

E-COMMERCE ARENA TOP SPEAKERS WITH TOP TOPICS

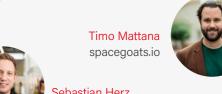


Stefan Grimm RESTPOSTEN.de and grosshandel.eu

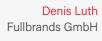




lanine Lampprecht Grenzlotsen GmbH



Sebastian Herz Zignify PTE, LTD.





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



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!



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 Visitor numbers Around 5,000+ trade visitors from more than 70 countries

Exhibition area Approx. 30,000 m²

www.iaw-messe.de/messe/forum 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





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.



TRADE VISITORS



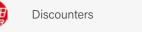
DIY stores



Furniture shops

Petrol station

organizations







Individuel retail



Department





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
- 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 desians
- Presentation of your product highlight or services live at the Trendforum or F-Commerce Arena
- Extensive free hospitality for exhibitors and their quests
- 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/m²*

€159.00/m²*

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 m, plus VAT, where legally applicable.

Book and realise your stand construction wishes with us.



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



Scan the OR code and find out more!

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