IN COLOGNE 05. – 07.09.2023

More visitors, even more international: the autumn issue of the IAW will kick-start the next stage of your success. Around 6,500 buyers from more than 80 countries await you in Cologne's Exhibition Halls 6 and 9, ready to stock up on goods for the next season and the upcoming Christmas trade. The demand is not just for the major product segments, but also for attractive and inspiring niche articles. After all, these offer appealing opportunities for retailers to expand their product ranges.

Whether it's with in-demand trend articles, low-priced turnover generators and fast-moving items or even surprise products - be ready to make profitable deals! Let our trade experts inspire you with great ideas, and receive tips on how to enhance your sales. At the IAW you will establish valuable contacts with retail giants, online traders and industry colleagues – and as a bonus you can enjoy its diverse supporting programme. Let's get off to a flying start together!

EXHIBITION SECTORS

All areas of the retail trade



Foodstuffs and beverages



Pharmacy and cosmetic products



Textiles and clothing



Household goods and office supplies



Toys



Electronic products, computers and accessories



Small furniture and accessories



Gift articles, jewellery and watches



Garden products



Flowers and plants



Sports and leisure articles



Pet supplies



DIY supplies and hardware



Seasonal and trend products



Private label/ own brands



Services/ e-commerce





E-COMMERCE QUARTER

Our special “e-commerce quarter” exhibition area brings together system and service providers for digital retailing. Take your business to a whole new level: as a provider of efficient shop tools, data management and social media solutions, you will have your finger on the pulse of commerce and reach your target group without wasted coverage.



PROGRAMME

The free, informative supporting programme at congress level will provide you with additional impetus for the next level of your success:

- At the zentrada Forum, top-class retail experts will provide top tips for even more successful business.
- In the E-Commerce Arena, organised together with Restposten.de, you will receive insights and practical know-how on all aspects of online retailing.

Highly useful best-practice examples, practical workshops and informative lectures await you.



NETWORKING

Whether it's wholesalers, online retailers, start-ups, customers, service providers or trade experts – at the IAW you'll make precisely the contacts that will give your business new momentum. After all, this is where the who's who of the retail sector get together. There will be plenty of opportunities for effective networking at the stand or at one of the attractive supporting events. Thanks to the high foreign visitor proportion of 38 percent from over 80 countries, the IAW is the ideal platform for opening up new sales markets internationally as well.



MARKETING

On with the spotlights! We put you and what you have to offer in the right light. Before, during and after the fair. Your banner will feature prominently on the IAW website, while your entry with company profile and logo as well as free advertisements in the online exhibitor directory will ensure you maximum attention. In addition, we will provide you with digital visitor invitations for your customers, admission costs included. You can look forward to extensive and free hospitality for you and your guests. VIP passes, tickets for the exhibitor evening, parking permits and much more round off our Flying Start package.

6,500+ TRADE VISITORS

IAW visitor target groups

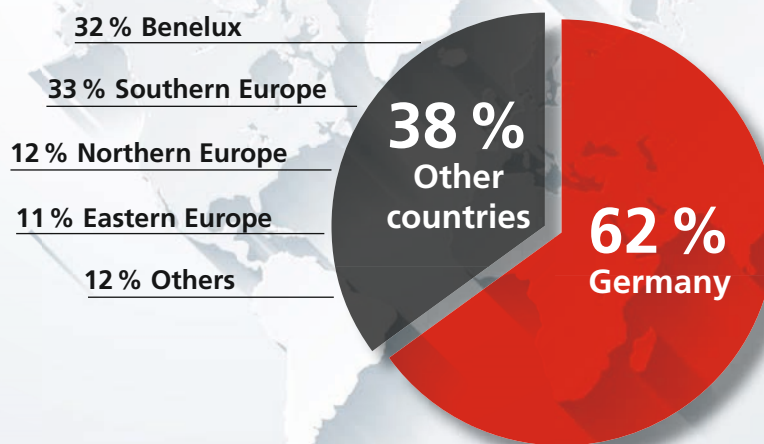
- DIY stores
- Discounters
- Garden centers
- Individual retail
- Department stores
- Furniture shops
- Supermarkets
- Online shops/mail order
- Petrol station organization
- Clearance stock stores
- Hypermarkets

... and many more

TOP BUYERS FROM AROUND THE WORLD

Internationality, diversity, purchasing power

The IAW fair is aimed exclusively at trade visitors. In the spring of 2023 around 6,500 visitors from more than 80 countries used this trade show as their ideal platform for new sales markets. The IAW fair is and remains a fixed date in the calendar of Europe's top buyers.



THE WHO'S WHO OF THE SECTOR

These companies regularly attend the IAW:

- | | | | |
|-------------------|-----------------|---------------------|----------------------|
| → 1-2-3.tv | → Hagebau | → Otto's AG | → Versandhaus Walz |
| → A.S. Watson | → Hammer | → Th.Philipps | → Wicky |
| → Action Service | → Intermarché | → Penny plus d.o.o. | → Woolworth |
| → Albert Heijn | → Jawoll | → Picks raus | → Kaufhaus Wreesmann |
| → Barry Group | → KiK | → Plusonline | → XXXLUTZ |
| → Big Bazar | → Kienast | → POCO | → Zimmermann |
| → Bünting | → KODi | → Polo Motorrad | ... and many others! |
| → Carrefour | → Lekkerland | → Porta Möbel | |
| → Channel 21 | → Lüning Gruppe | → Postenbörse | |
| → Centershop | → Maco-Möbel | → Primaprix | |
| → Deiters | → Mäc-Geiz | → QVC | |
| → Dollar Hugo | → Magasins BOUM | → Raiffeisen | |
| → 3PagenVersand | → Magowski | → REWE | |
| → Edeka | → Metro | → Schum Euroshop | |
| → Expert Schwaben | → Nanu-Nana | → T€di | |
| → Fishbull | → NKD Group | → tedox | |
| → Gurkerl.at | → Obi | → Toom Baumarkt | |



FIRST-TIME EXHIBITOR SPECIAL

Stand construction included

From
139 €*
per m²

*plus advertising fee and
advance service payment

- Stand area incl. stand construction
- Carpet tiles in 5 colors to choose from
- Table with 3 chairs
- Counter (100 x 100 x 50 cm), lockable
- 2 shelving units (91 x 140 x 36 cm) or optionally 6 shelves for wall mounting (100 x 30 cm)
- Fascia lettering
- Lighting (1 spotlight per 3 m²) incl. installation and electrical connection
- Wi-Fi access for devices with 5 GHz (limited number of users)
- From 18 m² additionally: lockable wardrobe (1 x 1 m) with 3 shelves and coat hooks
- From 24 m² additionally: one table with 3 chairs, one more shelving unit or 3 shelves
- Thorough cleaning of the stand before handover



INFO
ONLINE



→ → → For a small additional charge on the stand rental, first-time exhibitors receive free stand construction and many further services that put their company in the best possible light. ← ← ←

10 % EARLY BOOKING DISCOUNT

until 07.07.2023*

From
89.⁵⁵ €*
per m²

*plus advertising fee and
advance service payment

- Personal consulting
- Free advertisement options
- Invitation to the Exhibitors' Party
- Free parking permits
- Free exhibitor passes
- Access to the VIP Lounge
- Complimentary food and drinks
- Free visitor invitations

*Provided the binding registration forms are received by 07.07.2023. Not combinable with the "First-time Exhibitor Special".



PRICES

Until 07.07.2023

From 08.07.2023

First-time Exhibitor Special (stand construction included)

Row stand	139 €/ m ²	149 €/ m ²
Corner stand	149 €/ m ²	159 €/ m ²

Stand area (without stand construction)

Row stand	89.55 €/ m ²	99.50 €/ m ²
Corner stand	98.55 €/ m ²	109.50 €/ m ²
Head stand	107.55 €/ m ²	119.50 €/ m ²
Island stand	115.20 €/ m ²	128.00 €/ m ²

All prices are subject to an advertising fee of € 11.30 and an advance service payment of € 11.50, in each case per m², plus VAT, where legally applicable.



Kerstin Manke

(Project Director)

+49 (0) 57 21 / 9 93 08 98

manke@iaw-messe.de



Bettina Fröhlich

(Project Coordinator)

+49 (0) 57 21 / 9 93 08 98

froehlich@iaw-messe.de



Nordwestdeutsche Messegesellschaft Bremen-Hannover mbH |
info@iaw-messe.de | +49 (0) 441 / 9 20 70 777 | www.iaw-messe.de

