

Dear Journalist:

The 2010 International Home + Housewares Show is a one-stop shop for anything and everything that goes in and around the home. Featuring thousands of products, companies, trend and lifestyle experts, designers and retailers, the 2010 Show offers insight into what consumers will be seeing on store shelves in the months, and years, to come and the trends that drive the development of those products.

Our savvy, veteran media relations staff is there to help you do your job, with assistance on finding products, identifying trends and themes, setting up interviews and providing background material. If you have a particular interest, team members can lead you to the right place on the huge Show floor, saving you time, effort and shoe leather. From hard news to soft features, are staff members can help you connect the dots.

If you plan to develop an advance story, we can put you in touch with housewares experts and companies nationwide or in your region. We know your time is tight and we'll help you make the most of it.

Given the economic challenges facing our global economy, consumers have begun shifting their attention back toward home and family. This behavioral change may create opportunities for the housewares industry as consumers spend more time dining at home, remodeling and reorganizing, and searching for environmentally-friendly, cost-saving appliances. Hundreds of new products highlighting these trends will be on display at the 2010 Show.

Again this year, sustainability and the "green" movement are prominent topics. Our popular Housewares Design Theater features 19 expert presentations over three days on this topic and other issues of product design. They will cover sustainable home and housewares products from every conceivable angle including "green" production and materials, successful "green" marketing strategies and a the impact on retail. The green movement is being applied at companies across the home and housewares spectrum, and each has a particular approach and story to tell. Other hot topics covered include social media, the importance of brand and reaching Millennials.

Also of note is the 17th anniversary of the IHA Student Design Competition. Begun as a way to enhance design curricula with a "hands-on" experience, the competition has been so effective that many design schools now include participation in their curricula. The winners will all attend the Show to display and discuss their winning entries. Many past winners have gone on to prominent positions in the housewares design industry – and some even come back as contest judges.

Please call, 1-847-692-0110, or email me at: dteschke@housewares.org if we can be of any assistance whatsoever. Online registration to receive your badge before the Show ends Feb. 14; after that you can still register online but must pick up your badge in the News Center by presenting a business card.

We hope to see you at the Show!



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