

# SOCIAL MEDIA TOOL KIT

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STEP INTO THE SOCIAL SPOTLIGHT AT  
THE INSPIRED HOME SHOW® 2026!



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

March 10-12, 2026 | Chicago, USA  
TUESDAY - WEDNESDAY - THURSDAY

Let customers, buyers, partners and the media know you'll be part of The International Housewares Association's (IHA) premier marketplace for the home + housewares industry. The Inspired Home Show® brings the global home + housewares community together, and your brand is part of the story. This tool kit gives you everything you need to promote your presence, spotlight your products and help Show attendees find you.

## #TIHS26 AT A GLANCE

The Inspired Home Show is where the global home + housewares industry comes together under one roof for three dynamic days. Each year, brands, retailers, media and trendsetters come together to explore the products shaping how people cook, clean, live and organize.

These **QUICK FACTS** are ready for your captions, emails, social posts and website updates:



IHA's premier global exposition of products for the home.



Tens of thousands of top buyers from retail, ecommerce, specialty stores and emerging channels.



Four expansive expos featuring cookware, tableware, cleaning, smart home, home décor, travel goods, wellness, pet products and more.



Dedicated trend and product discovery zones that attract high-intent buyers.



Held annually in Chicago, one of the most accessible trade show destinations in the U.S.



# Connect with the Show

Tag the Show so your content can be easily found and reshared.



Use the Show's Official Hashtag: **#TIHS26**

Download Official Show  
Branding Elements

# YOUR TIHS SOCIAL GAME PLAN



## TIPS FOR SUCCESS

Update your social bios with your booth number

Tag the Show and use #TIHS26 on every post

Add your Show participation and dates to your email signature

Comment on other exhibitor content leading up to the Show

Schedule content ahead

Use Stories multiple times per day

Create a folder of vertical photos for Reels/TikTok

Re-share media coverage or other social mentions

Prepare a QR code that links to a line sheet or catalog

Ask team members to repost from personal LinkedIn profiles



# CONTENT IDEAS THAT MAKE POSTING EASY

## PRE-SHOW

- We're exhibiting at The Inspired Home Show 2026! Visit us at booth [###] to see what we're launching this year. #TIHS26
- The countdown to The Inspired Home Show is on. We'll be at booth [###] with fresh designs and innovative solutions. #TIHS26

**Problem/Solution  
Content for Retailers**

**Meeting Scheduler  
Announcement**

**Team Traveling or  
Packing Shots**

## AT-SHOW

- We're at The Inspired Home Show! Visit us at booth [###] and get a first look at [product/collection]. #TIHS26
- Day [1/2/3] in Chicago and the energy is incredible. If you're on The Inspired Home Show floor, come by booth [###]. #TIHS26

**Booth Walk Through**

**Top FAQs**

**Live Demos**

## POST-SHOW

- Thank you for an amazing time at The Inspired Home Show! We loved connecting with buyers and sharing what's new. #TIHS26
- What a week. Thanks to everyone who visited booth [###] at The Inspired Home Show! Let's keep the conversation going, contact us today! #TIHS26

**Next Steps for Buyers**

**Press Mentions**

**Behind-the-Scenes Moments**





## WHAT BUYERS WANT TO SEE

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Trend alignment

Sustainability and materials

Product use cases

Packaging displays

Pricing, packaging and  
retail readiness

How the product solves real  
consumer needs

## ENGAGEMENT TIPS

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### DO

- ✓ Use vertical video
- ✓ Tag The Inspired Home Show
- ✓ Engage with others
- ✓ Share Stories frequently
- ✓ Encourage your team to repost everything on LinkedIn

### DON'T

- ✗ Post dark or blurry booth photos
- ✗ Forget your booth number
- ✗ Only post once
- ✗ Use off-brand colors
- ✗ Wait until the Show to post for the first time