



IF YOU'RE IN THE
HOUSEWARES
BUSINESS —
**YOU NEED
TO BE HERE.**

**EXHIBITOR
PROSPECTUS**

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

MARCH 2-4, 2025
McCormick Place | Chicago, USA
TheInspiredHomeShow.com



UNPARALLELED ACCESS TO **RETAIL BUYERS**



Exhibiting in The Inspired Home Show® gives you three full days of incomparable access to thousands of retail buyers from around the world looking for new home + housewares products and ideas to attract consumers into their stores.

The aisles of the Show are filled with senior-level retail buyers on the hunt for the next best-selling products. Whether you are an established brand with a new product idea or an emerging brand with a new twist on how consumers want to live, these buyers are your very best chance to capture the imagination of consumers establishing a home and a lifestyle.



In fact...

85% **EXPECT NEW BUSINESS**
as a result of exhibiting at the Show



If you're looking to grow your business and succeed in today's competitive business environment, submit an application to exhibit today for the world's premier home + housewares industry event at:

TheInspiredHomeShow.com/Exhibit

Source: 2023 Exhibitor Post-Show Survey

A SNAPSHOT OF YOUR POTENTIAL LEADS:

96%

of verified retailers have
PURCHASE
AUTHORITY

84%

of verified retailers are
BUYERS and/or
EXECUTIVES



OVER HALF REPRESENT
50+ STORES

Sources: The Inspired Home Show 2023 Registration Data; 2023 Exhibitor Post-Show Survey



MAKING THE RIGHT CONNECTIONS

The Inspired Home Show attracts retailers across 22 channels and thousands of independent specialty stores from across the U.S.*

“**The Inspired Home Show 2023 was a great success.** We saw all the major national and regional chains that we had targeted. We saw a great mix of our existing and NEW retailers. Will definitely be back in 2024 with comparable or increased space.”

BRYAN O'CONNELL
CEO, Blueoco

Drug/Convenience

CVS Health

- Lead Director
- Director Merchandising

Walgreens

- Director
- DMM

Mass/General Merchandise

Amazon

- SVM
- Head of Industry Kitchen
- GM
- Director

Big Lots

- EVP/CMO
- SVP/GMM
- VP/DMM Home
- VP

Home Shopping Network

- DMM
- Director Merchandising

Meijer

- VP
- Director Merchandising

Overstock

- President
- VP Merchandising
- DMM

QVC

- SVP/CMO
- VP/GMM
- DMM

Ross Stores

- Group EVP
- SVP/GMM
- GVP/DMM

Target

- Sr DMM
- Sr Sourcing Manager

TJX Companies

- SVP/GMM
- DVP
- SVP/DMM

Walmart

- EVP/GMM
- VP/DMM
- Sr Director Merchandising

Zulily

- Director Merchandising
- Sr MM

Home & Lifestyle

At Home

- SVP/GMM
- VP/DMM
- Director Sourcing

Food52

- Director Merchandising
- Sr Buyer

HomeGoods

- EVP
- VP/DMM
- VP Merchandising

Pottery Barn

- Director
- Sr Buyer

TJX Companies

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

West Elm

- Product Development Manager

World Market

- VP
- Purchasing Manager

Housewares/Kitchen

Christmas Tree Shops

- SVP/GMM
- DMM

Crate & Barrel

- President/CEO
- VP Merchandising
- DMM

Pampered Chef

- CEO, CMO, CFO
- VP

Sur La Table

- SVP Merchandising
- Sr Director

The Container Store

- CEO, CMO
- VP/DMM

Williams Sonoma

- President
- VP/DMM
- DMM

Department Stores

Bealls

- DVP/DMM
- VP/DMM
- DMM Home

Belk

- VP/DMM-Housewares
- VP/DMM

Bloomingdale's

- EVP
- VP/DMM Housewares

Dillards

- GMM/DMM

JCPenney

- EVP
- SVP/GMM
- DMM Home

Kohl's

- EVP/GMM
- VP/DMM-Home
- VP Digital Art

Macy's

- SVP/GBM
- VP/DBM-Hardgoods & Tabletop
- VP/DBM

Nebraska Furniture Mart

- CMO
- DMM

Nordstrom

- DMM

Saks

- Buyer

Grocery

Albertsons

- National VP
- National Category Director

Aldi USA

- Director, Corporate Buying
- Director, National Buying

C&S Wholesale Grocers

- Sr. Manager, Merchandising

Giant Eagle Inc.

- Head of eCommerce
- CM/DM

H-E-B

- GVP
- Sr GM
- GM

Hy-Vee Inc.

- EVP
- SVP
- VP/GM

Imperial Distributors Inc.

- EVP
- GM/CM
- Director/CM

Kroger Co

- VP/GM
- VP Merchandising
- DMM-Housewares

Wakefern

- President/CEO
- GMM/DMM

Wegmans

- VP Home
- Director Home

Warehouse Clubs

BJ's

- SVP/GMM
- VP/DMM

Costco Wholesale

- AGMM
- VP/GMM Housewares

Sam's Club

- SVP/GMM
- VP/DMM

Hardware

Ace Hardware Corporation

- SVP
- VP Imports
- Global DMM
- DMM Hardware

Do It Best

- VP Merchandising
- Director International Sales

Home Depot

- Sr Manager Global Sourcing

Lowes

- Merchant

True Value

- Sr Category Manager
- International MM

Craft/Hobby

Hobby Lobby

- Merchandise Manager

Joann

- DMM
- Manager eCommerce

Michaels Stores

- SVP
- VP
- Sr Director

Off Price

99 Cent Only Stores

- VP

dd's Discounts

- SVP/GMM
- DVP/DMM
- VP/DMM

Dollar General

- VP/DMM
- DMM
- Director Sourcing

Dollar Tree/Family Dollar

- VP/GMM
- Director Merchandising

Ocean State Job Lot

- Executive Director
- Director eCommerce
- Sr Merchandise Manager

Ollie's Bargain Outlet

- DMM

Tuesday Morning

- CEO
- Chief Merchant
- SVP
- VP/DMM

International Retailers

Argentina

- Changó
- Coto
- Mercado Libre

Australia

- TJX
- Costco

Canada

- TJX
- Costco
- Amazon
- Best Buy
- Canadian Tire
- Hudson's Bay
- Loblaw Companies
- London Drugs
- Stokes
- The Home Depot
- Walmart

Central America

- PriceSmart
- Walmart

Chile

- Cencosud
- Falabella Group
- Sodimac

China

- Alibaba Group/-Tmall Global

Colombia

- Pepe Ganga-Almacenes Maximo
- Super Almacenes
- Olimpica

Denmark

- Kop & Kande

Ecuador

- Almacenes De Prati
- Corporacion-Favorita/Sukasa
- Corporación El - Rosado
- El Salvador
- Almacenes Siman
- Almacenes Vidri

France

- Carrefour
- Monoprix
- Printemps

Germany

- EK Retail
- OTTO
- Tchibo
- QVC

Guatemala

- Homemart

Honduras

- Corporacion Lady
- Lee

India

- Amazon
- Landmark Group
- Praxis Home Retail
- Shoppers Stop
- Tata Unistore

Italy

- Coin
- TJX

Kenya

- VITUZOTE.COM

Kuwait

- The Sultan Center

Mexico

- Amazon
- Casa Ley
- Coppel
- Costco
- El Palacio de Hierro
- HEB
- Liverpool
- Mercado Libre
- Sam's Club
- Sears Operadora Mexico
- Soriana
- The Home Depot
- Walmart

New Zealand

- Mitre 10
- Smith & Caughey's

Panama

- Farmacias Arrocha
- Grupo Tova
- Riba Smith

Peru

- Cencosud
- Falabella Group
- Sodimac
- Tottus

Philippines

- Rustans
- S&R Membership Shopping

Saudi Arabia

- Extra
- Saudi Company for Hardware - SACO
- United Homewares Company

South Korea

- Coupang
- Galleria
- Lotte Department Store / Lotte Homeshopping
- Shinsegae

Spain

- Costco
- El Corte Inglés

Switzerland

- Loeb

Taiwan

- Costco

United Arab Emirates

- Al Futtaim - ACE
- Lulu Group International

United Kingdom

- Costco
- John Lewis Partnership
- Lakeland Limited
- Marks & Spencer
- Morrisons
- Next
- QVC



BUYERS WILL BE THERE WILL YOU?

As face-to-face events continue to rebound, retailers continue to return to trade shows at similar—or even increased—frequency, and The Inspired Home Show remains their preferred destination.

87%

U.S.
Retail Attendees

85%

INTERNATIONAL
Retail Attendees

ARE PLANNING TO ATTEND
The Inspired Home Show
2025

* Source: 2023 U.S. and International Retailer Post-Show Survey

“The Inspired Home Show was amazing for us! We met a ton of quality buyers that are not normally at the other shows.”

RICK ST. ANGELO
Owner, 2 Saints

At The Inspired Home Show,

you can connect with high-level attendees you won't find anywhere else:

U.S.	INT'L		SHOW
77%	24%	NEVER GO TO	AMBIENTE
87%	63%		MAISON & OBJET
57%	73%		ATLANTA GIFT MARKET
94%	86%		HGH INDIA
70%	72%		NEW YORK NOW
76%	73%		NY TABLETOP
73%	67%		CES
94%	72%		IFA BERLIN
82%	51%		CANTON FAIR

* Source: 2023 U.S. and International Retailer Post-Show Survey

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 Show into the premier destination for the entire home + housewares industry.

Retail Advisory Council

Betsy Odland, Amazon
Adam Darany, Amazon
Kevin Kuehl, Big Lots Stores, Inc.
Brad Kleparek, Crate and Barrel
Tom Hayes, Home Goods
Naomi Sleeper, Imperial Distributors, Inc.
Craig Coleman, Macy's
Russell Winters, Wal-Mart Stores
Paige Kelly, Wayfair
Katie Roberts, William Sonoma
Dave Nielsen, Bed Bath & Beyond- Overstock
Natalie Rodgers, Sur la Table
Gita Chakrabarti, Sam's Club
Sherry Hanson, Dollar General

Retail Advisory Council Board Liaison

Mike Hayes, Newell

Specialty Retail Advisory Council

John Mahler, Cook Cork and Fork
Gregg Smith, Cook's Warehouse
Janis Johnson, Gourmet Catalog & Buying Group
KC Lapiana, In the Kitchen - HTI Buying Group
Mary Liz Curtin, Leon & Lulu
Michael Higdon, National Building Museum
Nora Gomez, Nebraska Furniture Mart
Jim Egan, Wegmans
Michele Dietz, Wisconsin Cutlery
Steve Fritchen, ASC Brands (LTD Commodities)

Specialty Retail Advisory Council Board Liaison

Yvette Laugier

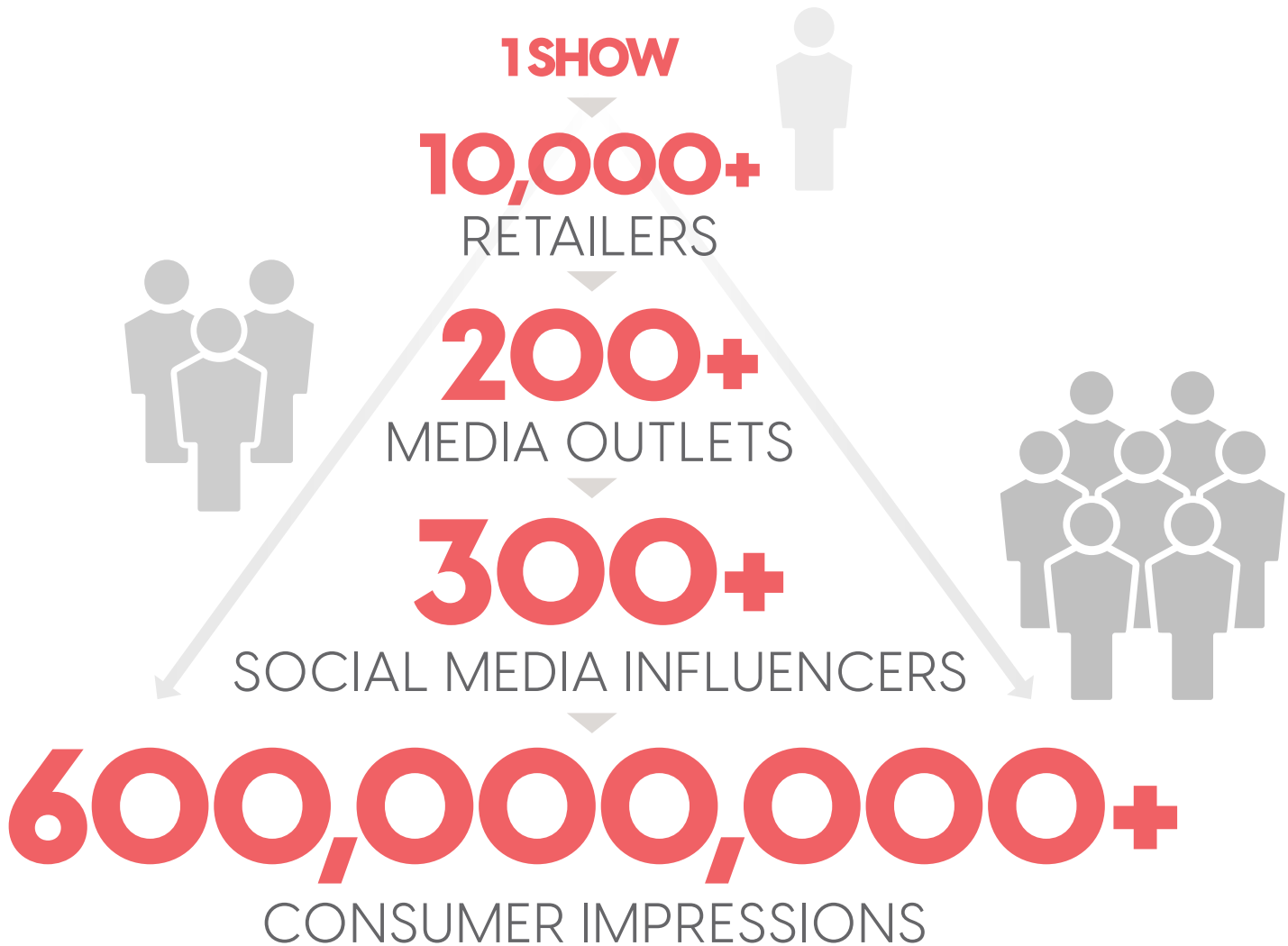
Global Retail Advisory Council

Paul Chiu, Walmart Canada
Michelle Dickinson, Burton McCall, UK
Sandra Dobbin, Master Distributors, Australia
James Karani, Yuwa, Japan
Jackson Liang, Genesis, China
Meir Maryena, Tendencias y Conceptos, Mexico
Liz Oldfield, Milly's, New Zealand
Chris Shipton, Jascor Housewares Inc.
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.



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

A&E Networks

HGTV Magazine

Real Simple Magazine

Apartment Therapy

House Beautiful

Taste of Home

Associated Press

Housesmarts TV

Techlicious

Forbes.com

NewsNation

The Kitchn

Good Housekeeping

Oprah Daily

Wired

SUMMER PRESS EVENT

Show the news media your new products for the 4th-quarter holiday gift-giving season. The Housewares for the Holidays press event on Thursday, June 6, in New York City will give IHA members the opportunity to meet one-on-one with consumer, trade and social media to demonstrate and explain their new products. Companies can show up to four new products and will be included in a product catalog given to all media attendees. Sign up information will be available in early April.

Contact *Debbie Teschke* for more information.



FIRST LOOK FOR MEDIA

The First Look for Media is a special search in Connect 365 of Show exhibitors' new products and is available to qualified editorial news media only. Each listing includes photo, product description, PR contact name and email and YouTube link to a demonstration video. Exhibitor will receive a listing of media who registered for First Look.



OPEN for OPPORTUNITY

The Inspired Home Show divides two full buildings into four distinct category-specific expos inspiring efficient booth interactions within an energy-filled Show floor.

Find Your Expo:



Clean + Contain Expo

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



Dine + Décor Expo

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



Wired + Well Expo

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



International Sourcing Pavilion

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



BOOTH INFORMATION & RATES

2025 PRICING



IHA MEMBERS

ADVANCED APPLICATION RATE*:
\$23.50/SQ FT

EARLY APPLICATION RATE:
\$24.00/SQ FT

STANDARD RATE:
\$24.50/SQ FT

CORNER FEES:
\$450/CORNER

NON-MEMBERS

ADVANCED APPLICATION RATE:
DOES NOT QUALIFY

EARLY APPLICATION RATE:
\$42.50/SQ FT

STANDARD RATE:
\$43.00/SQ FT

CORNER FEES:
\$450/CORNER

\$\$\$

DISCOUNTS AVAILABLE

From now until July 8 enjoy early bird pricing on your exhibition space.

PLUS, save extra on discounted booth packages from Freeman.

* Advanced application rate available till March 26, 2024.

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.

PIPE & DRAPE BOOTH PACKAGES will be available for the 2025 Show soon.

For more information on booth packages and to secure your space visit TheInspiredHomeShow.com/Exhibit

Become a member and save 46% 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 14 categories are determined by a panel of retailers and displayed prominently in the lobby of the North Building.

New Exhibitor Preview Gallery

Be one of 90 new exhibitors specially selected to be featured within one of three exclusive display opportunities organized by product category. These highly visible Show destinations is the perfect way for your company to introduce buyers and media to your new and innovative products.

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.



“ I have been attending the Inspired Home Show for more than six years now, and I must say that every year it gets better than the previous one. The show never fails to impress, and our buyers always leave with the best experience.”

INGRID FERBERT

Marketing Manager, Reduce

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

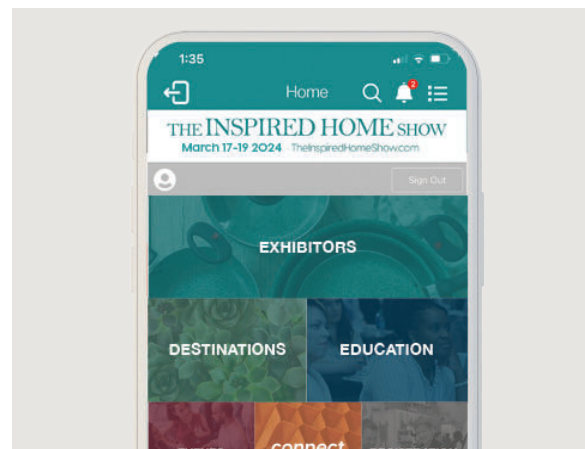
Make meaningful connections with home + housewares leaders by sponsoring these in-depth learning sessions.

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 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 buyers online.

Learn more at TheInspiredHomeShow.com/Connect365

The screenshot shows the top of the Connect 365 website. At the top left is the logo "home + housewares connect 365 IHA'S DIGITAL MARKETPLACE". To the right, it says "HELLO KRISTIN CIRON" with a menu icon. Below this is a teal banner with the text "Explore 1,000's of Companies, Brands, and Products". Underneath is a search bar with the placeholder text "Looking for something?" and a magnifying glass icon. To the right of the search bar is a "Search Filters" dropdown arrow. The main banner features a background image of several glass jars filled with various beans and nuts. Overlaid on this image is a white box with the text "FEATURED CATEGORY STORAGE & ORGANIZATION" and a teal button that says "EXPLORE →".

EXPLORE BY CATEGORY

<p>HOUSEHOLD ELECTRICS</p>	<p>BATH + SHOWER</p>	<p>CHILDREN'S ACCESSORIES</p>	<p>CLEANING PRODUCTS</p>
<p>CLOTHING CARE</p>	<p>COOK + BAKEWARE</p>	<p>FLOOR + CARPET CARE</p>	<p>FLOOR COVERINGS</p>

prev 1 2 3 4 next

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.

“**The Inspired Home Show 2023 was hugely successful for us.** With nonstop customers and conversations, it was our busiest IHA Show to date. The Show is so valuable to our brand and important to our business. We’re already excited for next year.”

TOBIAS GERFIN
CEO, Kuhn Rikon

Join us for what promises to be a truly remarkable, utterly memorable event—**The Inspired Home Show 2025.**

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 2-4, 2025

McCormick Place | Chicago, USA

TheInspiredHomeShow.com