



EXHIBITION SECTORS

All areas of retail trade

-  Food and drinks
-  Gift and novelty items, jewellery and watches
-  Toiletries and cosmetics
-  Sports and leisure articles
-  Textiles and clothing
-  Gardening, flowers and plants
-  Household goods and office supplies
-  DIY supplies and hardware
-  Toys and games
-  Seasonal and trend articles
-  Electronic goods and computer
-  Private label / own brands
-  Small furniture and accessories
-  Retail services / E-commerce
-  Pet supplies

PLACE TO B-BUSINESS

The IAW acts as a central hub and leading source of inspiration for the promotional goods and import business and, as a dynamic and integrative multi-channel platform, networks innovation, collaboration and the knowledge of the industry.

PRICES | CONTACT

First-time Exhibitor Special

(stand construction included) **Until 04.07.2024** As from 05.07.2024

Row stand (1 side open)	€144.00/m ² *	€154.00/m ² *
Corner stand (2 sides open)	€154.00/m ² *	€164.00/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.

Book your stand space with us and we will work with you to realise your favourite stand. Request a quote now - we will be happy to advise you!



Bettina Fröhlich
(Project Coordinator)
+49 (0) 57 21 / 9 93 08 98
froehlich@iaw-messe.de



Petra Schulz
(Project Coordinator)
+49 (0) 57 21 / 9 93 08 98
schulz@iaw-messe.de

Nordwestdeutsche Messegesellschaft Bremen-Hannover mbH |
info@iaw-messe.de | +49 (0) 441 / 9 20 70 777 | www.iaw-messe.de



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

**SPECIAL FOR
FIRST-TIME
EXHIBITORS**

Stand construction and
marketing package
included

**EARLY BOOKING
DISCOUNT
until
04.07.2024**



BEST DEALS IN RETAIL

The IAW Trade Show in Cologne
3-5 September 2024

The IAW trade fair brings together wholesalers, online retailers, start-ups, customers, service providers and retail experts come together to make valuable contacts. Here you can network with the who's who of the industry and discover new business opportunities.

With more than 6,000 buyers and an international share of 38% from over 80 countries, the IAW offers the perfect opportunity to open up new international sales markets.

6.000+ Trade visitor from many sectors



DIY stores



Furniture shops



Petrol station organizations



Online shops / Mail order companies



Discounters



Clearance stock stores



Garden centres



Hypermarkets



Individual retail



Supermarkets



Department stores



and many more

STAND SET-UP MADE EASY!

We'll take care of the stand building!

- **Stand area incl. stand construction** 14 to 30 m², row or corner stand (other stand sizes on request), stand construction with system material, aluminum/white, 2.50 m high
- **Carpet** tiles in 5 colours to choose from
- **Table** with 3 chairs
- **Counter** (100 x 100 x 50 cm), lockable
- **2 free standing shelves** (91 x 140 x 36 cm) or optionally **6 shelves** for wall mounting (100 x 30 cm)
- **Fascia lettering** (20 characters)
- **Lighting** (1 spot per 4m² exhibit space) including installation and power supply connection (3kw main supply incl. socket, consumption of €85 flat rate will be charged separately)
- **Wi-Fi access** for devices with 5 GHz (limited number of users)
- **From 18 m² additionally:** lockable cabin (1 x 1 m) with 3 shelves and coat hooks
- **From 24 m² additionally:** one table with 3 chairs, 1 free standing shelf or 3 shelves
- **Basic cleaning of the stand** before handover (daily basic cleaning of the stand and waste disposal can be booked for a fee)

MARKETING PACKAGE

Free advertising to attract most attention

- **Free banner impressions** 2,500 impressions of your banner advertisement on our website (additional impressions are possible at a cost of €21.50 per thousand)
- **2 free advertisements** published in the online exhibitor directory and in the trade fair offers. The advertisement is supplied by the exhibitor
- **Entry with company profile** and logo in the exhibitor directory and first-time exhibitor portrait on the IAW website **and** digital visitor invitations for your customers with individual designs
- **Presentation of your product highlight** or services live at the Trendforum or E-Commerce Arena
- **Extensive free hospitality** for exhibitors and their guests
- **Exhibitor passes, VIP cards, tickets** for the exhibitor evening and parking tickets (according to stand size)

Additional equipment and graphics can be booked via our service partners!

Subject to change without notice.
As of: Juni 2024

