



**36th International Trade Fair
for Retail Promotions and Imports**
04. – 06. March 2024 | Cologne | Halls 6 + 7

BEST DEALS IN RETAIL

IAW - THE MULTICHANNEL TRADING PLATFORM

EARLY BOOKING DISCOUNT
UNTIL 20.12.2023





Internationale
Aktionswaren-
und
Importmesse

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Trade Fair for
Retail Promotions
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Umbrella Genius

EUROSTOCK

BEST DEALS IN RETAIL

KICK-START THE NEXT STAGE OF YOUR SUCCESS

THE IAW TRADE SHOW IN COLOGNE 04. – 06.03.2024

More visitors, even more international: the spring issue of the IAW will kick-start the next stage of your success. Around 6.000 buyers from more than 80 countries await you in Cologne's Exhibition Halls 6 and 7, ready to stock up on goods for the next season. 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



Food and drinks



Toiletries and cosmetics



Textiles and clothing



Household goods and office supplies



Pet supplies



Electronic goods and computer



Small furniture and accessories



Gift and novelty items, jewellery and watches



Gardening, flowers and plants



Sports and leisure articles



Toys and games



DIY supplies and hardware



Seasonal and trend articles



Private label / own brands



Retail services / E-Commerce

e-commerce quarter

E-COMMERCE QUARTER

As a separate exhibition area, the E-commerce quarter builds bridges between product suppliers and system and service providers for digital commerce. Take your business to a whole new level - as a provider of efficient store tools, data management and social media solutions, you will have your finger on the pulse of commerce and reach your target group without wastage.



PROGRAMS

The free, informative supporting program at congress level ensures additional impetus for the next level of your success:

- At the zentrada Forum, top-class industry experts will provide tips for even more successful business
- At the E-Commerce Arena, organized together with Restposten.de state of the art workshops you will learn insights and practical knowledge about online trade.

You can expect vivid practical examples, practical workshops and informative presentations.



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 gets 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.

INTERNATIONALE
EISENWARENMESSE
KÖLN



Parallel to the IAW:

INTERNATIONAL
HARDWARE FAIR
COLOGNE

6.000+ TRADE VISITORS

IAW visitor target groups

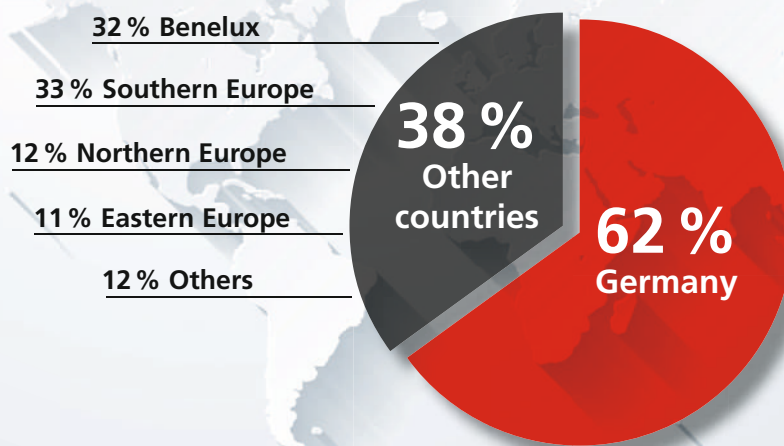
DIY stores
Discounters
Garden centers
Individual retail
Department stores
Furniture shops
Supermarkets
Online shops / mail order companies
Petrol station organizations
Clearance stock stores
Hypermarkets

... and many more

TOP BUYERS FROM AROUND THE WORLD

Internationality, diversity, purchasing power

The IAW fair is aimed exclusively at trade visitors. In the autumn 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	Gärtner Pötschke	MyToys Group	REWE
A.S. Watson	Gurkerl.at	Nanu-Nana	Salling Group
Action Service	Hagebau	NBB AG	Shopping Club La Perla
Albert Heijn	Hammer	NKD Group	Schum Euroshop
Barry Group	Intermarché	Obi	T€di
Bonprix	Jawoll	Otto's AG	tedox
Bünting	KiK	Th.Philipps	Toom Baumarkt
Carrefour	Kaufland Global Marketplace	Penny plus d.o.o.	Twin River Group
Channel 21	Kienast	Picks raus	Versandhaus Walz
Centershop	KODi	Plusonline	Wicky
Deiters	Lekkerland	POCO	Woolworth
Din Isenkraemmer	Lüning Gruppe	Polo Motorrad	Kaufhaus Wreesmann
Dollar Hugo	Maco-Möbel	Porta Möbel	XXXLUTZ
3PagenVersand	Mäc-Geiz	Postenbörse	Zimmermann
Edeka	Magasins BOUM	Primaprix	
Expert Schwaben	Magowski	QVC	... and many others!
Fishbull	Metro	Raiffeisen	

FIRST-TIME EXHIBITOR SPECIAL

Stand construction included

Early booking discount until 20.12.2023*.

From
€144*
per m²

*plus advertising fee and
advance service payment

- Stand area incl. stand construction
- Carpet tiles in 5 colours 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 4 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



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.

*Upon receipt of binding registration forms by 20.12.2023.

10 % EARLY BOOKING DISCOUNT

until 20.12.2023*

From
€89.55*
per m²

*plus advertising fee and
advance service payment

Your service benefits

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

*Provided the binding registration forms are received by 20.12.2023.



PRICES

	Until 20.12.2023	From 21.12.2023
First-time Exhibitor Special (stand construction included)		
Row stand	€144.00/m ²	€154.00/m ²
Corner stand	€154.00/m ²	€164.00/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.



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