



IAW INTERNATIONAL TRADE FAIR FOR RETAIL PROMOTIONS AND IMPORTS

FACTS & FIGURES

Date

2 - 4 September 2025
Twice a year (in March and September)

Assembly / Dismantling

Assembly as from 30.08.2025, 7 a.m.
Dismantling by 05.09.2025, 8 p.m.

Opening hours

For exhibitors: 7 a.m.–7 p.m.
for visitors: 9 a.m.–6 p.m., on 04.09, until 5 p.m.

Venue

Exhibition Grounds Cologne, Halls 6 and 9

Exhibitors / Exhibition area

Approx. 300 Exhibitors, 30,000 sqm

Exhibition program

Promotion and Bargain products for the retail sectors:
Food and Drinks, Toiletries and Cosmetics, Textiles and Clothing,
Sport and Leisure articles, Electronic goods and Computer,
Household goods and Office supplies, Pet supplies, DIY and
Hardware, Gift and Novelty items, Seasonal and Trend articles,
Small items of furniture and Accessories, Plants and Flowers,
Toys and Games, Private Label, Retail-Services / E-Commerce

Visitor target groups

Buyers from Consumer markets, Discounters, Supermarket
chains, Buyer organisations, Furniture and DIY stores,
Gardening markets, Onlineshops, Mail order companies,
Independent retailers

Deadline für registration

8 August 2025

Early booking discount

10% of basic stand rental until 1 July 2025

Stand rental / sqm + VAT

Row stand 99.50 €, Corner stand 109.50 €
End stand 119.50 €, Island stand 128 €
Advertising contribution 11.30 €/sqm,
Advance payment for technical services 11.50 €/sqm
(will be credited against consumption after the fair)

Special offer for new exhibitors

Stand space 14–30 sqm
includes stand building and promotion program.
Row stand 149 € / sqm, Corner stand 159 €/sqm
As from 2 July 2025:
Row stand 159 € /sqm, Corner stand 169 €/sqm
(plus surcharges as above)

Project team / contact person

For exhibitors: Kerstin Manke (Project Director),
Bettina Fröhlich, Petra Schulz
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For visitors: Kristin Krestakies
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For advertising and design: Kira Voigt
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For online marketing: Frido Ahrendt
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Organiser

Nordwestdeutsche Messegesellschaft Bremen-Hannover mbH
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Scan here for the ticket store
<https://ticketshop.iaw-messe.de>