



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



First-time exhibitor special

42nd International Trade Fair for
Retail Promotions and Imports in Cologne

9 – 11 March 2027

www.iaw-messe.de

WELCOME TO THE RETAIL MARKERPLACE

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 ready to make purchases 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 & SALES TALKS

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



DEALS DIRECTLY ON SITE

Sales opportunities where demand is strong. On the spot at the IAW in Cologne!

5,000 + TRADE VISITORS

Where demand meets supply – and ideas
find new business partners.

VISITOR ORIGINS

60% GERMANY | 40% ABROAD

44% BENELUX COUNTRIES

21% SOUTHERN EUROPE
(incl. Switzerland & Austria)

12% NORTHERN EUROPE

11% EASTERN EUROPE

5% OTHER



TWO FAIRS, ONE DATE

Take advantage of the additional visitor footfall
from the simultaneous Asia-Pacific Sourcing fair.

YOUR DIRECT 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!



FROM 159€*
per m²

plus advertising fee and
advance service payment



Your Stand Package in Detail

- **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 3KW (energy consumption is billed separately)
- **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.

ROW STAND



- **Classic & focused:** Ideal for compact product presentations
- **Rear wall area:** Plenty of space for shelving and your branding elements
- **One Side Open:** Targeted appeal to passing trade visitors

CORNER STAND

- **High footfall:** 2 sides open at high-traffic aisle intersections
- **Inviting & open:** Better view of your exhibition space from two sides
- **Increased visibility:** Ideal for presenting larger products or custom displays



UNTIL 12TH JANUARY 2027

EARLY BIRD BENEFIT

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

First-time exhibitor special (stand construction included)

Until 12.1.27

From 13.1.27

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 of €12.50, in each case per m², plus VAT where applicable. Stand sizes range from 14 to 30 m², with other sizes available on request.

MORE THAN JUST STAND SPACE

VISIBILITY & MARKETING

As an exhibitor, you benefit from extensive 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 attract 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: October 2026

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.

TAKE ACTION NOW

FILL OUT REGISTRATION FORM

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

WE'LL TAKE CARE OF THE REST.

RECEIVE 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 will be secure!

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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