

Inspire *Connectivity*

Meet Powerhouse Retail Buyers at the Premier Home + Housewares Event

smart home pavilion at The Inspired Home Show®



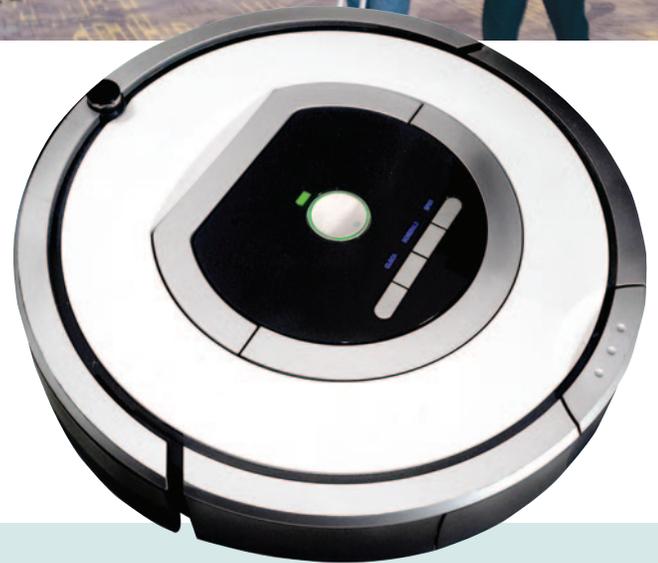
THE
INSPIRED
HOME
SHOW | IHA's GLOBAL HOME +
HOUSEWARES MARKET

March 14 - 17, 2020
chicago, usa

The Smart Money is on Chicago This March

The global market for smart home devices was valued at \$76.62 billion in 2018 and is projected to reach \$151.38 billion by 2024*. If you're going to profit from this growth, your product needs to be on the shelves and on the websites of major retailers. And the retail buyers who make that happen will be in Chicago this March at The Inspired Home Show 2020.

The International Housewares Association shines a spotlight on this category during the Show with The Smart Home Pavilion, a destination for buyers to easily discover the latest in smart home products.



By exhibiting in the Smart Home Pavilion, your product will enjoy exposure to thousands of retail buyers from mass and independent stores around the world, including (just to name a few):

- Catalog/Internet
- Department/Specialty and Multi-Store Chains
- Home and Hardware
- Supermarket + Drug
- Value

The Show attracts 99% of the top key U.S. retailers in 13 channels – and thousands of independent specialty stores from across the U.S.

68% of
US Buyers and
77% of International
Buyers at The Inspired
Home Show have NEVER
attended CES**.

Catalog/Internet

Amazon
Cinmar Frontgate
Groupon Goods
Hammacher
Schlemmer
Harriet Carter
Hayneedle/
Jet/Walmart.com

King Arthur Flour
Company
Overstock
Pampered Chef
Princess House
Publishers Clearing
House
Rue/Gilt Groupe
Seventh Avenue

The Grommet
Vermont Country Store
Wayfair
Zulily

Design Stores

Denver Art Museum
Milwaukee Art Museum
Museum of

Contemporary Art,
Chicago
Museum of Science
and Industry
National Building
Museum
NY MOMA
SF MOMA

*ResearchAndMarkets.com; The "Smart Home Market by Product (Lighting Control, Security & Access Control, HVAC, Entertainment, Smart Speaker, Home Healthcare, Smart Kitchen, Home Appliances, and Smart Furniture), Software & Services, and Region - Global Forecast to 2024" Report; January 28, 2019

**From 2019 IH+HS Post-Show Survey of Registered US and International Buyers

smart home pavilion

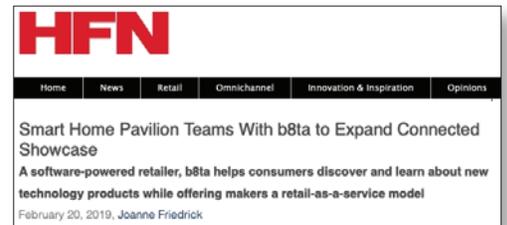
at The Inspired Home Show®

Engage with media, influencers and trendsetters with the power to promote your product to savvy, engaged consumers.



- 375+ consumer and trade media outlets in attendance
- Resulting coverage of 500 million+ impressions
- Hundreds of digital influencers with a combined reach of 50 million+

TheInspiredHomeShow.com



Department/ Specialty & Multi Stores

Bed Bath & Beyond
Best Buy
BJ's Wholesale Club
Bloomingdales
Cost Plus World Market
Costco
Crate & Barrel
Dillard's
JC Penney
Kohl's
Macy's
Meijer
Nebraska Furniture Mart
Nordstrom
Pier 1 Imports

QVC

Sam's Club
Sears
Sur La Table
Target
The Container Store
Walmart
Williams Sonoma

Home + Hardware

Ace Hardware
Do It Best
Gordons Ace
Home Depot
Lowe's
Menards
True Value

Independent Specialty Buying Groups

Both major independent specialty buying groups are present.

Gourmet Catalog
HTI

Supermarket + Drug

Ahold USA
Albertsons/Safeway
CVS
H-E-B
Kroger
Rite Aid
Walgreen's
Wegmans
Whole Foods

Value

99 Cents Only
Big Lots
Dollar General
Fred's
HomeGoods
Ross Stores
TJX
Tuesday Morning

Thousands of Independents including...

A Cook's Companion (Brooklyn, NY)
Cook's Warehouse (Atlanta, GA)
Cook's World (Rochester, NY)
Fante's (Philadelphia, PA)
In The Kitchen (Pittsburgh, PA)
Kitchen Collage (Des Moines, IA)
Kitchen Kaboodle (Portland, OR)
Kitchen Kapers (Cherry Hill, NJ)
Kitchen Store at

JK Adams (Dorset, VA)

Kitchen Window (Minneapolis, MN)
Leon & Lulu (Clausen, MI)
Marcel's Culinary (Glen Ellyn, IL)
Peppercorn (Traverse City, MI)
Rolling Pin
Kitchen Emporium (Barnden, FL)
Sign of the Bear
Kitchenware (Sonoma, CA)
Todd & Holland
Tea Merchants (Forest Park, IL)

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IHA's GLOBAL HOME +
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March 14 - 17, 2020
chicago, usa

Exhibit in IHA's **smart**home pavilion

Your SmartHome experience includes:

new
EXHIBITOR
preview

New Exhibitor Preview Saturday, March 14

The New Exhibitor Preview is a chance for your company to meet with buyers and media before the Show floor opens on Saturday morning.

Don't miss this opportunity to connect with buyers and media who make the New Exhibitor Preview their first stop at the Show!

Available to new exhibitors only.

gia global
innovation
awards
home + housewares
product design excellence

Compete for an IHA Global Innovation Award

Since its inception in 2000, the IHA Global Innovation Awards (gia) have grown into the world's most prestigious honor in housewares design excellence. And, as a new smart home category has been added to the awards program, your company now has the opportunity to earn a special distinction, bringing media coverage and exposure to your design efforts.

To learn more about the gia program, please visit:
Housewares.org/Show/Gia-Product

Elevating the Everyday

The Inspired Home is IHA's consumer-focused platform. Our influencer network, website, magazine, and social channels are designed to motivate, educate and inspire consumers.

TheInspiredHome.com

smarttalks

Along with seeing the latest in smart and connected products, visitors meet thought leaders and learn about the future of the smart home from **Smart Talks speakers**. Located in the pavilion, Smart Talks draws traffic and educates attendees and exhibitors alike. If you are interested in the opportunity to speak at Smart Talks, please contact:

Vicki Matranga at
vmatranga@housewares.org
or +1.847.692.0136.



Last year's gia smart home
product winner

Levoit Willow True HEPA Air Purifier



THE
INSPIRED
HOME®



For the Industry, by the Industry

Retail Advisory Councils guide the direction of The Inspired Home Show's attendee experience, ensuring that it continues to attract the top buyers in the industry.

Retail Advisory Council

Sheri Best, DMM/Business Unit Director, **HEB**
 Katie Fischer, Divisional Merchandising Mgr-K, **Crate & Barrel**
 Michelle Foss, SVP/GMM, **Williams-Sonoma, Inc.**
 John Gehre, EVP Merchandising and Planning, **The Container Store**
 Ryan Gilchrist, GM/Director, **Wayfair**
 Christina Groth, VP, **Kroger Co.**
 Sandra Han, GVP/Divisional Business Mgr., **Macys**
 Tom Hayes, SVP/GMM, **HomeGoods**
 Joe Kirby, VP, Category Mgmt., **Imperial Distributors, Inc.**
 Kristen Kunas, DMM, **Ace Hardware**
 Robert LeBrun, VP/DMM, **Big Lots Stores, Inc.**
 Alex Ogof, Divisional Merchandise Manager, **Bed, Bath & Beyond**
 Steve Ronchetto, DMM, Cook & Dine, **Walmart Stores, Inc.**
 Heather Wells, Senior Divisional of Merchandising, **Target Stores**

Global Retail Advisory Council

Michelle Dickinson, **Burton McCall** | UK
 Sandra Dobbins, **Masters Distributors** | Australia
 James Ge, **Euroidea Corporation** | China
 James Karani, **Yuwa** | Japan
 Jackson Liang, **Genesis** | China
 Meir Maryena, **Tendencias y Conceptos** | Mexico
 Liz Oldfield, **Milly's** | New Zealand
 Susan San Miguel, **Gourdo's Inc.** | Philippines
 Helen Widjaja, **PT ACE Hardware** | Indonesia

Specialty Retail Advisory Council

Michele Catalfo-Crowley, Director, Product & Merchandising, **Wegmans**
 Mary Liz Curtin, Owner, **Leon & Lulu**
 Jill Foucre, Owner, **Marcel's Culinary, Inc.**
 Michael Higdon, Retail Manager, **National Building Museum**
 Doug Huemoeller, Owner, **Kitchen Window**
 Janis Johnson, Owner/Buyer, **Gourmet Catalog & Buying Group**
 Bob Kratchman, President, **Kitchen Kapers**
 KC Lapiana, Owner, **In The Kitchen**
 Mary Moore, Owner, **The Cook's Warehouse**
 Lawrence Oates, President, **KitchenArt – The Store for Cooks**
 Howard Thornton, Buyer, **San Francisco Museum of Modern Art**
 Dave West, Owner, **Rolling Pin Kitchen Emporium**
 Chris Wiedemer, Owner, **Cook's World**

"Exhibiting in the Smart Home Pavilion at The Inspired Home Show has exceeded all of our expectations. If you're not exhibiting here, you're missing out on one of the best opportunities to meet with some of the largest retail outlets in the world."

– Plott

"The Smart Home Pavilion is a great way to showcase smart houseware brands such as Ember. We have exhibited for two years and love it! It has been a fantastic platform for Ember to connect with key buyers and press, as well as make industry connections. We've had such a good experience at the show, and love how the Smart Home Pavilion highlights tech-enabled brands in their standalone own section."

– Ember Technologies, Inc.



Housewares.org

smart home pavilion

at The Inspired Home Show®

The Smart Home Pavilion offers a turnkey solution to reach decision-makers with a high-visibility, cost-effective package.

THE INSPIRED HOME SHOW

IHA's GLOBAL HOME +
HOUSEWARES MARKET

Formerly the International Home + Housewares Show, The Inspired Home Show connects not only buyer to seller, but also product to lifestyle and the industry to the consumer mindset.

Every March, **more than 52,000 home and housewares professionals from more than 130 countries** converge upon Chicago to discover new products and trends, meet face-to-face with executives from top retail and manufacturer brands, and gain the insights, leads and exposure to jump-start a successful year.



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Housewares.org

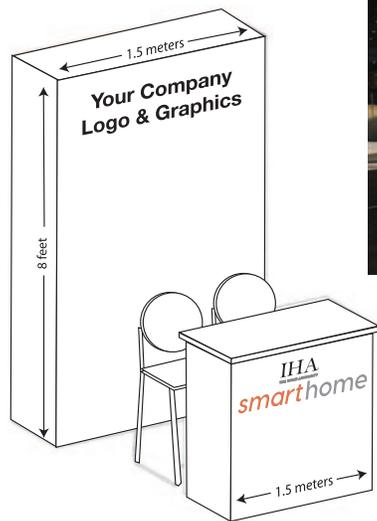
Package Details:

- Lakeside Lobby carpeted exhibit space
- International Housewares Association membership for 2019/2020 (a \$500-\$800 value)
- 2 - Show badges
- 1 - 8' Back Wall (includes a graphic of your choosing)
- 1 - 500 watt electrical outlet
- 2 - Stools
- 1 - Pedestal (60" X 21"). (Includes storage shelf)
- Table in the New Exhibitor Preview (for new exhibitors only)

Marketing Programs

- New Exhibitor Preview (first-time exhibitors only)
- IHA Global Innovation Award Competition (\$300 New Product Showcase fee applies)
- Buyer & Media Lists
- Housewares Connect 365 Listing
- Pre-Show Marketing & Promotion

IHA Smart Home Pavilion Fee: \$2,250



The time to get
your product onto the
shelves of retailers is now.
The place to do that is
at The Inspired Home
Show 2020.

Contact Michele Layman at
mlayman@housewares.org
or +1.847.692.0118 for more information.