



36th International Trade Fair for Retail Promotions and Imports

04. – 06. March 2024 | Cologne | Halls 6 + 7

EXHIBITION SECTORS

All areas of the retail trade

-  Food and drinks
-  Gift and novelty items, jewellery and watches
-  Toiletries and cosmetics
-  Sports and leisure articles
-  Textiles and clothing
-  Gardening, flowers and plants
-  Household goods and office supplies
-  DIY supplies and hardware
-  Toys and games
-  Seasonal and trend articles
-  Electronic goods and computer
-  Private label / own brands
-  Small furniture and accessories
-  Retail services / E-commerce
-  Pet supplies



Parallel to the IAW:

INTERNATIONAL
HARDWARE FAIR
COLOGNE

Around 25,000 trade visitors from 125 countries are expected, e.g. buyers from DIY and building markets, gardening centres, discounters. **Achieve unique synergy effects as an exhibitor now!**

PRICES | CONTACT

First-time Exhibitor Special

(stand construction included) Until 20.12.2023 From 21.12.2023

Row stand (1 side open)	€144.00/m ² *	€154.00/m ² *
Corner stand (2 sides open)	€154.00/m ² *	€164.00/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.

Book your space and we'll take care of the stand building! Request a quote now!



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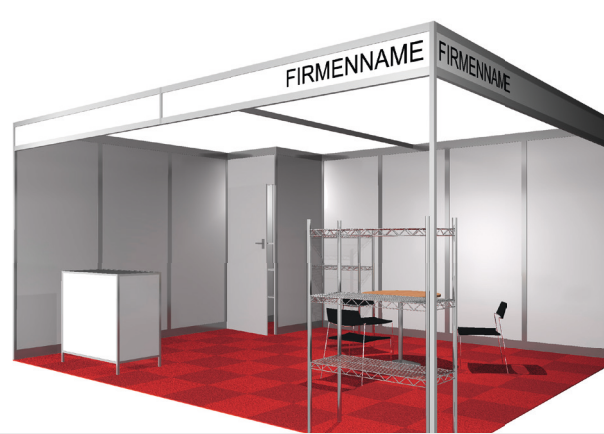
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SPECIAL FOR FIRST-TIME EXHIBITORS
Stand construction and marketing package included

EARLY BOOKING DISCOUNT
until 20.12.2023



BEST DEALS IN RETAIL

The IAW Trade Show in Cologne
04. - 06. March 2024

More visitors, even more international: The spring edition of the IAW ignites 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 to stock up on goods for the coming season. In demand are not only the major segments, but also interesting and inspiring niche products. Because they open up new opportunities for visitors to sensibly expand their ranges.

6.000+ Trade visitors from many sectors



DIY stores



Furniture shops



Petrol station organizations



Online shops / Mail order companies



Discounters



Clearance stock stores



Garden centres



Hypermarkets



Individual retail



Supermarkets



Department stores



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 on request), stand construction with system material, aluminum/white, 2.50 m high
- **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** (20 characters)
- **Lighting** (1 spot per 4m² exhibit space) including installation and power supply connection (3kw 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

MARKETING PACKAGE

Free advertising to attract most attention

- **Thorough cleaning** of the stand before handover
- **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 advertisements** published in the online exhibitor directory and in the trade fair offers. The advertisement is supplied by the exhibitor
- **Entry with company profile** and logo in the exhibitor directory and first-time exhibitor portrait on the IAW website and **digital visitor invitations** for your customers
- **Presentation of your product highlight** or services live at the Trendforum or E-Commerce Arena
- **Extensive free hospitality** for exhibitors and their guests
- **Exhibitor passes**, VIP cards, tickets for the exhibitor evening and parking tickets (according to stand size)

Subject to change without notice.
As of: October 2023

INFO ONLINE

