



EXHIBITOR PROSPECTUS

Where the global home + housewares industry connects over three dynamic days in Chicago.

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

TUESDAY – WEDNESDAY – THURSDAY
March 9-11, 2027 | 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 provide unmatched opportunities to reach consumers.

78% OF EXHIBITORS
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 today to exhibit at IHA's premier home + housewares marketplace:

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

HIGHLY QUALIFIED BUYERS



92%

OF VERIFIED RETAILERS
ARE **BUYERS** and/or
EXECUTIVES AND HAVE
PURCHASE AUTHORITY

57%

OF VERIFIED RETAILERS
REPRESENT MORE THAN
\$10M in **ANNUAL SALES**

"We had a lot of meetings that we couldn't have had anywhere else. The booth traffic was constant, all our major retailers visited, and we made new connections, which we expect to lead to significant new business."

WILL SYMONDS
PRESIDENT, OGGI



MAKING THE RIGHT RETAIL CONNECTIONS

The Inspired Home Show brings key retail buyers and decision makers across 23 channels for top-to-top meetings. Attendees include:

Drug/Convenience

CVS Health

- Director
- Category Manager

Walgreens

- Sr Buyer
- Director
- Global Merchant

Mass/General Merchandise

Amazon

- Sr Merchandise Manager
- Sr Lead Manager
- Director

Home Shopping Network

- President
- VP/GMM

QVC

- CEO
- Group VP
- VP
- VP/GMM
- DMM

Ross Stores

- SVP/GMM
- GVP/DMM
- VP

Target

- DMM
- Sr Manager
- Sr Buyer

TJX Companies

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

Walmart

- VP Cook & Dine
- VP Merchandising Director

Home & Lifestyle

At Home

- SVP/GMM
- Sourcing Manager
- Sr Buyer

HomeGoods

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

Wayfair

- Account Manager
- Director
- Category Manager
- Senior Manager
- VP

World Market

- VP Merchandising

Housewares/Kitchen

Crate & Barrel

- VP Merchandising
- VP/DMM

Pampered Chef

- Sr Product Mgr
- Sr Director

Sur La Table

- VP Merchandising
- Sr Buyer

The Container Store

- CMO
- Sr Director Product Development

Williams Sonoma

- President
- SVP/GMM
- VP/DMM

Department Stores

Bealls

- DVP/DMM
- VP/GMM

Belk

- VP/DMM Home
- GMM Home
- Director Global Sourcing

Bloomingdale's

- VP/GMM
- VP/DMM

Dillard's

- DMM
- Merchandise Manager

Kohl's

- VP/DMM Home
- VP/DMM
- VP Home Design

Macy's

- Sr Director
- Director

Nebraska Furniture Mart

- DMM

Nordstrom/Nordstrom Rack

- Sr Manager
- Sr Business Operation

Grocery

Albertsons

- National Category Director

Aldi USA

- Director, Home
- Director

Imperial Distributors Inc.

- VP/MM
- Director

Kroger Co

- VP
- National Category Manager
- Sr Buyer

Wakefern

- GMM

Warehouse Clubs

BJ's

- DMM
- Sr Merchant

Costco Wholesale

- AVP/GMM
- GMM

Sam's Club

- VP/DMM
- Sr Director

Hardware

Ace Hardware Corporation

- Merchandising
- Director

Home Depot

- Merchant

Lowe's

- Sr Manager
- Sr Director

Craft/Hobby

Hobby Lobby

- Merchandise Manager

Michaels Stores

- Buyer

Off Price

dd's Discounts

- SVP/GMM
- VP/DMM

Dollar General

- Sr Buyer

Dollar Tree/Family Dollar

- Category Manager
- Category Director

Ocean State Job Lot

- Director

Ollie's Bargain Outlet

- Buyer
- VP/DMM

International Retailers

TVSN

Australia

INTERSPAR

Austria

Hipermaxi

Bolivia

Super BH

Brazil

Sam's Club

Brazil, Mexico

Amazon

Canada, Mexico, South Africa

Costco

Canada

Loblaws

Canada

TJX

Canada, Europe

Walmart

Canada, Central America, Mexico

PriceSmart

Caribbean, Central America

Almacenes

Siman

Central America

Ripley

Chile

Tmall Global, Alibaba Group

China

Almacenes

Máximo - Pepe

Ganga

Colombia

Cemaco

Costa Rica

SUKASA

Ecuador

Corporación

Favorita

Ecuador

Carrefour

France

EK Retail

France, Germany

Pfennigpfeiffer

Germany

Rewe

Germany

Corporación Lady Lee

Honduras

Tata Unistore

India

Hankyu

Department Store

Japan

Coupage

South Korea

Lotte Shopping

South Korea

Shinsegae

South Korea

Coppel

Mexico

El Palacio De Hierro

Mexico

Liverpool

Mexico

Mercado Libre

Mexico

Do It Center

Panama

Grupo Tova

Panama

Saks

Panama

Homla

Poland

Shoptite Checkers

South Africa

El Corte Inglés

Spain

Manor

Switzerland

Evidea

Türkiye

Fenwick

United Kingdom

Robert Dyas

United Kingdom

El Dorado

Uruguay

OVER 1,000
INDEPENDENT
SPECIALTY RETAIL
STORES ALSO
ATTEND

BUYERS WILL BE THERE. **WILL YOU?**

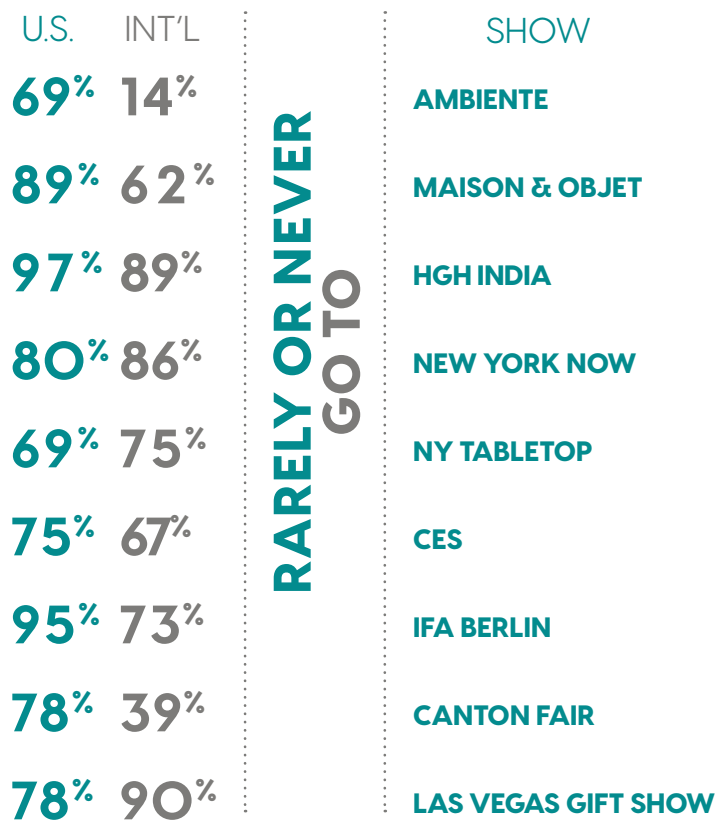


The Inspired Home Show stands out as the preferred destination for retailers. The majority of international and domestic buyers plan to attend the 2027 Show.

"The Inspired Home Show delivered an exceptional level of buyer quality this year. We had meaningful conversations, genuine engagement, and real business opportunities with decision-ready partners—making it one of the most productive shows we've participated in."

CZE-CHAO TAM
CEO, TRINITY INTERNATIONAL INDUSTRIES

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



U.S.-based buyers alone attending the Show represented:



MORE THAN
100,000
RETAIL
LOCATIONS



NEARLY
\$75 BILLION
IN BUYING
POWER

BY THE INDUSTRY, FOR THE INDUSTRY

The Inspired Home Show enjoys a proven track record throughout the home + housewares industry. The event is designed with the support and feedback of industry insiders with a shared goal to continually evolve the Show to specifically 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

Jamie Jo Cockrell, At Home

Sarah Gamble, Belk's

Keva Smilow, Burlington Stores

Brad Kleparek, Crate & Barrel

Jordann Charters, HomeGoods

Monica Lightfoot, Kroger

Jenee Sampson, QVC (QxH)

Darius Jackson, Target

Sherry Hanson, The Brand House Collective

Sandy Kortright, World Market

Danielle Lyman, Walmart

Arun Batra, Wayfair

RETAIL ADVISORY COUNCIL BOARD LIAISON

Daniel Siegel, Lifetime Brands, Inc.

SPECIALTY RETAIL ADVISORY COUNCIL

Hannah Luken Bender, Artichoke

Cindy Peterson, Berry + Basil

Gregg Smith, Cook's Warehouse

Sarah Boulay Haupt,

Cooper's Hawk

Steve McClain, Cutco

Doug Huemoeller, Gourmet

Catalog & Buying Group

Cindy Kandel, Hartville Hardware

Mary Liz Curtin, Leon & Lulu

Sean O'Hanlon, LeRoux Kitchen

Michael Higdon, National Building Museum

Kellye Wilson, Perrenial Accents

Laura Haviek, Sign of the Bear

Dagmar Kubsche, The Cook's Shop

Michele Dietz, Wisconsin Cutlery

SPECIALTY RETAIL ADVISORY COUNCIL BOARD LIAISON

Bill McHenry, Widgeteer

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

GLOBAL RETAIL ADVISORY COUNCIL BOARD LIAISON

Kim Cole, Gleener Inc.

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 professionals—and the millions of consumers that those attendees influence.

COVERAGE FROM NEARLY 200 PRINT, BROADCAST, DIGITAL AND SOCIAL MEDIA PROFESSIONALS IN 2026

A small sample of top-tier media who attend:

The New York Times/Wirecutter
Nexstar Media/News Nation
Yahoo
Lifehacker
Buzzfeed
Real Simple
CNN Underscored
Forbes

House Beautiful
Good Housekeeping
Better Homes & Gardens
Food Network Magazine
HGTV Magazine
Apartment Therapy
The Kitchn
Taste of Home

Oprah Daily
America's Test Kitchen
Wired
Indianapolis Star
Chicago Tribune
WGN-TV
CBS2 Chicago
NBC5 Chicago



MAXIMIZE EXPOSURE, MULTIPLY IMPRESSIONS

The Inspired Home Show offers a number of ways (at no additional cost) to get your brands and products in front of media professionals. Each year, marketing opportunities range from press material placement in both our online and in-person press rooms to our exclusive product showcase in the Show News Center and access to media registration lists both pre- and post-Show.



200 MEDIA
OUTLETS COVER



622 EARNED
MENTIONS

"Every year, The Inspired Home Show descends on Chicago and delivers the kind of sensory overload that makes us very grateful we pack an extra tote. Between the towering booth displays resembling the countryside of Italy to the live cooking demos, there are always an endless amount of products that stop us in our tracks."

KATIE MAGUIRE, APARTMENT THERAPY

"The Inspired Home Show brings together the best of what's new for home and kitchen products. Our editors visited hundreds of brands and touched and tried everything from coffeemakers to shower squeegees to find the most innovative and interesting products you need to know about."

ERICA PUISIS AND LAUREN TOM CERONE, HGTV MAGAZINE



645 MILLION
MEDIA IMPRESSIONS

Learn more at

TheInspiredHomeShow.com/Press/In-The-News





OPEN FOR OPPORTUNITY

The Inspired Home Show 2027 will unite its core categories to create a reimagined Show floor that delivers a more dynamic, discovery-driven and engaging marketplace experience for buyers and exhibitors.

SOUTH HALL:

To maximize the South Hall and create stronger connections across categories, the Show will bring together the industry's core categories—**Clean + Contain, Dine + Décor** and **Wired + Well**—into one vibrant and high-energy destination. This enhanced configuration will increase attendee flow, encourage cross-category exploration and create greater energy throughout the Show floor.

(See South Hall floorplan on the next page.)

NORTH HALL:

The Inspired Home Show establishes the North Hall as a dedicated destination for global manufacturing and sourcing. This includes **International Sourcing** exhibitors, select **Global Design Point Pavilions** and dedicated networking and hospitality spaces, including the **International Business Center**, Registration and Café.

**Returning
in 2027:**

Pet Products
Pavilion

Candle Pavilion

SPLICE
Licensing Hub

To secure your space, visit TheInspiredHomeShow.com/Exhibit



BEYOND THE BOOTH

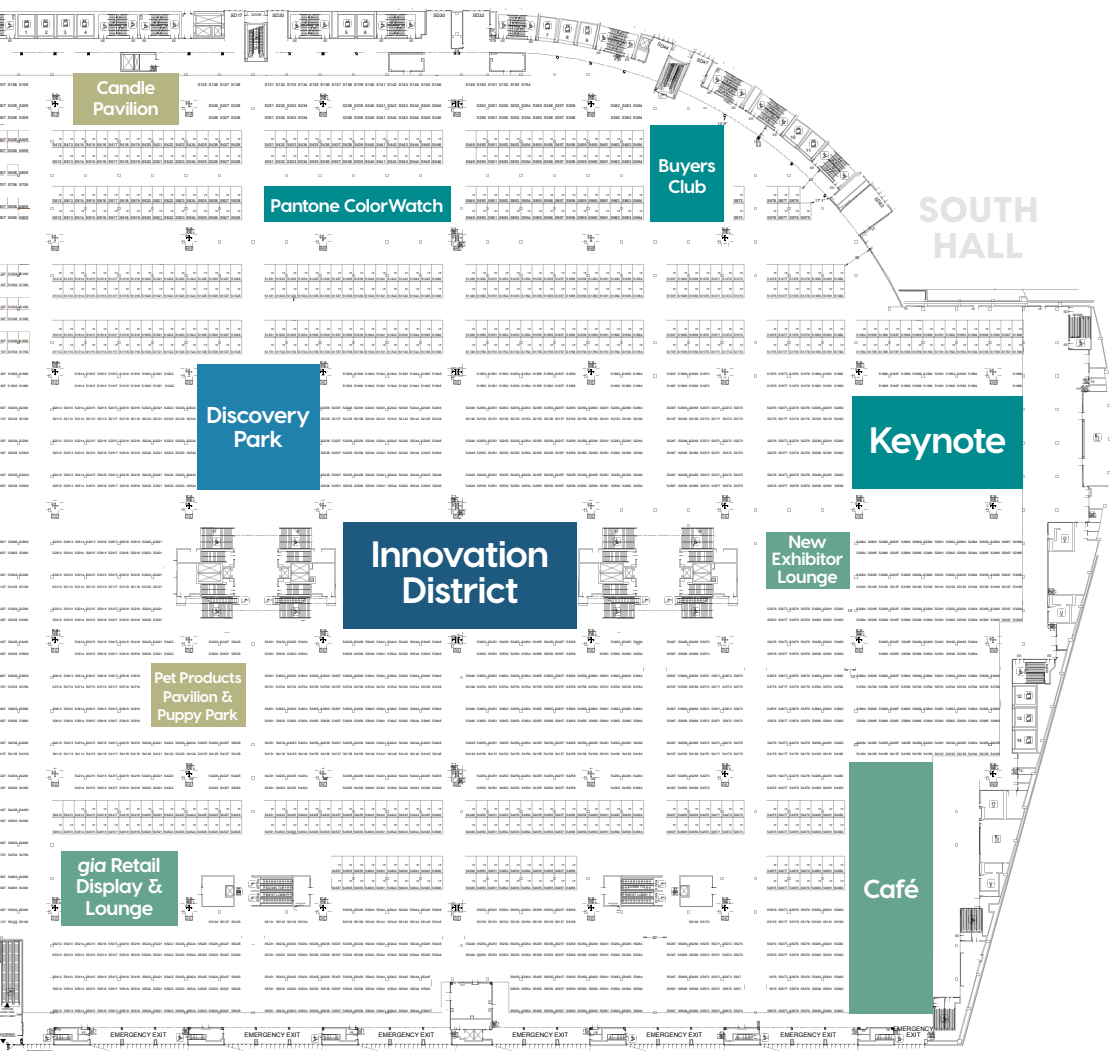
NEW FOR 2027: Show floor activations that drive engagement, providing unique opportunities to highlight your brand.

Innovation District
Brings together three powerful Show elements — **Inventors Corner**, **gia Student Design** and the **Inspiration Theater**— to create a high-energy destination centered on fresh thinking and new ideas.

Discovery Park
Transforms the **Debut** incubator into a park-inspired destination celebrating what's new.

Industry Content Hubs
Includes the **Pantone ColorWatch™ Display**, **Buyers Club** & **New Product Showcase** and **Keynote Theater**. These hubs will create space for learning, networking and discovery.

Connection + Dwell Spaces
Includes the **New Exhibitor Showcase & Lounge**, **gia Retail Display & Lounge**, **Business Center & Café**. Spaces provide areas for meetings, conversations and recharging.



These activations provide marketing opportunities to meet every objective and budget. Details on all marketing opportunities will be available in the Exhibitor Marketing Kit.

BOOTH INFORMATION AND RATES

2027 SPACE RATES

IHA MEMBERS

REGULAR SPACE RATE:
\$24.50/SQ FT

No rate increase for 2027

Early Application Discount
\$2.00/SQ FT

For application and payment by July 10, 2026

PREMIUM SPACE RATE:
\$34.50/SQ FT

NEW for 2027 – Represents the highest visibility, highest impact real estate in the hall; locations are adjacent to main entrance

Minimum 1,000/maximum of 2,000 square feet

Early Application Discount
\$2.00/SQ FT

For application and payment by July 10, 2026

CORNER FEES:
\$450/CORNER

NON-MEMBERS

REGULAR SPACE RATE:
\$44.00/SQ FT

No early application discount available

BOOTH SELECTION PROCESS

Booth space for the 2027 Show is assigned using a priority-based system that considers:

- **Seniority:** Based on consecutive years exhibiting, IHA Membership, and booth size in 2026 and 2025
- **Booth Size & Configuration:** Including expansion requests
- **Premium Availability:** Limited high visibility locations
- **Overall Floor Plan Efficiency:** Including traffic flow, utilities, and safety

STANDARD BOOTHS

10'w x 10'd (100 sq ft) /
Approx. 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

Pipe & Drape Package

10'x 10' = \$4,500

10'x 20' = \$7,900

Pipe & Drape with 500 lbs. Material Handling

10'x 10' = \$5,000

10'x 20' = \$8,400

IHA Membership is included for Pipe & Drape Packages

For more information on booth packages and to secure your space, visit

TheInspiredHomeShow.com/Exhibit

Become a member and save 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

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 in-depth learning sessions.



NETWORKING OPPORTUNITIES

Be part of the in-person events outside the Show floor attendees will be flocking to such as parties and city tours.

Learn more at TheInspiredHomeShow.com/Exhibit/Sponsorship



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, 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.



BUSINESS SERVICE PROVIDERS

Gain valuable connections – and receive special member-only discounts – through partners offering key business services such as tariff compliance, market data/analytics and financial planning.



ONGOING INDUSTRY LEARNING

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

homepage
NEWS[®]
the home + housewares
business authority

Sign up to receive industry news and special reports year-round at no cost at HomePageNews.com



YOUR RESOURCE HUB FOR INDUSTRY GROWTH

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**

**Supply-Chain
Solutions**

**Industry Data
& Reports**

“Especially in today’s environment, nothing replaces direct conversations and strong relationships, and The Inspired Home Show continues to deliver meaningful value for our brand and the industry as a whole.”

MIKE OTTERMAN, PRESIDENT/CEO, LODGE CAST IRON

Learn more at TheInspiredHomeShow.com/Exhibit



BOOK YOUR HOTEL EARLY FOR DISCOUNTS!

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



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Learn more about exhibit and sponsorship opportunities, what we have planned for the 2027 Show and how you can be a part of it all.

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