

ENHANCE YOUR EXPOSURE TO BUYERS!

When your company was assigned booth space, you received an email requesting that you update your company's **Housewares Connect 365** and Pocket Show Directory listing. **Completion of these listings is extremely important to the success of your Show!**

The Housewares Connect 365 online directory is a website tool available year-round to promote your company to buyers, media and consumers. Use it to promote company brands and licenses, new products, catalogs, company news, company video, product images and on-site appearances and promotions to the half million annual visitors to our website. The 21,000+ buyers attending the Show will use this tool prior to the Show to plan their exhibitor visits.

Companies can communicate with buyers and media before and after the Show using the electronic postcard feature. Buyer and media can communicate with you year-round.

The Product Description Guide will assist you in completing your listing and can be found under section 6 of the online Exhibitor Services Manual. The guide is a comprehensive list of approved product terms and category indexes for you to select to increase your company's searchability.

Exhibitors can list up to 50 products and 50 category indexes. By utilizing the products and indexes, you make it easier for buyers to find your company.

Product listings are much more specific product terms. The category index is a broader term, but serves as another opportunity for buyers to search for categories of interest.

Bakeware is an example of a category index:

BAKEWARE	K1-1
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Below are samples of specific product listings:

Baking Sheets	K1-1-15
Casserole Dishes	K1-1-3
Dessert Bakeware	K1-1-4

international home
+housewares show 2012

MARCH 10 - 13 • MCCORMICK PLACE, CHICAGO

Saturday, 12:30 pm - 5:30 pm, Sunday and Monday, 8:30 am - 5:30 pm, Tuesday, 8:30 am - 5:00 pm
Soft-close on Saturday, Sunday and Monday 5:30 pm - 6:30 pm



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