

Gift and novelty items.

jewellery and watches

Sports and leisure

Gardening, flowers

DIY supplies and

Seasonal and trend

articles

and plants

hardware

Private label /

Retail services /

E-commerce

own brands

38th International Trade Fair for Retail Promotions and Imports 11 - 13 March 2025 | Cologne | Hall 6 + 9

EXHIBITION SECTORS

All areas of retail trade



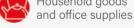
Food and drinks

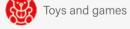


cosmetics

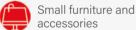
















PARALLEL TO THE IAW - THE ASIA PACIFIC **SOURCING**

As an exhibitor, you can benefit from the additional flow of visitors, 5,000 visitors from over 80 countries are expected, so the IAW offers an ideal extension of the product range.

PRICES | CONTACT

First-time Exhibitor Special

(stand construction included) Until 18.12.2024 As from 19.12.2024 €149.00/m²* €159.00/m²* Row stand (1 side open) Corner stand (2 sides open) €159.00/m²* €169.00/m²*

*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 stand space with us and we will work with you to realise your favourite stand. Request a quote now - we will be happy to advise you!



Bettina Fröhlich (Project Coordinator) +49 (0) 57 21 / 9 93 08 98 froehlich@iaw-messe.de



Petra Schulz (Project Coordinator) +49 (0) 57 21 / 9 93 08 98 schulz@iaw-messe.de

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









WE CELEBRATE YEARS IAW TRADE FAIR

20 YEARS INNOVATION FOR THE RETAIL TRADE! CELEBRATE WITH US

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

EARLY BOOKING DISCOUNT until 18.12.2024



BEST DEALS IN RETAIL

The IAW Trade Fair in Cologne 11-13 March 2025

For the past 20 years, the IAW trade fair has provided a stage for thousands of exhibitors and trade visitors to network, do business and present the latest products and ideas.

Wholesalers, online retailers, start-ups, service providers and trade experts alike find their platform here.

With over 300 exhibitors and 6,000 trade visitors from all over the world, IAW again offers an unbeatable opportunity in 2025 to be inspired by new trends and help shape the future of retail.

6.000+ Trade visitor from many sectors



DIY stores















Supermarkets

Hypermarkets

Furniture shops

Online shops / Mail

order companies

Clearance stock

stores



and many more

STAND SET-UP MADE EASY!

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 free standing shelves (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 €85 flat rate will be charged separately)
- Wi-Fi access for devices with 5 GHz (limited number of users)
- From 18 m² additionally: lockable cabin (1 x 1 m) with 3 shelves and coat hooks
- From 24 m² additionally: one table with 3 chairs, 1 free standing shelf or 3 shelves
- Basic cleaning of the stand before handover (daily basic cleaning of the stand and waste disposal can be booked for a fee)

*Picture used as an example. Wall graphics bookable as add-ons.

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 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 with individual designs
- 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)

Additional equipment and graphics can be booked via our service partners!

Subject to change without notice. As of: November 2024

