IAW

BEST DEALS FOR RETAIL



Exhibitor Information

42nd International Trade Fair for
Retail Promotions and Imports

9 - 11 March 2027

www.iaw-messe.de

IF YOU DON'T EXHIBIT, YOU MISS THE MARKET.

The IAW is more than a trade fair – it's your stage, sales booster, and direct connection to your target audience. Meet decisive buyers who are ready to order and keen to explore your products.





4 REASONS WHY YOU SHOULD EXHIBIT IN COLOGNE

Firm orders instead of casual conversations

SECURE REAL ORDERS

This isn't a place for collecting business cards – it's where contracts get signed. The IAW is the meeting point for long-term business relationships and seasonal order volumes.

DIRECT ACCESS TO DECISION-MAKERS

The majority of trade visitors have direct purchasing authority. You negotiate right at the booth with no middle management involved.

MOVING VOLUMES

The fastest way to place volume stock, promotional merchandise, and excess seasonal inventory into retail.

FOCUS ON THE DEAL

Real products you can touch, face-to-face coversations - not just online. Your stand ist exclusivley a B2B negotiation space.













THE ENTIRE SPECTRUM OF RETAIL

- Food & Drinks
- Toys & Gifts
- FMCG & Drugstore goods
- Decorations & Small furniture
- Household goods & Office supplies
- Pet supplies
- Hardware & DIY supplies
- Garden & Outdoor





- Seasonal & Trend articles
- Fashion, Accessories & Textiles
- Sports & Leisure articles
- Electronics
- Private Label & White Label
- Stocklots & Volume goods
- E-commerce & Marketplaces

PUT YOUR PRODUCT RANGE IN FOCUS

Use your booth to highlight what makes your portfolio stand out.

01 PROMOTIONS, SEASONAL & TREND PRODUCTS

Drive volume right at your booth

Whether flexible minimum order quantities for e-commerce or full container loads for wholesale: You define the terms for your booth visitors.

02 PRIVATE LABELS & BRANDED GOODS

Brand presence & White Labeling

Showcase your established brands or signal directly to buyers at your booth that you are a reliable partner for contract manufacturing and private label solutions.

03 PALLETS, REMNANTS & OVERSTOCK

B2B ordering at any scale

Present your closeouts, surplus inventory, and seasonal goods right where decisions are made: directly at your booth in front of a high-purchasing-power trade audience.

PEAK BUYING POWER
ONE CENTRAL LOCATION.

Exclusively for trade professionals: Around 5,000 decision-makers from 65 countries use the IAW as their primary purchasing platform.

VISITOR ORIGINS

60% Germany | 40% Abroad

46% Benelux Countries

23% Southern Europe*

14% Northern Europe

12% Eastern Europe

5% Other

* incl. Austria and Switzerland



OVER 5.000 TRADE VISITORS

ASIA PACIFIC SOURCING

TWO FAIRS, ONE DATE.

Take advantage of the additional visitor footfall from the co-located Asia-Pacific Sourcing.

WHERE THE ENTIRE RETAIL SECTOR MEETS

From independent retailers to top industry players: discover the diversity of our visitors.

FROM NICHE SHOPS TO RETAIL CHAINS

DIY Stores • Discounters • Garden centres • Individual retail • Department stores • Furniture shops • Online shops • Clearence stock stores • Supermarkets • Petrol station organizations • Hypermarkets ans many more!

WHO'S WHO

Leading Companies return to the IAW year after year

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 • 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€di • 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

IMPRESSIONS & TESTIMONIALS





„At IAW, buyers have an amazingly wide range of products to choose from. Everything is available on-site across various product categories."
- Frank Henn, Vertrieb, Kleiber + Co. GmbH

„Things are going great. The new leads are highly relevant, and we're seeing a lot of international clients."
- Bob Stigter, Head of Sales, Interbosch B.V.



„The IAW is more practical than other trade fairs. Here you find exactly what you're looking for. You talk about money and sales, not just contacts."
- Sven Riechert, Key Account Manager, Ritzenhoff & Breker GmbH & Co. KG

„We sell a lot, and the quality of the visitors is high. We're very happy."
- Nick van der Zander, Sales Manager, westocklots.com



„The IAW is worth it for the networking alone. I've met people here I never expected to meet. The opportunities for networking are significantly better here than at other trade fairs."
- Marcel Rocho, Vertrieb, RCN Webtrading GmbH



„For our company, it is always a good experience because we find good new customers."
- Samuel Ben Béhé, CEO Fornord Import Distribution



REACH. SERVICE. INDUSTRY NETWORKING.

Everything for your trade fair success – From Digital PR to the E-commerce Arena

DIGITAL REACH | Web entry, online banners & digital customer invitations

PERSONAL SERVICE | Comprehensive on-site support & active PR assistance

VIP TICKETS & LOUNGE | VIP passes, complimentary catering & exclusive lounge access

E-COMMERCE ARENA

The knowledge and networking forum of the IAW

CONNECT WITH KEY PLAYERS DIRECTLY
Your solutions for shop tools, data management & social media without wastage.

INSIGHTS & TOP-SPEAKERS
Practical workshops – organized by Michael Frontzek (mi-commerce) & GKS-Handelssysteme.

PROFESSIONAL NETWORKING
Valuable contacts with the industry's leading decision-makers.



mi-commerce e·commerce quarter

10% EARLY BIRD DISCOUNT UNTIL 12.01.2027*

REGULAR BOOTH SPACE | ALL IAW SERVICES INCLUDED

Plan your trade fair early and secure your price advantage: Book your stand space now with a 10% early-bird discount, including all IAW services.

- Personal consultation
- Free promotional opportunities
- Invitation to the Exhibitor Party
- Free parking passes
- Free exhibitor passes
- Access to the VIP Lounge
- Complimentary food and beverages
- Free visitor invitations





98.55€* per m²

plus advertising fee and advance service payment





The images show examples only, including optional extras. Please do not hesitate to contact us for further details.

*Subject to receipt of the binding registration forms by 12 January 2027.

FIRST-TIME EXHIBITOR SPECIAL

€10 / M² EARLY BIRD DISCOUNT UNTIL 12.01.2027 INCL. STAND CONSTRUCTION PACKAGE

Your exclusive New Exhibitor advantage: Save €10 / m² on the turn-key stand construction package and automatically benefit from all IAW trade fair services.

- Stand space including stand construction
- Includes all IAW services (free parking permits, VIP lounge, tickets, marketing & much more)
- Exclusive early-bird advantage: Save €10 / m² on the stand package
- Carpet tiles in 5 colours to choose from
- Table with 3 chairs
- Counter (100 x 100 x 50 cm), lockable optionally
- 2 shelf units (91 x 140 x 36 cm) or optionallyt 6 shelves for wall mounting (100 x 30 cm)
- Fascia lettering / Signage (up to 20 characters)
- Lighting (1 spotlight per 4 m²) incl. installation and electrical connection
- Wi-Fi access for 5 GHz devices (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





159€*
per m²

plus advertising fee and
advance service payment





CONTACT FOR EXHIBITORS



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Do you have any questions or need advice? Then please feel free to contact us at:
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Mail: team@iaw-messe.net

PRICE OVERVIEW

FIND THE STAND THAT SUITS YOU!

Design your exhibition booth according to your exact needs.
Choose from a variety of stand options and benefit from transparent pricing, attractive packages, and an exclusive early-bird discount.

Stand area (space only)	Until 12.01.27	As from 13.01.27
Row stand	98.55 €/m²	109.50 €/m²
Corner stand	107.55 €/m²	119.50 €/m²
End stand	116.55 €/m²	129.50 €/m²
Block stand	125.55 €/m²	139.50 €/m²
First-time exhibitor special (stand construstion included)		
Row stand	159.00 €/m²	169.00 €/m²
Corner stand	169.00 €/m²	179.00 €/m²

plus advertising fee of 13,50 €/m² and advanced service payment of 12,50 €/m²

Folge uns auf:

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