



IAW, FACTS & FIGURES

INTERNATIONAL TRADE FAIR FOR RETAIL PROMOTIONS AND IMPORTS

Date

March 4 - 6, 2024

Frequency

Twice a year (in March and September)

Assembly / Dismantling

Assembly as from March 1, 2024, 7 a.m.

Dismantling by March 7, 2024, 8 p.m.

Opening hours

For exhibitors: 7 a.m.–7 p.m.

for visitors: 9 a.m.–6 p.m., on March 6, until 5 p.m.

Venue

Exhibition Grounds Cologne, Halls 6 and 7

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:

02.02.2024

Early booking discount:

10% of basic stand rental until 20.12.2023

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 144 €/sqm, Corner stand 154 €/sqm

As from 21.12.2023:

Row stand 154 €/sqm, Corner stand 164 €/sqm

(plus surcharges as above)

Organizer

Nordwestdeutsche Messegesellschaft Bremen-Hannover mbH
Heidplackenweg 9, 26209 Hatten, Germany

Project team / contact person

For exhibitors: Kerstin Manke (Project Director),

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