

# EXHIBITOR PROSPECTUS

## Back to Business...

As the global economy reopens over the next several months, retailers will be searching for the product innovations that meet the new, emerging consumer needs brought on by the pandemic.

*Meet with the top decision-makers from across the industry at The Inspired Home Show 2021.*



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

March 13 - 16, 2021  
McCormick Place | Chicago, USA

[TheInspiredHomeShow.com](https://TheInspiredHomeShow.com)

# The Industry Event That Matters

*77% of retail buyers use trade shows to discover new brands and product categories.\**

\*NuORDER, "State of Retail Buying in 2020"

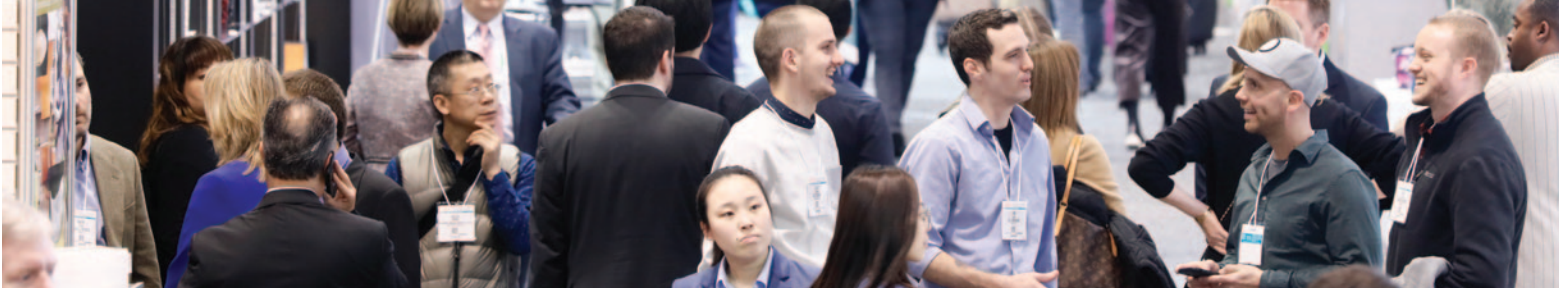
While trade shows will continue to be a critical channel for introducing retail buyers to your brand and your products, you are likely faced with reduced budgets for travel and exhibitions. This means that you have to prioritize the event that is most likely to advance your business in 2021. And that event is The Inspired Home Show.

# THE INSPIRED HOME SHOW®

IHA's GLOBAL HOME +  
HOUSEWARES MARKET

Exhibiting in The Inspired Home Show gives you unparalleled access to retail buyers looking for new home + housewares products and ideas to attract consumers into their stores.





## Global Opportunity

The Show attracts the top global key retailers in 13 channels and thousands of independent specialty buyers from 130 countries.



## Media Coverage

The resulting coverage adds more than 500 million impressions in print, broadcast and online placements.



## Unique, Focused Buyers

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.

Source: 2019 survey of Show retailer attendees

### TIME SPENT ON EXPO FLOOR

	Average Days	Average Total Hours
U.S. Buyers	2.5	15.5
International Buyers	3.2	18.2

*(NOT including scheduled meetings or educational sessions)*

### SHOWS BUYERS "NEVER ATTENDED"

	U.S. Buyers	International Buyers
Ambiente	82%	45%
Atlanta Gift Market	69%	89%
Las Vegas Market	72%	82%
NY Now	81%	86%
CES	68%	77%
IFA	96%	83%



## The Coronavirus Factor

A survey conducted in late April of 2020\*\* among business travelers that attend trade shows, found significant appetite for returning to large events once the Covid-19 crisis is over and events are reinstated.

**37% will "absolutely attend" trade shows**

**29% will attend trade shows that demonstrate appropriate precautions**

**29% will "wait and see" how other events go before deciding**

**Only 5% of business travelers will "absolutely not" attend trade shows when this crisis is over**

\*\*LinkedIn Survey of trade show attendees, April 2020

# The Inspired Home Show attracts 99% of the top 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  
 King Arthur Flour Company  
 LTD Commodities  
 Overstock  
 Pampered Chef  
 Princess House  
 Publishers Clearing House  
 The Grommet  
 Vermont Country Store  
 Walmart.com  
 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

## Department/Specialty & Multi Stores

Bed Bath & Beyond  
 Best Buy  
 BJ's Wholesale Club  
 Blains Supply (Farm & Fleet)  
 Bloomingdales  
 Cost Plus World Market  
 Costco  
 Crate & Barrel  
 Dillard's  
 Fleet Farm  
 Ikea  
 JC Penney  
 Kohl's  
 Macy's  
 Meijer  
 Michaels  
 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  
 Lowes  
 Menards  
 True Value

## Independent Specialty Buying Groups

Both major independent specialty buying groups are present...  
 • Gourmet Catalog  
 • HTI

## Supermarket + Drug

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

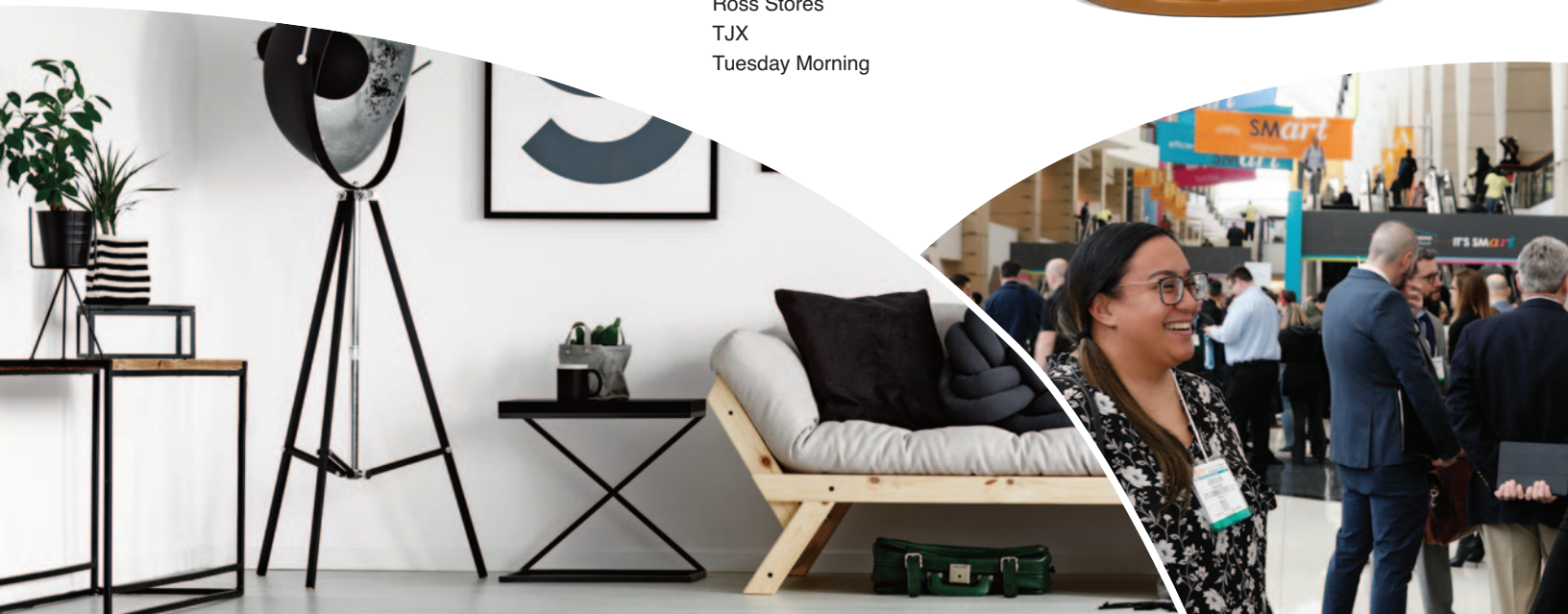
## Value

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

## Thousands of Independents including...

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 Window (Minneapolis, MN)  
 Leon & Lulu (Clausen, MI)  
 Marcells 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)

\*Sample from full list of buyers



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

## Company

Falabella  
Mercado Libre  
Amazon

Bunnings  
TJX  
Hipermaxi  
Polishop  
Sams Club  
Walmart

Bed Bath & Beyond  
Best Buy  
Canadian Tire  
Costco Wholesale  
Hudsons Bay  
PriceSmart  
Sodimac  
JD.com  
Suning  
Tmall Global/Alibaba  
Cencosud  
Home Sentry/Mecanoelectro  
Pepe Ganga - Almacenes Maximo  
Almacenes Siman  
Bonami.cz  
Potten&Pannen  
Imerco  
Magasin Du Nord  
Corbmunab  
Corporacion Favorita/Sukasa  
TIA  
Almacenes Vidri  
Galerias Lafayette  
Home Shopping Service/Best of TV  
EK Servicegroup eG  
Kaufland  
OTTO  
QVC  
REAL  
Rewe  
Tchibo  
Woolworth  
Cemaco Nuevos Almacenes  
Almacenes Lady Lee  
Walgreens Boots Alliance

## Country

Argentina, Chile, Peru  
Argentina  
Australia, Brazil, Canada, China, France,  
India, Mexico, Saudi Arabia  
Australia, New Zealand  
Australia, Canada, Italy, United Kingdom  
Bolivia  
Brazil  
Brazil, Mexico  
Brazil, Canada, Central America/  
Caribbean, Chile, Mexico  
Canada, Mexico  
Canada, Mexico  
Canada  
Canada, Japan, Mexico, United Kingdom  
Canada  
Caribbean, Central America  
Chile  
China  
China  
China  
Colombia  
Colombia  
Colombia  
Colombia  
Costa Rica, El Salvador, Guatemala  
Czech Republic  
Czech Republic  
Denmark  
Denmark  
Ecuador  
Ecuador  
Ecuador  
El Salvador  
France  
France  
Germany  
Germany  
Germany  
Germany, United Kingdom  
Germany  
Germany  
Germany  
Germany, Mexico  
Guatemala  
Honduras  
Hong Kong

## Company

Future Group / Pantaloon  
Landmark Group  
Lifestyle International  
Ace Hardware

Westwing  
Isetan  
Plaza Style  
The Loft  
Vitu Zote  
Coupang  
Emart  
Lotte HomeShopping  
Spinneys  
Casa Ley  
Coppel  
El Palacio De Hierro, Casa Palacio  
Liverpool  
Soriana City Club  
The Home Store  
Harvey Norman  
Mitre 10  
The Warehouse  
Promart Homecenter  
Gourdos  
Robinsons Handyman  
S&R Membership Shopping  
Lulu Group International  
Technopark  
SACO  
At Home  
Homemark  
Coinfer  
El Corte Ingles SA  
La Oca  
Royal Design  
HOLA  
Central Retail  
EnPlus  
PROMENU by MIRS Corporation  
Tavola  
Debenhams  
John Lewis  
Lakeland  
Marks & Spencer  
Robert Dyas  
Tesco

## Country

India  
India  
India  
Indonesia, Kuwait, Panama,  
United Arab Emirates  
Italy  
Japan  
Japan  
Japan  
Kenya  
Korea, South  
Korea, South  
Korea, South  
Lebanon  
Mexico  
Mexico  
Mexico  
Mexico  
Mexico  
Mexico  
New Zealand  
New Zealand  
New Zealand  
Peru  
Philippines  
Philippines  
Philippines  
Qatar, United Arab Emirates  
Russia  
Saudi Arabia  
South Africa  
South Africa  
Spain  
Spain  
Spain  
Sweden  
Taiwan  
Thailand  
Turkey  
Ukraine  
United Arab Emirates  
United Kingdom  
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\*Sample from full list of buyers



# Media Exposure: More than 375 consumer and trade-focused media outlets attend and report on The Inspired Home Show.

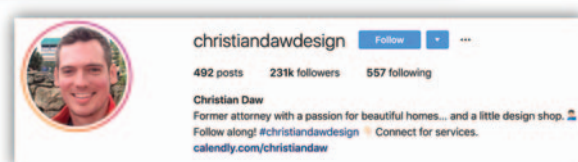
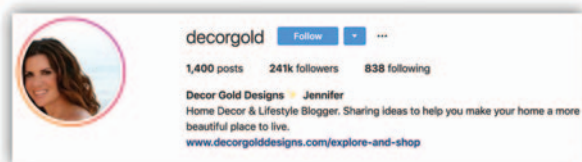
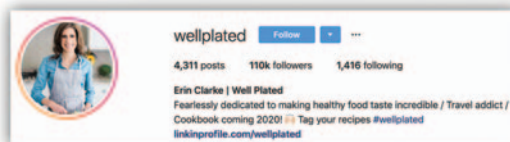
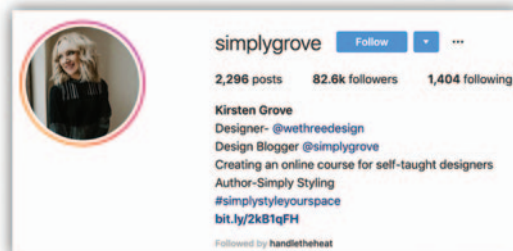
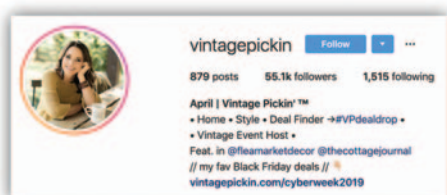
The resulting coverage adds up to more than **500 million impressions** in print, broadcast and online placements.



# Influence: The Show attracts hundreds of influencers with a combined reach of more than 50 million.



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 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 2021 Conference will be available in the fall.



# Participation

## One Show – Five Expos



# THE INSPIRED HOME SHOW®

## Booth Information and Rates

2021 Dates: March 13-16, McCormick Place, Chicago

### Booth Space Cost

	Early Bird Rate*	Standard Rate	Corner fees
IHA Members	\$16.50/sq. ft.	\$17.00/sq. ft.	\$400 per corner
Non-Members	\$23.50/sq. ft.	\$24.00/sq. ft.	\$400 per corner

\*Early-bird rate applies to applications and full payment received by July 2, 2020

### Standards

- 10'w x 10'd (100 sq ft.)/3m x 3m (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.

#### **Dine + Décor - Personality for the home and profitability for the brand**

- Cook + Bakeware
- Kitchen Essentials
- Kitchen Accents
- Tabletop
- Home Décor

#### **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

#### **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

#### **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



Learn More About the Show and Apply Today at [TheInspiredHomeShow.com/Exhibit](https://TheInspiredHomeShow.com/Exhibit)



# IHA Membership: Enjoy Benefits Beyond The Show!

## 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
- **Sourcing Missions** – turn-key visits to international markets to evaluate alternate sourcing options.

## Consumer Engagement

- **The Inspired Home consumer media** – member products featured via lifestyle-oriented content
- **Website** – more than 400,000 monthly page views

## Government Advocacy

- **Government Affairs Office** – contact and advice for IHA and members with governmental and regulatory questions

## Industry Reporting

- **IHA Market Watch** – annual report of consumer trends and how product developers and retailers in the home + housewares space can meet consumer needs.



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

Company Annual Housewares Sales	Annual Membership Dues	Pays for itself with a...
Under \$10 million	\$500	10' x 10' booth
Over \$10 million	\$800	10' x 15' booth

Learn More About Becoming an IHA Member at [Housewares.org/Members](https://Housewares.org/Members)

# Value-Add Opportunities

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

housewares  
**connect 365**

Your participation in **The Inspired Home Show** includes a year-round listing of your brands, products and contacts on IHA's HousewaresConnect365. This searchable database includes photos, videos, product listings and catalogs – and **generates more than 750,000 pageviews**, keeping you in front of retailers, media and consumers...

**...year-round!**

## 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.



## 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.

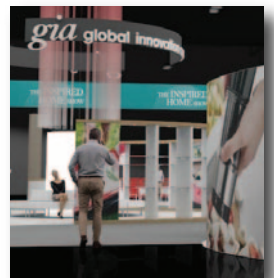
- Participation is \$300/product
- Product cannot have been shown at previous International Home + Housewares Shows.



## Global Innovation Awards (gia)

*Honoring Excellence in Product Design*

All entries submitted for the New Product Showcases received by January 22, 2021 are evaluated by our expert panel of judges, who name five finalists in each of 14 categories. On the first evening of the Show, a single Global Honoree in each category is recognized during the *gia* Awards Dinner and Ceremony.



## 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
- **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

Learn more and apply today at  
[TheInspiredHomeShow.com/Exhibit](http://TheInspiredHomeShow.com/Exhibit)

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