



Best Deals for Retail

40th International Trade Fair for Retail Promotions and Imports

24 - 26 March 2026



www.iaw-messe.de/en



NOT EXHIBITING MEANS MISSING OUT ON THE MARKET.

The IAW is more than just a trade fair – it is a stage, a sales booster and your direct line to your target group. Here you will meet decision-makers who are actually buying and visitors who want to discover your product range.



SECURE YOUR PLACE NOW ON EUROPE'S NO. 1 TRADING PLATFORM

Innovation, trade and success come together at the IAW. Take advantage of this opportunity to raise your company's global profile. Secure your stand now and get started!



Three days. Hundreds of deals. Thousands of contacts. Become part of the IAW community and take your business to the next level!

AROUND 5,000 VISITORS ARE ALREADY WAITING FOR YOU.

PRODUCT DIVERSITY AT THE IAW

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



Food & drinks

Meet buyers who are constantly on the lookout for new taste experiences. Whether it's delicatessen products, snacks, confectionery or beverages, show them what's driving the trade.



FMCG & drugstore goods

Your products for the mass market! Whether cosmetics, cleaning agents or household products – here you will meet buyers from large retail chains and online markets.



Toys & gifts

Emotion, creativity and enthusiasm – that's your business! Present products that make children's eyes light up and win their hearts. The IAW offers you the perfect stage for inspiration and sales.



Decoration & small furniture

Inspiration for every home – showcase design, style and interior ideas with character. Your products create atmosphere and emotions.



Household goods & office supplies

From practical everyday aids to clever organisational systems – your products make life more efficient. Here, retailers buy products that have become indispensable in everyday life.



Pet supplies

The market is booming – and you're right in the middle of it! Whether it's pet food, accessories or toys, your products make four-legged friends and retailers happy. Position yourself where animal trends are unstoppable.



Hardware & DIY supplies

The DIY trend is going strong! Present tools, DIY store items and home improvement solutions to an audience with high purchasing power. This is where practicality meets profit.



Garden & Outdoor

Whether plants, garden equipment or outdoor living – your products bring fresh growth. Meet retailers who are planning for the next season and setting trends. The IAW is your green springboard into new markets.



Seasonal & trend articles

From Christmas to summer hits – showcase your highlights perfectly. This is where impulse purchases and creative ranges for every season are created.



Fashion, Accessories & Textiles

Your trends belong on the big stage! From fashion basics to statement pieces – inspire retailers. Meet buyers who combine style, quality and price awareness.



Sports & leisure articles

Present trends that get business moving! From fitness to outdoor activities – your products will inspire retailers. Use the IAW to make a sporty start in new markets.



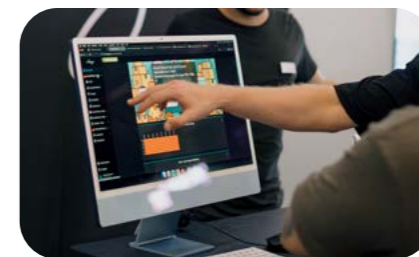
Electronics

Innovation meets demand: show what makes life smarter. From tech gadgets to lifestyle electronics, your products attract attention and buyers. Here you can network with decision-makers from the market of the future.



Private Label & White Label

Your brand, your success: present customised solutions for the retail sector. Show how powerful individualisation is today. The IAW is your stage for exclusive retail brands.



E-commerce & marketplaces

Establish direct contacts with online players and marketplace operators. Whether fulfilment, shop tools or product sourcing – this is where digital commerce meets real opportunities.



Stocklots & volume goods

Remaining stock, surplus stock or fast-moving items – this is where sales are made! Present deals that no buyer should miss. At IAW, it's all about attractive margins and quick deals.

INTERNATIONALITY - DIVERSITY - PURCHASING POWER

VISITOR ORIGINS

TOP BUYERS FROM AROUND THE WORLD

The IAW is reserved exclusively for trade visitors. At each trade fair, we welcome around 5,000 visitors from over 70 countries, who use the fair as an ideal platform for new sales markets. As an integral part of the top buyer's calendar in Europe, the IAW is a must for anyone who wants to trade internationally.



5.000+

TRADE VISITOR

IAW VISITOR TARGET GROUPS

Our trade fair attracts a diverse and highly qualified target group of visitors from various industries and regions. Buyers, wholesalers, importers and retailers from all over the world flock to us to discover the latest trends.

- DIY stores
- Discounters
- Garden centres
- Individual retail
- Department stores
- Furniture shops
- Online shops / Mail order companies
- Clearance stock stores
- Supermarkets
- Petrol station organizations
- Hypermarkets
- and many more!



THESE COMPANIES REGULARLY VISIT THE IAW

WHO'S WHO

A.S. Watson GmbH	GHZ Matra AG	Lüning Gruppe	POCO	ROLLER
Action Service	GLOBUS Markthallen Holding	Mäc-Geiz	Polo Motorrad	Salling Group
AGRAVIS Raiffeisen	hagebau Handelsgesellschaft	Maco-Möbel	Segmüller	Schum Euroshop
Big Market Albania	Hoogvliet	Mercadonna	T€di	Tokimanni Group
Bünting	Hubo België NV	Metro	tedox	Toom Baumarkt
Centershop	Jawoll	Michael Guiney's	Th. Phillips	Woolworth
dm drogerie markt	Kaufland Global Marketplace	Otto's AG	Postenbörse	Zimmermann Sonderposten
Edeka	KiK Textilien & Non-Food GmbH	Penny plus	Printus GmbH	
famila	KODi	Picks raus	REPO Rest- und Sonderposten	

PROGRAMM - NETWORKING - MARKETING

THE IAW ALL - INCLUSIVE PACKAGE FOR OUR EXHIBITORS

WEB & ADS

- Placement on the IAW website and in the official exhibitor list
- Free online advertising: banner presence and brand placement included
- Targeted customer approach: digital visitor invitations are available to you after registering in our exhibitor login area

SERVICE & SUPPORT

- Comprehensive support: Personalised support and individual assistance from the experienced IAW team for maximum trade fair performance
- Efficient PR and communication assistance: We support you in your public relations work

VIP BENEFITS

- Exclusive hospitality: Enjoy complimentary snacks and drinks for you and your guests
- Special privileges: VIP cards and special trade fair benefits included

e-commerce quarter

Immerse yourself in the world of digital commerce and network with the key players in the industry.

- Position your business: Present your solutions for shop tools, data management and social media directly to your target group – without wastage.
- Experience knowledge to take away: Exciting insights, practical workshops and top speakers in the E-Commerce Arena powered by GKS Handelssysteme.
- Benefit from networking with professionals: Make contacts with strong partners in the Zentrada Forum and expand your digital trading network.



THAT WAS THE IAW SEPTEMBER 2025 IMPRESSIONS AND OPINIONS

'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 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

'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 regard.' - Sascha Mertens, Head of Consulting, MiToU GmbH

'There are few trade fairs in this industry. The IAW is a large family that also serves this industry.' - Lukasz Sagan, Managing Director, Bahama Warenvertriebs GmbH



FIRST-TIME EXHIBITOR SPECIAL STAND CONSTRUCTION INCLUDED

EARLY BOOKING DISCOUNT UNTIL 20.01.2026*

First-time exhibitors receive stand construction included in the stand rental price for a small additional charge, as well as many additional services that will showcase their company in the best possible light.

- 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 (20 characters)
- 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

*On receipt of the binding registration forms by 20.01.2026

**AS FROM
€159* per m²**
*plus advertising fee and
advance service payment

**Marketing package
included!**

Double-page ad,
banner advertising and
much more!



The images show examples only. For detailed information, please contact us.

10% EARLY BOOKING DISCOUNT UNTIL 20.01.2026*

YOUR SERVICE BENEFITS

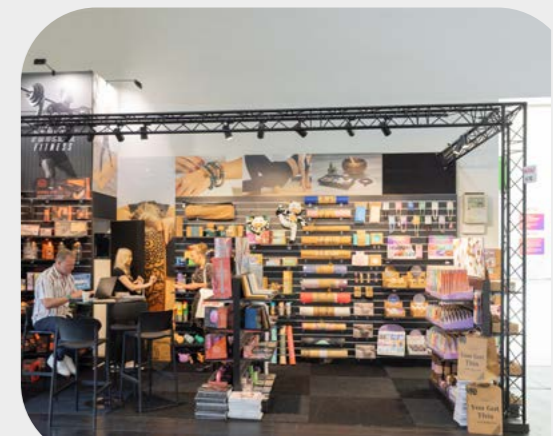
Booking early pays off twice! Take advantage of our early bird discount and benefit directly from our comprehensive services, which will make your trade fair participation even more successful.

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

*On receipt of the binding registration forms by 20.01.2026

**AS FROM
€98.55* per m²**
*plus advertising fee and
advance service payment

All the information you need on the go?
Simply scan the QR code and download the
document. That way, you always have all the
important data and facts with you.



CONTACT FOR EXHIBITORS



Bettina Fröhlich
Project Coordinator

Petra Schulz
Project Coordinator

Kerstin Manke
Project Manager

PRICE OVERVIEW

FIND THE STAND THAT SUITS YOU!

Design your trade fair appearance entirely according to your needs. Choose from a range of stand options and benefit from transparent pricing, attractive packages and exclusive discounts for early bookers.

Stand area (space only)

	Until 20.01.26	As from 21.01.26
Row stand	€98.55/m ²	€109.50/m ²
Corner stand	€107.55/m ²	€119.50/m ²
End stand	€116.55/m ²	€129.50/m ²
Block stand	€125.55/m ²	€139.50/m ²

First-time exhibitor special (stand construction included)

Row stand	€159.00/m ²	€169.00/m ²
Corner stand	€169.00/m ²	€179.00/m ²

plus advertising fee of €13.50/m² and service prepayment of €12.50/m²

Do you have any questions or need advice? Then please feel free to contact us at:
Tel.: +49 (0) 57 21 / 9 93 08 98 or by email to: team@iaw-messe.net

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