Picture this!

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

March 14 - 17, 2020 | McCormick Place | Chicago

TheInspiredHomeShow.com
• Picture the world’s most influential retail buyers checking out your newest product designs.
• Picture consumer and trade media interviewing you and your team about your latest innovations.
• Picture lifestyle influencers excitedly posting videos of your best product demos.

Picture it all.. and realize it at The Inspired Home Show 2020.
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.

Unique, Focused Buyers
The Inspired Home Show attracts thousands of buyers who you won’t see at any other trade event – and they spend significant time and energy taking full advantage of their time in Chicago.

Time Spent on the Expo floor (NOT including scheduled meetings or educational sessions)*

<table>
<thead>
<tr>
<th></th>
<th>Average Days</th>
<th>Average Total Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Buyers</td>
<td>2.5</td>
<td>15.5</td>
</tr>
<tr>
<td>International Buyers</td>
<td>3.2</td>
<td>18.2</td>
</tr>
</tbody>
</table>

Shows that Buyers have “NEVER Attended”*

<table>
<thead>
<tr>
<th></th>
<th>U.S. Buyers</th>
<th>International Buyers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambiente</td>
<td>82%</td>
<td>45%</td>
</tr>
<tr>
<td>Atlanta Gift Market</td>
<td>69%</td>
<td>89%</td>
</tr>
<tr>
<td>Las Vegas Market</td>
<td>72%</td>
<td>82%</td>
</tr>
<tr>
<td>NY Now</td>
<td>81%</td>
<td>86%</td>
</tr>
<tr>
<td>CES</td>
<td>68%</td>
<td>77%</td>
</tr>
<tr>
<td>IFA</td>
<td>96%</td>
<td>83%</td>
</tr>
</tbody>
</table>

*From 2019 IH+HS Post-Show Survey of Registered U.S. and International Buyers
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.

**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

**Department/Specialty & Multi Stores**
- Bed Bath & Beyond
- Best Buy
- BJ’s Wholesale Club
- Bloomingdales
- 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

**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)
### Key buyers from more than 130 countries attend the Show every year.*

<table>
<thead>
<tr>
<th>Company</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>La Anonima</td>
<td>Argentina</td>
</tr>
<tr>
<td>Falabella</td>
<td>Argentina, Chile, Colombia, Peru</td>
</tr>
<tr>
<td>Harris Scarfe</td>
<td>Australia</td>
</tr>
<tr>
<td>Harvey Norman</td>
<td>Australia, New Zealand</td>
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<tr>
<td>Howards Storage World</td>
<td>Australia</td>
</tr>
<tr>
<td>Interpar</td>
<td>Austria</td>
</tr>
<tr>
<td>Etra</td>
<td>Brazil</td>
</tr>
<tr>
<td>Tok &amp; Stok</td>
<td>Brazil</td>
</tr>
<tr>
<td>Walmart</td>
<td>Brazil, Canada, Central America &amp; Caribbean, Chile, Mexico</td>
</tr>
<tr>
<td>Amazon</td>
<td>Brazil, Canada, China, India, Japan, Mexico, UK</td>
</tr>
<tr>
<td>Sam’s Club</td>
<td>Brazil, Mexico</td>
</tr>
<tr>
<td>Bed Bath &amp; Beyond</td>
<td>Canada</td>
</tr>
<tr>
<td>Canadian Tire</td>
<td>Canada</td>
</tr>
<tr>
<td>Hudsons Bay</td>
<td>Canada, Italy, UK</td>
</tr>
<tr>
<td>TJ Max/TJX</td>
<td>Canada, Japan, Mexico, UK</td>
</tr>
<tr>
<td>Costco Wholesale</td>
<td>Canada, Mexico</td>
</tr>
<tr>
<td>Best Buy</td>
<td>Chile, Colombia, Peru</td>
</tr>
<tr>
<td>Home Depot</td>
<td>China</td>
</tr>
<tr>
<td>Almacenes Siman</td>
<td>Colombia</td>
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<tr>
<td>PriceSmart</td>
<td>Czech Republic</td>
</tr>
<tr>
<td>Cencosud</td>
<td>Czech Republic</td>
</tr>
<tr>
<td>Tmall / Alibaba</td>
<td>Costa Rica, El Salvador, Guatemala</td>
</tr>
<tr>
<td>Pepe Ganga</td>
<td>Caribbean, Central America</td>
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<td>Kulina</td>
<td>China</td>
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<td>Potten&amp;Pannen</td>
<td>Chile, Colombia, Peru</td>
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<td>Bahne</td>
<td>Colombia</td>
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<tr>
<td>Magasin</td>
<td>Czech Republic</td>
</tr>
<tr>
<td>Corporacion Favorita</td>
<td>Czech Republic</td>
</tr>
<tr>
<td>Boulangier</td>
<td>Denmark</td>
</tr>
<tr>
<td>Home Shopping Service/Best of TV</td>
<td>Denmark</td>
</tr>
<tr>
<td>Ek/servicegroup</td>
<td>Ecuador</td>
</tr>
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<td>OTTO</td>
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</table>

*Sample from full list of buyers*
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.

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 – Mily’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

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/DMM, Cook & Dine
- Sandra Han, GVP/Divisional Business Mgr, Macy’s
- 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
Media Exposure

More than 375 consumer and trade-focused media outlets attend and report on The Inspired Home Show. The resulting coverage adds up to more than 500 million impressions in print, broadcast and online placements.
Influence

The rise of the influencer and the role they play in shaping consumer tastes and purchasing makes them a critical piece of the home and housewares supply chain. The Inspired Home Show attracts hundreds of influencers with a combined reach of more than 50 million.

Key Influencers at the Show

- Destiny Alfonso
  Justdestinymag.com
- Melissa Maker
  Cleanmyspace.com
- Marija Krosnjar
  Sportsanista.com
- Beth LaManach
  Entertainingwithbeth.com
- Elizabeth Van Lierde
  Thecollegehousewife.com
- Colleen Jeffers
  Thegooddrink.com
- Carley Knobloch
  Carleyk.com
- Billy Parisi
  Billyparisi.com
- Marla Meridith
  MarlaMeridith.com

The Inspired Home Influencer Conference, held the Friday before the Show opens, welcomes more than 300 influencers for a focused day of education and networking, including speed dating with select exhibiting companies. Details on participation in the 2020 Conference will be available in the fall.
Participation

One Show; Five Expos

Dine + Décor - Personality for the home and profitability for the brand
  - Cook + Bakeware
  - Kitchen Essentials
  - Kitchen Accents
  - Tabletop
  - Home Décor

Wired + Well - Products that electrify the home, the self and the brand
  - Household + Kitchen Electrics
  - Smart Home
  - Health + Personal Care
  - Home Environment
  - Energy Conservation
  - Floor + Carpet Care

Clean + Contain - A place for everything and everything in its place
  - Cleaning + Hardware
  - Bath + Shower Accessories
  - Home Storage + Organization
  - Pet Supplies
  - Clothing Care
  - Outdoor Living

Discover | design - Unique products that define a home – and a brand
  - High-design across all product categories

International Sourcing - Branded and unbranded products from around the world
  - International Sourcing
  - Global Design Points

Booth Information and Rates

2020 Dates: March 14-17, 2020, McCormick Place, Chicago

Booth Space Cost

<table>
<thead>
<tr>
<th></th>
<th>Early Bird Rate*</th>
<th>Standard Rate</th>
<th>Corner fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>IHA Members</td>
<td>$16.50/sq. ft.</td>
<td>$17.00/sq. ft.</td>
<td>$400 per corner</td>
</tr>
<tr>
<td>Non-Members</td>
<td>$22.50/sq. ft.</td>
<td>$23.00/sq. ft.</td>
<td>$400 per corner</td>
</tr>
</tbody>
</table>

*Early-bird rate applies to applications and full payment received by July 2, 2019

Standards

- 10’w x 10’d (100 sq ft.)/3mx3m (9 sq. m)
- Booth space cost covers the raw square footage only. Booth structures and services are not included in the cost. Exhibitors must make their own booth arrangement, including back wall, carpeting and furnishings.
- The use of pipe and drape is prohibited.

Learn More About the Show and Apply Today at TheInspiredHomeShow.com/Exhibit
Executive Networking and Education

- **CORE** – quarterly, senior-level networking and share groups
- **CHESS** – annual, senior-level networking and educational conference

International Networking and Education

- **International Business Council (IBC)** – networking group for international sales professionals with monthly newsletter and regular country reports
- **Global Forum** – annual networking and educational conference
- **Trade Missions** – turn-key visits to key international markets to facilitate connections between members and buyers (one to two times per year)

Consumer Engagement

- **The Inspired Home consumer media** – member products featured via lifestyle-oriented content
- **Website** – more than 700,000 monthly page views

Government Advocacy

- **Government Affairs Office** – contact and advice for IHA and members with governmental and regulatory questions
- **Government Affairs Committee** – annual networking and educational meeting in Washington D.C. with opportunities for Congressional meetings

Industry Reporting

- **Annual Report** – annual Association review
- **State of the Industry Report** – annual Industry review
- **Housewares MarketWatch** – quarterly product category reviews

Membership*

Save more than 25% on booth space by signing up for membership in the International Housewares Association

<table>
<thead>
<tr>
<th>Company Annual Housewares Sales</th>
<th>Annual Membership Dues</th>
<th>Pays for itself with a...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $10 million</td>
<td>$500</td>
<td>10' x 10' booth</td>
</tr>
<tr>
<td>Over $10 million</td>
<td>$800</td>
<td>10' x 15' booth</td>
</tr>
</tbody>
</table>

*IHA Membership...Enjoy Benefits Beyond The Show!

Learn More About Becoming an IHA Member at Housewares.org/Members
Marketing Assistance

Throughout the year, IHA provides extensive resources to help you make the most of your presence.

- **Marketing Kit** – tips, ideas and how-tos for pre-, at- and post-Show promotion
- **Lead retrieval** – IHA provides free lead retrieval for all exhibitors
- **Media list** – contact information for registered media and tips on attracting media to your booth
- **Show buyer lists** – complimentary mailing list of all registered attendees post-Show
- **Marketing webinars** – live and pre-recorded presentations on how to use IHA marketing resources

New Product Showcases

Our buyers tell us the most important thing to them is to be able to see what’s new. We make it easy by curating new products within prominent showcases across the Show floor.

- Participation is $300/product
- Product cannot have been shown at previous International Home + Housewares Shows

Global Innovation Awards (gia)

**Honoring Excellence in Product Design**

All entries submitted for the New Product Showcases by January 24, 2020 are evaluated by our expert panel of judges, who name five finalists in each of 13 categories. On the first evening of the Show, a single Global Honoree in each category is recognized during the gia Awards Dinner and Ceremony.

Sponsorships

Several sponsorships are available, including cafes, buses and other high-traffic attendee resources. Contact your sales manager for specific opportunities that can help meet your objectives.

Learn More and Apply Today at TheInspiredHomeShow.com/Exhibit

IHA is committed to the success of our exhibitors. We offer several resources to maximize your exposure and effectiveness at The Inspired Home Show.