



E-COMMERCE ARENA TOP SPEAKERS WITH TOP TOPICS



Stefan Grimm
RESTPOSTEN.de and grosshandel.eu



Annemarie Raluca Schuster
Annythinks



Janine Lamprecht
Grenzlotsen GmbH



Timo Mattana
spacegoats.io



Sebastian Herz
Zignify PTE. LTD.



Denis Luth
Fullbrands GmbH

The programme of the E-Commerce Arena programme is presented by:



EXHIBITION AREAS ALL PRODUCT RANGES OF THE TRADE



Housewares & decoration - your assortment for retail! Present home accessories, kitchen gadgets and lifestyle products that no shop should be without.



FMCG & drugstore goods. Here you will meet buyers from large retail chains and online markets.



Gifts & toys - Showcase your products! From creative gift ideas to the latest toy trends - impulse-buying retailers are on the move here.



Fashion, accessories & textiles - your trends for retail! Whether basics, fashion highlights or accessories.



Electronics & smart gadgets. Present innovative technology and gadgets and convince your customers directly at the trade fair.



Garden & Outdoor. Here you will find garden centres, DIY stores and specialist retailers.



Home improvement & DIY - The DIY trend is booming! Present tools, DIY products and home improvement solutions to a strong buying audience.



Private Label - Go for exclusivity! This is where manufacturers and retailers come together to develop individual private labels and customised product solutions.



Seasonal products & festive items - Christmas, Easter or summer specials - present trendy seasonal goods for retailers looking for that little bit extra!



E-commerce & marketplaces. Make direct contact with online marketplaces, dropshipping partners and digital commerce professionals.



Stocklots and volume goods - Inspire retailers with unbeatable deals, remaining stock and promotional goods. Available in large quantities and on-site only!



NETWORKING

Retailers, online traders, start-ups, customers, service providers and retail experts come together at the IAW trade fair to make valuable contacts.

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 without wastage.

FACTS

Date	2-4. September 2025
Venue	Koelnmesse, Halls 6 + 9
Opening hours	1st and 2nd day: 9:00 -18:00, on the 3rd day until 17:00
Visitor tickets	Free of charge. Only available online: www.iaw-messe.de/besucher/tickets
Exhibitors	Approx. 300 importers, wholesalers and manufacturers
Visitor numbers	Around 5,000+ trade visitors from more than 70 countries
Exhibition area	Approx. 30,000 m ²
Programme	www.iaw-messe.de/messe/forum

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



39TH INTERNATIONAL TRADE FAIR FOR RETAIL PROMOTIONS AND IMPORTS

2-4 SEPTEMBER 2025
COLOGNE | HALL 6 + 9



**SPECIAL FOR
FIRST-TIME
EXHIBITORS**
Stand construction
and marketing
package included

**EARLY BOOKING
DISCOUNT
until
01.07.2025**



BEST DEALS FOR RETAIL!

IAW IN COLOGNE, 2-4 SEPTEMBER 2025

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.

5.000+

TRADE VISITORS



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 PRESENTATION MADE EASY!

WE TAKE CARE OF YOUR STAND
CONSTRUCTION

- **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
- **Bistro table** with 3 bar stools (Ø 70 x 100 cm)
- **Computer-Counter** (100 x 120 x 50 cm), lockable
- **Brochure stand or 3 shelves** (170 x 27 x 33 cm / 100 x 30 cm)
- **Fascia lettering** (20 characters) in Helvetica, black
- **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

YOUR ADVERTISING FOR MAXIMUM
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 through our service partners!

Subject to change without notice. Status: April 2025

PRICES

Special for First-time Exhibitors
(stand construction included)

	Until 01.07.2025	As from 02.07.2025
Row stand (1 side open)	€149.00/m ² *	€159.00/m ² *
Corner stand (2 sides open)	€159.00/m ² *	€169.00/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 m, plus VAT, where legally applicable.

Book and realise your stand construction wishes with us.



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



Scan the QR code
and find out more!

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

