



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
-  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 - 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

Row stand (1 side open) €149.00/m<sup>2</sup>\* €159.00/m<sup>2</sup>\*

Corner stand (2 sides open) €159.00/m<sup>2</sup>\* €169.00/m<sup>2</sup>\*

\*All prices are subject to an advertising fee of €11.30 and an advance service payment of €11.50, in each case per m<sup>2</sup>, 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!



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# WE CELEBRATE



## 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



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 SET-UP MADE EASY!

We'll take care of the stand building\*!

- **Stand area incl. stand construction** 14 to 30 m<sup>2</sup>, 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 4m<sup>2</sup> 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 m<sup>2</sup> additionally:** lockable cabin (1 x 1 m) with 3 shelves and coat hooks
- **From 24 m<sup>2</sup> 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

INFO  
ONLINE

