



# DELIVERING VALUE 2017

## Maximizing Your Trade Show Return on Investment

An Industry White Paper Presented by



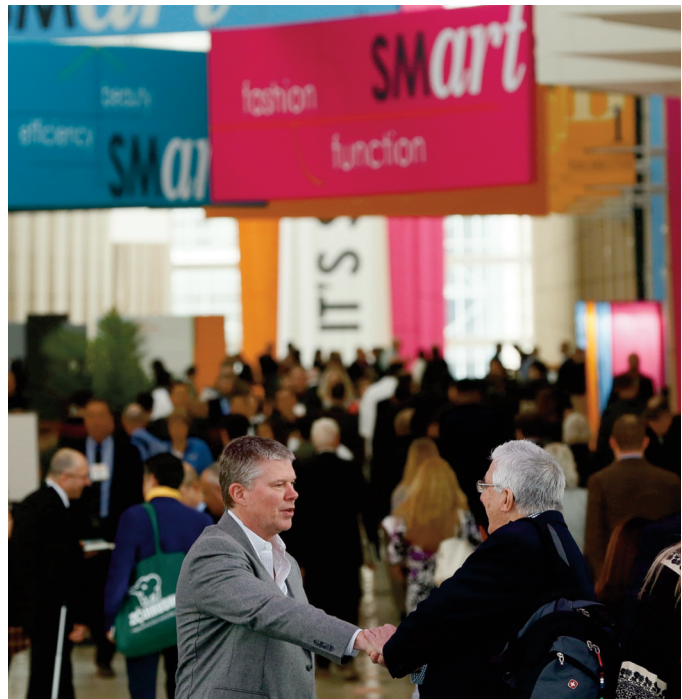
# Executive Summary

This White Paper is intended to offer current and potential trade show exhibitors tools with which to make informed marketing decisions regarding shows, to offer advice on how to manage costs related to exhibiting and to assess the value delivered by the International Home + Housewares Show.

As the industry's not-for-profit trade association, the International Housewares Association (IHA) is charged by its membership with creating a value-laden event that brings together buyers and sellers in the most efficient and cost effective manner. The International Home + Housewares Show is owned by the housewares industry, is directed by a Board of IHA member chief executives and operated as a benefit to the industry.

## This White Paper is divided into five sections.

- I. **Retailers from Around the World** gives you a brief overview of the retail community that makes the International Home + Housewares Show its primary annual event.
- II. **The Exhibitor Experience** describes the Show from the exhibitor point of view.
- III. **Measuring Success** offers advice from seasoned exhibitors and tools for evaluating your exhibiting experience.
- IV. **Adding Value** covers the range of added tools and free services the Show provides such as the million-visit Housewares Connect 365 free web tool or the sharing of the full Show buyer registration list.
- V. **Reaching the Consumer** shows you how to maximize your Show value by creating a plan to share in the more than 400 million consumer impressions the Show generates annually and participation in Inspired Home, IHA's direct consumer engagement initiative.



For additional information please visit [www.housewares.org](http://www.housewares.org) or contact Nancy Michael, IHA, at +1 847 692-0139 or [nmichael@housewares.org](mailto:nmichael@housewares.org).

# 1. Retailers from Around the World

**“According to the Center for Exhibition Industry Research, 91% of attendees say they get their most useful buying information from trade shows, so you must be ready for them.”**

## Retailer Participation

According to the most recent data as reported in the *2016 IHA State of the Industry Report*, the global housewares market totals US \$322.6 billion up 2.6%.

To help exhibitors tap the global market, the Show brings together retailers from around the world and from many diverse retail channels.

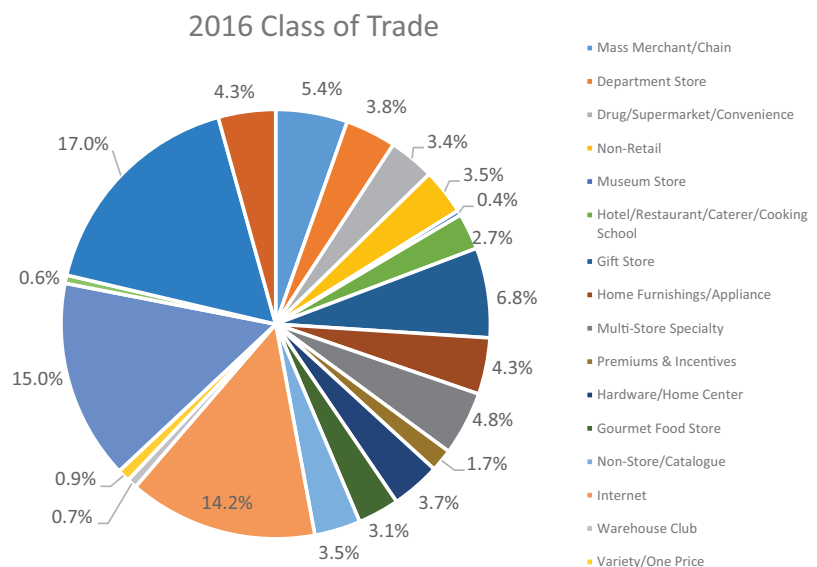
On the US side, the 2016 Show registered 14,753 US buyers, a record number. Included in that number were 1,844 individuals from the key retailer list, and **99% of the top US retailers** were represented at the Show.

The International Home + Housewares Show attracts a significant share of both US and global senior executive retail decision makers. Among US retail buyers, 36% describe themselves as owners or senior managers.

The Show makes a focused effort to attract and support US retailers from the specialty classifications. This group now makes up 75% of the individual US retail buyers who register and is an important component in the profit mix for many exhibitors.

To help maximize the Show's value for exhibitors, paid exhibitors receive free access to the contact list of all registered buyers from the previous year's Show and after the Show, receive the buyer contact information for the just-completed Show. The list is sortable by retail channel and job title as well as other criteria provided on the list.

Here is a snapshot of the make-up of the 2016 US retail buyer mix:

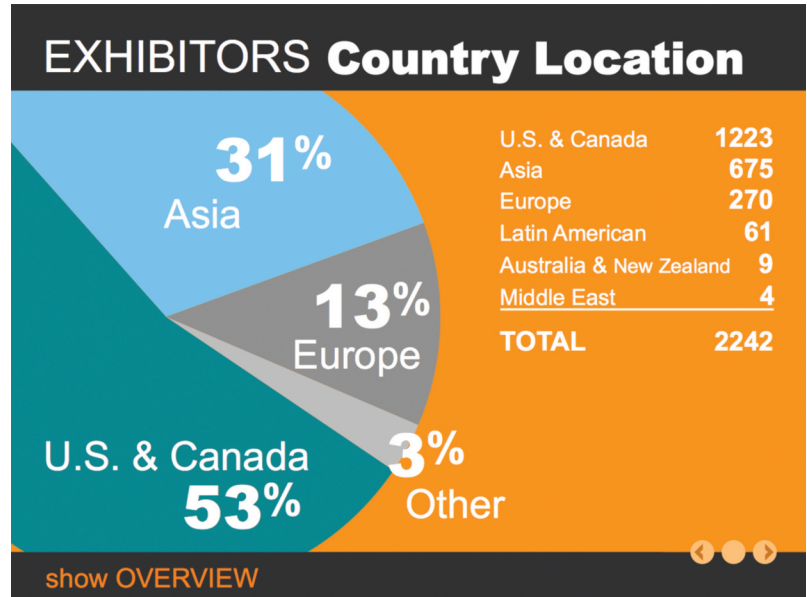


**The Show sales team will be happy to share the names of attending retailers in any retailer channel who attended in 2016 to help you make the decision about whether the Show's buyer audience is right for you.**

## Low Cost Global Sales Reach

The Show's international audience of more than 8,000 registrants continues to provide value to exhibitors that would not otherwise be available without extraordinary expense.

While the Show attracts buyers from more than 120 countries, exhibitors tell us that they are particularly impressed with the number and quality of Central and South American retailers that visit their booths.



## Leadership and Show Attendance from a Retailer Point of View

The Show staff annually visits with US retailers such as Walmart and Target, along with other key regional and independent retailers, to make certain we have an up-to-date reading of the opinions and needs of this extremely important group of Show attendees. In addition, the Show welcomes two US Retailer Advisory Councils and one International Retail Advisory Council who help ensure the value of the Show to the global retail community.

Seeing value in being able to see the complete vista of the industry, including more than 2,200 current and potential vendors in one location, these retailers have proved extraordinarily loyal to the International Home + Housewares Show.

## Attending Retailer Input on Show Value

As a component of our assessment of the needs of retailers attending the International Home + Housewares Show, we continuously survey our broader audience concerning the value of trade shows to them. Here are a few findings of recent survey work:

- ✓ 95.5% say the Show was successful at helping them meet their objectives.
- ✓ Over 90% of all buyers at the Show say that the Show met their expectations for product sourcing, finding new suppliers, and finding new products.
- ✓ In interviews with retailers, they tell us that a vital component of Show attendance is the ability to “see a vista of the entire industry” at one time. Also, with sometimes-rapid buyer turnover, many new buyers get their first complete view of the industry they are buying at the Show.
- ✓ In addition, retailers report that the Show is a key opportunity to meet directly with senior management at each supplier and to introduce their own company's senior management to the products and programs of their suppliers.

## 2. The Exhibitor Experience

The International Home + Housewares Show is committed to delivering an excellent Show experience at a value price to all exhibitors. In 2017, the Show's booth space cost is \$15.50 per foot for IHA members. By any measure this is the best value of any trade event in our industry.

**International Home + Housewares Show Exhibitor Experience Based on post-Show survey results, this is what exhibitors report:**

- ✓ 84% of exhibitors rated the Show as excellent or good.
- ✓ 62% of exhibitors reported having 51 or more buyer meetings in their booth. 26% of those exhibitors reported having more than 100 buyer meetings.
- ✓ 79% of exhibitors reported developing new leads with US specialty buyers.
- ✓ 68% of exhibitors reported developing new leads with US chain buyers.
- ✓ 75% of exhibitors reported developing new leads with non-US buyers.

### Order Writing at the Show

**Order writing at the Show is on the rise.** Based on exhibitors' survey responses, 45% of exhibitors wrote orders at the Show with US independent specialty buyers. As one exhibitor shared,

**“We wrote \$200,000 at the Show by offering Show specials and promoting them to our buyers before the Show.”**

### International Home + Housewares Show Exhibitor Growth

Among the 450 new companies present at the 2016 Show, key housewares exhibitors returning after an absence or exhibiting for the first time included these well-known companies:

#### **CLEAN + CONTAIN**

Test Rite Products  
InnoGoods International BV  
meori Inc.  
Sibina  
Mawa GmbH  
What More UK Limited  
Urine Off by Bio-Pro  
Research LLC  
Charcoal Box USA  
Cannon Safe Inc  
Gracious Living  
Rhino Trunk and Case, Inc.

#### **DINE + DÉCOR**

DeBuyer Industries  
Lamson Products  
MasterPan Inc  
Vita Craft Corp.  
American Skillet Company  
VGM International  
Horwood Homewares  
Denby  
Seventh Generations  
Ventures, Inc.  
ELO Stahlwaren GmbH &  
Co. KG  
Luigi Bormioli Corp.  
Talmu Inc.  
Ellefee Design North America  
VCNY

#### **WIRED + WELL**

Instyler  
Nugeni  
Culer  
Aquarius Brands  
Pinco Sodahome Co.  
Bamix of Switzerland  
Baratza

# III. Measuring Success

Below is a survey of how to assess your costs and measure the value that the Show offers to your company specifically. Don't miss the advice of current exhibitors in the **Saving Money** section.

## Trade Shows as Cost Effective

Based on research by the Center for Exhibition Industry Research (CEIR), participating in a trade marketplace is significantly more cost effective than any other method of reaching sales goals. For instance:

- The total cost of closing a sale without trade show participation averages \$1,140 compared to \$705 for a show generated lead.
- The cost per contact for a sales prospect at a show is \$212 compared to \$308 which is the average cost of a field contact.
- It takes an average of only 1.6 personal sales calls to close a sale with a show-generated lead compared to 3.7 sales calls made without a show-generated lead.

Trade shows clearly offer the more cost-effective method of reaching prospects.

## Return on Investment

In a recent article in a leading trade show publication, trade communications expert Ed Jones, president of Constellation Communications, outlined four components which should be a part of every exhibitor's calculation of return on investment. Mr. Jones' components include:

- **New Revenue Development** (near and long term).  
The near term calculation is the most frequently used measure of success but longer term revenue development is often neglected.
- **Customer Partnership and Relationship Management.**  
The opportunity to meet with senior managers and owners (38% of the Show's buyer attendance) should be a key consideration when estimating return on investment.
- **Retention and Growth of Current Revenue** (including profitability improvement and cost-savings achieved through event-related activities).

*As noted above, participation in the International Home + Housewares Show or other trade event offers significant cost savings over direct sales efforts.*

- **Promotion Value** accomplished through event activity.  
*Whether brand building through multiple no-cost or low-cost Show site options such as free participation in the Pantone ColorWatch display or through TV, print or social media coverage generated by the Show, exhibitors have the opportunity to leverage their participation through a variety of channels all of which add to their return on investment.*



## Defining Your Costs

The total amount an exhibitor spends on participation in the International Home + Housewares Show is made up of a number of components. A sample exhibitor cost evaluation pro forma may break down as follows:

### Core Exhibiting Costs (such as):

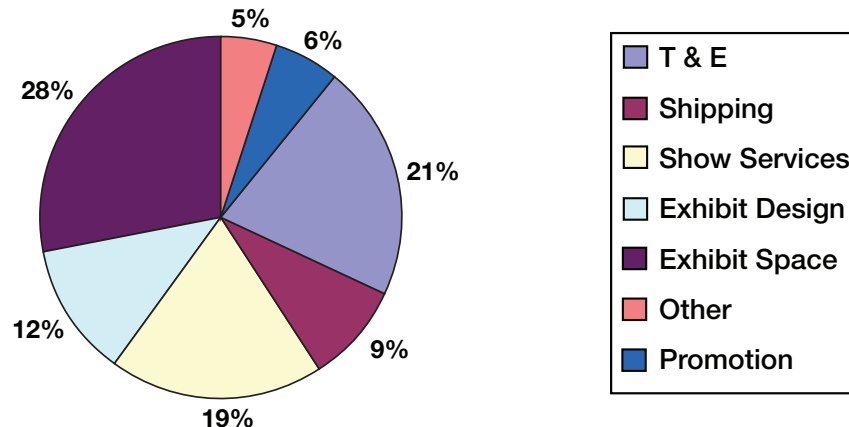
- ✓ Booth space fees – The size of your exhibit is elective.
- ✓ Drayage – This is variable but is based directly on the size, weight and content of your booth.
- ✓ Installation and dismantling of the booth – Exhibitor personnel may install/dismantle their own booths.
- ✓ Booth security
- ✓ Utilities
- ✓ Amortization of booth structure costs
- ✓ Booth storage costs
- ✓ In-booth food service – Exhibitors can now bring in their own food and beverage for employees.
- ✓ Miscellaneous costs (floral, photography, cleaning, etc.)

Variable Costs (such as):

- ✓ Sales meeting expenses (as compared to the cost of holding separately)
- ✓ Attendee travel costs
- ✓ Attendee local transportation costs (buses, taxis, etc.)
- ✓ Attendee hotel costs
- ✓ Attendee and staff entertainment costs

## How Exhibit Dollars Are Spent

According to CEIR, exhibiting companies spend nearly \$21 billion annually on exhibiting primarily because “exhibitions are more effective in achieving sales and marketing objectives.” A four-year average of the Trade Show Exhibitors Association Data shows the following breakdown in direct exhibitor dollar expenditures:



**Note: Drayage is included in the total for “Show Services.”**

The International Home + Housewares Show’s booth space costs are significantly below the industry average. Please note in the CEIR statistical analysis, the average show exhibitor spends 28% of their total expenditures on booth space. Your percentage will be much lower.

Use the chart below to help calculate your company's expense breakdown for the International Home + Housewares Show:

Expense Category	Your Expense Dollars	Your %	Avg. %
Travel & Entertainment	\$	%	21%
Shipping	\$	%	9%
Show Services	\$	%	19%
Exhibit Design	\$	%	12%
Exhibit Space	\$	%	28%
Other	\$	%	5%
Promotion	\$	%	6%
<b>Total</b>	<b>\$</b>	<b>100%</b>	<b>100%</b>

\*Please contact IHA for additional budget worksheets

## Saving Money

Current exhibitors offered these tips on cost management:

- "Build modular booth structures or use fabric that can be used at more than one event."
- "Create structures that are easily installed (such as one story vs. two story structures)."
- "When selecting booth construction materials and their weight, keep in mind the cost of shipping heavier materials. Fabric is now one of the most popular booth structures available."
- "Manage the amount of product that must be shipped to the booth."
- "Select the appropriate space. Don't take too much just because it's inexpensive. Bigger isn't always better."
- "Separate variable costs such as T&E from exhibiting costs to make an accurate ROI assessment."
- "Read your invoices carefully to be sure your Exhibitor-Appointed Contractor (EAC) is charging show rates as published in the Exhibitor Services Manual."
- "Bring only necessary personnel. Measure the cost per person and compare that to sales potential and rate need to attend on that basis."
- "Work with your show vendors/contractors to maximize savings. They are willing to help."
- "Make sure your EAC delivers and installs your booth on straight time and special handling is NOT required."
- "Focus on what you want to sell; not everything you have in your warehouse. New products are essential."
- "Compare the cost of having a sales meeting at the Show versus having one at your facility."
- "Exhibitors may wish to store their booth or parts of their booth locally rather than incurring shipping costs."
- "Save on transportation costs by having your staff use complimentary buses and Metra trains while at the Show."





## IV. Adding Value

### Not Paying For Extras

Some shows charge for incidentals such as badges, meeting rooms, transportation, website listings, directory listings, email and WiFi access and show educational events. In comparing show costs, please recall that the International Home + Housewares Show supplies these incidentals at no charge. **FREE** services include:

Assigned Exhibitor Website  
**Buyer + News Media Lists**  
MyLeads Lead Retrieval Tools  
Educational Events  
Educational Webinars  
Exhibit Hall WiFi  
Exhibit Floor Meeting Rooms  
Exhibitor Badges  
**Housewares Connect 365 Listing**  
**Inspired Home Listing**

Metra Train Service  
Mobile App to navigate the Show  
New Product Information for News Media  
New Product Signs  
Printed Directory Listing  
Product Entry in Colorwatch by Pantone  
Shuttle Bus Service between major hotels  
and Convention Center  
Press Kits in the News Center

housewares  
**connect 365**  
search, plan and communicate

Buyers and sellers embraced HC365 as a marketing vehicle, which **generated more than 1,000,000 searches in the 2016 Show cycle.** This **FREE** tool will help your company increase your search ability before the Show to 50,000 buyers and the one million annual visitors to our website.

### Free Marketing Kit and Instructional Webinars

In mid-fall each participating exhibitor receives a marketing kit that outlines the many free, along with a few paid, opportunities for exhibitors to stand out.

Those opportunities include free buyer and media registration lists from the prior Show, opportunities to win the coveted IHA Global Innovation Award (*gia*) and your free listing on Housewares Connect 365.

In addition, the Show hosts a series of free instructional webinars that will help you maximize the value you receive from participating.



# INSPIRED *home*

## DRIVING CONSUMERS TO ACT

The Inspired Home, IHA's consumer-focused digital platform provides the housewares industry with the opportunity to interact with consumers year-round.

The engaging website, social channels and experiential opportunities are designed to connect consumers with original ideas, brands and products to ultimately drive housewares sales.



## EDITORIAL BOARD

Content on The Inspired Home is curated and produced by an unparalleled network of key influencers. Our contributors' passion, creativity and professional expertise provides for original content that resonates with consumers across a wide range of demographics.

Our editorial board curates content based on the products that are submitted from exhibiting members.

## FOR MORE INFORMATION

Download The Inspired Home – Member Overview:  
[www.housewares.org/members/consumers](http://www.housewares.org/members/consumers)

or contact: **Tracy Teitelbaum**  
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+1-847-692-0164

[www.TheInspiredHome.com](http://www.TheInspiredHome.com)

# V. Reaching the Consumer

## Extensive Consumer & Trade Press Impact

In 2016, the Show will reach over 400 million U.S. consumers with a combination of print, Internet and broadcast media through a five-month pre-Show public relations effort. The results of that effort bring potential consumer exposure for every Show exhibitor.

**2016 US Print & Internet Coverage** – 287,214,806 million circulation as of 8/18/2016.

**2016 US Broadcast Coverage** – based on Critical Mention Monitoring Reports: 13 million estimated audience.

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### National Print Media and Syndicates

Universal Press Syndicate	Kitchen Gadget Gals
Parade	Tribune Content Agency
Content That Works	

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### Newspapers & Syndicates:

Akron Beacon Journal	Philadelphia Daily News/Philly.com
Boston Globe	Pittsburgh Post-Gazette
Chicago Tribune	Polish Daily News
Daily Herald	The Times Media Company
Daily Mashriq (Pakistan)	Times of Northwest Indiana
Draugas Newspaper (Lithuania)	Think Glink Media
The Epoch Times	Windy City Media Group
Gatehouse Media	Xinhua News Agency
NewCity	

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### Network/Cable/Live Television Broadcasts

ABC World News Now	Better TV
CBS This Morning	China Star News TV
NBC Today Show-in-studio segments	HouseSmarts TV
Steve Harvey Show – filmed for in-studio package	New Tang Dynasty TV
All local Chicago TV – WBBM, WMAQ, WLS, WGN, WFLD, WCIU (WCIU, WGN, WMAQ – went live from the Show)	Shark Tank
America’s Test Kitchen	Sinovision
	What’s New Dr. Frank
	WISC-TV
	WITI-TV/Fox 6 Milwaukee

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### Radio Coverage

Flavor HD – WGN	WGN-AM
WBBM	On the Strip Radio Network

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**Internet Media/Bloggers:**

A Cook's Canvas	EveryDay Maven LLC	Passion 4 Baking
A Curious Palate	Everything Healthy TV	Prime Time Parenting
About.com	Examiner.com	Prime Publishing
Afrobella.com	Flavor City	Reviewed.com/USA Today
An Appealing Plan	Food Fire Feasts	Skillet Diaries
An Organized Life LLC	Food Republic	SmartReview.com
Apartment Therapy.com	Fox News Channel	So Chic Life
ApartmentTherapy.com/The Kitchen	Gearographer.com	Sporting Chef Productions
B2B E-Commerce	Ginabeanology	SucreeMagazine.com
Be Well By Kelly	Global Sense Journal	Sue's Morning Stretch
Beverly Hills Organizer	Half Baked Harvest	Terry's Second Helpings
Bigger Bolder Baking	Home Fashion Forecast	The Daily Call
Blog Objectos de Desejo (Brazil)	HomeChannel TV.com	The Design Tourist
Blue Kitchen	Homemakers Habitat	The Housewares Maven
Brunch-N-Bites	Hoosier Hmemade	The Lemon Bowl
CarleyK.com	IAmBaker.net	The Nest/XO Group
Chewing	In Good Taste	The Rantings of an Amateur Chef
Chicagoist	Inspired Home	The Succulent Wife
Chicago Food Swap	Inspired Home & The Adventure	The SweetHome
ChicagoLovesPaninni.com	Bite LLC	The Tao of Dana
Chicagonista	Jeffrey Phillip LLC	The Trend Curve
Chiil Mama	Just Short of Crazy	The Vine Times
Clean Green Living	Kitchen Chat	The Wiglaf Journal
Clean My Space	Kitchenboy.net	The Wirecutter
CNET	Koshereye.com	Think Jerky
Cookistry	MincedReviews	TrendsGirl.com
Daily Lounge	Moco Loco	Two Fluffs Design
DesignApplause	Mom Central, Inc.	Week99er.com
Domicile	Momma Cuisine Inc.	Yahoo! (New Zealand)
EatBoutique	Moviemiento TV	YouTube/Kin Community
Eating Richly LLC	Muy Delish	Z Living
Entertaining With Beth	My Thoughts Ideas and Ramblings	Z'Scoop
Ettiene Media, LLC	No Boundaries For Us Magazine	
Euromonitor International	Once Upon a Storage	

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**National Magazines, Women's & Shelter Books:**

Better Homes & Gardens	Green Profit Magazine
Better Homes & Gardens Specials	Hearst Design Group (House Beautiful, Elle Décor, Veranda)
BRIDES	HGTV Magazine
Consumer Reports	InStyle
Consumers Digest	Martha Stewart Living Omnimedia
Cooking Light	Meredith Special Interest Media
Cook's Illustrated	Publications International LTD
Country Living	Splash Magazines
Eating Well	Taste of Home
Every Day With Rachael Ray	Toy Tips
Fine Cooking	Traditional Home
Food Network Magazine	Woman's Day
Good Housekeeping	

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**2016 US Trade Press Coverage** – For the 2016 Show, all key trade press were in attendance. HFN, HomeWorld Business and Kitchenware News published Show dailies. Other key trade press representation included: Broom, Brush & Mop, Electronic Retailer, Furniture Today, Gift Shop, Gifts & Decorative Accessories, Giftware News, Gourmet Business, Gourmet Insider, Hardware Retailing/NHRA, Housewares Executive, Internet Retailer, License! Global Advanstar, LIMA/Inside Licensing, Pantone View, Response, Shelby Report, The Gourmet Retailer, The Retail Observer, VDTA and WC&P International.

**International Trade Press Coverage** – Coverage from trade journals outside the U.S. includes Carilo and Cas y Fasa (Argentina), Australian Giftguide and The CEO Magazine (Australia), Wohnkultur (Austria), HG Casa, Eletrolar News and Blog Objetos de Desejo (Brazil), HomeStyle (Canada), Furniture & Interior Design (China), Fenalco (Colombia), DesignBase (Denmark), Sisusta Kotia and SisustusBlogi.FI (Finland), Home Fashion News, Offrir International, Table & Cadeau and WGSN (France), Digest, Hausratszeitung, Markt Intern, P&G and Stil & Markt (Germany), Home Fashion Magazine and Steel Market Info (India), Hardware & Homestyle (Ireland), Bomboniera Italiana, Casa Regalo and Casastile (Italy), Real Living & Interior, The Home Living and Senken Shimbun (Japan), Gemengde Branche (Netherlands), Wares (New Zealand), Ambiente and Ambiente International (Poland), Posuda (Russia), Retail Asia (Singapore), Menaje and 4HomeMenaje (Spain), Zuccaciye (Turkey), Images Retail ME (United Arab Emirates), Housewares Magazine, Progressive Housewares, Tableware International and Trend Bible (UK) and Supermercados y Autoservicios (Uruguay). In total, publications from 25 countries.