

EXHIBITION AREAS

ALL PRODUCT RANGES OF THE TRADE



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

FMCG & drugstore goods. 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.



Electronics & smart gadgets. Present innovative technology and gadgets and convince your customers directly at the trade fair.

Garden & Outdoor. 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 - 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. 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!

PRICES

First-time Exhibitor Special (stand construction included)

Until 01.07.2025 As from 02.07.2025

Row stand (1 side open)	€149.00/m ² *	€159.00/m ² *
Corner stand (2 sides open)	€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 m, plus VAT, where legally applicable.

Book and realise your stand construction wishes with us.



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Scan the QR code
and find out more!

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39TH INTERNATIONAL TRADE FAIR FOR RETAIL PROMOTIONS AND IMPORTS

2-4 SEPTEMBER 2025
COLOGNE | HALL 6 + 9



**SPECIAL FOR
FIRSTTIME
EXHIBITORS**
Stand construction
and marketing
package included

**EARLY BOOKING
DISCOUNT**
until
01.07.2025



5.000+ TRADE VISITORS

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.

With visitors from almost 70 countries, the IAW is an international hub for the retail sector. Whether from Northern or Southern Europe, via the Benelux countries and other destinations around the world - the industry's decision-makers are here.

BEST DEALS FOR RETAIL!

IAW IN COLOGNE, 2-4 SEPTEMBER 2025



DIY stores



Petrol station organizations



Discounters



Garden centres



Individual retail



Department stores



Furniture shops



Online shops / Mail order companies



Clearance stock stores



Hypermarkets



Supermarkets



and many more

STAND PRESENTATION MADE EASY!

WE TAKE CARE OF YOUR STAND
CONSTRUCTION

- **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)



MARKETING

YOUR ADVERTISING FOR MAXIMUM
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 through our service partners!