

PLAN YOUR BUDGET FOR THE INSPIRED HOME SHOW

Use the online Exhibitor Services Manual at www.housewares.org/esm
Outlined below are some of the main costs associated with exhibiting.

1. 2021 Booth Space Cost (IHA provides raw booth space only):

Cost to Exhibit:	Member: \$17.00/sq. ft.	Membership (non-refundable):
	Non - Member: \$24.00/sq. ft.	Housewares annual sales under \$10 million: \$500
	Corner fees: \$400 per corner	Housewares annual sales over \$10 million: \$800

* Standard booth sizes are in increments of 10'w x 10'd or 10'w x 15'd *

Cost examples for a 10' x 10' booth (100 sq.ft.) / 3mx3m (9sq. m) booth: Non-Member rate: \$2,400
Member rate under \$10 million housewares sales: \$1,700 + \$500 = \$2,200
Member rate over \$10 million housewares sales: \$1,700 + \$800 = \$2,500

Cost examples for a 20' wide x 10' deep (200 sq. ft.) / 6mx3m (18 sq. m) booth: Non-Member rate: \$4,800
Member rate under \$10 million housewares sales: \$3,400 + \$500 = \$3,900
Member rate over \$10 million housewares sales: \$3,400 + \$800 = \$4,200

2. Booth Structure:

Exhibitors must make their own booth arrangements, including back wall, carpet and furnishings. The use of pipe and drape is prohibited and is not provided. Companies have three options:

- Work with IHA's official Service Contractor, Freeman. Visit www.housewares.org/show/esm under Official Service Contractor to review the booth packages and other materials for the 2021 Show.
Note: 2021 booth packages will be available November 2020.
- Obtain quotes from other exhibitor-appointed contractors (EACs) / display houses. A list of IHA's recommended EAC's is available upon request.
- Ship your own booth to the show and do your own set up. Please note, you will still need to pay shipping and material-handling costs; however, you can save by setting up your own booth or using the Automobiles and Small Utility Vehicle (ASUV) program. More information on exhibitor work rules can be found at www.housewares.org/show/esm under General Info/Show Guidelines. **Note: 2021 shipping information will be available November 2020.**

3. Labor & Material Handling / Drayage:

- If you are working with Freeman or hiring an EAC to build your booth, you will need to hire labor.
Note: 2021 Labor Rates will be available in November. For a rate estimate, increase the 2020 Advance Rates by 3-5%.
Straight work time: \$112.00/hr Time-and-a-half: \$168.00/hr Double Time: \$224.00/hr
- All shipments to the convention center will be received and handled by Freeman. View the 2020 materials handling rates at www.housewares.org/show/esm under Shipping Information.
Note: 2021 material handling rates will be available in November 2020. For a rate estimate, increase 2020 rates by 3.5%.

4. Utilities:

You will need to order your utilities (electrical, plumbing and gas) through Freeman and telecommunications (phone and internet) through McCormick Place. 2021 rates are available at www.housewares.org/show/esm under Official Service Contractor and Convention Center Services.

Note: 2021 rates will be available in November 2020. For a rate estimate, increase the 2020 rates by 3.5%.

5. Housing:

IHA has negotiated low hotel rates and housewares-only incentives to help keep your Show-related expenses down. Visit www.housewares.org/show/hotels to view our special rates and offers, or to reserve your rooms.

