

Dear Journalist:

The 2011 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 2011 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 2011 Show.

Along with the thousands of new products, we have several other elements "new" to the Show this year, including:

- *Discover Design*, a new category in the Dine + Design Expo featuring nearly 70 companies showcasing award-worthy, inspired-design products from around the globe. Most of the companies are new to the Show. Visit the *Discover Design Gallery* next to the booths for a museum-type display of their products. For more information on the companies and products, visit www.youDiscoverDesign.org
- To help plan your Show and develop a game plan for walking the three exhibit halls, IHA has created Housewares Connect 365, a year-round tool to help you search, plan and communicate with Show exhibitors. HC 365 is an extension of the printed Show directory and provides listings for each exhibitor, including products and photos, catalogs and any special events, celebrities or demonstrations they may be having during the Show. You can search for new product listing and special events/demonstrations just for the media through your personal briefcase on HC 365. And when you find exhibitors of interest, save them in your briefcase and then print out a map of the exhibit floor plotted with their locations. Go to www.housewares.org and click on the link to begin searching.
- The Design Directions: Going Green sustainability display has moved back to the Lakeside Center Level 3 Lobby near the Pantone ColorWatch and Student Design Competition exhibits. Don't miss it.

Also of note is the 18th anniversary of the 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 has ended but 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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