



SPONSORSHIP OPPORTUNITIES at The Inspired Home Show

The Inspired Home Show® gathers the home + housewares products industry together around groundbreaking functionality and breathtaking design.

The Cooking Theater at The Inspired Home Show features three days of culinary demonstrations led by celebrity and award-winning chefs using the newest and most progressive products showcased across the exhibit floor. Retailers get a first-hand look at the products that consumers will be searching for, and brands get exposure to a powerful audience of buyers.

Sponsors of the Cooking Theater are included in pre- and post-Show marketing and content distribution.

PACKAGES INCLUDE:

EXECUTIVE CHEF PACKAGE: \$30,000 (one available)

Pre-Show

- Primary logo placement in pre-Show attendee brochures
Mailed to more than 30,000 U.S. and International Buyers
- Inclusion in up to two press releases announcing chef line-up (January and February)
Sent to all trade publications (domestic and international)
- 2x email to entire IHA buyer database highlighting Cooking Theater
Primary logo placement / 50,000 circulation per email
- Two social media posts tagging company/brand name on Facebook, Instagram and X (formerly Twitter)

At Show

- Primary logo placement on main stage banner hanging over Cooking Theater area
- Logo placement on the YOU ARE HERE KIOSKS
Maps of the Show located in all Exhibit Halls
- Primary logo placement on all Cooking Theater promotional and directional signage
Located in Cooking Theater, Media Room and (2) Buyers Clubs
- Logo inclusion in Cooking Theater section of mobile app
- Logo inclusion in Shuttle Bus Show Video
Played during trip to and from McCormick Place from key hotels all three days of Show
- Brand mention by emcee while introducing each chef/demonstration
- Inclusion in digital Show Daily
Circulation 30,000+ per day x3 days
- Product placement in (2) display cabinets
- Product placement on main stage shelving units (2) products per sponsor

Continued...



PARTICIPATING CHEFS

(THROUGH 2023)

Rick Bayless	Tia Mowry
Will Brown	Andrew Rea
Cat Cora	Martha Stewart
Ayesha Curry	Ming Tsai
Robert Irvine	Fabio Viviani
Christopher Kimball	Greg Wade
Emeril Lagasse	Andrew Zimmern

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

MARCH 17-19, 2024

TheInspiredHomeShow.com

COOKING THEATER

SPONSORSHIP OPPORTUNITIES at The Inspired Home Show

PACKAGES CONTINUED:

SOUS CHEF PACKAGE; \$10,000 (four available)

Pre-Show

- Secondary logo placement in pre-Show attendee brochures
Sent to more than 30,000 U.S. and International Buyers
- 2x email to entire IHA buyer database highlighting Cooking Theater
Primary logo placement / 50,000 circulation per email

At Show

- Secondary logo placement on (2) 4'x8' banners hanging over Cooking Theater area
- Secondary logo placement on all Cooking Theater promotional and directional signage
Located in Cooking Theater, Media Room and (2) Buyers Clubs
- Logo inclusion in digital Show Daily
Circulation 30,000 per day x3 days
- Product placement on stage shelving units (2) products per sponsor

SIGN UP FOR COOKING THEATER SPONSORSHIP



For more information, contact: **Adrienne Tiritilli at 847-692-0107 or atiritilli@housewares.org**

THE
INSPIRED
HOME
SHOW

MARCH 17-19, 2024

The Show connects not only buyer to seller, but also product to lifestyle and the industry to the consumer mindset. Every March, the home + housewares industry converges on 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.

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