



**35th International Trade Fair
for Retail Promotions and Imports**
05 – 07 September 2023 | Cologne | Halls 6 + 9

EXHIBITION SECTORS

All areas of the retail trade

-  Food and drinks
-  Sports and leisure articles
-  Toiletries and cosmetics
-  Pet supplies
-  Textiles and clothing
-  DIY supplies and hardware
-  Household goods and office supplies
-  Seasonal and trend products
-  Toys
-  Private label/ own brands
-  Electronic goods and computer
-  Retail Services/ e-commerce
-  Small items of furniture and accessories
-  Gift articles, jewellery and watches
-  Garden products
-  Flowers and plants



PRICES | CONTACT

First-time Exhibitor Special (stand construction included)

	Until 07.07.23	From 08.07.23
Row stand (1 open side)	139 €/ m ² *	149 €/ m ² *
Corner stand (2 open sides)	149 €/ m ² *	159 €/ 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.

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



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



BEST DEALS IN RETAIL

SPECIAL FOR FIRST TIME EXHIBITORS
Stand assembly + marketing package included

EARLY BOOKING DISCOUNT

AVAILABLE UNTIL 07.07.2023



BEST DEALS IN RETAIL

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 coming 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 visitors to expand their product ranges.

6.500+ Trade visitors from many sectors



DIY stores



Supermarkets



Discounters



Online shops/
mail order



Garden centers



Petrol station
organization



Individual retail



Clearance stock stores



Department stores



Hypermarkets



Furniture shops



and many more

STAND EQUIPMENT INCLUDED

We'll take care of the stand building!

Stand area incl. stand construction 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 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 (20 characters)

Lighting (1 spot per 3 m² exhibit space) including installation and power supply connection (3 kw main supply incl. socket, consumption of 75 € flat rate will be charged separately)

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

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)

Subject to change.
As at: June 23