

INTERNATIONAL HOME+HOUSEWARES SHOW SPONSORSHIP OPPORTUNITIES

NEW THIS YEAR, GET MORE EXPOSURE FOR YOUR
CELEBRITY IN-BOOTH APPEARANCE

NEW! Hall Entranceway Video Wall Monitors

Add your information to the video wall monitors in the entranceways of all three buildings. An exciting way to get your company's name and in-booth celebrity appearance in front of the entire Show audience.

Cost \$1000



Your company's
promotional
information
appears here
at the
entrance to
each Show Expo!

Don't miss this opportunity!

For more information, contact:

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**international home
+housewares show**



INTERNATIONAL HOUSEWARES ASSOCIATION®
the home authority

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Profit from the Experience!

INTERNATIONAL HOME+HOUSEWARES SHOW SPONSORSHIP OPPORTUNITIES

PROMOTE YOUR COMPANY TO BUYERS BY SPONSORING VALUE-ADDED BUYER SERVICES. A LIMITED NUMBER OF OPPORTUNITIES ARE AVAILABLE!

➔ **Buyers Clubs** - Lounges for buyers are located in each building and offer free snacks and beverages, concierge services, domestic email, long-distance and international calling (through Net Talk) and internet access via WiFi, and each Club includes a New Product Showcase with **over 3,000 buyers** visiting over Show Days.

Cost: Food and Beverage Service: \$3,500 per building

Sponsors will be recognized as follows:

- Signage in the sponsored area. One 22" x 28" sign and one 2' x 4' header.
- Mentioned in Show materials and on-site handouts.

➔ **Buyer Lunch Areas** - Registered buyers receive a discount towards their lunch at the Show. Buyer lunch areas are provided in each building and thousands of buyers will take advantage of this discounted lunch program.

Cost: Food and Beverage service: \$7,500 per building

Sponsors will be recognized as follows:

- Company name and booth number on 50,000 coupon gift cards mailed to buyers only.
- Signage in the sponsored area and the opportunity to demonstrate your company's products.
- Mentioned in Show materials and on-site handouts.

➔ **International Business Center** - This quiet, private lounge area offers international attendees complimentary international calling (through Net Talk), email and internet access via WiFi, refreshments and hospitality areas. Located in Grand Concourse Lobby.

Cost: Food and Beverage Service: \$3,500

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- Mentioned in Show materials and on-site handouts.

➔ **Hand Sanitizers** - Showcase your company's logo and images at the Restaurant Cafés, where retailers take advantage of the Show's discounted buyer lunch program.

➔ **NEW! Charging Stations** - Let your company sponsor one or more of the six charging stations for both phones and laptops. Multiple connections for various phone types will make these stations popular at the Show.

➔ **CNN Headline News** - Reach buyers with advertisements on multiple CNNvention™ News kiosks on the Show floor and on the official Show shuttles. Several advertising and banner ad packages are available.

➔ **Exhibitor Preview Literature Carousel** - Put your materials in buyers' hands quickly, regardless of your booth location with these illuminated, revolving literature display. New for this year, a QR code for your company or product can be added.

➔ **NEW! Shuttle Bus Advertisement** - Reach buyers through interior or exterior advertising on the Show's official shuttle buses. Exterior bus advertising gives you traveling billboards throughout downtown Chicago and at the McCormick Place Convention Center. Or, target an audience through interior bus advertising, which truly captures attendees' attention during the 10 - 15 minute bus ride to and from the convention center.

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