



**37th International Trade Fair for Retail Promotions and Imports
3-5 September 2024 | Cologne | Hall 6 + 9**

**EARLY
BOOKING
DISCOUNT**
until
04.07.2024



GET READY FOR THE NEW IAW

THE IAW IN A NEW LOOK TRADITION MEETS TREND!

In an office filled with creativity, a team of designers, managers and coordinators came together to revolutionise retail. Their mission: to lead the IAW trade fair into a new era of success. But how? That was the question that kept their heads spinning for days.

After countless brainstorming sessions and endless discussions, an idea began to crystallise: A rebranding that would not only redefine the trade fair, but also capture the hearts and minds of visitors. It was a bold vision, but the team was ready to take the plunge.



The tension and enthusiasm within the team was palpable as they worked together to realise their vision. But the best was yet to come, and they couldn't wait to present the new face of the IAW trade fair to the world. Now the time has finally come. And we look forward to starting a reimagined IAW with every single exhibitor, partner and friend.

Armed with sketches, designs and colour palettes, they began their journey. Every brushstroke, every colour choice was carefully considered to ensure the new branding captured the essence of the IAW show - modern, dynamic and innovative.



But that was just the beginning. While the designers were working on the visual elements, the marketing team was in the starting blocks to inform the world about the exciting changes. Social media campaigns were forged and teaser videos were produced to spread the word about the new branding.

Primärschrift

Die Codec Warm ist eine dynamische und freundliche Schrift. Sie vermittelt ein warmes Gefühl und ist besonders geeignet für neue Medien wie Blogs, Social Media, Infografiken etc.

Codec
Warm

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

Sekundärschrift

Die Acumin Variable Concept ist eine dynamische und freundliche Schrift. Sie vermittelt ein warmes Gefühl und ist besonders geeignet für neue Medien wie Blogs, Social Media, Infografiken etc.

Acumin
Variable
Concept

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

PLACE TO B-BUSINESS

The IAW acts as a central meeting point and leading source of inspiration for the promotional goods and import business and, as a dynamic and integrative multichannel platform, networks innovation, collaboration and industry knowledge.

IAW TRADE FAIR COLOGNE

3.-5.09.2024

Step into a world full of opportunities and success stories! With the upcoming autumn edition of the IAW trade fair, we are raising the bar and inviting you to become part of our dynamic community.

Over 6,000 buyers from more than 80 countries are expected to attend, eager to discover the latest trends and products. There will be numerous newcomers, but also our returning exhibitors, who impress year after year with innovative products and proven solutions.

They not only offer popular trend articles and inexpensive sales drivers, but also inspiring niche products that open up new opportunities for product range expansion. Take part in our varied supporting programme and be inspired by our retail experts to achieve even better sales. Make valuable contacts with retail giants, online retailers and industry colleagues while you find new sales channels at the IAW. Together we will make your visit to the trade fair a success!

EXHIBITION AREAS **ALL RETAIL PRODUCT RANGES**



Food and drinks



Toiletries and cosmetics



Textiles and clothing



Household goods and office supplies



Pet supplies



Electronic goods and computer



Small furniture and accessoires



Gift and novelty items, jewellery and watches



Gardening, flowers and plants



Sports and leisure articles



Toys and games



DIY supplies and hardware



Seasonal and trend articles

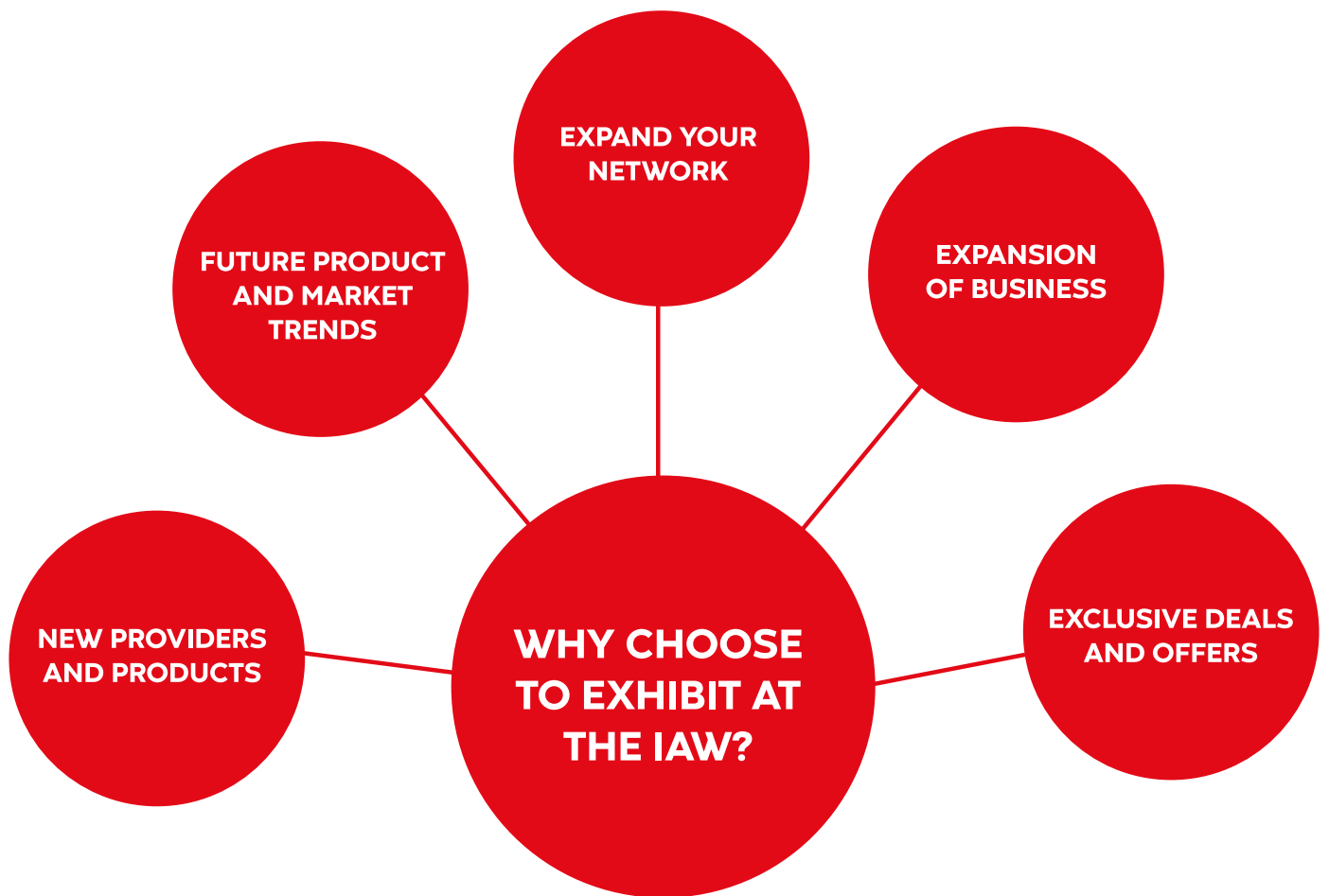


Private label / own brands



Retail services / E-commerce

REASON WHY



Ready to immerse yourself in the world of retail and explore new horizons? At the IAW trade fair, you can expect an exciting journey full of opportunities and potential that will catapult your brand to the next level.

Make valuable contacts and expand your network by meeting with industry leaders, experts and like-minded people.

Here's your chance to close exclusive deals and offers that will drive your business development.

Are you ready to transform your brand and help shape the retail of the future? Then join us and experience the future of retail at the IAW trade fair!

TOP BUYERS FROM AROUND THE WORLD

INTERNATIONALITY | DIVERSITY | PURCHASING POWER

The IAW is aimed exclusively at trade visitors. Around 6,000 visitors from over 80 countries used the trade fair in used the trade fair in spring 2024 as their ideal platform for new sales markets. The IAW is and remains a fixed date in the calendar of Europe's top buyers.



6.000+

TRADE VISITORS IAW VISITOR TARGET GROUPS



DIY stores



Discounters



Garden centres



Individual retail



Department stores



Supermarkets



Furniture shops



Online shops / Mail order companies



Petrol station organisations



Clearance stock stores



Hypermarkets



And many more

e-commerce quarter

As a separate exhibition area, the E-Commerce quarter builds the bridge between product suppliers and system and service companies for digital commerce. Take your business to a whole new level - as a provider of efficient shop tools, data management and social media solutions, you will have your finger on the pulse of retail and reach your target group directly.

PROGRAMME

Join our free and informative supporting programme at congress level, which will provide you with additional input for your success:

- In the Zentrada Forum, high-calibre industry experts will share tips for even more successful business.
- In the E-Commerce Arena, organised in cooperation with GKS Handelssysteme GmbH, you will receive insights and practical knowledge on all aspects of online retail.

You can look forward to practical examples, profound workshops and informative presentations that are waiting to be discovered by you.

NETWORKING

Wholesalers, online retailers, start-ups, customers, service providers and retail experts come together at the IAW trade fair to make valuable contacts. Here you can network with the who's who of the industry and discover new business opportunities. With an international visitor share of 38% from over 80 countries, the IAW offers the perfect opportunity to open up new international sales markets.

MARKETING

Spotlight on! We put you and your offer in the right light. Before, during and after the trade fair:

- **Maximum visibility:** Placement on the IAW website, free adverts in the exhibitor directory and prominent banner advertising enable you to reach a broad target group and increase your level of awareness
- **Professional presentation:** Your company profile with logo on the trade fair website gives your company a professional presence and makes it more attractive to potential customers.
- **Digital invitations:** Use digital visitor invitations to target customers and advertise your participation in the trade fair.
- **Exclusive VIP benefits:** Enjoy exclusive benefits such as free hospitality for you and your guests, VIP cards and tickets for special events.
- **Comprehensive marketing package:** Our PR package offers a variety of marketing tools to maximise your presence at the trade fair and effectively address your target group.
- **Professional support:** Our experienced team is on hand to help you plan and implement your PR strategy and support you in making the most of your participation.

THESE COMPANIES REGULARLY ATTEND THE IAW

WHO'S WHO

AGRAVIS Raiffeisen
A.S. Watson - GB
Action Service - NL
Bünting
Centershop

Edeka
dm drogerie markt
Famila
GHZ Matra AG
Jawoll
Kaufland Global Marketplace

KODi
Lüning Gruppe
Maco-Möbel
Mäc-Geiz
Metro
Michael Guiney's - IE
Mercadona - ES

Otto's AG - CH
Th. Phillips
Penny plus - BIH
Picks raus
POCO

Polo Motorrad
Postenbörse
Printus GmbH
Salling Group - DK
Schum Euroshop
T€di

tedox
Toom Baumarkt
Tokimanni Group - SF
Segmüller
Woolworth
Zimmermann



IMPRESSIONS OF THE LAST TRADE FAIR

THAT WAS THE MARCH 2024 TRADE FAIR



FIRST-TIME EXHIBITOR SPECIAL

STAND CONSTRUCTION INCLUDED

EARLY BOOKING DISCOUNT UNTIL 04.07.2024*

FROM
€144* per m²
*plus advertising fee and
advance service payment

- 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
- Lighting (1 spotlight per 4 m²) incl. 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

For a small additional charge on the stand rental, first-time exhibitors receive stand construction included and many further services that set up their company in the best possible light.

*Upon receipt of binding registration forms by 04.07.2024.



10 % EARLY BOOKING DISCOUNT

SPACE ONLY BOOKING UNTIL 04.07.2024*

FROM
€89.55* per m²
*plus advertising fee and
advance service payment

YOUR SERVICE BENEFITS

- Personal consulting
- Free advertisement options
- Invitation to the Exhibitors' Party
- Free parking permits
- Free exhibitor passes
- Access to the VIP Lounge
- Complimentary food and drinks
- Free visitor invitations



* Provided the binding registration forms are received by 04.07.2024.



PRICES

	Until 04.07.2024	From 05.07.2024
First-time Exhibitor Special (stand construction included)		
Row stand	€144.00/m ²	€154.00/m ²
Corner stand	€154.00/m ²	€164.00/m ²
Stand area (without stand construction, only space)		
Row stand	€89.55/m ²	€99.50/m ²
Corner stand	€98.55/m ²	€109.50/m ²
End stand	€107.55/m ²	€119.50/m ²
Block stand	€115.20/m ²	€128.00/m ²

All prices are subject to an advertising fee of €11.30 and an advance service payment of €11.50, in each case per m², plus VAT, where legally applicable.



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**MORE
INFORMATION**



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