

ALL NEW

PET PAVILION



There's No Place Like The Inspired Home Show



30,000
PROFESSIONALS



125
COUNTRIES



200+
MEDIA OUTLETS

High Energy, Quality Buyers, Exponential Reach— Your (Pet-Friendly) Home to Showcase Your Latest Products

The International Housewares Association®—in collaboration with the American Pet Products Association—is curating a collection of pet product vendors for The Inspired Home Show® 2025.

GMMs, DMMs, buyers and distributors from over 125 countries attend the Show each year, making it one of the leading trade shows in the world. Gift and specialty retailers specifically are looking for trade events that offer a wide assortment of brands and products, and exhibitors are looking for access to those buyers—both can be found in Chicago, March 2-4, 2025!

TheInspiredHomeShow.com/Exhibit/Pet

Over the next 12 months,
OVER A QUARTER
OF ADULTS ARE LIKELY
TO PURCHASE PET
PRODUCTS for themselves
or family and friends.

Source: 2025 IHA Occasions Survey

THE
INSPIRED
HOME
SHOW®

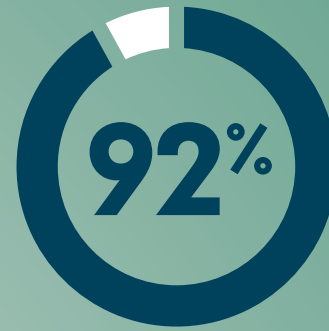
MARCH 2-4, 2025

McCormick Place | Chicago

Exhibiting at The Inspired Home Show provides you with unparalleled access to quality buyers:



of verified retailers have
PURCHASE
AUTHORITY



of verified retailers are
BUYERS and/or
EXECUTIVES

Source: The Inspired Home Show 2024 Registration Data

83% of exhibitors expect
NEW BUSINESS

as a result of exhibiting at The Inspired Home Show

OVER 60% OF EXHIBITORS met with
MORE THAN 25 BUYERS on
average during the 2024 Show

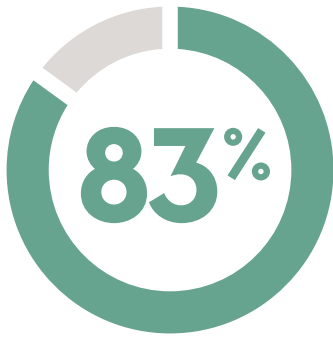
and

90% made new retail contacts

Source: 2024 Exhibitor Post-Show Survey

TheInspiredHomeShow.com/Exhibit/Pet





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Source: 2024 Exhibitor Post-Show Survey

The Inspired Home Show attracts retailers
 across 23 channels and thousands of chain
 and independent specialty stores from
 across the U.S. & Internationally*

A SMALL SAMPLE OF ATTENDEES INCLUDE:

Drug/Convenience

CVS
 Walgreens

Mass/General Merchandise

Amazon
 Big Lots
 HSN/QVC
 Meijer
 Overstock
 Ross Stores
 Target

Home & Lifestyle

At Home
 HomeGoods
 Pottery Barn
 TJX Companies
 West Elm
 World Market

Housewares/ Kitchen

Crate & Barrel
 Pampered Chef
 Sur La Table
 The Container Store
 Williams Sonoma
 Walmart
 Zulily

Department Stores

Bealls
 Belk
 Bloomingdale's
 Dillards
 JCPenney
 Kohl's
 Macy's
 Nordstrom
 Saks

Grocery

Albertsons
 Aldi USA
 C&S Wholesale Grocers
 Giant Eagle Inc.
 H-E-B
 Hy-Vee Inc.
 Imperial Distributors Inc.
 Kroger Co
 Wakefern
 Wegmans

Warehouse Clubs

BJ's Wholesale Club
 Costco Wholesale
 Sam's Club

Hardware

Ace Hardware
 Do It Best
 Home Depot
 Lowes
 True Value

Craft/Hobby

Hobby Lobby
 Joann
 Michaels Stores

Off Price

99 Cent Only Stores
 dd's Discounts
 Dollar General
 Dollar Tree/Family Dollar
 Ocean State Job Lot
 Ollie's Bargain Outlet
 Tuesday Morning

INTERNATIONAL:

Ace Hardware,
 United Arab Emirates

ALDI, Germany

Almacenes Siman,
 Central America

Almacenes Vidri,
 El Salvador

Amazon, Canada, Mexico

Bed, Bath & Beyond,
 Mexico

Corporacion Favorita,
 Ecuador

Corporacion Lady Lee,
 Honduras

Costco, Canada

Dino, Poland

EK Retail, Germany

HEB, Mexico

Lakeland, United Kingdom

Liverpool, Mexico

Next, United Kingdom

Pepe Ganga /Almacenes
Maximo, Colombia

QVC, Germany,
 United Kingdom

Saco, Saudi Arabia

Shoppers Drug Mart,
 Canada

Sodimac, Peru

Stevens and Riba Smith,
 Panama

Super Almacenes
Olimpica, Colombia

Tesco, United Kingdom

The Home Depot,
 Canada, Mexico

The Linen Chest, Canada

TJX Companies,
 Australia, Canada

Walmart, Canada,
 Central America, Mexico

INCLUDING
OVER
3,500
 Boutique,
 Independent,
 Gift &
 Specialty
 Retailers

*Source: The Inspired Home Show 2024 Registration Data



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:

ABC 7/WLS-TV	NewsNation
A&E Networks	Oprah Daily
Apartment Therapy	Real Simple Magazine
Associated Press	Saveur
Bloomberg	Shark Tank
Forbes.com	Taste of Home
Good Housekeeping	Techlicious
HGTV Magazine	The Kitchn
House Beautiful	The New York Times
Housesmarts TV	Wired

FIRST LOOK FOR MEDIA

First Look for Media is a special “media-only” search preview within Connect 365—IHA’s digital marketplace—of exhibitors’ new products and innovations before their debut at The Inspired Home Show. Each listing includes photo, product description, PR contact name and email, and YouTube link to a demonstration video. Exhibitors will receive a listing of media who registered for First Look.

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

BOOTH INFORMATION AND RATES

The ALL NEW **Pet Pavilion**, for APPA members only, offers a turnkey kiosk opportunity to reach decision-makers with a high-visibility, cost-effective package.

KIOSK PACKAGE DETAILS:

- 2 - Exhibitor badges
- 1 - 8' Back wall (includes full color graphic of your choosing)
- 1 - Pedestal (60" X 21" X 42"- with slide lock)
- 2 - Stools
- Carpeted exhibit space
- International Housewares Association membership for 2024/2025 (a \$1,000 - \$2,000 value)

MARKETING PROGRAMS:

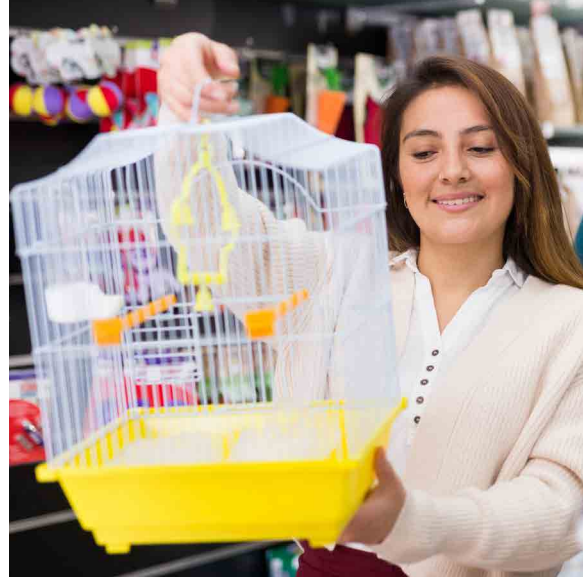
- Pre-Show marketing & promotion
- Year-round Connect 365 listing
- Buyer & media lists provided post-Show

Pet Pavilion Fee Per Kiosk: \$4,000



LEARN MORE AT

TheInspiredHomeShow.com/Exhibit/Pet





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 are 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 and 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.

LEARN MORE AT

TheInspiredHomeShow.com/Exhibit/EMK/

Details on all marketing opportunities, including pricing and deadlines, are in the [2025 Exhibitor Marketing Kit](#).



“ I love **The Inspired Home Show** because it really gives me an opportunity to meet vendors from every category, and it gives me the opportunity to learn about what people are doing that I’m not thinking about. Why do I really come here? I come here to learn.



Marcus Lemonis
Chairman of the Board, Beyond, Inc.



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

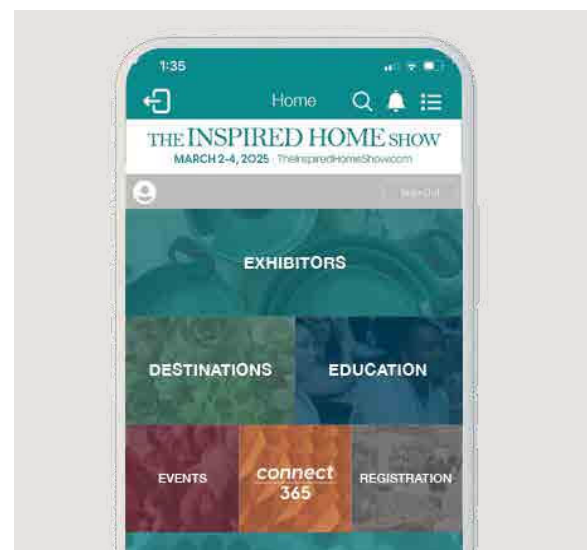
Make meaningful connections with home + housewares leaders by sponsoring in-depth learning sessions.

NETWORKING OPPORTUNITIES

Attendees will be flocking to in-person events sponsor show network events 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.

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.

ONGOING INDUSTRY LEARNING

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



BOOK YOUR HOTEL EARLY FOR DISCOUNTS!

Enjoy discounted rates and additional benefits when booking through the Show block, including FREE shuttle buses between the hotels and McCormick Place.

TheInspiredHomeShow.com/Attend/Hotel

If you're in the home, housewares + pet business, you need to be at The Inspired Home Show 2025.

FOR MORE INFORMATION, CONTACT:

International Housewares Association

Joe Clark

Email: jclark@housewares.org

Phone: +1 (847) 692-0150

American Pet Products Association

Website: americanpetproducts.org

Email: members@americanpetproducts.org

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MARCH 2-4, 2025 · CHICAGO

CELEBRATING
125
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