



## INTERNATIONAL HOME + HOUSEWARES SHOW

# EXPERIENCE DAY

College students are invited to experience the Show first-hand to see how this important marketplace operates, bringing buyers and sellers together. By attending, students will leave with a greater understanding of the home industry, trade show dynamics, brand marketing & positioning, as well as booth presentation and merchandising. Students will also learn from CEO's and key industry influencers about career opportunities available within the housewares industry – from sales and marketing to brand management and product design to corporate management and planning.



### IH+HS EXPERIENCE DAY

Although college students are invited to attend all four days of the Show, the following schedule of events has been prepared:

#### Monday, March 20

- 9:00 Check in and Continental Breakfast
- 9:30 Industry & Show Overview
- 10:00 CEO's – Industry & Career Perspectives
- 10:30 Experience the Show
- 11:45 Keynote Caucus: Meet with Keynote Presenter (Optional)
- 12:00 Keynote Presentation: Lee Eiseman, Director, Pantone Color Institute (Optional)
- 1:00 Lunch: Roundtable Q&A with Key Industry Influencers
- 2:00 Industry Q&A
- 2:15 Experience the Show

Besides the events planned for Monday, IHA would be pleased to develop a program specific to your college or university to best meet your needs.



INTERNATIONAL HOUSEWARES ASSOCIATION®  
the home authority

As space is limited, students must be registered in advance. To register your class or for additional information, please contact:

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# INTERNATIONAL HOUSEWARES ASSOCIATION

Founded in 1938, the International Housewares Association (IHA) provides business solutions to ensure the continued growth of the housewares industry. IHA operates two distinctive websites to offer specific resources to both the industry and the consumer:



[www.housewares.org](http://www.housewares.org)

<http://TheInspiredHome.com>



## international home + housewares show | 2017

mccormick place, chicago

march 18, saturday, 10:00 am - 5:30 pm  
march 19, sunday, 8:30 am - 5:30 pm  
march 20, monday, 8:30 am - 5:30 pm  
march 21, tuesday, 8:30 am - 3:00 pm

Through the International Home + Housewares Show, the IHA brings buyers and sellers together.

Mainstay U.S. brands including KitchenAid, Cuisinart and Rubbermaid are joined by European design & trend leaders such as Alessi, Joseph Joseph and Eva Solo to create the world's premier home & housewares marketplace. In fact, more than 2,200 product manufacturers and suppliers showcase their products to tens of thousands of retail and distributor buyers from over 125 countries.

Mass market retailers such as Walmart and Target, specialty retailers such as Bed, Bath & Beyond and Williams Sonoma, and department stores including Macy's and Bloomingdales all come to Chicago each March to walk the aisles to meet with current product suppliers and to find new business partners.

**IT'S Smart**  
[www.housewares.org](http://www.housewares.org)



The Show also offers numerous educational opportunities:

### EDUCATIONAL PRESENTATIONS

7:30 Sunday – Millennial Marketing  
12:00 Sunday – Smart Home  
7:30 Monday – Top Trends  
12:00 Monday – Communicating with Color  
12:00 Tuesday – Color Forecasts  
All Days – Innovation Theater

### SPECIAL DISPLAYS

Pantone ColorWatch  
Global Innovation Awards – Product & Retail  
Cooking Theater  
IHA Smart Home  
Student Design Competition  
Inventors Corner & Revue

Full Details available at:

[www.housewares.org/show/expos-experiences](http://www.housewares.org/show/expos-experiences)

### SHOW FACTS

2,200  
Exhibitors from  
45 Countries

62,000  
Attendees from  
125 Countries

800,000 sq.ft.of  
Exhibit Space

Largest  
Trade Show in  
Chicago

Largest  
Housewares  
Show in the  
World