



38th International Trade Fair for Retail Promotions and Imports
11 - 13 March 2025 | Cologne | Hall 6 + 9

WE CELEBRATE



YEARS IAAW TRADE FAIR



**20 YEARS INNOVATION
FOR THE RETAIL TRADE!**

CELEBRATE WITH US



CELEBRATE 20 YEARS OF IAW TRADE FAIR THE SUCCESS STORY CONTINUES!

From 11 to 13 March 2025, the IAW fair in Cologne will open its doors again, and this time there is a special reason to celebrate: 20 years of IAW!

20 years of innovation, trade and growth! What started in 2005 as a platform for promotional goods and stocklots has developed over the past two decades into the leading trade fair for trends, innovations and lucrative deals for the retail trade.

Over the past 20 years, IAW has provided a platform for thousands of exhibitors and trade visitors to network do business and showcase the latest products and ideas. With over 300 exhibitors and 6,000 visitors from all over the world, IAW 2025 is once again an unbeatable opportunity to be inspired by new trends and help shape the future of retail.

JOIN US AS AN EXHIBITOR!

Our first trade fair in 2005 was the foundation for the success we are celebrating this year. What started with 180 exhibitors and 3,500 visitors in Hanover, grew steadily. After moving to Cologne in 2007, the International Trade Fair for Retail Promotions and Imports has firmly established itself on the market and is now the leading trade fair in this segment in Europe.

As an exhibitor, you benefit from a network that has grown over the past 20 years, which meets twice a year to make the best deals, establish and maintain contacts and advance your company even further. Join us and become part of the IAW trade fair!



Founder and Managing Director Ulrich Zimmermann
at the 1st IAW Fair in Hanover 2005.

HOME OF THE BEST DEALS IN RETAIL!

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

IAW TRADE FAIR COLOGNE

11.-13.03.2025

Welcome to a world of opportunities and success stories! At the upcoming spring edition of IAW, we celebrate our 20th anniversary and set new standards – and you are invited to join our growing, vibrant community.

Around 6,000 buyers from more than 80 countries are expected – all with the aim of discovering the latest trends and products. Whether exciting newcomers or well-known exhibitors who have been convincing with innovative ideas and proven solutions for years, trendy items, low-cost sales generators or inspiring niche products are in demand – everything that offers new opportunities for expanding the product range.

Be inspired by our anniversary programme and benefit from the valuable expertise of our retail experts to further increase your sales. Take the opportunity to make promising contacts with retail giants, online retailers and industry colleagues – and discover new, forward-looking distribution channels.

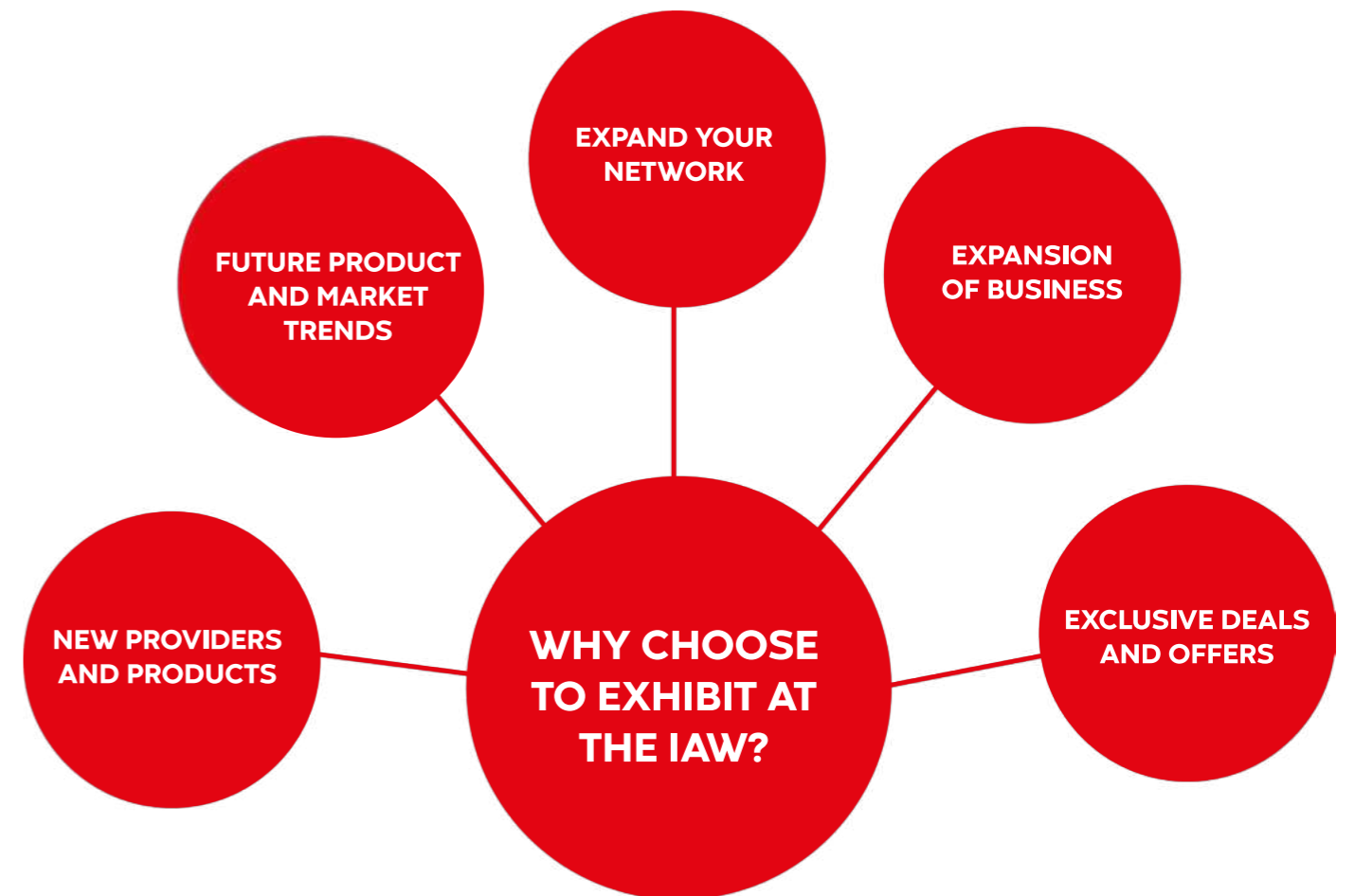
Celebrate 20 years of IAW with us – and make your trade fair visit a success!

EXHIBITION AREAS

ALL RETAIL PRODUCT RANGES

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

REASON WHY



Ready to dive into the world of retail and explore new horizons? At the IAW, an exciting journey of opportunities and potential awaits you that will take your brand to the next level.

Create valuable contacts and expand your network as you interact with industry leaders, experts and like-minded people.

Here you have the chance to make exclusive deals and offers that will drive your business forward.



Parallel to the IAW - The ASIA PACIFIC SOURCING!

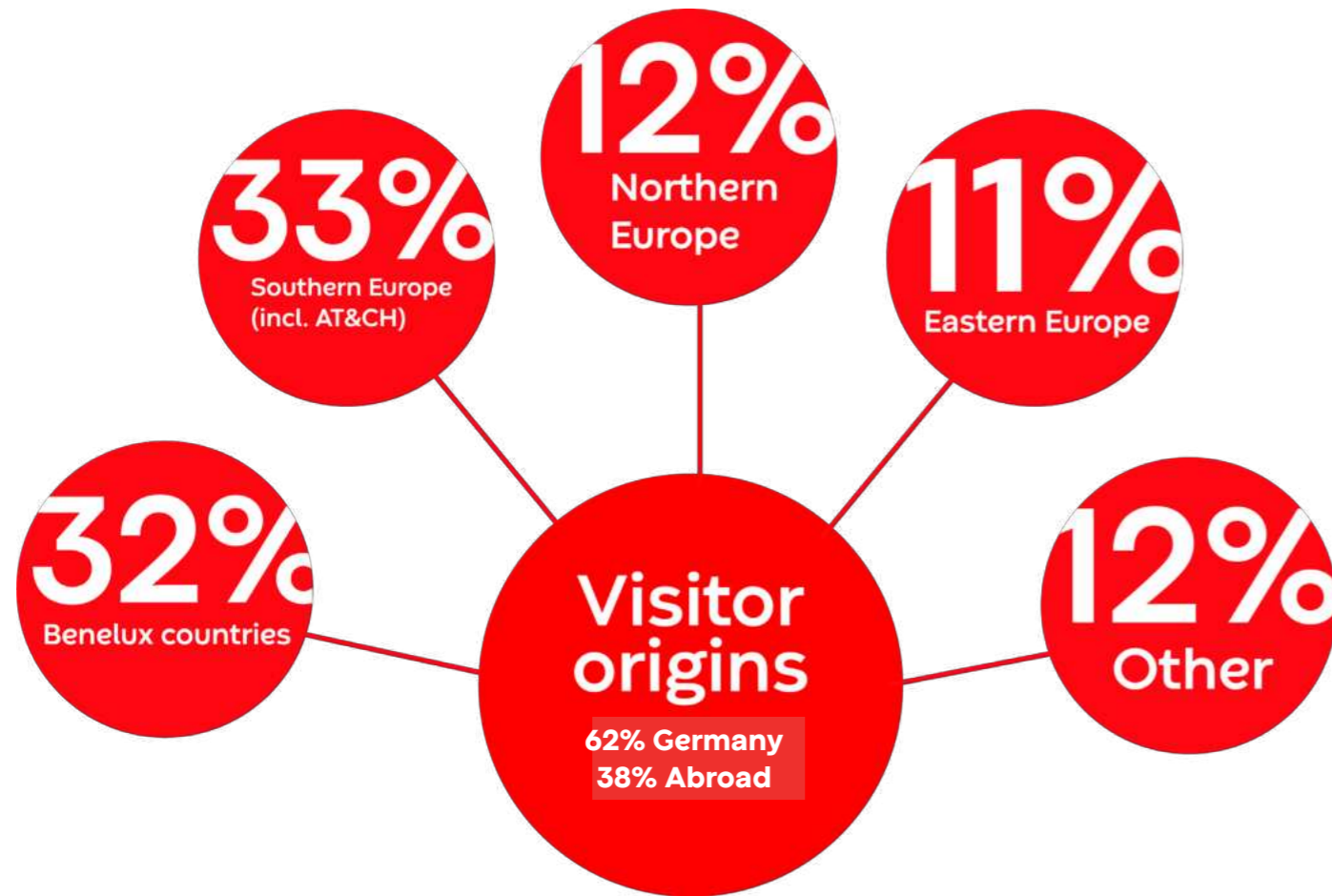
In search of products, novelties and trends in the home, garden and leisure sectors, APS is an ideal market place with a wide range of around 800 exhibitors from the Asian markets.

IAW offers the 5,000 visitors from more than 80 countries an ideal expansion of the range of goods on offer and as an exhibitor you benefit from the additional flow of visitors.

TOP BUYERS FROM AROUND THE WORLD








INTERNATIONALITY | DIVERSITY | PURCHASING POWER

The IAW is aimed exclusively at trade visitors. Around 5,000 visitors from over 70 countries used the trade fair in autumn 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 |  Furniture shops |
|  Discounters |  Online shops / Mail order companies |
|  Garden centres |  Petrol station organisations |
|  Individual retail |  Clearance stock stores |
|  Department stores |  Hypermarkets |
|  Supermarkets |  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.

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

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

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

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

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

tedox
Toom Baumarkt
Tokimanni Group - SF
Segmüller
Woolworth
Zimmermann

IMPRESSIONS OF THE LAST TRADE FAIR

THAT WAS THE SEPTEMBER 2024 TRADE FAIR



**AS FROM
€149* per m²**
*plus advertising fee and
advance service payment

FIRST-TIME EXHIBITOR SPECIAL

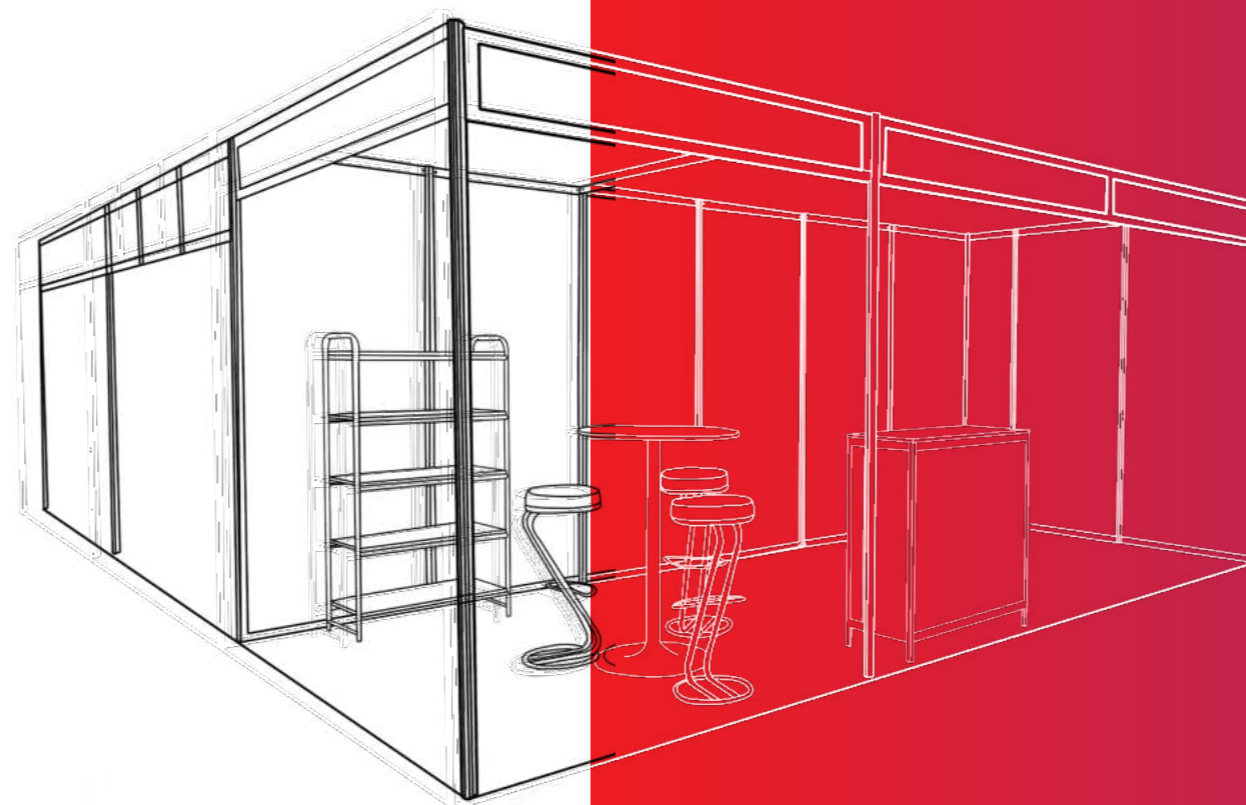
STAND CONSTRUCTION INCLUDED
EARLY BOOKING DISCOUNT UNTIL 18.12.2024*

**Marketing package
with double-sided ad,
free banner ads and
much more for extra
attention!**

- 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)
- 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

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 18.12.2024.



10 % EARLY BOOKING DISCOUNT
SPACE ONLY BOOKING UNTIL 18.12.2024*

**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 18.12.2024



PRICES

	Until 18.12.2024	As From 19.12.2024
First-time Exhibitor Special (stand construction included)		
Row stand	€149.00/m ²	€159.00/m ²
Corner stand	€159.00/m ²	€169.00/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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