



BACK TO BUSINESS

EXHIBITOR PROSPECTUS

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

MARCH 4-7, 2023
McCormick Place | Chicago, USA
TheInspiredHomeShow.com



REVITALIZED



RE-ENERGIZED



WE'RE BACK!

After a two-year hiatus, The Inspired Home Show® finally launched in 2022. It wasn't business as usual. It was better.

An entire business community that maybe used to take face-to-face engagement for granted rediscovered all the reasons that in-person events are essential. All the things that just can't be done from a distance.

Retailers starved for exploration and new product discovery came out in force to find new products and new suppliers. Brands hungry for new opportunities engaged with buyers they'd never had the chance to meet with before.



The Buyers

“**Fantastic buyers.** We saw everyone from our independent customers; we saw great regional chains. We had some opportunities to meet with the largest mass buyers out there. We saw Walmart, we saw Ace, we saw Hy-Vee. We saw everyone we wanted to see. It was amazing.”

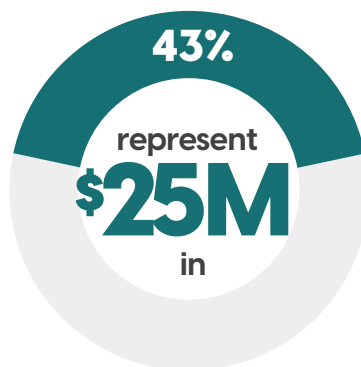
JAMES MCHENRY
Director, National Accounts
Widgeteer

97%

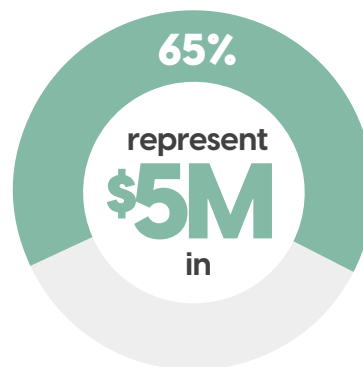
of verified retailers have
PURCHASE
AUTHORITY

87%

of verified retailers are
BUYERS and/or
EXECUTIVES



ANNUAL SALES



ANNUAL SALES

Source: The Inspired Home Show 2022 Registration Data

The Exhibitors

“**I came in with pretty high expectations, and the Show exceeded them.** We’ve had meetings scheduled with buyers from start to finish—all the way through late Monday afternoon.”

BILL ENDRES
CEO
Select Brands

83%

EXPECT NEW BUSINESS

as a result of exhibiting at the Show

RETAILER VISITS
During 2022 Show
Mean : 51
Median : 38

NEW RETAIL CONTACTS MADE
During 2022 Show
Mean : 21
Median : 13

Source: 2022 Exhibitor Post-Show Survey



RECONNECT

The Inspired Home Show attracts retailers across 22 channels

and thousands of independent specialty stores from across the U.S.*



* Source: The Inspired Home Show registration data; IHA Post-Event Retailer Survey, 2022

Mass/General Merchandise

Amazon

- DMM Home & Kitchen
- Category Leader, Home Kitchen & Furniture

Bealls

- DMM Home
- VP GMM

Big Lots

- Vice President
- VP/DMM - Hard Home

Home Shopping Network

- Buyer, Cookware & Accessories
- DMM

Meijer

- EVP, Merchandising & Marketing
- DMM, GM

Overstock

- Senior Merchandise Manager
- Director Merchandise Manager

QVC

- GMM, VP Culinary Merchandising
- DMM Culinary Merchandising

Target

- DMM, Home
- Sr. DMM, Kitchen

Walmart

- Vice President, DMM, Cook & Dine
- EVP, Home Division, Walmart U.S.

Walmart

- Director

Zulily

- Sr. Buyer

Home & Lifestyle

At Home

- VP DMM
- Sourcing Director

Food52

- Sr. Director, Category Mgmt
- Buyer, Home & Outdoor

HG Buying

- Divisional Vice President

Pottery Barn

- Buyer, Tabletop - Omni

TJX Companies

- DVP Market Manager, Home
- SVP General Merchandise Mgr.

West Elm

- Buyer, Tabletop & Kitchen

World Market

- Chief Merchandising Officer

Housewares/Kitchen

Christmas Tree Shops

- SVP Merchandising

Crate & Barrel

- CEO
- DMM

Pampered Chef

- CMO
- VP

Sur La Table

- SVP Merchandising
- CEO

The Container Store

- VP Merchandising
- Divisional Merchandise Director

Williams Sonoma

- President
- Director, DMM

Department Stores

Bed Bath & Beyond

- CMO
- VP/DMM

Belk

- Vice President / DMM
- GVP/GMM

Bloomingdales

- VP/DMM Housewares

JCPenney

- Sr. Director

Kohls

- Sr. Merchandise Mgr, Kitchen App
- VP Design & Art

Macys

- VP/DBM, Hardgoods & Tabletop

Nebraska Furniture Mart

- DMM Appliances
- CMO

Ross Stores

- DMM
- EVP

Saks

- Buyer

Grocery

Albertsons

- National Category Director
- National Vice President

Aldi USA

- Director of Corporate Buying
- Director of National Buying, Pet & Home; Decor, Textiles, Storage, Bath Accessories & Furniture

C&S Wholesale Grocers

- Sr. Manager of Merchandising

Giant Eagle Inc.

- Business Development Specialist, Giant Eagle Marketplace

Hy-Vee Inc.

- VP Floral & Home
- VP Fashion & Beauty

Imperial Distributors Inc.

- Category Manager
- Director of Seasonal

Kroger Co

- Vice President, Kroger General Merchandise
- DMM, Housewares, Storages & Seasonal

Wegmans

- Director Home

Whole Foods Market

- CM, Home & Kitchen

Warehouse Clubs

Sams Club

- SVP/GMM
- VP/DMM

Costco Wholesale

- EVP & COO, Merchandising
- VP/GMM Housewares

Hardware

Ace Hardware Corporation

- DMM, Hardware
- Dir. of Int'l Account Development

Do It Best

- Divisional Merchandise Manager
- Director International Sales

True Value

- Supply Planner
- Sr. Category Strategy Manager

Craft/Hobby

Hobby Lobby

- Buyer

Joann

- DMM

Michaels Stores

- Sourcing Manager

Blick Art Materials

- Senior Category Manager

Off Price

99 Cent Only Stores

- Buyer

Bealls

- DMM Home
- VP/GMM

DDS Discounts

- VP/DMM
- SVP

Dollar General

- Sr. Product Development Mgr.
- VP/DMM

Dollar Tree/Family Dollar

- Digital Category Manager

Ocean State Job Lot

- Buyer

Ollies Bargain Outlet

- DMM

Tuesday Morning

- CEO
- Chief Merchant

International Retailers

Brazil

- Grupo Pao De Acucar
- Polishop
- Westwing Brasil

Canada

- Bed Bath & Beyond
- The Bay
- London Drugs
- Stokes
- The Linen Chest

Chile

- Falabella

Chile/Colombia/Peru

- Sodimac

Chile/Peru

- Cencosud
- Hipermercados Tottus

China

- Elemental Kitchen
- Likuai/United Home

Colombia

- Almacenes Exito
- Almacenes Flamingo
- Jeronimo Martins
- Koba Colombia – Tiendas D1
- Olimpica
- Pepe Ganga – Almacenes Maximo

Costa Rica

- Cemaco
- Portafolio Am Siete
- Universal – Carlos Federspiel & Co

Denmark

- Imerco

Dominican Republic

- Centro Cuesta Nacional
- Plaza Lama

Ecuador

- Almacenes De Prati
- Colineal
- Corporacion El Rosado
- Corporacion Favorita/Sukasa
- TIA

El Salvador

- Unicomer

France

- Galeries Lafayette
- Home Shopping Service – Best of TV
- Leroy Merlin France
- Monoprix

Germany

- EK Servicegroup
- OTTO
- Rewe
- Tchibo

Honduras

- Almacenes El Titan

India

- HomeTown

Ireland

- Homestore & More
- United Hardware

Mexico

- City Club Soriana/ Tiendas Soriana
- Coppel
- El Palacio De Hierro
- HEB Mexico
- Mercado Libre
- Sears
- Liverpool
- Tiendas Chapur
- Tiendas Chedraui

Morocco

- Alpha 55
- Yatout Home

Nicaragua

- Silva Internacional/ Grupo Sinsa

Panama

- Farmacias Arrocha
- Supermercados Riba Smith / Delvi
- Tienda Aliss
- Tova

Panama, South Korea, United Arab Emirates

- ACE Hardware

Poland

- Superwnetrze.pl

Hungary, Romania

- KitchenShop

Saudi Arabia

- Tamimi Markets

South Africa

- At Home
- Homemark
- Shoprite Checkers

South Korea

- Emart

Spain

- El Corte Ingles
- La Oca

Switzerland

- COOP
- Manor

Turkey

- EnPlus

United Kingdom

- Harrods
- Lakeland
- Next
- Sainsburys/Argos/ Habitat
- Tesco
- TJX Europe

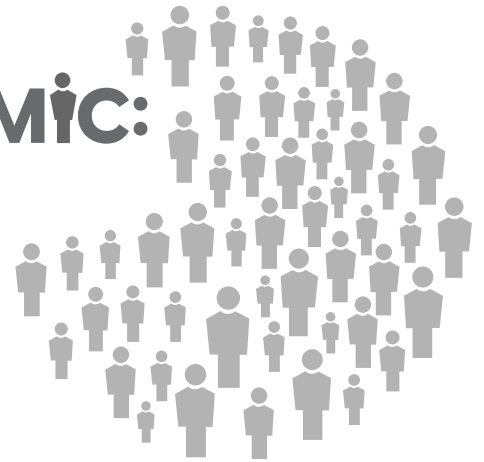


ONWARD

2022 was the first step toward a new normal. 2023 will be the next. Retailers expect to return to trade shows at similar—or even increased—frequency, and The Inspired Home Show continues to be their preferred destination.

POST-PANDEMIC:

88% of retailers
(U.S. and International)
expect to go back
to the same or more
in-person trade shows.



80%

U.S.
Retail Attendees

67%

INTERNATIONAL
Retail Attendees

Plan to attend

The Inspired Home Show
every year.

* Source: 2022 U.S. and International Retailer Post-Show Survey

“We’ve met with people from all over South and Central America, Europe—and even a few from Asia; it feels like there are even more international people here than normal. We have written more orders at this Show than we’ve written at any other show, and we don’t come here to write orders. We are seriously blown away.”

WILL SYMONDS
President, Oggi

At The Inspired Home Show,
you can connect with high-level attendees
you won’t find anywhere else:

U.S.	INT’L	NEVER GO TO	SHOW
63%	28%		AMBIENTE
79%	63%		MAISON & OBJET
49%	81%		ATLANTA GIFT MARKET
65%	83%		LAS VEGAS GIFT MARKET
68%	93%		DALLAS MARKET
62%	70%		NEW YORK NOW
67%	69%		NY TABLETOP
65%	70%		CES
89%	74%		IFA BERLIN
74%	50%		CANTON FAIR

By the industry, for the industry

The Inspired Home Show enjoys a sterling reputation throughout the home + housewares world because it is among the only events designed by insiders specifically to meet the needs of buyers across the globe.

We are grateful to these professionals who share their insights and knowledge to shape The Inspired Home Show into the premier destination for the entire home + housewares industry.

Retail Advisory Council

Taren Bachmann, Target
Craig Coleman, Macy’s
Tom Hayes, HomeGoods
Elisha Jensen, Costco
Paige Kelly, Wayfair
Brad Kleparek, Crate & Barrel
Robert LeBrun, Big Lots Stores, Inc.
Eva Lorenz, Amazon.com
Chris Luce, Container Store
Alex Ogof, Bed Bath & Beyond
Russell Winters, Walmart Stores, Inc.

Specialty Retail Advisory Council

Michele Catalfo-Crowley, Wegmans
Mary Liz Curtin, Leon & Lulu
Jill Foucre, Marcel’s Culinary Experience
Michael Higdon, National Building Museum
Doug Huemoeller, Kitchen Window
Janis Johnson, Gourmet Catalog & Buying Group
Bob Kratchman, Kitchen Kapers
KC Lapiana, In The Kitchen
Chris Wiedemer, Cook’s World

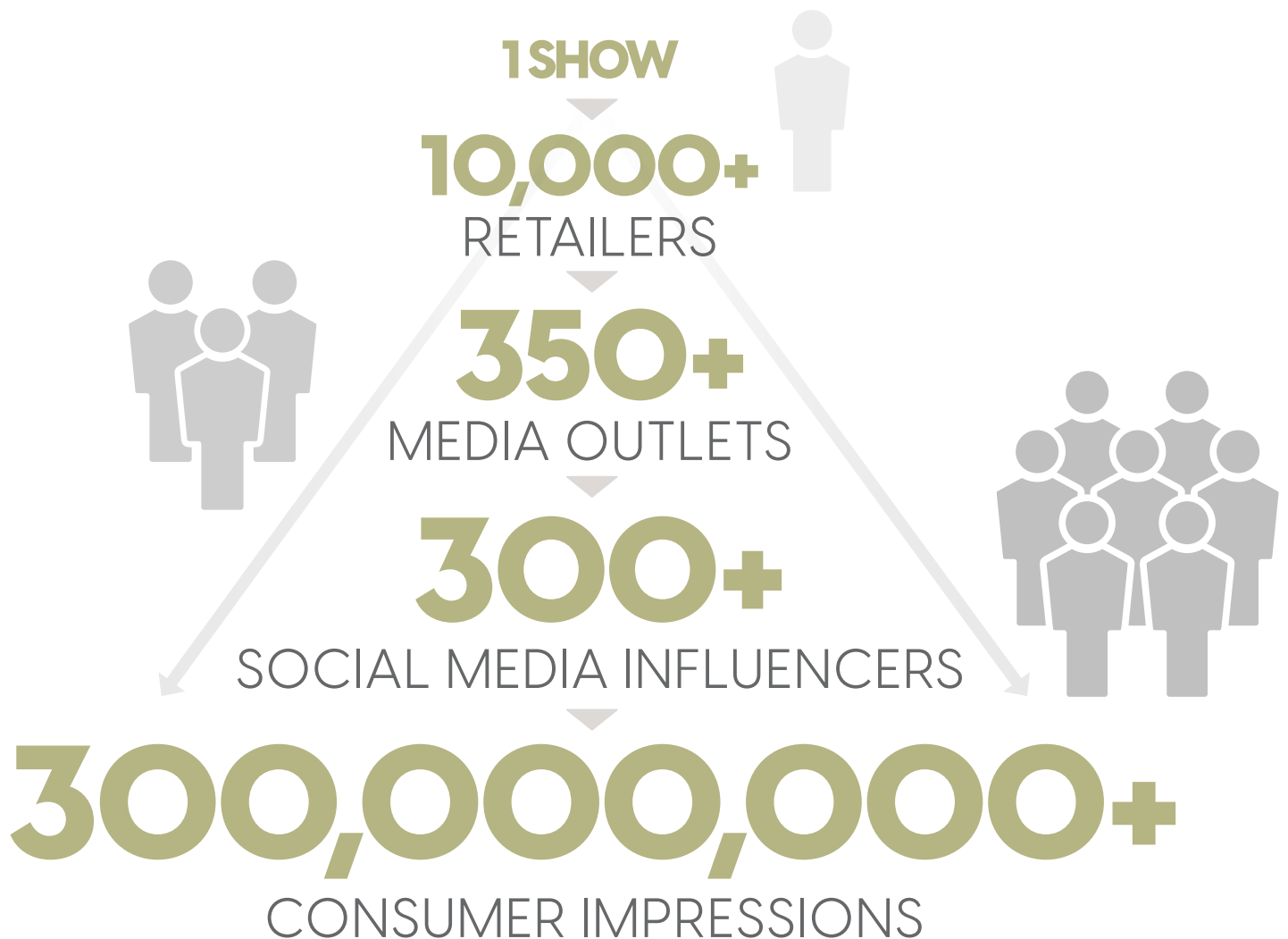
Global Retail Advisory Council

Maximo Bach, MercadoLibre, Argentina
Michelle Dickinson, Burton McCall, UK
Sandra Dobbins, Master Distributors, Australia
James Ge, Euroidea Corporation, China
Leonella Gomez, Kado, El Salvador
David Nourse, Koola World, South Africa
James Karani, Yuwa, Japan
Jackson Liang, Genesis, China
Jonathan Lim, Katrin BJ, Malaysia
Meir Maryena, Tendencias y Conceptos, Mexico
Liz Oldfield, Milly’s, New Zealand
Ben Phillips, Divertimenti, UK
Chris Shipton, Jascor Housewares Inc.
Pavel Stanek, Potten & Pannen, Czech Republic
Susan San Miguel, Gourdo’s, Philippines
Helen Widjaja, PT ACE Hardware, Indonesia



EXPONENTIAL REACH

When you exhibit in The Inspired Home Show, you gain exposure not only to retailers, but also to consumer, trade, internet and social media—and the millions of consumers that those attendees influence.



350+ consumer and trade media outlets attend. Here's just a small sample:

A&E Networks

Apartment Therapy

Associated Press

Better Homes & Gardens

Forbes.com

Good Housekeeping

HGTV Magazine

House Beautiful

Housesmarts TV

Oprah Daily

Taste of Home

Techlicious

The Kitchn

Wired



tastemakerconference.com

Make lasting relationships with social-media superstars during this exclusive event—co-located with The Inspired Home Show.

During this conference, home + housewares brands can build relationships with content creators and influencers, from focused food bloggers to social-media lifestyle mavens.

MARCH 2-3, 2023

CO-LOCATED EVENT • CHICAGO, IL

Just a few of the notable names expected to attend:*



cookingwithkarli
Copycat cookie recipes,
easy dinners & more



mapleandthymeblog
Cozy recipes for any season
created with love



zestfulkitchen
Where wholesome
ingredients & kitchen
curiosity intersect



fantabulosity_blog
Easy recipes, affordable style
& inspiration for fabulous living



vindulge
BBQ & grilling recipes,
and wine



the_skinny_dish
Certified health coach assisting
in achieving health goals

* As of April, 30, 2022



OPEN for OPPORTUNITY

2022 was the first step in reuniting the home + housewares industry, and 2023 will build on that success, further re-engaging the entire breadth of the community in Chicago in March.

Find Your Expo:



DISCOVER | design

Unique, trend-setting items sure to catch the eye of well-heeled consumers who value high-style signature pieces from established and new designers.



Wired + Well

Tech-forward products that offer consumers connectivity, information, feedback and control from cleaning tools to personal care, and home electronics to kitchen appliances.



Clean + Contain

Help consumers put organization and storage on full display throughout the home with products that are aesthetically pleasing and ultra functional.



International Sourcing

Be in company with 500+ exhibitors offering value-driven products from China and Taiwan, plus goods from around the globe.



Dine + Décor

Consumers are gathering again and investing in welcoming folks back to the table. This expo features cookware, serving pieces, and accent pieces that turn get-togethers into celebrations.



Hall of Global Innovation

The SmartHome Pavilion and Inventors Corner are among the trend-forward product destinations in the Hall of Global Innovation.



BOOTH INFORMATION & RATES

IHA MEMBERS

EARLY BIRD RATE:
\$21.50/SQ FT

STANDARD RATE:
\$22.00/SQ FT

CORNER FEES:
\$450/CORNER

NON- MEMBERS

EARLY BIRD RATE:
\$33.50/SQ FT

STANDARD RATE:
\$34.00/SQ FT

CORNER FEES:
\$450/CORNER

\$\$\$

DISCOUNTS AVAILABLE

**From now
until July 1,
2022**, enjoy
early-bird
pricing
on your
exhibition
space.

STANDARD BOOTHS:

10'w x 10'd (100 sq ft) / 3m x 3m (9 sq m)

- * Includes 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.

PLUS, save
extra on
discounted
booth
packages
from
Freeman.

Secure your space today at
TheInspiredHomeShow.com/Exhibit.

**Become a member and save
35% on booth space—plus enjoy
year-round benefits.**

Company Annual Housewares Sales

\$10 million or Less

More than \$10 million

Annual Membership Dues

\$1,000

\$2,000

Learn more about becoming an IHA Member
at **Housewares.org/Members**



BEYOND the BOOTH

IHA offers marketing opportunities

to meet every objective and every budget. Get in front of attendees before they even hit the Show floor.

PRODUCT PLACEMENT OPPORTUNITIES

New Product Showcase

Located in the Buyers' Clubs, these showcases are open to products not previously shown at The Inspired Home Show.

gia Excellence in Product Design Award

Finalists and winners in 13 categories are determined by a panel of retailers and displayed prominently in the Grand Concourse Lobby.

IHA Market Watch

Align your product with a specific consumer trend in this Lakeside Lobby display, based on the annual IHA Market Watch Report.

News Center Display

Accessible only to consumer, trade, internet media and social influencers, position your product for inclusion in news and creative content development.

Pantone ColorWatch Display

Demonstrate your commitment to on-trend color by appearing in one of the Pantone color palette-based displays, located through the main entrance.

Details on all marketing opportunities, including pricing and deadlines, will be in the Exhibitor Marketing Kit, available in Q3.

“This is our first year being at the Show and being an exhibitor, and overall the experience has been nothing short of incredible. This is something we will continue to do year after year.”

MEGAN CUNNINGHAM

Brand Manager, Ardent Life Inc.

Show Sponsorship Opportunities

PRE-SHOW OPPORTUNITIES

Choose from exciting opportunities through online advertising placements, email communications, newsletters and more.

SHOW FLOOR OPPORTUNITIES

Connect with actively engaged attendees by showcasing your brand on high-visibility materials and in strategic gathering spots.

EDUCATIONAL OPPORTUNITIES

Make meaningful connections with home + housewares leaders by sponsoring these in-depth learning sessions.

NETWORKING OPPORTUNITIES

Attendees will be flocking to in-person events outside the Show floor, such as parties and city tours.

Learn more at

TheInspiredHomeShow.com/Exhibit



YEAR-ROUND CONNECTIVITY

By participating in The Inspired Home Show, your company is beginning a relationship with buyers across the globe that can grow throughout the year. Learn about the many opportunities that home + housewares brands like yours can use to build connections.



Come together with your industry peers

and enjoy year-round exclusive benefits through membership in the International Housewares Association (IHA).

EXECUTIVE NETWORKING

Enjoy learning opportunities and conferences aimed at key decision-makers, centered around topics chosen by members, featuring professional facilitation.

BUSINESS RESOURCES

Gain real market advantages through networking opportunities with sales representatives, negotiated freight and logistics rates, discounts on booth space at The Inspired Home Show, and up-to-date industry news and special reports in *HomePage News*.

GLOBAL BUSINESS DEVELOPMENT

Delve into a world of opportunities by exploring international trade issues and markets, developing global partnerships and refining your global knowledge, connections and business strategy.

CONSUMER ENGAGEMENT

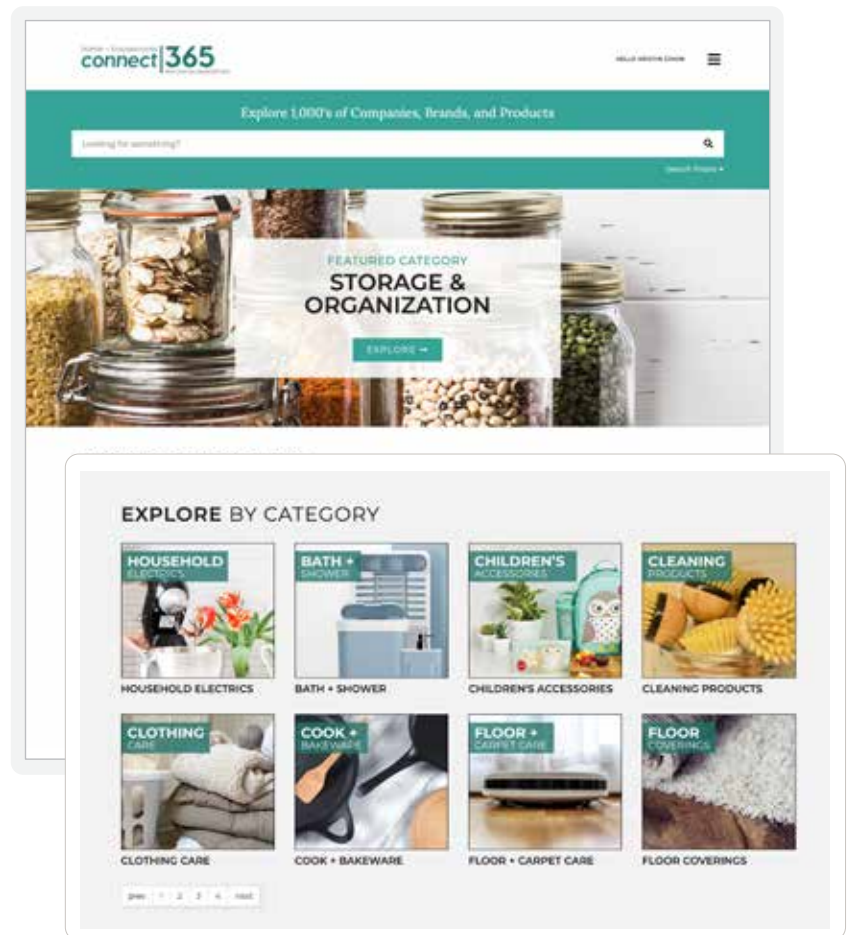
Connect directly with end users via our stylish lifestyle website featuring custom content and curated product collections.

ONGOING INDUSTRY LEARNING

Stay in touch with the ever-changing home + housewares market with exclusive access to IHA Market Watch, premier research and year-round virtual events.

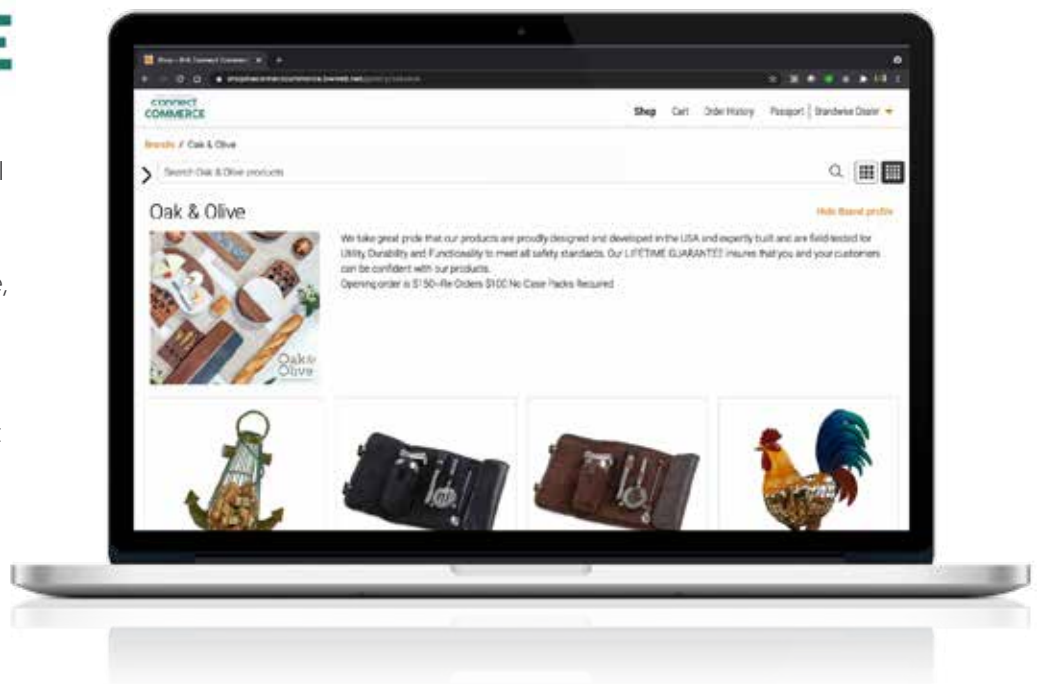
home + housewares
connect
365
IHA'S DIGITAL MARKETPLACE

Your participation in the Show includes a year-round listing in Connect 365, IHA's digital marketplace. Showcase your brands, products and company contacts through layered, in-depth postings that feature catalogs and videos, perfect for engaging online buyers. In fact, customers can use Connect 365 to buy directly from your company.



home + housewares
connect
COMMERCE
IHA'S E-COMMERCE MARKET

Now you can tap into a powerful online B2B buying platform with more than 290,000 registered retailers. Powered by MarketTime, this e-commerce market is exclusive to IHA members and retail buyers. Just sign up and set up your online storefront and get ready to see your sales take off.



Industry Service Provider Resources

Unlock valuable industry partnerships that can help grow your business, enhance your customer relationships and maintain profitable operations.

During the Show, take this opportunity to engage with service providers in these key areas:

Marketing & Communications

- + Content creation
- + E-commerce solutions
- + Direct to consumer
- + Online marketplaces
- + Social/influencer marketing
- + Website development

Supply-Chain Challenges

- + Freight & shipping
- + Inventory management logistics
- + Intellectual property
- + Legal advice
- + Materials strategy & advice
- + Product design

Industry Data and Reports

- + Consumer trends
- + Forecasting
- + Product information management solutions



BOOK YOUR HOTEL EARLY FOR DISCOUNTS!

Enjoy discounted rates and additional benefits when booking through the Show block.

“This has been one of the best shows we’ve ever had.

We’ve been coming 12 years, and we’ve had people all day Saturday and Sunday.”

MARK GREENWOOD

VP New Product Development
YouCopia

Join us for what promises to be a truly remarkable, utterly memorable event—**The Inspired Home Show 2023**.

Learn more about exhibit and sponsorship opportunities, what we have planned for this year’s Show, and how you can be a part of it all.

Get started at TheInspiredHomeShow.com/Exhibit.



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

MARCH 4-7, 2023

McCormick Place | Chicago, USA
TheInspiredHomeShow.com