

Sponsored by the International Housewares Association®

IHA SHOW OFFICE
Meeting Room N426ab
312-791-6600

LOST & FOUND
312-791-6600

MCCORMICK PLACE
LABOR ASSISTANCE
Tom Cassell
312-617-0115

MCCORMICK PLACE
EMERGENCY
312-791-6060

FREEMAN SERVICE
CENTERS
South Building
Under Food Pods
on Exhibit Floor
312-791-6185

North Building
Meeting Room N230
312-808-3080

Lakeside Center
Meeting Room E252
312-791-6045

For more information
regarding the content of
this newsletter prior to the
Show, please contact:

Sharon Janota
Manager, Trade Show
Operations
sjanota@housewares.org

Erin Magee
Meeting Coordinator,
Trade Show Operations
emagee@housewares.org

Exclusively for exhibitors of the International Home + Housewares Show and their appointed contractors, this brochure provides updates, reminders, cost-saving ideas and information related to the Show.

SHOW HOURS

Sunday, March 6 8:30 a.m. - 5:30 p.m.
Monday, March 7 8:30 a.m. - 5:30 p.m.
Tuesday, March 8 8:30 a.m. - 5:00 p.m.

Soft Close - If a business meeting is in progress when the Show closes on Sunday or Monday, exhibitors are encouraged to finish their meeting. Show music will begin at 6:30 p.m.

Lakeside Center Ballroom opens at 7:30 a.m. each Show day.

REGISTRATION INFORMATION

South Building, Room S103
North Building, Level 2 Lobby
Lakeside Center, Level 2 Lobby

March 3 - March 5 8:00 a.m. - 5:00 p.m.
March 6 - March 8 7:30 a.m. - 4:30 p.m.

NOTE: A \$100 on-site registration fee starts on Sunday, March 6 for all new registrants.

HELP DESK / FLOOR MANAGER STATIONS

South Building

Near Booth #S400 312-791-6611 Joe Henry
Near Booth #S3225 312-791-6612 Frank Glynn
Near Booth #S2157 312-791-6613 George Weber

North Building

End of Hall B1 312-808-2062 Annie Der
Near Booth #N7701 312-808-2084 Phil Spitale

Lakeside Center

Near Booth #L12502 312-949-3259 Mike Marano

NEW - LABOR REFORM CHANGES AT MCCORMICK PLACE

Exhibitor rights have been expanded and overall costs will be reduced. Here are five ways you will save money at the 2011 Show.

1. Install and Dismantle Your Booth - Exhibitors can now set up their booths of ANY SIZE! Exhibitor employees must be full-time and employed with company for at least six months.
2. Reduced Labor Rates and Electrical Costs - Experience lower labor rates for electricians, plumbers and telecommunication installers as well as lower service rates. Savings up to 23%! Freeman has been selected as the NEW electrical contractor.
3. Standardized Work Schedule - Extended straight time hours from 6:00 am - 10:00 pm, first 8 consecutive hours worked are at straight time.
4. Food and Beverage - The cost on many food and beverage items have been reduced up to 30%. Also, exhibitors can now bring in their own food and beverage for personal consumption and delivery charges have been eliminated for orders less than \$250.
5. Check Your Final Invoices - IHA encourages all exhibitors to review final invoices, and compare labor and service rates for all services ordered with the rates included in the Exhibitor Services Manual.

For more information, go to www.housewares.org/show/exhibit/labor_reform.aspx.



In 2011, The Travel Goods Show will be co-locating with the International Home + Housewares Show. Located on Level 1 of the North Building, The Travel Goods Show will feature suppliers of luggage + backpacks, business cases, computer bags, handbags, travel accessories and umbrellas.

Cost Saving Options

NEW - Freeman Electrical Service

Freeman Electrical has been selected to provide electrical service. McCormick Place's Exhibitor and Technical Services Department (formerly Focus One) will still be responsible for plumbing, internet, cable TV access and telecommunications. To order, go to the online Exhibitor Services Manual at www.housewares.org/show/exhibit/esm/.

Exhibitor Website – Reduce Show Expenses!

IHA has outlined easy ways to reduce Show expenses, including benefits from the new labor reform. Please review our Cost Reducing section of our Exhibitor webpage to make sure your company is taking advantage of every cost saving opportunity and your expanded exhibitor rights at www.housewares.org/show/exhibit/cost_reductions.aspx.

FREE Lead Retrieval Desktop Unit

Take advantage of ordering your **FREE** Lead Retrieval equipment. Record leads from each buyer visit and track post-show follow up efforts. Act now, the number of **FREE** units is limited and available on a first-come, first-served basis. To order you **FREE** lead retrieval, go to: www.housewares.org/show/exhibit/leadretrieval.aspx

FREE Exhibit Floor Meeting Rooms

Complimentary meeting rooms are available in two-hour increments in each exhibit hall. To reserve a complimentary meeting room prior to the Show, please contact Erin Magee at 847-692-0133 or at emagee@housewares.org. During the Show, please see the assistant outside the meeting room.

Special Reminders

Show Transportation Webpage

Visit www.housewares.org/show/trans for the most current updates on your Show transportation and travel needs. The transportation webpage provides detailed information on a variety of services, including:

- **FREE** Shuttle Bus Service & Schedules
- **FREE** Metra Service & Schedules
- **DISCOUNTED** American Airlines Airfare
- McCormick Place Transportation Information (Gate Locations, Parking Information, Taxis and Drop-Off Areas for Charter Buses and Limos)
- Chicago Transit Authority (CTA) Bus Service and "L" Train Rail System
- Amtrak Train Service
- Airport Express Bus Service & Coupon

Special Reminders continued

FREE Metra train passes were included in your badge mailing and more will be available at all information centers on-site.

For your convenience, all information on the transportation website can be printed out.

Freeman Concierge Service

Available during Show move-in and move-out dates. Freeman concierges will be on the Show floor, carrying Palm Pilots that hold all of the orders placed with Freeman. Benefits include:

- Status of orders can be checked and orders can be placed immediately on Show floor.

For more information on the Freeman Concierge Service please visit your Floor Manager at your Help Center.

Carpet Cleaning in Your Booth

Be sure to schedule your vacuuming services no later than Saturday, March 5 at 5:00 p.m. IHA prohibits vacuuming during Show hours. For a Carpet Cleaning order form, please see tab 3 in the online Exhibitor Services Manual at www.housewares.org/show/exhibit/esm/.

Exhibitors—Check Your Email

For your convenience, computers with internet connections will be set up in lobby areas or near the complimentary meeting rooms.

Demonstration Clean-up Areas

For exhibitors that prepare food at the Show or conduct food demonstrations, there are Demonstration Clean-up Areas in each building. These areas contain cleaning supplies and plumbing service to allow cleaning on-site.

Lakeside Center:	Near booth L11046 & L13344
North Building:	Near booth N8757
South Building:	One at the North Food Pod One near booth S3190

Green Initiatives

IHA, Freeman, McCormick Place and our cleaning contractors have joined forces to provide a targeted recycling program at the 2010 International Home + Housewares Show. Our goal is to improve our ability to reduce, reuse and recycle as much waste as possible from the event, and to create a benchmark to measure our effectiveness in keeping show waste out of landfills. To learn more about how your company and your Exhibitor-Appointed Contractor can assist us with our recycling program please go to www.housewares.org/show/exhibit/recycle.aspx

housewares connect 365 search, plan and communicate

NEW - Housewares Connect 365 – Benefit from the Show year-round!

Housewares Connect 365 is a year-round search and planning tool to make your Show experience as productive and profitable as possible. This tool is an online extension of the information you provide for the printed Show Directory. Use this tool to:

- Increase your searchability before the Show to housewares buyers + media.
- Connect year-round with the half-million annual visitors to our website.
- Communicate with buyers + media through your exhibitor message center. Use your message center to send an electronic invitation to your booth. You can customize your message and attach a catalog.
- Add a company description - Generate interest by telling them in your own words who you are and why they should do business with your company.
- Add catalogs and product images. Highlight what you have to offer by adding product photos or catalog sheets to your listing. In 2010, listings with images were viewed 75% more frequently than listings without images.
- Add in-booth appearance information. Whether you're demonstrating your product or having a celebrity make an appearance in your booth, create some excitement by telling buyers + media why they should visit your booth.
- Get your new products in front of the people that matter most - promote your new products on display.

Intellectual Property Theft

IHA considers the theft of trademarks, copyrights and patents a serious issue. Discovery of intellectual property (IP) theft usually occurs during the Show due to the nature of having so many worldwide manufacturers and distributors together at one venue. Notifying IHA of your complaint will help IHA track offenders and act as supporting material in any future sanctions should the offending company lose in a court of law. Visit the Show Office in Room N426ab, complete a complaint form and receive a list of attorneys in the Chicagoland area that may be able to assist you with your complaint. For more information, including tool kits to protect your IP in the European Union and 14 other specific countries, please visit the U.S. Department of Commerce's website at www.stopfakes.gov

Product Donation Program

IHA only allows the five pre-approved charities to receive product donations after the Show.

- Children's Memorial Hospital - White Elephant Shop
- Cystic Fibrosis Foundation
- Marklund Childrens Home
- Salvation Army
- Sertoma Center

Those exhibitors wishing to donate all, or part of, their merchandise at the conclusion of the Show must obtain the appropriate forms at the Exhibitor Service Center in their building, either on Monday, March 7 or Tuesday, March 8.

For information on how to contact a charity listed above before the Show, please go to tab 7 in the online Exhibitor Services Manual at www.housewares.org/show/exhibit/esm/.

Sample Distribution

Make sure you bring your Sample Merchandise Passes to the Show. You will need these passes if you are handing out samples to your customers. Do not give product samples to anyone other than buyers. Trade guests and labor personnel will not be allowed to leave the exhibit floor with product.

For a copy of the Sample Merchandise Pass or to learn more, please refer to the online Exhibitor Services Manual, under tab 7 at www.housewares.org/show/exhibit/esm/.

IMPORTANT **Product Removal Policy—Photo ID Required**
Only exhibitors are permitted to remove product from the exhibit halls after the Show closes at 5:00 p.m. on Tuesday, March 8. **However, a photo ID is required to remove any product. Exhibitors' photo ID must correspond with their exhibitor badge.**

Children

Individuals under the age of 18 are **not** allowed on the Show floor during move-in or move-out. Children are allowed on the exhibit floor during Show hours only.

Exhibitor Badges

Exhibitors and their full-time company representatives must wear their badges at all times while on the exhibit floor and in meeting rooms. These badges are issued for identification and protection and must not be given to exhibitor-appointed contractors or manufacturer's reps. At the close of the Show, please do not throw your badges on the floor where others can obtain and remove product from the Show. This is a very important theft prevention measure.

Security Precautions—Avoid Theft at the Show

- During move-in, move-out and Show days, IHA will provide perimeter guard service in all exhibit halls, but cannot be held liable for individual cases of theft. To aid in these efforts, it is imperative that exhibitors secure their product samples and merchandise at all times.
- Exhibitors and their representatives must wear their official identification badges at all times while on the exhibit floor and in meeting rooms. These badges are issued for your protection and identification. Badges must not be loaned or given to other persons. Exhibitors that give their badges to labor, attendees or others to carry product off the Show floor may be barred from exhibiting in future Shows.
- When the Show officially closes at 5:00 p.m. on Tuesday, March 8, you may immediately begin packing your product in secure containers. Do not leave product samples unpacked overnight.
- To secure prototypes and valuable items, take advantage of the complimentary security lock-up area provided by IHA on each exhibit floor.
Lakeside Center: Near booth L12702
North Building: Hall B2
South Building: Next to the Dine + Design Café (far southwest corner)
- Hire a booth guard to watch your product samples until your freight is picked up for shipment. Booth guard rates and order forms are located under tab 7 in the online Exhibitor Services Manual www.housewares.org/show/exhibit/esm/.

Exhibitor Code of Conduct

Please take the time to review the rules set forth by the International Housewares Association in an effort for each exhibitor to have a positive Show experience. For a complete list of rules, please go to www.housewares.org/show/exhibit/esm/pdf/exhibitorcode.pdf



Booth Photography

During Show hours, attendees and exhibitors may not bring photographic equipment on the exhibit floor or take photos of any booth or product. Exhibitors may photograph their own exhibit/products prior to Show opening or after the Show closes.

Managing Trade Guests at the Show

In addition to the buyer attendees, the Show also attracts many suppliers and resources with whom our exhibitors do business. Exhibitors invite these attendees to meet at the Show as a convenience.

These Show guests are instructed to be respectful of each exhibitor's time. They are aware that your primary reason for exhibiting is to reach out to the retailing and buying community. If you would like to review our Trade Guest Code of Conduct, please visit our website at www.housewares.org/show/guest.

Sales Meetings and In-Booth Receptions

Exhibitors that plan on holding meetings or receptions in their booth prior to Show opening or after the Show closes with non-exhibiting personnel, will need to make special arrangements in advance of the Show for security purposes. Access to the exhibit floor will not be granted without the proper credentials and pre-approval from IHA. Please contact Erin Magee at emagee@housewares.org for additional information.

Installation and Dismantling Reminders

Refer to the Exhibitor Services Manual for additional information on installation and dismantling hours. The following are some helpful dates and reminders:

- **February 16, 2011** - The deadline for Advance Shipments to be received at the Freeman Warehouse.
- **March 5, 2011** - All exhibitors must have their crates labeled and their exhibits/products completely set by 5:00 pm, Saturday, March 5, 2011.

Strict Penalties for Early Teardown

TEAR DOWN BEGINS AT 5:01 p.m., Tuesday, March 8, 2011.

DO NOT Tear Down Early! If observed tearing down early, exhibitors may receive a \$1,000 fine; if caught a second time, exhibitors may be barred from exhibiting at the Show. Plan ahead! Do not schedule early flights or plan to break down your exhibit before the close of the Show - your company may lose out on sales! This is a strict Show policy.

Trash Removal

Your contract with IHA requires that the exhibit space be returned in the same manner in which it was received. Therefore, all carpet, tape, padding, promotional materials and display components must be removed from the hall accordingly. It is the responsibility of your Exhibitor-Appointed Contractor to see that this condition is met. Exhibiting companies or Exhibitor-Appointed Contractors that do not remove the excess trash from their booth space will be billed for the removal.



Service Corridor

Service of utilities must be supplied at the rear of booths. Exhibit structures must have a one-foot unobstructed corridor in the rear and six inches on one side of their space to allow passage for cable and maintenance personnel.

Exhibitor-Appointed Contractor (EAC) Information

Register Your EAC for the Show

January 28, 2011 was the deadline for exhibitors using an Exhibitor-Appointed Contractor (EAC) to register them through EACA, IHA's official EAC representative. If you have not done so already, please go to www.eaca.com and click "EAC Registration". **EACs that are not registered will not have access to the exhibit floor.**

Please note that an Exhibitor-Appointed Contractor (EAC) is a company other than those designated an "official" vendor for the International Home + Housewares Show. To view a comprehensive list of IHA's official vendors, please go to our Vendor Contact list under section 5 of our online Exhibitor Services Manual at www.housewares.org/show/exhibit/esm.

Non-recommended Vendors

Before ordering services from a non-recommended vendor, be sure you are aware of any hidden fees. Services such as these may seem like a cost-effective alternative. However, when your bill arrives after the Show, you may be surprised with additional charges.

For up-to-date Information,
please visit us at www.housewares.org

Reminders When Working With EACs

Be sure to follow these helpful guidelines:

- **Supervision** – The labor supervision fee is administered to cover the cost of the person responsible for the overall quality of the setup and dismantle service. In the absence of an exhibitor representative, the labor supervisor may act as a liaison with the general contractor or IHA. Always inquire about the availability and fees of supervision.
- **Surcharges** – Contractors generally add a percentage to the total cost of any rental or service they order on your behalf. Ordering services yourself may save you money.
- **Labor Charges** – Know the difference between straight time and overtime. Instruct your contractor to work only on straight time unless otherwise approved.
- **Materials Used** – Material costs are items needed to make your exhibit functional. Look for Installation + Dismantling companies that have the most frequently needed items on hand. Pay close attention to materials used and question any items that seem unreasonable.
- **Taxes** – Taxes vary depending on your location. Be sure to ask what taxes will apply to you.
- **Auditing Invoices** – After the Show be sure to audit all invoices from your Installation + Dismantle company to ensure that you were billed correctly and are receiving maximum savings. Also, be sure to compare labor and service rates for all services ordered and ensure your company is receiving the 2011 published rates as indicated in the Exhibitor Services Manual.



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