



IAAW

**39TH INTERNATIONAL
TRADE FAIR FOR RETAIL
PROMOTIONS AND IMPORTS**

**2 - 4 SEPTEMBER 2025
COLOGNE | HALL 6 + 9**



IAW TRADE FAIR SEPTEMBER 2025



YOUR GATEWAY TO NEW BUSINESS OPPORTUNITIES!

Welcome to the International Trade Fair for Retail Promotions and Imports, the meeting place for the trade!

For over 20 years, the IAW has brought together the most important decision-makers, up-and-coming brands and innovative products under one roof. This is where business partnerships are forged, lucrative deals are concluded and trends are set for the retail trade of tomorrow. With around 6,000 trade visitors from all over the world and a unique mix of product groups, the IAW trade fair is the perfect platform to put your company in the spotlight.

Take advantage of the opportunity to present your product range to an audience with purchasing power, make valuable industry contacts and open up new sales markets. Whether bestsellers, trend products or remaining stock - this is where supply meets demand! You will also benefit from a top-class supporting programme with expert presentations, live pitches and networking events that will give you a decisive competitive edge.

Be there from 2 - 4 September and make the IAW Trade Fair 2025 your next success factor!

EXHIBITION AREAS

ALL PRODUCT RANGES OF THE TRADE

The IAW is more than just a trade fair - it is your direct access to the retail trade. Benefit from a strong industry platform, high-quality contacts and direct sales opportunities.



Housewares & decoration - your assortment for retail! Present home accessories, kitchen gadgets and lifestyle products that no shop should be without.

FMCG & drugstore goods - your products for the mass market! Whether cosmetics, cleaning products or household products - here you will meet buyers from large retail chains and online markets.



Gifts & toys - Showcase your products! From creative gift ideas to the latest toy trends - impulse-buying retailers are on the move here.

Fashion, accessories & textiles - your trends for retail! Whether basics, fashion highlights or accessories - buyers are looking for the best new products as well as offprice items.



Electronics & smart gadgets - future products with high demand! Present innovative technology and gadgets and convince your customers directly at the trade fair.

Garden & Outdoor - Everything for outdoors! From garden tools, plant accessories to outdoor lifestyle - here you will find garden centres, DIY stores and specialist retailers.



Home improvement & DIY - The DIY trend is booming! Present tools, DIY products and home improvement solutions to a strong buying audience.

Private Label & Private Label - Go for exclusivity! This is where manufacturers and retailers come together to develop individual private labels and customised product solutions.



Seasonal products & festive items - Christmas, Easter or summer specials - present trendy seasonal goods for retailers looking for that little bit extra!

E-commerce & marketplaces - Show off your digital sales power! Make direct contact with online marketplaces, dropshipping partners and digital commerce professionals.

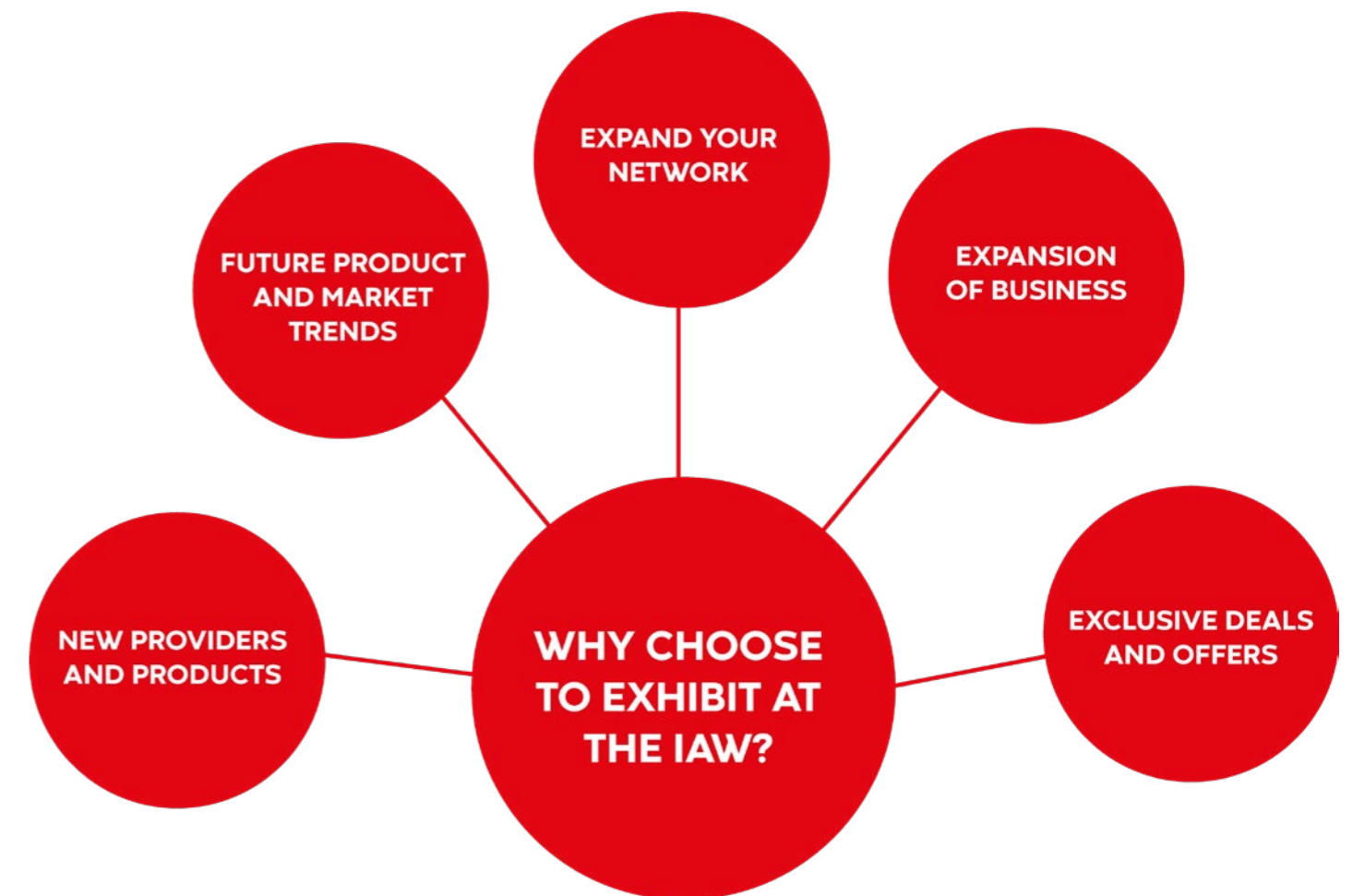


Stocklots and volume goods - Inspire retailers with unbeatable deals, remaining stock and promotional goods. Available in large quantities and on-site only!

REASON WHY

MAXIMUM REACH, DIRECT BUSINESS SUCCESS YOUR PRODUCTS IN THE SPOTLIGHT AT THE IAW!

The IAW trade fair is Europe's leading trade platform for purchasing highly profitable goods. Meet the most important buyers from all relevant sectors and position your company in a dynamic environment full of innovation and trading potential.



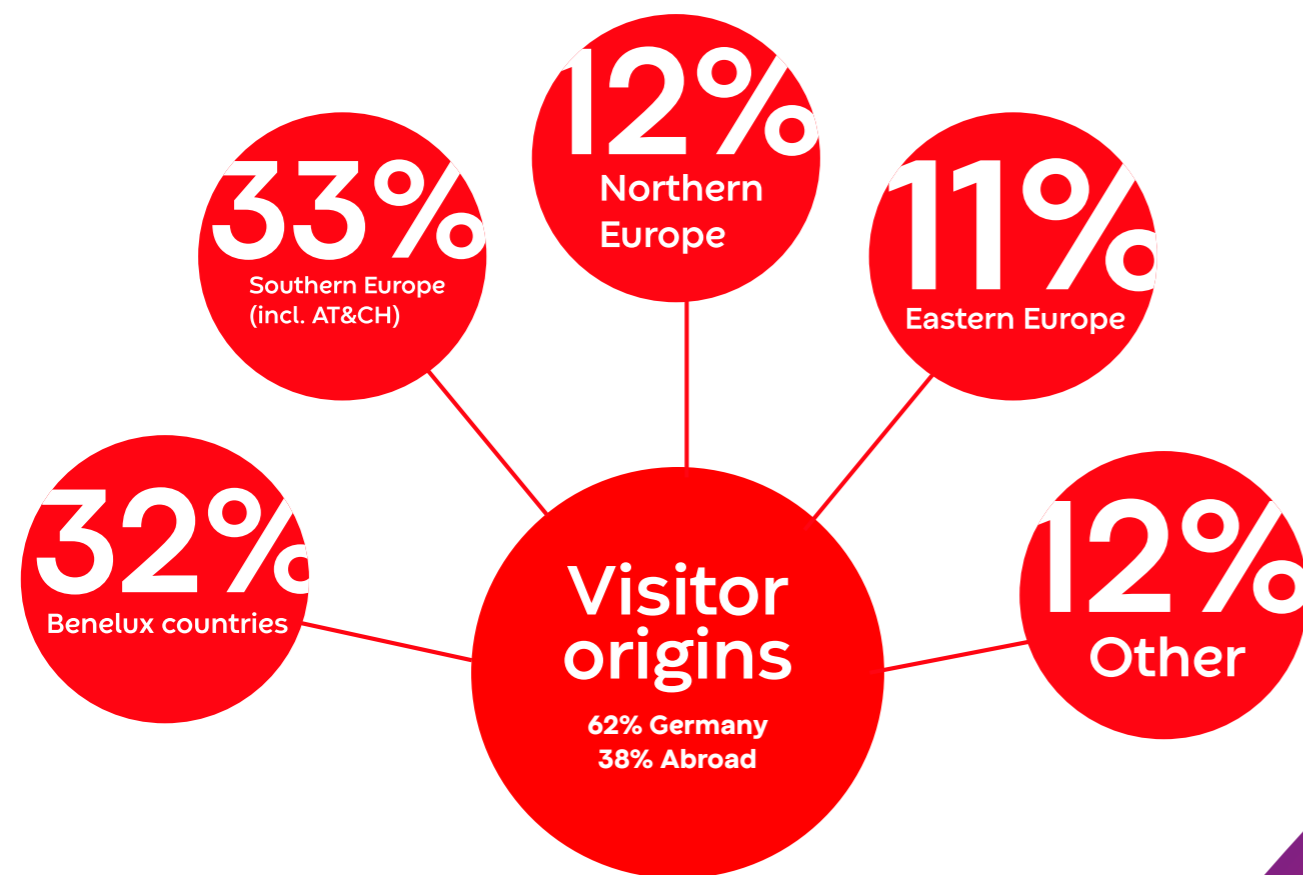
5.000+

TRADE VISITORS

TOP BUYERS FROM ALL OVER THE WORLD

INTERNATIONALITY - DIVERSITY - PURCHASING POWER

Successful buyers and industry leaders know this: The IAW is the hotspot for trends, innovations and lucrative deals. Here you will meet well-known retail chains, online giants and hidden champions who regularly buy at the trade fair. Trade visitors from all retail sectors - from retailers and wholesalers to international online giants - use the IAW specifically to discover new products and forge strong business partnerships.



With visitors from almost 70 countries, the IAW is an international hub for the trade. Whether from Northern or Southern Europe, via the Benelux countries and other destinations around the world - the industry's decision-makers are here. Use this opportunity to network your business globally and present your products to a worldwide trade audience!

THESE COMPANIES REGULARLY VISIT THE IAW

WHO'S WHO

- A.S. Watson GmbH
- Action Service - NL
- AGRAVIS Raiffeisen
- Bünting
- Centershop
- dm drogerie markt
- Edeka
- Famila
- GHZ Matra AG
- Jawoll
- Kaufland Global Marketplace
- KODi
- Lüning Gruppe
- Mäc-Geiz
- Maco-Möbel
- Mercadonna - ES
- Metro
- Michael Guiney's - IE
- Otto's AG - CH
- Penny plus - BA
- Picks raus
- POCO
- Polo Motorrad
- Postenbörse
- Printus GmbH
- Salling Group - DK
- Schum Euroshop
- Segmüller
- T€di
- tedox
- Th. Phillips
- Tokimanni Group - SF
- Toom Baumarkt
- Woolworth
- Zimmermann

MARKETING

Spotlight on! We put you and your offer in the right light!
Before, during and after the trade fair:

- **Maximum visibility:** Through placement on the IAW website, free adverts in the exhibitor directory and prominent banner advertising, you will reach a broad target group and increase your level of awareness.
- **Professional presentation:** Your company profile with logo on the trade fair website gives your company a professional presence and makes it more attractive to potential customers.
- **Digital invitations:** Use digital visitor invitations to target customers and promote your participation at the trade fair.
- **Exclusive VIP benefits:** Enjoy exclusive benefits such as free hospitality for you and your guests, VIP cards and tickets to special events.
- **Comprehensive marketing package:** Our PR package offers a variety of marketing tools to maximise your presence at the show and effectively reach your target audience.
- **Professional support:** Our experienced team is on hand to help you plan and implement your PR strategy and make the most of your participation.

NETWORKING

Wholesalers, online retailers, start-ups, customers, service providers and retail experts come together at the IAW trade fair to make valuable contacts. Network with the who's who of the industry and discover new business opportunities.

e-commerce quarter

As a separate exhibition area, the E-Commerce quarter builds the bridge between product suppliers and system and service companies for digital commerce. Take your business to a whole new level - as a provider of efficient shop tools, data management and social media solutions, you feel the pulse of retail and reach your target group without wastage.

IMPRESSIONS AND OPINIONS THAT WAS THE FAIR MARCH 2025

PROGRAMME

Immerse yourself in our free and informative supporting programme at congress level, which will provide you with additional impetus for your success:

- In the E-Commerce Arena, organised by GKS Handelssysteme GmbH, you will receive insights and practical knowledge about online retail.
- In the Zentrada Forum, high-calibre industry experts will share tips for even more successful business.

You can look forward to illustrative practical examples, practical workshops and informative presentations that are waiting to be discovered.



The IAW is the biggest, best trade fair for our business in Europe

Jérémy Le Perrot,
B2B Sales Manager,
4everyware

The trade fair went well for us. We had good discussions, especially with foreign customers, and received a lot of orders.

Frank Werm,
Managing Director,
OSMA-WERM



The trade fair is going very well for us. The right people are here and it's a great atmosphere. No other trade fair is so much fun and business at the same time.

Juliette Osseweijer,
Assistant Sales Director,
Topbrands GmbH

The e-commerce arena is very positive, the interest is brutal. I am very enthusiastic about it. The IAW is definitely a pioneer in this respect.

Sascha Mertens,
Head of Consulting,
MiToU GmbH



The IAW is particularly important for our international customers. It is the first face-to-face contact

Justus von Siebert,
Director Sales & HR,
L&K BrandTrading
GmbH

FIRST-TIME EXHIBITOR SPECIAL

STAND CONSTRUCTION INCLUDED

EARLY BOOKING DISCOUNT UNTIL 01.07.2025*

- 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)
- As from 18 m² additionally: lockable wardrobe (1 x 1 m) with 3 shelves and coat hooks
- As from 24 m² additionally: one table with 3 chairs, one more shelving unit or 3 shelves
- Thorough cleaning of the stand before handover

First-time exhibitors pay a small surcharge on top of the stand rental fee to include stand construction as well as many additional services to showcase their company in the best possible light.

*On receipt of the binding registration forms by 01.07.2025

**AS FROM
€149* per m²**
*plus advertising fee and
advance service payment

**Marketing package
with double-sided
ad, free banner ads
and much more for
extra attention!**

10 % EARLY BOOKING DISCOUNT

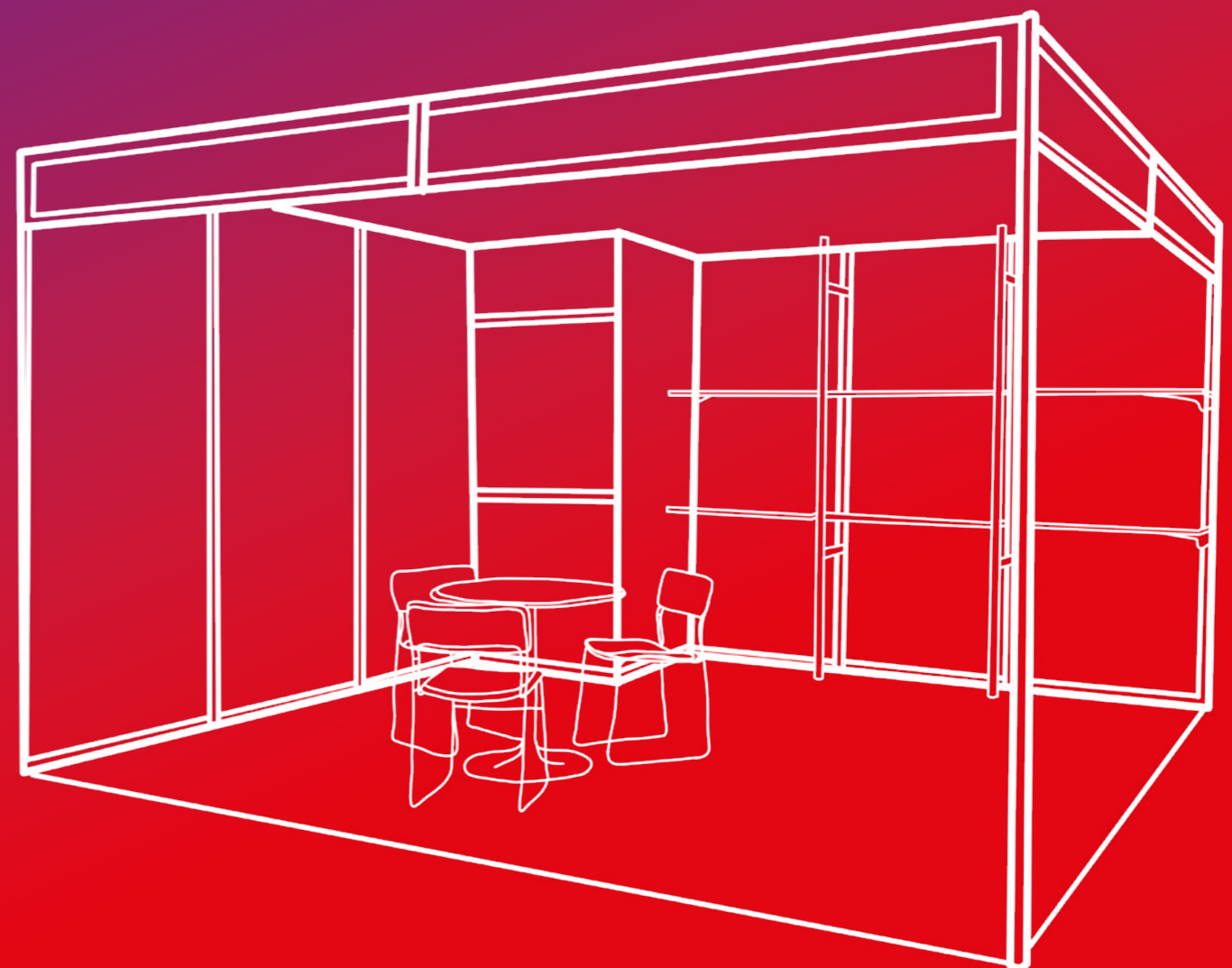
SPACE-ONLY BOOKING UNTIL 01.07.2025*

YOUR SERVICE BENEFITS

- Personalised advice
- Free advertising opportunities
- Invitation to the exhibitor party
- Free parking tickets
- Free exhibitor passes
- Access to the VIP lounge
- Free food and drinks
- Free visitor invitations

*On receipt of the binding registration forms by 01.07.2025

**AS FROM
€89.55***
per m²
*plus advertising fee and
advance service payment



PRICES

Stand area (space only)

	Until 01.07.25	As from 02.07.25
Row stand	89.55 €/m ²	99.50 €/m ²
Corner stand	98.55 €/m ²	109.50 €/m ²
End stand	107.55 €/m ²	119.50 €/m ²
Block stand	115.20 €/m ²	128.00 €/m ²

First-time Exhibitor Special (stand construction included)

Row stand	149.00 €/m ²	159.00 €/m ²
Corner stand	159.00 €/m ²	169.00 €/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.

Contact for exhibitors



Kerstin Manke
Project Manager



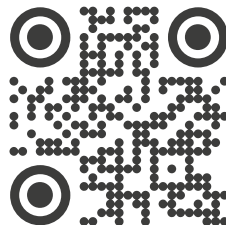
Bettina Fröhlich
Project coordinator



Petra Schulz
Project coordinator

Do you have any questions or comments? Please contact us at:
Phone: +49 (0) 57 21 / 9 93 08 98 or by e-mail to: team@iaw-messe.net

**YOU CAN FIND
MORE INFOS
ONLINE**



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