

If You're in the Home,
Housewares and
Travel Goods 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 + travel goods 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...

83% **EXPECT NEW BUSINESS**
as a result of exhibiting
at the Show

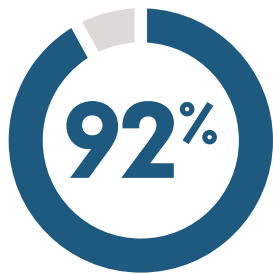


If you're looking to grow your business and succeed in today's competitive business environment, submit an application to exhibit today for the world's premier home + housewares industry event at:

TheInspiredHomeShow.com/Exhibit

Source: 2024 Exhibitor Post-Show Survey

HIGHLY QUALIFIED BUYERS



of verified retailers have
PURCHASE AUTHORITY

of verified retailers are
BUYERS and/or **EXECUTIVES**



of verified retailers represent
more than **\$10M** in **ANNUAL SALES**

“ **Honey-Can-Do has exhibited every Chicago Show since our founding in 2008, and this was definitely one of our best.** We had meetings with just about every major retailer in the U.S. in our category as well as a number of influencers. The traffic from key retailers was very strong, and we left the Show a stronger company than when we entered it. We look forward to The Inspired Home Show 2025.”

STEVE GREENSPON

CEO & Founder Honey-Can-Do



MAKING THE RIGHT CONNECTIONS

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

“WOW, what an amazing Show!

During the three days of The Inspired Home Show, we had over 180 meetings—starting with customers at 8:45 a.m. on Sunday until our last customer left at 4:15 p.m. on Tuesday. We’re still riding the wave of excitement and feeling energized to regroup and start following up with the incredible connections made this year on the Show floor”

BILL McHENRY
President & CEO Widgeteer

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

- Chango
- 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

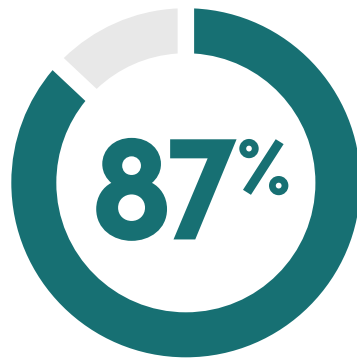
United Kingdom

- 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.



U.S.
Retail Attendees



International
Retail Attendees

ARE PLANNING TO ATTEND
The Inspired Home Show
2025

*Source: 2024 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

President & 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
70%	23%	NEVER GO TO	AMBIENTE
86%	67%		MAISON & OBJET
52%	82%		ATLANTA GIFT MARKET
93%	88%		HGH INDIA
77%	81%		NEW YORK NOW
72%	72%		NY TABLETOP
71%	70%		CES
94%	75%		IFA BERLIN
80%	38%		CANTON FAIR
75%	85%		LAS VEGAS GIFT SHOW

*Source: 2024 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 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

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, Williams 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

Specialty Retail Advisory Council Board Liaison

Yvette Laugier, IHA Board Member

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 Wijajaja, 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—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
Apartment Therapy
Associated Press
Bloomberg
Business Insider
Forbes.com
Good Housekeeping
HGTV Magazine
House Beautiful
House Digest
Housesmarts TV

Mashed
Oprah Daily
Real Simple Magazine
Saveur
Shark Tank
Taste of Home
Tasting Table
The Kitchn
The New York Times
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.

The screenshot shows the 'FIRST LOOK FOR MEDIA' website. At the top, it says 'EXCLUSIVE NEW PRODUCT PREVIEW'. Below that, there's a 'REGISTER NOW FOR THE 2025 SHOW' button. The main content area is titled 'EXPLORE BY CATEGORY' and features three categories: 'BATH + SHOWER', 'CHILDREN'S ACCESSORIES', and 'CLEANING PRODUCTS'. The 'BATH + SHOWER' category is selected, showing a list of products. Two products are visible: 'Absorbing Diatomite Plate' by PROCOOP CANADA SOURCENTER INC. and 'aquafolio™ SHOWER ORGANIZING SYSTEM' by Three by Three, Inc. Each product listing includes a photo, a title, a description, and a 'View More Information' button.



OPEN for OPPORTUNITY

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

FIND YOUR EXPO:



Clean + Contain Expo

Consumers are continuing to adjust to a hybrid work schedule and making storage and organization in their home a higher priority than ever. This expo focuses on products that are not only aesthetically pleasing and ultra-functional, but also ones that make cleanup easier and more efficient.



Dine + Décor Expo

As the trend of at-home entertaining continues to drive the desire to welcome friends and family into their homes, consumers are on the look-out for the products that will turn any gathering into a celebration. This expo features products for every level of entertainer—everything from cookware, bakeware and tabletop serving pieces, to kitchen gadgets, accessories and accent pieces.



Travel Gear + Luggage Expo

Whether you are an established brand with existing and new products, or an emerging brand with a new twist that makes travel easier, exhibiting within the Show's newly designated Travel Gear + Luggage Expo gives you access to highly-engaged retailers of every shape and size.



Wired + Well Expo

Consumers are placing more and more value on products that will solve problems and make their home lives happier, healthier and more efficient. This expo offers a collection of products and solutions that simplify everything from mixing, blending, floorcare and even tracking towards fitness goals—and every other tech-forward functionality that your customers see as everyday necessities.



International Sourcing Pavilion

This pavilion provides a wide range of sourcing opportunities providing value-driven products from China and Taiwan, plus other resources from around the globe.



BOOTH INFORMATION & RATES

2025 PRICING

IHA MEMBERS

ADVANCED APPLICATION RATE* (CLOSED):
\$23.50/SQ FT

EARLY BIRD APPLICATION RATE**:
\$24.00/SQ FT

STANDARD RATE:
\$24.50/SQ FT

CORNER FEES:
\$450/CORNER

NON-MEMBERS

ADVANCED APPLICATION RATE (CLOSED):
DOES NOT QUALIFY

EARLY BIRD APPLICATION RATE**:
\$42.50/SQ FT

STANDARD RATE:
\$43.00/SQ FT

CORNER FEES:
\$450/CORNER

*Advanced Application rates available to IHA members only and good through March 26, 2024.

**Early Application rates good through July 22, 2024.

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.

\$\$\$

DISCOUNTS AVAILABLE

During Advanced and Early Bird Space Application process according to published deadlines.

PLUS, save extra on discounted booth packages from Freeman.

PIPE & DRAPE BOOTH PACKAGES

Pipe & Drape Package

10'x 10' = \$3,400

10'x 20' = \$6,650

Pipe & Drape with 500 lbs. Material Handling

10'x 10' = \$3,925

10'x 20' = \$7,150

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 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.

Details on all marketing opportunities, including pricing and deadlines, will be in the 2025 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, enewsletters and more.

SHOW FLOOR OPPORTUNITIES

Connect with actively engaged attendees by showcasing your brand on high-visibility materials and in strategic gathering spots.

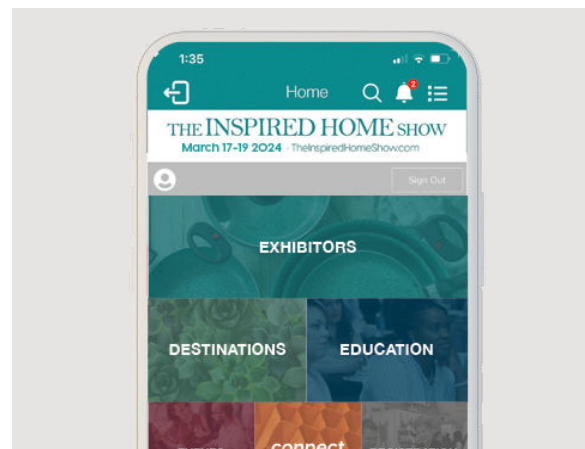
EDUCATIONAL OPPORTUNITIES

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

NETWORKING OPPORTUNITIES

Attendees will be flocking to in-person events 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 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 CIHON' and has a menu icon. Below this is a teal banner with the text 'Explore 1,000's of Companies, Brands, and Products'. Underneath the banner 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 featured section has a background image of several glass jars filled with various beans and grains. Overlaid on this image is a white box with the text 'FEATURED CATEGORY STORAGE & ORGANIZATION' and a teal button that says 'EXPLORE →'.

This section is titled 'EXPLORE BY CATEGORY' and features a grid of eight category tiles. Each tile consists of a small image, a category name in a teal box, and a larger category label below. The categories are:

- HOUSEHOLD ELECTRICS**: Image of a coffee maker and a vase with flowers.
- BATH + SHOWER**: Image of a blue shower unit.
- CHILDREN'S ACCESSORIES**: Image of children's toys and a backpack.
- CLEANING PRODUCTS**: Image of various brushes and cleaning tools.
- CLOTHING CARE**: Image of folded clothes and a laundry basket.
- COOK + BAKEWARE**: Image of a black frying pan and a wooden cutting board.
- FLOOR + CARPET CARE**: Image of a white robotic vacuum cleaner.
- FLOOR COVERINGS**: Image of a white shag rug on a wooden floor.

 At the bottom of the grid is a navigation bar with the text '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 is by far the biggest show in the U.S. Another reason why this one is special is the number of different exhibitors that come here. You’ve got everything from a little corner inventor, a little backyard inventor, to the biggest brands on the planet. It’s impossible to miss. There is no greater concentration of buyers in America than at this Show.”

TOBIAS GERFIN
CEO, Kuhn Rikon

If you’re in the housewares industry, you need to be at The Inspired Home Show 2025.

Learn more about exhibit and sponsorship opportunities, what we have planned for the 2025 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