

Schedule at a Glance

2009 International Home + Housewares Show

The premier global marketplace

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

Saturday, March 21

8:30 a.m. – 4 p.m.

Specialty University: A pre-Show, all-day educational session focusing 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 22-24

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 2009, 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 2009, the influential competition celebrates its 16th 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 InventHelp, America's leading inventor service organization and host of INPEX, the largest inventors' exposition in North America. *South Building, Near Booth #S4767.*

7:30 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 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 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, Paula Deen, Rocco DiSpirito, Todd English, Tyler Florence, The Hearty Boys, Marcus Samuelsson, Michael Symon and Ming Tsai. Stop by to see your favorite chefs in action. Co-sponsored by All-Clad Metalcrafters LLC, KitchenAid, Wilton Products and Whole Foods Market. *South Building at Booth #S3082.*

8:30 a.m. – 5:30 p.m.

Global Design. With several hundred suppliers from outside the U.S. exhibiting in the 2009 Show, you can experience well-designed products from around the world. These global suppliers will be located in categories throughout the Show, including companies from Brazil, China, Hong Kong, Taiwan 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.

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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 2008 will accompany their hunt in the **Grand Concourse Lobby**. The 2009 selections will be announced Monday, March 23 and featured in a presentation that will play continuously throughout the Show.
- 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. *Clean + Contain Expo, Level 3, North Building.*
- 7:30 a.m. – 5:30 p.m. **Pantone ColorWatch.** Show exhibitors and Pantone, Inc., partner to reveal which colors will lead the way in housewares products during 2010. 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.** 22 global housewares retailers from 20 different countries 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 22

- 7:30 – 8:30 a.m. **“Beyond the Stovetop: The Business of Being a (Celebrity) Chef,”** Tyler Florence. The celebrity chef and Food Network star talks about life in front of the camera and cooking from a “real kitchen” in this keynote address that opens the 2009 Show. A graduate of honors from the College of Culinary Arts at Johnson & Wales University in South Carolina, Florence is a 10-year Food Network veteran to go along with his recipe books and his frequent appearances on national television, radio and internet programs. *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. **“Forecasting the Future: General Expectations for Shopping and Eating vs. Cooking,”** Tim Woods, PocoLabs. *Housewares Design Theater.*
- 9:45 – 10:30 a.m. Akasha Richmond performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 10 a.m. – 2:30 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 InventHelp. *South Building, Booth #S4477.*
- 10:30 – 11:15 a.m. Rosie Daley performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 10:30 – 11:20 a.m. **“The Best of Visual Merchandising and Display: The *gia* Award Winning Stores from Around the Globe,”** Martin Pegler, Professor, Fashion Institute of Technology. *Housewares Design Theater.*
- 11:15 a.m. – 12 Noon Morimoto performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 11:30 a.m.-12:20 p.m. **“Cradle to Cradle™ Certification: Eliminating the Concept of Waste,”** Howie Fendley, McDonough Braungart Design Chemistry LLC. *Housewares Design Theater.*

Schedule at a Glance/Add Two

- Noon – 12:45 p.m. Rocco DiSpirito performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 12:30 – 1:20 p.m. **“Greening Your Visual Merchandising: The Latest Materials for Exciting Displays,”** Wolfgang Gruschwitz, Managing Director, Gruschwitz Corp. *Housewares Design Theater.*
- 12:45 – 1:30 p.m. Tyler Florence performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 1:30 – 2:15 p.m. Todd English performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 1:30 – 2:20 p.m. **“Products Reinvented: Smart, Consumer-Driven, Sustainable Life-Cycle Solutions,”** Catherine Del Spina, Marketing Optometrist, panel discussion moderator. *Housewares Design Theater.*
- 2:15 – 3:00 p.m. Suvir Saran performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 2:30 – 3:20 p.m. **“Brand Bending: The Low-Cost/High-Impact Strategy for Leveraging Your Brand in Difficult Times,”** Adrienne Weiss, Adrienne Weiss Corporation. *Housewares Design Theater.*
- 3:00 – 3:45 p.m. Stephanie Izard performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 3:30 – 4:20 p.m. **“Stability in the Supply Chain: Keep up with Changes in Asia to Meet Your Supply Needs,”** John Tomaszewski, NaviAsia. *Housewares Design Theater.*
- 3:30 – 4:30 p.m. **“Open Innovation Seminar: Conquering Innovation Fatigue,”** presented by Cheryl Perkins and Jeff Lindsey of Innovationedge. Inventors Revue, *South Building, Booth #S4477.*
- 3:45 – 4:30 p.m. Anna Getty performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 4:30 – 5:15 p.m. Nathan Lippy performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 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 chance to catch up with many of the Show’s buyers. *Grand Concourse Lobby.*

Monday, March 23

- 7:30 – 8:30 a.m. Seminar Panel Discussion: **“Top Trends for 2010,”** with moderator Tom Mirabile, vice president, global trend and design for Lifetime Brands. Hear a panel of leading retailers discuss the six most important trends at work in the consumer marketplace and how those trends will influence your business over the next few years. The panel will explore the economic, social, and environmental crosscurrents that will be driving consumer behavior for the foreseeable future. *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 a.m. – 1 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 InventHelp. *South Building, Booth S4477.*
- 9:00 – 9:30 a.m. Jason Wilson performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 9:30 – 10:00 a.m. Renee Behnke performing at the GOHO Cooking Theater. *South Building near booth S3277*

Schedule at a Glance/Add Three

- 9:30 – 10:20 a.m. **“Sustainable Packaging Realities: How Consumers Perceive ‘Green’ and Why This Impacts Purchase Intent at Retail,”** Jackie DeLise, Zunda Design Group. *Housewares Design Theater.*
- 10:00 – 10:30 a.m. Michelle Bernstein performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 10:30 – 11:00 a.m. Paula Deen performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 10:30 – 11:20 a.m. **“The New Economic Reality: What Does it Mean for Each Generation?,”** Susan Yashinsky, Sphere Marketing. *Housewares Design Theater.*
- 11:30 a.m. – Noon The Hearty Boys performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 11:30 a.m.-12:20 p.m. **“Experiencing the Future: Retail and Marketing,”** Anthony Perez, FITCH. *Housewares Design Theater.*
- Noon – 12:45 p.m. Michael Symon performing at the GOHO Cooking Theater. *South Building near booth S3277*
- Noon – 1 p.m. **“COLOR & DESIGN TRENDS: De-Mystifying Future Forecasts,”** Lee Eiseman, executive director, Pantone Color Institute. Are trends in fast-forward mode, changing more rapidly than ever before? Or is the need to de-construct and re-construct, as well as a more volatile economy, actually slowing down and prolonging the life of a trend? Join IHA’s color and trend expert Lee Eiseman as she explains and illustrates the divergent influences on the typical home and houseware customer. *Room S100/Grand Ballroom, Level 1, South Building.*
- 12:30 – 1:20 p.m. **“Design and Gender: Thinking About Sex,”** Erica Eden, Smart Design *Femme Den. Housewares Design Theater.*
- 12:45 – 1:30 p.m. Rick Bayless performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 1:30 – 2:15 p.m. Marcus Samuelsson performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 1:30 – 2:20 p.m. **“Beyond the Bandwagon: What Does it Take to Create a Successful Green Marketing Strategy,”** Suzanne Shelton, The Shelton Group. *Housewares Design Theater.*
- 2:15 – 3:00 p.m. Ming Tsai performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 2:30 – 3:20 p.m. **“How to Own Your Customers for Life,”** Leslie Singer, G2Branding. *Housewares Design Theater.*
- 3:00 – 3:45 p.m. Gale Gand performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 3:30 – 4:20 p.m. **“Trendspotting: New Product Innovations in Color, Materials and Finishes,”** Industrial Designers Society of America Panel Discussion Show Highlights. *Housewares Design Theater.*
- 3:45 – 4:30 p.m. Tre Wilcox performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 4:30 – 5:15 p.m. David Burke performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 5:30 – 7:30 p.m. **International Reception.** A networking opportunity for international Show attendees, this lounge-type event sponsored by the Housewares Export Council (HECNA) includes jazz inspired musical entertainment while you enjoy cocktails and hors d’oeuvres. *Room S406a/Vista Ballroom, Level 4, South Building.*
- 6 p.m. **12th 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.*

Schedule at a Glance/Add Four

Tuesday, March 24

- 7:15 – 8:30 a.m. **Industry Breakfast. “The Current State of the Global Economy,”** with **Steven D. Levitt**, co-author of “Freakonomics.” Get a unique—and often amusing—perspective of the current recession from this best-selling author and economist. *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.**
- 9:15 – 10:00 a.m. Chris Smith performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 9:30 – 10:20 a.m. **“The Green Gourmet: Merchandising Green in a Gourmet Housewares Setting-What Works and What Doesn’t,”** Bill McLoughlin, *Homeworld Business* magazine and Retailer Panel. *Housewares Design Theater.*
- 10:00 – 10:45 a.m. Jason Handelman performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 10:30 – 11:20 a.m. **“Stop Trying to Find New Product Opportunities: Build Them!”** Scott Stropkay, Essential. *Housewares Design Theater.*
- 11:00 – 11:45 a.m. Peter Robertson performing at the GOHO Cooking Theater. *South Building near booth S3277*
- 11:30 a.m.-12:20 p.m. **“Colorblind: How Consumers See Green and How to Reach Them,”** Mark Bates, Continuum. *Housewares Design Theater.*
- Noon – 12:45 p.m. Jon-Antony performing at the GOHO Cooking Theater. *South Building near booth S3277*
- Noon – 1 p.m. **“Nailing the Sale Through Visual Merchandising,”** Lee Eiseman, executive director, Pantone Color Institute and Alton DuLaney, director of visual merchandising & creative services, Kate’s Paperie. Visual Merchandising combines color combinations and styling to deliver an “aha moment” to the customer, helping to nail the sale. Lee Eiseman will first show examples of merchandising from around the world, followed by Alton DuLaney illustrating just how visual merchandising translates in-store ideas into home décor elements with simple products like paper. *Room S100/Grand Ballroom, Level 1, South Building.*
- 12:30 – 1:20 p.m. **“Learning About Global Consumers: Studying Consumer Needs in Europe, Asia and South America,”** Dan Chung, Vessel Ideation. *Housewares Design Theater.*
- 1:30 – 2:20 p.m. **“Views From the Top: Leading a Company into Greener Directions,”** Scott Boles, Bissell Homecare, Inc.; Jeff Delkin, bamboo; Bruce Kaminstein, Casabella Holdings LLC. *Housewares Design Theater.*
- 5 p.m. **Close of Show.**

Wednesday, March 25

- 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**. Retail visits include: Circuit City, Best Buy, the Container Store, Wal*Mart, The Great Outdoors and Target. Store visits at Oakbrook Shopping Center include Williams-Sonoma, Crate & Barrel, Bloomingdale’s Home Store, Pottery Barn and Z Gallerie. **PRE-REGISTRATION IS REQUIRED.** Check for availability in the International Business Center, Level 3 Lobby, Lakeside Center.