

BEST DEALS FOR RETAIL
Europe's No. 1 trading platform



41st International Trade Fair
for Retail Promotions and Imports

8-10 September 2026



www.iaw-messe.de/en



WELCOME TO THE MARKETPLACE OF TRADE

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.

MAKE OPTIMAL USE OF TIME

Short distances, direct decisions, no wastage. Get the most out of it!

IMMEDIATELY VISIBLE RESULTS

Focus on the product and brand – for genuine reactions. Your highlights on the perfect stage!

LIVE PITCHES & DISCUSSIONS

Convince people in person rather than just digitally. Because nothing is more important than a handshake to seal the deal!

DEALS DIRECTLY ON SITE

Sales opportunities where demand arises. Directly at the IAW in Cologne!

5.000+ TRADE VISITORS

WHERE DEMAND MEETS SUPPLY – AND IDEAS MEET
NEW BUSINESS PARTNERS.



**YOUR EASY WAY TO
TRADE FAIR SUCCESS!**

Get started easily with our first-time exhibitor special:
A comprehensive package that allows you to design an attractive exhibition
stand without a lot of planning. With our support, of course!



JUST ARRIVE AND GET STARTED

YOUR STAND PACKAGE IN DETAIL

You concentrate on your business – we'll take care of the rest! Fast. Simple. Successful – with the IAW's first-time exhibitor special.



- **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 **6 shelves** for wall mounting (100 x 30 cm)
- **Fascia lettering** (20 characters)
- **Lighting** (1 spotlight per 4 m²) including installation and electrical connection
- **Wi-Fi access** for devices with 5 GHz (limited number of users)
- **From 18 m² additionally:** lockable wardrobe (1 x 1 m) with 3 shelves and coat hooks
- **From 24 m² additionally:** one table with 3 chairs, one more shelving unit or 3 shelves
- **Thorough cleaning** of the stand before handover



Do you have any requests or questions about your stand? No problem. Just get in touch with us. We will make sure that your exhibition stand is ready to go as soon as you arrive.



MORE THAN JUST STAND SPACE

VISIBILITY & MARKETING

As an exhibitor, you benefit from strong reach – online, on site and in the media. We make your brand visible – far beyond the exhibition stand.

- Your **company profile and logo** on the IAW website
- **Posts** on our social media channels
- **Two free online advertisements** with your trade fair offers for all to see in the exhibitor directory
- **Banner advertising** with 2,500 free impressions
- **Digital visitor invitations** to address customers
- **Catering benefits** for you and your guests
- **VIP tickets, exhibitor passes and party tickets** for our exhibitor evening on the second day of the trade fair

Subject to change. Status: May 2026

UNTIL 9TH JULY 2026

10% EARLY BIRD DISCOUNT

Book early and benefit twice: from attractive prices and the best stand locations. Act now!



First-time exhibitor special
(stand construction included)

Until 9.7.26

As from 10.7.26

Row stand

€159.00/m²

€169.00/m²

Corner stand

€169.00/m²

€179.00/m²

All prices are subject to an advertising fee of €13.50 and a service prepayment of €12.50 per m², plus VAT where applicable. Stand sizes range from 14 to 30 m², with other sizes available on request.

ALL INFO AT A GLANCE

Your success begins at the right
time – preferably now!



THREE STEPS TO THE PERFECT EXHIBITION STAND!

WE WILL ADVISE YOU PERSONALLY.

GET IN TOUCH

Our team will support you from the very beginning – individually, transparently and straightforwardly. Whether you have questions about stand sizes, placement or our first-time exhibitor specials, we will work with you to find the solution that perfectly suits your company.

1

TAKE ACTION NOW.

FILL OUT REGISTRATION FORM

Simply fill out the registration form on our website or send us the PDF file directly by email.

2

WE'LL TAKE CARE OF THE REST.

RECEIVED CONFIRMATION

Once we have received your registration, we will contact you promptly with a personalised stand proposal. You will receive all the important information about placement, equipment and services conveniently by email – transparent and reliable. As soon as you receive your confirmation, your trade fair appearance is secured!

3

YOUR DIRECT LINE TO SUCCESS.

Our project team will accompany you from registration to follow-up.



Bettina Fröhlich
Project Coordinator



Petra Schulz
Project Coordinator

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

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