



IT'S WHAT'S BEEN MISSING

SPONSORSHIP OPPORTUNITIES

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

MARCH 5-8, 2022
McCormick Place | Chicago, USA
TheInspiredHomeShow.com

Pre-Show Opportunities
Attendee Awareness

At-Show Opportunities
Brand Awareness

At-Show Opportunities
Destination Branding

At-Show Opportunities
Thought Leadership

At-Show Opportunities
Events and Networking

At-Show Opportunities
Word of Mouth

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PRE-SHOW OPPORTUNITIES ATTENDEE AWARENESS

More than 80% of trade show attendees plan their show prior to arriving on site. Tell them why you should be on their short list of must-see booths with pre-Show marketing opportunities.

REGISTRATION WEBSITE

Be the first brand attendees see as they embark on their Show journey. Place your company's message and logo in front of buyers, media and industry guests while they are registering to attend the 2022 Show.

- **Quantity Available:** Three (3) exhibitors
- **Timing:** November – March
- **Cost:** \$5,000



REGISTRATION ACKNOWLEDGEMENT EMAIL

Appear in registrants' Inboxes and travel to Chicago with them by placing your logo and booth information in the Registration Acknowledgement Email. This email is their ticket into the Show – saved, printed and referred to for key Show information and to receive their badge onsite.

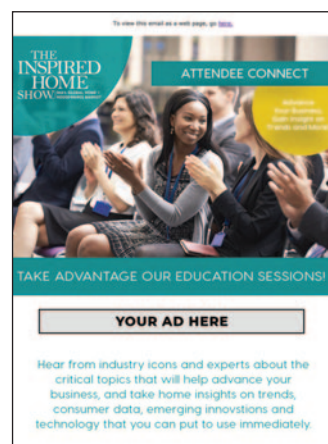
- **Quantity Available:** Three (3) exhibitors
- **Timing:** November – March
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PRE-SHOW OPPORTUNITIES: ATTENDEE AWARENESS

ATTENDEE CONNECT NEWSLETTER

As buyers and media prepare for the Show, IHA sends regular e-newsletters to help their planning process. Promote your company and brand with a logo and message that appears alongside other planning information.

- **Quantity Available:** Three (3) placements (top, center and bottom) per newsletter; two newsletters per month
- **Timing:** November – March
- **Cost:** Top placement, \$1,500 per month
Center placement, \$1,000 per month
Bottom placement, \$500 per month



FEATURED PRODUCT / EXHIBITOR EMAILS

As buyers and media prepare for the Show, IHA sends emails that highlight specific companies and products to keep in mind.

- **Quantity Available:** Two (2) emails per month; up to eight (8) placements per email
- **Timing:** November – March
- **Cost:** \$1,000 per placement

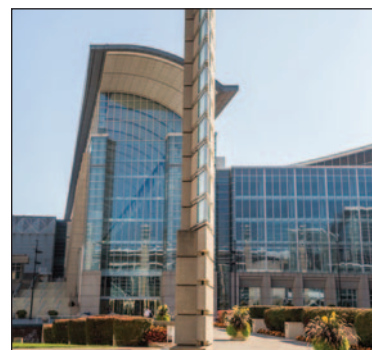
AT-SHOW OPPORTUNITIES BRAND AWARENESS

There are thousands of brands in the home + housewares space. Whether you are an established or emerging brand, we have ways to make sure you stand out.

WIFI AT MCCORMICK PLACE

Connect with attendees every time they get online during the Show by sponsoring complimentary WiFi at McCormick Place. This exclusive sponsorship includes your logo and booth number on the initial WiFi page and subsequent landing pages.

- **Quantity Available:** One (1) exhibitor
- **Cost:** \$10,000



BADGE LANYARDS

Imagine thousands of attendees walking the Show floor wearing your brand. Your logo and booth number can appear on the complementary badge lanyards supplied to attendees.

- **Quantity Available:** Three (3) exhibitors
- **Cost:** \$10,000 for 5,000 lanyards

AT-SHOW OPPORTUNITIES: BRAND AWARENESS

MOBILE APP

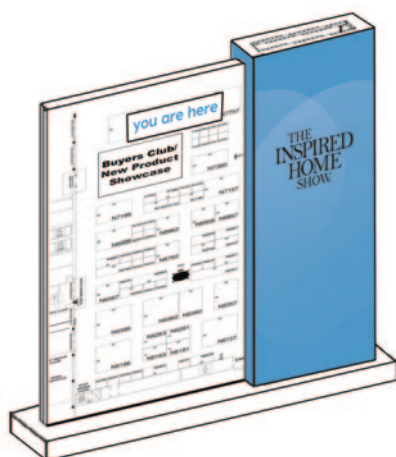
Align yourself with attendees' navigation of the Show by sponsoring the Mobile App. Two sponsorship levels available.

Title Sponsor – Your company will appear on the loading screen every time the Mobile App is opened, featuring your logo and booth number.

- **Quantity Available:** One (1) exhibitor
- **Timing:** January - May
- **Cost:** \$10,000

Banner - Your company will be presented in banners on select pages on the Mobile App highlighting your brand and booth number.

- **Quantity Available:** Five (5) placements (1/5 share of voice)
- **Timing:** January - May
- **Cost:** \$2,000



"YOU ARE HERE" MAPS

Increase brand awareness and promote your booth by having your brand's marketing message and booth number prominently displayed on the "You Are Here" maps located throughout the Show.

- **Quantity Available:** Five (5) exhibitors
- **Cost:** \$10,000 per three (3) maps

AT-SHOW OPPORTUNITIES: BRAND AWARENESS

HAND SANITIZER STATIONS

Have your logo and booth number seen every time an attendee sanitizes their hands.

- **Quantity Available:** Five (5) exhibitors
- **Cost:** \$1,000 for three (3) hand sanitizer stations



CITY POLE BANNERS

Increase your visibility to both Show attendees and consumers by sponsoring official Show banners that hang from light posts throughout the city.

- **Quantity Available:** Four (4) exhibitors
- **Cost:** \$10,000 for 10 (double-sided) City Pole Banners

AT-SHOW OPPORTUNITIES DESTINATION BRANDING

At various times during a trade show, attendees will be hungry, they will face a low cellphone battery or they'll just need to get off their feet for a bit. Provide resources for them by sponsoring one of the Show's destinations.

BUYERS' CLUBS / NEW PRODUCT SHOWCASE

Provide a place of relaxation for buyers and news media at the Show as the title sponsor of one of the official Buyers' Clubs (one per Hall). Sponsorship package includes signage at entrance and ability to set-up a product demo area.

- **Quantity Available:** Three (3) exhibitors, one per Buyers' Club
- **Cost:** \$10,000 per Buyers' Club (Dine + Décor, Clean + Contain, Wired & Well)



RECHARGING LOUNGE

Attendees use this area as a meeting place to do business and re-charge their devices. Increase brand awareness and promote your booth by sponsoring this Show floor relaxation spot for attendees. Sponsorship package includes your brand's marketing message and booth number on Recharge Lounge signage and ability to set-up a product demo area.

- **Quantity Available:** Two (2) exhibitors
- **Cost:** \$10,000 per lounge

AT-SHOW OPPORTUNITIES: DESTINATION BRANDING

BUYER/NEWS MEDIA LUNCH CAFÉS

Be the title sponsor of one of the Show's official Cafés, where buyers and news media gather. Promote your company name and booth location. Sponsorship package includes signage at the Café entrance.

- **Quantity Available:** Three (3) exhibitors (one per café)
- **Cost:** \$10,000 per Café (for Dine + Decor, Clean + Contain and Wired + Well cafés)



INTERNATIONAL BUSINESS CENTER

Welcome international visitors to Chicago as the title sponsor of the International Business Center. This private lounge area offers international buyer attendees complimentary snacks throughout Show days, charging stations and meeting rooms. Located on the Show floor of the South Building, sponsor this area and capture the attention of thousands of international buyers. The title sponsorship package includes signage at entrance & refreshment area and on meeting tables throughout the center.

- **Quantity Available:** One (1) exhibitor
- **Cost:** \$10,000

AT-SHOW OPPORTUNITIES THOUGHT LEADERSHIP

Consumer trends, business strategy, tips, tricks and techniques for success in home + housewares are covered at the Show via keynotes and educational sessions. Position your brand as a thought leader by sponsoring and/or participating in industry education.

KEYNOTES

Position your brand as a thought-leader by sponsoring one of the Show's four Keynote sessions.. Your brand's message will be seen in pre-Show marketing, during the presentation and on the Show's website after the event.

- **Quantity Available:** Four (4) exhibitors
- **Cost:** \$7,500 per Keynote



INNOVATION THEATER

Associate your brand with all of the leading-edge content delivered in the Innovation Theater by sponsoring the theater. Your brand's message will be seen in pre-Show marketing, on Theater signage and on the Show's website after the event.

- **Quantity Available:** One (1) exhibitor
- **Cost:** \$10,000

AT-SHOW OPPORTUNITIES: **THOUGHT LEADERSHIP**

INNOVATION THEATER SESSION

Share your distinct message in the Innovation Theater through a session led by your company. Note that a successful session will include 90% education and 10% promotion.

- **Quantity Available:** Ten (10) exhibitors
- **Cost:** \$2,500 per session, limit of one (1) session per company



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AT-SHOW OPPORTUNITIES EVENTS AND NETWORKING

Bring the industry together under your brand by sponsoring one of the networking events at the Show.

NEW EXHIBITOR PREVIEW AND TRENDING TODAY

These two-hour, pre-Show events showcase the latest product innovations at the Show – be the title sponsor to increase your brand awareness and to promote your booth. The sponsorship package includes promotion in pre-Show marketing, on signage at entrance & breakfast area and on the Show's website after the event. Sponsor must be an exhibitor in one of the two events.



- **Quantity Available:** Two (2) exhibitors
- **Cost:** \$5,000 each



NETWORKING AFTER DARK

A two-hour event that brings buyers together at a fun-filled reception on Monday evening at the Show – be the title sponsor to increase your brand awareness and to promote your booth. The sponsorship package includes promotion in pre-Show marketing and on signage at the event's entrance and at food stations.

- **Quantity Available:** Two (2) exhibitors
- **Cost:** \$5,000 each

AT-SHOW OPPORTUNITIES: EVENTS AND NETWORKING

CHICAGO RETAIL TOUR

The Tour takes place on Wednesday, the day after the Show, and provides international buyers with the opportunity to learn about the US retail landscape through a formal presentation followed by full-day tour of retail establishments in Chicago's suburbs – be the title sponsor to increase your brand awareness. The sponsorship package includes promotion in pre-Show marketing, branding at the breakfast and in the slide presentation, acknowledgement by the speaker and on signage during the event (itineraries, etc.)

- **Quantity Available:** One (1) exhibitor
- **Cost:** \$2,500



GIA GLOBAL INNOVATION AWARDS

The Global Innovation Awards (*gia*) honor the industry's finest retailers from over 30 countries, the best products from 14 categories and the best new innovations from 6 student designers. The *gia* program presents the title sponsor with multiple promotional opportunities including pre-event marketing, signage at the three displays at the Show, signage at the gala awards dinner, a shout-out by the MC during the gala and recognition on the website after the event is complete.

- **Quantity Available:** One (1) exhibitor
- **Cost:** \$10,000

COOKING THEATER

The Cooking Theater at The Inspired Home Show features four 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 along with inclusion on promotional and directional signage at the Show. Two tiers of sponsorship are available: Executive Chef and Sous Chef.

- **Quantity Available:** One (1) Executive Chef Level
Four (4) Sous Chef Level
- **Cost:** Visit: TheInspiredHomeShow.com/Sponsorship for details and pricing





Get in front of the people who can amplify your brand and product to thousands of consumers. The Show attracts hundreds of media and social influencers who are looking for new and exciting things to report to their audiences. Get in front of them with targeted opportunities.

NEWS CENTER

The News Center is the home for trade and consumer editorial media while at the Show – be the title sponsor to increase your brand awareness and to promote your booth. The sponsorship package includes promotion in pre-Show marketing and on signage in the lounge & lunch areas. Your product will also be highlighted in a special display, visible by all media visiting the News Center. Sponsorship includes one demonstration opportunity during the Show.

- **Quantity Available:** One (1) exhibitor
- **Cost:** \$10,000



INFLUENCER CONFERENCE

Tastemaker Conference will be co-located with The Inspired Home Show in 2022.

- **Visit:** tastemakerconference.com for sponsorship opportunities.

THE INSPIRED HOME SHOW®

IHA's GLOBAL HOME +
HOUSEWARES MARKET

America's Largest Home + Housewares Trade Show

The Inspired Home Show is North America's largest home + housewares trade show! We connect not only buyer to seller, but also product to lifestyle and the industry to the consumer mindset. More than 50,000 home and housewares professionals from more than 125 countries convene in Chicago annually to discover new home + housewares products and industry trends, meet face-to-face with executives from top retail and manufacturer brands, and gain the insights, leads and exposure to advance your business. The Show is owned and operated by the International Housewares Association (IHA), which has a rich history within the housewares industry dating back more than 80 years.



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