



E-COMMERCE ARENA TOP SPEAKERS WITH TOP TOPICS



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The programme of the
E-Commerce Arena programme is
presented by:



RESTPOSTEN.de
DIE Posten-Plattform

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.



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



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



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



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



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



FMCG & drugstore goods. Here you will meet buyers
from large retail chains and online markets.



Fashion, accessories & textiles - your trends for retail!
Whether basics, fashion highlights or accessories.



Garden & Outdoor. Here you will find garden centres,
DIY stores and specialist retailers.



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



E-commerce & marketplaces. Make direct contact
with online marketplaces, dropshipping partners and
digital commerce professionals.



NETWORKING

Retailers, online traders, start-ups, customers, service
providers and retail experts come together at the IAW trade
fair to make valuable contacts.

Take your business to a whole new level - as a provider of
efficient shop tools, data management and social media
solutions, you will have your finger on the pulse of retail and
reach your target group without wastage.

FACTS

Date

2-4. September 2025

Venue

Koelnmesse, Halls 6 + 9

Opening hours

1st and 2nd day: 9:00 -18:00,
on the 3rd day until 17:00

Visitor tickets

Free of charge. Only available online:
www.iaw-messe.de/besucher/tickets

Exhibitors

Approx. 300 importers,
wholesalers and manufacturers
Around 5,000+ trade visitors from
more than 70 countries

Visitor numbers

Approx. 30,000 m²
www.iaw-messe.de/messe/forum

Exhibition area Programme

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



39TH INTERNATIONAL TRADE FAIR FOR RETAIL PROMOTIONS AND IMPORTS

2-4 SEPTEMBER 2025
COLOGNE | HALL 6 + 9



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

**EARLY BOOKING
DISCOUNT
until
01.07.2025**



BEST DEALS FOR RETAIL!

IAW IN COLOGNE, 2-4 SEPTEMBER 2025

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.

5.000+

TRADE VISITORS



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 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
- **Bistro table** with 3 bar stools (Ø 70 x 100 cm)
- **Computer-Counter** (100 x 120 x 50 cm), lockable
- **Brochure stand or 3 shelves** (170 x 27 x 33 cm / 100 x 30 cm)
- **Fascia lettering** (20 characters) in Helvetica, black
- **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!

Subject to change without notice. Status: April 2025

PRICES

Special for First-time Exhibitors
(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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