



Best Deals for Retail

41st International Trade Fair for Retail Promotions and Imports

8-10 September 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'll meet visitors who are ready to make a decision, who really want to place an order and 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.



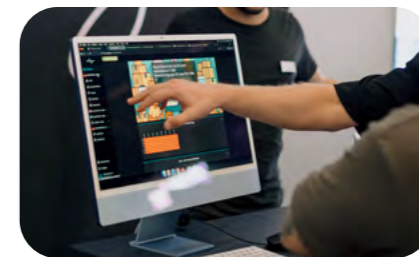
Electronics

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

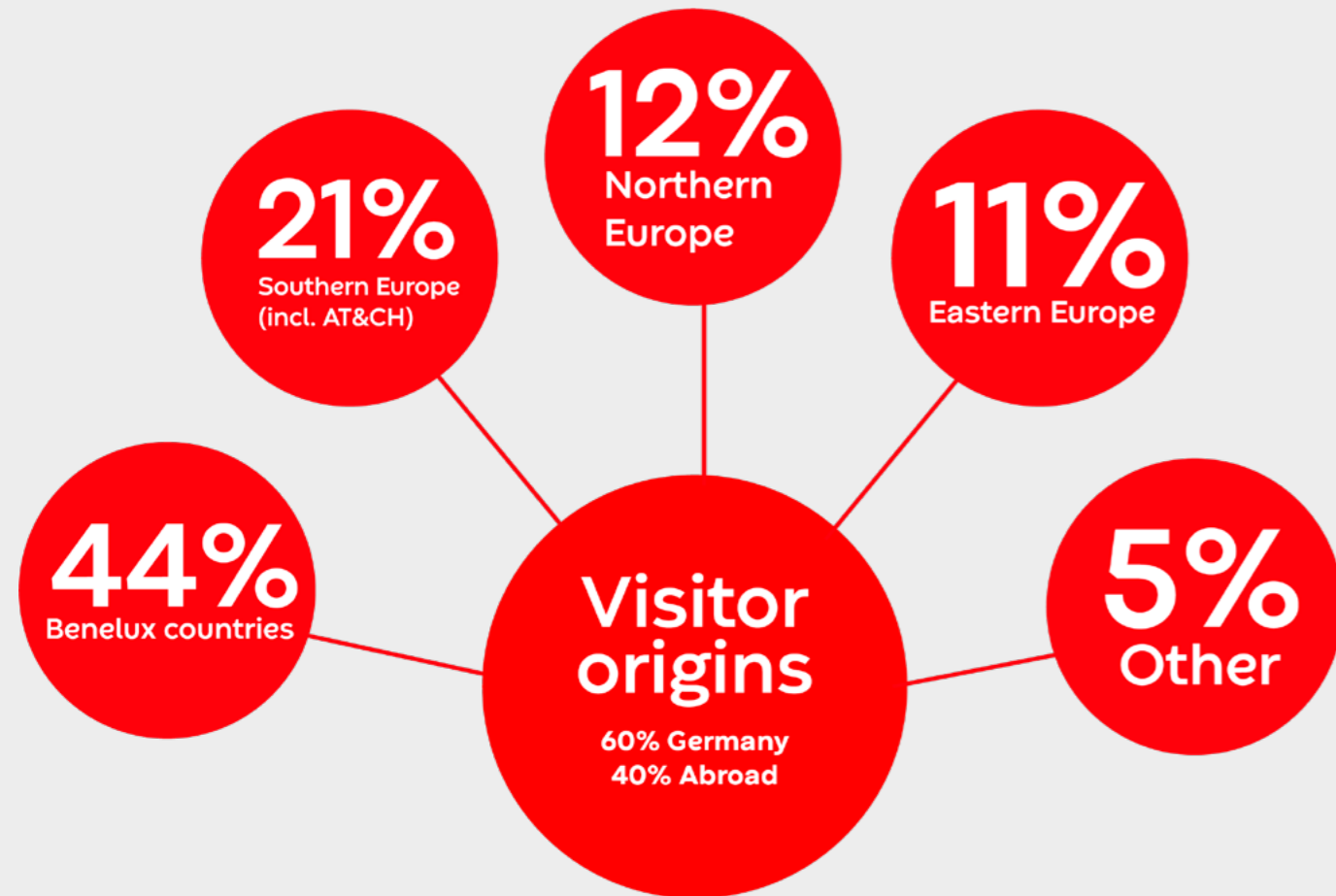
Remaining stock, surplus stock or fast-moving items – this is where sales are made! Present deals that no buyer should miss. At IAW, it's all about attractive margins and quick deals.

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 some 65 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 VISITORS

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

Action Service - NL

AGRAVIS Raiffeisen

Big Market Albania- AL

Bünting

Centershop

dm drogerie markt

Ebay GmbH

Edeka

Famila

GHZ Matra AG

GLOBUS Markthallen Holding

hagebau Handelsgesellschaft

Hellweg Bau- und Gartenmärkte

Hoogvliet- NL

Hubo België NV- BE

Jawoll

Kaufland Global Marketplace

KiK Textilien & Non-Food GmbH

KODi

Lekkerland Deutschland GmbH

Lüning Gruppe

Mäc-Geiz

Maco-Möbel

Mercadonna - ES

Metro

Michael Guiney's - IE

Otto's AG - CH

Penny plus - BA

Picks raus

POCO

ROSSMANN GmbH Zentrale

T&E

tedox

Th. Phillips

Postenbörse

Printus GmbH

REPO Rest- und Sonderposten

ROLLER

Salling Group - DK

Schum Euroshop

Tokimanni Group - SF

Toom Baumarkt

Woolworth

Wreesmann GmbH & Co. KG

Zimmermann 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

mi-commerce

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: Fascinating insights, practical workshops & top speakers in the E-Commerce Arena. Organised by Michael Frontzek, mi-commerce and our media partner: GKS-Handelssysteme
- Benefit from networking with professionals: Make contacts with strong partners and expand your digital trading network.



THAT WAS THE IAW MARCH 2026

IMPRESSIONS AND OPINIONS

“We meet international clients here that we wouldn’t otherwise meet. Cologne is easily accessible for everyone.” – Niklas Mertens, National Sales, Expo-Börse

“In our market, you have to be quick and respond to trends. At the trade fair, we get direct feedback on our product range and can also make contact with competitors. The IAW trade fair is a source of inspiration. Some people are looking for something that others don’t have.” – Uwe Alsen, Managing Director, Alsen Handelshaus

“The IAW trade fair is all about real-life interaction. Every good relationship starts with face-to-face contact. For a long time, trade fairs were all about hard selling. Nowadays, it’s increasingly about meeting customers and having a coffee together.” – Tommy van Berkel, Designer, Goods by Goedegebuure

“It’s always better to see each other face to face and shake hands. Trade fairs play a major role in the retail sector. People need to be able to see and touch the products.” – Niek Sprukkelhorst, Sales Manager, XMBO Trading

“It’s easier to exchange ideas in face-to-face meetings. Products are easier to explain than in an email. The IAW trade fair provides a meeting point for people to get together.” – Anthony Turner, International Sales Manager, Luxurious Personal Care

“The IAW is a great opportunity to meet people in person. It’s also about networking and having a chat with customers.” – Yasin Yücel, Managing Director, Yücel Trading

FIRST-TIME EXHIBITOR SPECIAL STAND CONSTRUCTION INCLUDED

EARLY BOOKING DISCOUNT UNTIL 09.07.2026*

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 09.07.2026

**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 of standard models, including optional extras. Please do not hesitate to contact us for further details.

10% EARLY BOOKING DISCOUNT UNTIL 09.07.2026*

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 09.07.2026

**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 OPTION 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 09.07.26	As from 10.07.26
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

Follow us:      

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

