

Schedule at a Glance

2008 International Home + Housewares Show

The premier global marketplace

All events are free - sponsored by the International Housewares Association - unless otherwise noted.

Saturday, March 15

8:30 a.m. – 4 p.m.

Specialty University: A pre-Show, all day educational session focuses on tools that help specialty and independent retailers grow their businesses and increase profit. Topics covered include store design and layout, marketing and special promotional events, business planning and technology. Registration - \$75 in advance, \$100 onsite. *Room S102a, Level 1, South Building.*

All three days:

Sunday-Tuesday, March 16-18

NOTE: Tuesday hours are 8:30 a.m. to 5 p.m. Exhibits in the Lakeside Center, Level 3 lobby open at 7:30 a.m. each Show day.

8:30 a.m. – 5:30 p.m.

New Product Showcases. A must-see for all Show buyers, these displays in each Expo feature hundreds of new, high-demand products before they hit the marketplace. An invaluable look at what's new and hot. Inside the Buyer's Clubs in the North and South buildings and Lakeside Center. *Credentialed news media are welcome.*

8:30 a.m. – 5:30 p.m.

Housewares Design Theater. Some of the top names in product creation describe the leading edge in 2008, from idea to invention and concept to completion. The industry's foremost designers, engineers and marketers gather to tell buyers what they know – and what the future will be. ***This year, the emphasis is on sustainable/green products.*** *Level 3 Lobby, Lakeside Center.*

8:30 a.m. – 5:30 p.m.

Student Design Competition. In 2008, the influential competition celebrates its 15th anniversary. Meet top design students from across North America who spend months developing a prototype product for real-world use. The winners are on-site through the Show to describe their products and how they developed them from beginning to end. They are the future of the housewares design industry. Held in cooperation with the Industrial Designers Society of America (IDSA) *Level 3 Lobby, Lakeside Center.*

8:30 a.m. – 5:30 p.m.

Inventors Corner. Every great product starts with an idea from a creative mind. See those minds in action at this special display featuring recent product creations and their inventors, who have some amazing stories to tell. Buyers could find their next best seller right here. Sponsored by INPEX, manager of the largest inventors' exposition in North America. *South Building, Near Booth #S4467.*

8:30 a.m. – 5:30 p.m.

Design Directions: Going Green. Get the low down on the industry's hottest new trend—sustainable products, packaging and manufacturing. Featured are video presentations, numerous samples of selected products and packaging and an inspirational display of the latest green materials available for product development. Experts on hand will be glad to discuss green design and offer information on design resources and materials alternatives. *Level 3 Lobby, Lakeside Center.*

8:30 a.m. – 5:30 p.m.

GOHO – Gourmet Home + Food District. A popular gathering point for buyers, sellers and media, the Cooking Theater features continuous, big-stage food preparation/cooking presentations from a who's who of celebrity chefs. Those appearing include Rick Bayless, Alton Brown, Michael Chiarello, Cat Cora, Paula Deen, Rocco DiSpirito, Todd English, Gale Gand, The Hearty Boys, Nimala Narine and Ming Tsai. Stop by to see your favorite chefs in action. Co-sponsored by All-Clad Metalcrafters LLC, Kitchen Aid and Wilton Products. *South Building at Booth #S3277.*

8:30 a.m. – 5:30 p.m.

Global Design. To make it easier to see the hundreds of products brought in by more than 800 suppliers from outside the U.S., these global suppliers will be located in categories throughout the Show, including pavilions from Thailand and Turkey. Tied into the theme is the **Global Crossroads Expo** located in the North Building. These international pavilions offers unlimited opportunities to find just the right products and a walk through a bustling self-contained world.

Schedule at a Glance/Add One

- 8:30 a.m. – 5:30 p.m. **Design Defined.** Unique, innovative products on the Clean + Contain Expo floor will be identified by teams of design professionals and design students. A display featuring their selections in 2007 will accompany their hunt in the **Grand Concourse Lobby**. The 2008 selections will be announced Monday, March 17 and featured in a presentation that will play continuously throughout the Show. Tag along and find out what makes design professionals sit up and take notice.
- 8:30 a.m. – 5:30 p.m. **Promotion in Motion.** At this newest of Show destinations, visitors will find a wide variety of creative business traffic building tools including continuity promotions, seasonal programs, custom products and consumer incentives. Exhibitors at this stop include 22 companies with booths on the Show floor. *Clean + Contain Expo, Level 3, North Building.*
- 8:30 a.m. – 5:30 p.m. **Pantone ColorWatch.** Show exhibitors and Pantone partner to reveal which colors will lead the way in housewares products during 2009. Pantone will provide an expert color forecast and Show exhibitors will underscore new color trends in a display of products featuring the latest, consumer-inspiring hues. *Level 3 Lobby, Lakeside Center.*
- 8:30 a.m. – 5:30 p.m. **Global Innovators Award (gia) Showcase.** Two dozen global housewares retailers will be recognized for excellence in their trade. Visitors can benefit from the merchandising savvy of this select group and see visuals of their award-winning efforts. *Grand Concourse Lobby.*
- 8:30 a.m. – 5:30 p.m. **NASFT Specialty Food Marketplace.** The National Association for the Specialty Food Trade will present a cornucopia of what's new in gourmet foods, with a range of new and award-winning products. Get information and taste many of these creative new offerings. *South Building Booth #S3082.*

Sunday, March 16

- 7:30 – 8:30 a.m. **“The Charmed Consumer,”** Paula Deen. The celebrity cook and Food Network star talks about Southern cooking and its inherent charm in this keynote address that opens the 2008 Show. A former housewife from Albany, Ga., with no formal food training, Deen has parlayed that Southern charm into two Food Network shows, six cookbooks and a memoir. *Room S100/Grand Ballroom, Level 1, South Building.*
- 8 a.m. – 5:30 p.m. **News Center open** – *N228, Level 2, North Building.*
- 8:30 a.m. – 5:30 p.m. **Show exhibit floors open.**
- 9:30 – 10:20 a.m. **“Consumer Spending is on the Move,”** Peter Goldman, NPD Group. *Housewares Design Theater.*
- 10:30 – 11:20 a.m. **“Sustainable Design: New Products, Brands and Retail Opportunities,”** Steve Belletire, Southern Illinois University/Carbondale. *Housewares Design Theater.*
- 11 a.m. – 2 p.m. **Inventors Revue.** Get up close and personal with inventors and their new housewares products as they make pitches to a panel of **“As Seen on TV”** experts. In this **American Idol-style revue**, direct-response marketing professionals will provide insight and constructive feedback to the inventors. Sunday's revue begins with a **“How to Pitch”** seminar from **10 – 11 a.m.** Sponsored by INPEX and *Response Magazine.* *South Building, Booth #S4477.*
- 11:30 a.m.-12:20 p.m. **gia Expert Presentation: “Driving Retail Sales with World-Class Best Practices,”** Wolfgang Gruschwitz, Martin Pegler, Scott Kohno. *Housewares Design Theater.*
- 12:30 – 1:20 p.m. **“Beyond the Label: Corporate Sustainability Reporting for Consumer Confidence,”** Chad Upham, Covive, Inc. *Housewares Design Theater.*
- 1:30 – 2:20 p.m. **“Plastics Evolution: Transform Products with Sustainable Materials,”** John Caruso, Milwaukee Institute of Art & Design. *Housewares Design Theater.*

Schedule at a Glance/Add Two

- 2:30 – 3:20 p.m. **“The Green Kitchen – Fleeting Fad or Long-Term Trend? Implications for the Future,”** Robin Albing, Albing International Marketing. *Housewares Design Theater.*
- 3:30 – 4:20 p.m. **“A Stranger for Dinner: Insights into Designing a Green Products for Chinese Consumers,** Claire-Juliette Beale, Touch 360. *Housewares Design Theater.*
- 5:30 – 6:30 p.m. **Official Sunday Night Reception.** A get-together to honor the Show’s hard-working buyer attendees, this networking reception offers a one-time chance to catch the Show’s hundreds of buyers in one place. *Grand Concourse Lobby.*

Monday, March 17

- 7:30 – 8:30 a.m. Seminar Panel Discussion: **“In the Green: Connecting with Environmentally Conscious Consumers,”** with Jennifer Ganshirt, Frank About Women, and Fabian DeGarbo, director of sustainable packaging, Whole Foods Market. The two will focus on how consumers decide which products, brands and stores provide the best “green” value, and how retailers create store experiences their shoppers enjoy. Ganshirt will present proprietary research by Frank About Women on the “many shades of green.” DeGarbo will talk about how Whole Foods created the brand experiences that made this company a leader in green initiatives. *Room S100/Grand Ballroom, Level 1, South Building.*
- 8 a.m. – 5:30 p.m. **News Center open** – N228, Level 2, North Building
- 8:30 a.m. – 5:30 p.m. **Show exhibit floors open.**
- 9:30 – 10:20 a.m. **“The ABCs of Sustainable Packaging: Brands Lead the Way Toward Lifestyle Change,”** Jackie DeLise, Branding by Design. *Housewares Design Theater.*
- 10:30 – 11:20 a.m. **“Your Key Consumer: Her Take on the International Home + Housewares Show,”** IHA Consumer Advisory Council, Reidel Marketing Group. *Housewares Design Theater.*
- 11 a.m. – 2 p.m. **Inventors Revue.** Get up close and personal with inventors and their new housewares products as they make pitches to a panel of **“As Seen on TV”** experts. In this **American Idol-style revue**, direct-response marketing professionals will provide insight and constructive feedback to the inventors. Sponsored by INPEX and *Response Magazine.* *South Building, Booth #S4477.*
- 11:30 a.m.-12:20 p.m. **“Cutting Through the Green Clutter: What Consumers Really Want to Hear,”** Suzanne Shelton, Shelton Group. *Housewares Design Theater.*
- Noon – 1 p.m. **“Reinventing Color and Style: The Major Trends,”** Lee Eiseman, executive director, Pantone Color Institute. As consumers continue to think more about what they buy and the impact those choices have on the world at-large, key themes are often the “re” words – recycle, re-use, re-purpose. Other “re” word trends include relax, rewind, renew and refurbish. Hear what this forecasting expert and author sees as the major color and style for the home. *Room S100/Grand Ballroom, Level 1, South Building.*
- 12:30 – 1:20 p.m. **“Item Green Card: Integrating Responsible Actions in the Design Process,”** Aidan Petrie, ITEM Group. *Housewares Design Theater.*
- 1:30 – 2:20 p.m. **“Inventing a Sustainable Future,”** JohnPaul Kusz, Center for Sustainable Enterprise. *Housewares Design Theater.*
- 2:30 – 3:20 p.m. **“Green Today, Here Tomorrow: The Emotional Currency of Sustainability,”** Mark Dziersk, Laga/One80 Design. *Housewares Design Theater.*
- 3:30 – 4:20 p.m. **Design Sneak Peek: Highlights of the International Home + Housewares Show,”** Industrial Designers Society of America Panel Discussion. *Housewares Design Theater.*

Schedule at a Glance/Add Three

- 5:30 – 7:30 p.m. **International Reception.** A networking opportunity for international Show attendees, this spectacle sponsored by the Housewares Export Council (HECNA) includes entertainment by a professional magic troupe. *Room S406a/Vista Ballroom, Level 4, South Building.*
- 6 p.m. **11th Annual Housewares Charity Foundation Gala.** The non-profit Foundation hosts this event every year to raise funds for critical causes. This year the proceeds benefit the Breast Cancer Research Foundation. *Sheraton Hotel and Towers.*

Tuesday, March 18

- 7:15 – 8:30 a.m. **Industry Breakfast. “The International Outlook: an Overview and Election 2008 Update,” with Tony Snow,** former White House press secretary. Get an insightful analysis of international issues from this veteran of the news business. Most recently, he served as the host of the Tony Snow Show on Fox News Radio and Weekend Live with Tony Snow on the FOX News Channel. *Room S100/Grand Ballroom, Level 1, South Building. TICKET NEEDED.*
- 8 a.m. – 5 p.m. **News Center open.**
- 8:30 a.m. – 5 p.m. **Show exhibit floors open.**
- 9:30 – 10:20 a.m. **“Research That Inspires Breakthrough Products: Moving from Experience to Aspiration,”** Chris Rockwell, Lextant. *Housewares Design Theater.*
- 10:30 – 11:20 a.m. **“The Commoditization of “Premium” – What’s Next,”** Demetrius Romanos, Kaleidoscope. *Housewares Design Theater.*
- 11:30 a.m.-12:20 p.m. **“Maintaining the Integrity of Your Vision from Concept to Consumer,”** Laurie Pressman and Sidney Estreicher, Pantone. *Housewares Design Theater.*
- 12:30 – 1:20 p.m. **“Relevant Innovation,”** Brian Matt, Altitude, Inc. *Housewares Design Theater.*
- 1:30 – 2:20 p.m. **“Making it Happen: Exhibitors Panel Discussion on Sustainable Materials,”** Michael Karyo, SiliconeZone; Hans Maier Aichen, Design Ideas; Ken Mitchell, PMI Worldwide-Aladdin. *Housewares Design Theater.*
- 5 p.m. **Close of Show.**

Wednesday, March 19

- 8 a.m. – 5 p.m. **Chicago Retail Tour.** Fresh from the Show, learn firsthand about the factors driving the U.S. retail market at a variety of unique home and housewares stores in suburban Chicago. The tour begins with a U.S. retail overview at 8 a.m. at the **InterContinental Hotel.** Store visits include: Circuit City, Best Buy, the Container Store, and Target. Store visits at Woodfield Shopping Center include Yankee Candle, Crate & Barrel and Z Gallerie. **PRE-REGISTRATION IS REQUIRED.** *Check for availability in the International Business Center, Level 3 Lobby, Lakeside Center.*