



IAW INTERNATIONAL TRADE FAIR FOR RETAIL PROMOTIONS AND IMPORTS

FACTS & FIGURES

Date

9 -11 March 2027

Twice a year (in March and September)

Assembly / Dismantling

Assembly as from 06.03.2026, 7 a.m.

Dismantling from 11.03.2027 at 3:00 p.m.

until 12.03.2027 at 8:00 p.m.

Opening hours

For exhibitors: 7 a.m.–7 p.m.

For visitors: 9 a.m.–6 p.m., on 11.03.27 until 3 p.m.

Venue

Exhibition Grounds Cologne, Halls 6 and 9

Exhibitors / Exhibition area

Approx. 300 Exhibitors, 30,000 sqm

Exhibition program

Promotion and Bargain products for the retail sectors:

Food and Drinks, Toiletries and Cosmetics, Textiles and Clothing, Sport and Leisure articles, Electronic goods and Computer, Household goods and Office supplies, Pet supplies, DIY and Hardware, Gift and Novelty items, Seasonal and Trend articles, Small items of furniture and Accessories, Plants and Flowers, Toys and Games, Private Label, Retail-Services / E-Commerce

Visitor target groups

Buyers from Consumer markets, Discounters, Supermarket chains, Buyer organisations, Furniture and DIY stores, Gardening markets, Onlineshops, Mail order companies, Independent retailers

Deadline für registration

10 February 2027

Early booking discount

10% of basic stand rental until 12 January 2027

Stand rental / sqm + VAT

Row stand 109.50 €, Corner stand 119.50 €

End stand 129.50 €, Island stand 139.50 €

Advertising contribution 13.50 € / sqm,

Advance payment for technical services 12.50 € / sqm

(will be credited against consumption after the fair)

Special offer for new exhibitors

Stand space 14–30 sqm

includes stand building and promotion program.

Row stand 159 € / sqm, Corner stand 169 € / sqm

As from 13 January 2027: Row stand 169 € / sqm,

Corner stand 179 € / sqm (plus surcharges as above)

Project team / contact person

For exhibitors: Kerstin Manke (Project Director),

Bettina Fröhlich, Petra Schulz

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For advertising / design: Sandra Henkensiefken

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Visitor Hotline:

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Organiser

Nordwestdeutsche Messegesellschaft Bremen-Hannover mbH

Heidplackenweg 9, 26209 Hatten, Germany

www.iaw-messe.de/en

Scan here for the ticket store

<https://ticketshop.iaw-messe.de>