

Schedule at a Glance

2010 International Home + Housewares Show

The premier global marketplace

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

Saturday, March 13

8:30 a.m. – 4: 00 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. *South Building, Level 1, Room S102a.*

All three days:

Sunday-Tuesday, March 14-16

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 2010, 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.*** *NEW LOCATION: Lakeside Center, Exhibit Floor, Booth L11258.*

7:30 a.m. – 5:30 p.m. **Student Design Competition.** In 2010, the influential competition celebrates its 17th 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) *Lakeside Center, Level 3 Lobby.*

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. Presented by Brainchild Marketing and sponsored by Venable LLP, *Response* magazine, BJ Global Direct, Response Innovation, Innovation Edge, LiveLink TV and *Inventors Digest.* *South Building, Booth S4477.*

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 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. *NEW LOCATION: North Building, Booth N7336.*

8:30 a.m. – 5:30 p.m. **GOHO – Gourmet Foods + Products 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, Stephanie Izard, Todd English, Cat Cora, The Hearty Boys, Mario Batali, Michael Symon and Ming Tsai. Stop by to see your favorite chefs in action. Co-sponsored by All-Clad Metalcrafters LLC, KitchenAid, Wilton Brands, Inc. and Whole Foods Market. *South Building, Booth S3277.*

8:30 a.m. – 5:30 p.m. **Global Design.** With several hundred suppliers from outside the U.S. exhibiting in the 2010 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 2009 will accompany their hunt and the 2010 selections will be announced Monday, March 15 and featured in a presentation that will play continuously throughout the Show. *North Building, Grand Concourse Lobby.*
- 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. *North Building, Exhibit Floor.*
- 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 2011. 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. *Lakeside Center, Level 3 Lobby.*
- 8:30 a.m. – 5:30 p.m. **Global Innovators Award (gia) Showcase.** 18 global housewares retailers from 17 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. *North Building, 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 S3277.*

Sunday, March 14

- 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.**
- 9:00 – 10:00 a.m. **“You Have a Great Idea—What’s Next?”**, Louis Foreman, executive producer, PBS’ *Everyday Edisons*, discusses how to examine an idea before investing and five questions to ask before going to the next level. *Inventors Revue, South Building, Booth S4477.*
- 9:30 – 10:20 a.m. **“Sustainability for Beginners: Green Vocabulary,”** Catherine Del Spina, NextLife. *Housewares Design Theater.*
- 9:30 – 10:00 a.m. Rick Tramonto, Cooking Theater. *South Building, Booth S3277.*
- 10:30 a.m. – 2:45 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. Presented by Brainchild Marketing and sponsored by Venable LLP, *Response* magazine, BJ Global Direct, Innovation Edge, LiveLink TV and *Inventors Digest*. *South Building, Booth S4477.*
- 10 a.m. – 10:30 a.m. Karen Tack & Alan Richardson, Cooking Theater. *South Building, Booth S3277.*
- 10:30 – 11:20 a.m. **“Global Influences for the Season Ahead,”** Rita Nakouzi, Promostyl America. *Housewares Design Theater.*
- 10:30 – 11:15 a.m. Dale Levitski, Cooking Theater. *South Building, Booth S3277.*
- 11:30 a.m.-12:20 p.m. **“Green Retail Design,”** Martin M. Pegler, Fashion Institute of Technology. *Housewares Design Theater.*
- 11:30 – Noon Suvir Saran, Cooking Theater. *South Building, Booth S3277.*
- Noon – 12:45 p.m. Cat Cora, Cooking Theater. *South Building, Booth S3277.*

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Schedule at a Glance/Add Two

- Noon – 1:00 p.m. Keynote address, “**The Value of an Employee-First Culture During Tough Times,**” Kip Tindell, The Container Store. *South Building, Level 1, Room S100/Grand Ballroom.*
- 12:30 – 1:20 p.m. “**Judging the Value of Great Design: Why Housewares Design Award Winners Attract Today’s Savvy Consumer,**” Peter Giannetti, *HomeWorld Business* and Housewares Design Awards Judges Panel. *Housewares Design Theater.*
- 12:45 – 1:30 p.m. Mario Batali, Cooking Theater. *South Building, Booth S3277.*
- 1:30 – 2:15 p.m. Todd English, Cooking Theater. *South Building, Booth S3277.*
- 1:30 – 2:20 p.m. “**Sustainable Secondary Packaging for Your Top Line and Your Bottom Line,**” Dennis Salazar, Salazar Packaging, Inc. *Housewares Design Theater.*
- 2:15 – 3:00 p.m. Ming Tsai, Cooking Theater. *South Building, Booth S3277.*
- 2:30 – 3:20 p.m. “**The Importance of Brand,**” Peter Goldman, The NPD Group, Inc., Home Division. *Housewares Design Theater.*
- 3:30 – 4:20 p.m. “**Can you Believe She Posted That About You?**” Mark Bachmann and Michelle Venorsky, Marcus Thomas LLC. *Housewares Design Theater.*
- 3:15 – 4:00 p.m. Stephanie Izard, Cooking Theater. *South Building, Booth S3277.*
- 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.*
- 4:00 – 4:45 p.m. Nathan Lippy, Cooking Theater. *South Building, Booth S3277*
- 4:45 – 5:15 p.m. Julie Edelman, Cooking Theater, *South Building, 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. *North Building, Grand Concourse Lobby.*

Monday, March 15

- 7:30 – 8:30 a.m. Seminar Panel Discussion: “**Staying Relevant to a Changing Consumer.**” Tom Mirabile, senior vice president, Global Trend and Design, Lifetime Brands, will discuss the top trends for 2011. Mirabile's presentation will address: Who are today's most important housewares consumers, how can you attract them and form lasting relationships? What is the new definition of value for today's consumer? When will consumers start spending again, and what will they be spending on? Where are the most important consumer lifestyle shifts and how can they be leveraged to create opportunities in the aisles? Why is newness and innovation more important than it was before the recession? During the presentation, Mirabile will question a panel of expert industry trend forecasters, who will share their opinions and predictions for 2011. *South Building, Level 1, Room S100/Grand Ballroom.*
- 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.**
- 9:00 – 10:00 a.m. “**Overview of the DRTV Industry,**” Warren Tuttle, president, Monashee Marketing, and president, United Inventors Association, discusses the current trends in direct response TV and provides advice on how to approach manufacturers at the Show. *Inventors Revue, South Building, Booth S4477.*

Schedule at a Glance/Add Three

- 10:30 a.m. – 2:45 p.m. **Inventors Revue.** Get up close and personal with inventors and their new housewares products as they make pitches to a panel of **“Pitch to the Pros”** experts. In this **American Idol-style revue**, direct-response marketing professionals will judge and award a prize to their favorite new product idea. Presented by Brainchild Marketing and sponsored by Venable LLP, *Response* magazine, BJ Global Direct, Innovation Edge, LiveLink TV and *Inventors Digest*. *Inventors Revue, South Building, Booth S4477.*
- 9:00 – 9:30 a.m. Carlyn Berghoff, Cooking Theater. *South Building, Booth S3277*
- 9:30 – 10:00 a.m. Chef LaLa performing at the GOHO Cooking Theater. *South Building, Booth S3277.*
- 9:30 – 10:20 a.m. **“Move Beyond ‘Light Green’: Innovate Now with Sustainable Products for Marketplace Success,”** Deb Singer, Singer Group. *Housewares Design Theater.*
- 10:00 – 10:30 a.m. Tre Wilcox, Cooking Theater. *South Building, Booth S3277.*
- 10:30 – 11:00 a.m. Ellie Krieger, Cooking Theater. *South Building, Booth S3277.*
- 10:30 – 11:20 a.m. **“How to Make Your Store a Destination,”** Karen Kranz and Connie Esler, Starpoint Consulting Group. *Housewares Design Theater.*
- 11:00 – 11:30 a.m. Paula Deen, Cooking Theater. *South Building, Booth S3277.*
- 11:30 a.m.-12:20 p.m. **“Millennials (20-somethings) Have \$200 Billion in Spending Power! What Do They Want For Their Homes?,”** Robin Albing, Albing International. *Housewares Design Theater.*
- Noon – 12:45 p.m. Michael Symon, Cooking Theater. *South Building, Booth S3277.*
- Noon – 1 p.m. **“COLOR TRENDS: The Catalysts That Create Change,”** Join Lee Eiseman, executive director, Pantone Color Institute, for the debut of Pantone's color palette for 2011. *South Building, Level 1, Room S100/Grand Ballroom.*
- 12:30 – 1:20 p.m. **“One Size Doesn’t Fit All: Understand the Green Consumer and Create Marketing That Works,”** Suzanne Shelton, Shelton Group. *Housewares Design Theater.*
- 12:45 – 1:30 p.m. Rick Bayless, Cooking Theater. *South Building, Booth S3277.*
- 1:30 – 2:15 p.m. Masaharu Morimoto, Cooking Theater. *South Building, Booth S3277.*
- 1:30 – 2:20 p.m. **“Intellectual Property Protection Strategies for a Global Market Marketplace,”** Damon Neagle, Design IP, and Molly Ann Torsen, U.S. Dept. of Commerce. *Housewares Design Theater.*
- 2:15 – 3:00 p.m. Jose Graces, Cooking Theater. *South Building, Booth S3277.*
- 2:30 – 3:20 p.m. **“Using Google to Make Connections with Your Customers,”** Kellie Fitzgerald, Google. *Housewares Design Theater.*
- 3:00 – 3:30 p.m. Martial Noguier and Suzanne Imaz, Cooking Theater. *South Building, Booth S3277.*
- 3:30 – 4:00 p.m. Gale Gand, GOHO Cooking Theater. *South Building, Booth S3277.*
- 3:30 – 4:20 p.m. **“Reasons to Purchase: Innovative Enticements,”** Industrial Designers Society of America Panel Discussion Show Highlights. *Housewares Design Theater.*
- 4:00 – 4:30 p.m. The Hearty Boys, Cooking Theater. *South Building, Booth S3277.*
- 4:30 – 5:00 p.m. Rick Tarantino, Cooking Theater. *South Building, Booth S3277.*
- 5:00 – 5:30 p.m. Leslie Reichert, Cooking Theater, *South Building, Booth S3277.*

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Schedule at a Glance/Add Four

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 musical entertainment while you enjoy cocktails and hors d'oeuvres. *South Building, Level 4, Room S406a/Vista Ballroom.*

6 p.m. **13th 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 and the HCF Haiti Relief Fund. *NEW LOCATION: Hilton Chicago.*

Tuesday, March 16

7:15 – 8:30 a.m. **Industry Breakfast. “Re-Growth of the U.S. Economy,” with Steve Forbes,** president and CEO of Forbes and editor-in-chief of *Forbes* magazine.” *South Building, Level 1, Room S100/Grand Ballroom. 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. John McLemore, Cooking Theater. *South Building, Booth S3277.*

9:30 – 10:20 a.m. **“Getting It Right in Store Design: Best Practices for Relevant Retail Solutions,”** Charles Sparks, Charles Sparks & Company. *Housewares Design Theater.*

10:00 – 10:45 a.m. Rosanna Bowles, Cooking Theater. *South Building, Booth S3277.*

10:30 – 11:20 a.m. **“Reduce Your Risk of New Product Failure: Three Things You Must Do Before You Start Product Development,”** A.J. Riedel, Riedel Marketing Group. *Housewares Design Theater.*

10:45 – 11:00 a.m. Chris Koetke, Cooking Theater. *South Building, Booth S3277.*

11:30 a.m.-12:20 p.m. **“Breaking Through The Screen Door: The Near Future of Indoor/Outdoor Product Innovation,”** Rob Tannen and Mathieu Turpault, Bessler Group. *Housewares Design Theater.*

Noon – 1 p.m. **“Designers Choice: What Colors Are They Buying,”** Join color specialist Leatrice Eiseman, executive director, Pantone Color Institute, as she shares an inside glimpse into some of the specific Pantone colors designers from both fashion and home furnishings industries are actually purchasing. *South Building, Level 1, Room S100/Grand Ballroom.*

12:30 – 1:20 p.m. **“Take It Back! Retail and Manufacturer Product Responsibility,”** Scott Cassel, Product Stewardship Institute. *Housewares Design Theater.*

1:20 – 2:20 p.m. **“Every Idea Has a Material Solution: The Latest in Exciting Sustainable Materials,”** Material ConneXion *Housewares Design Theater.*

5 p.m. **Close of Show.**

Wednesday, March 17

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: Best Buy, Lowe’s, The Container Store, Wal-Mart, Crate & Barrel and Target Supercenter. Store visits at Woodfield Mall include Brookstone, Macy’s, Nordstrom, Sears and Z Gallerie. *PRE-REGISTRATION IS REQUIRED. Check for availability in the International Business Center, Lakeside Center, Level 3 Lobby.*

