

Schedule at a Glance

2011 International Home + Housewares Show

The premier global marketplace

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

All Three Days

Sunday-Tuesday, March 6-8

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. **Discover Design.** New category within Dine + Design highlighting inspired product design from around the globe. **See Award-worthy product in the Discover Design Gallery.** *South Building, Exhibit Floor.*
- 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 2011, 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. *Lakeside Center, Exhibit Floor, Booth L11257.*
- 8:30 a.m. – 5:30 p.m. **Cooking Theater.** 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, Cat Cora, Paula Deen, Todd English, Guy Fieri, Marc Forgione, Stephanie Izard, Dale Levitski, Tony Mantuano, Masaharu Morimoto, Michael Symon and Ming Tsai. *South Building, Booth S2477.*
- 7:30 a.m. – 5:30 p.m. **Student Design Competition.** In 2011, the influential competition celebrates its 18th 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. *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 Products to Profits, *Inventors Digest*, Proformance Marketing and *Response* magazine. *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: Lakeside Center, Level 3 Lobby.*
- 8:30 a.m. – 5:30 p.m. **Global Design.** With several hundred suppliers from outside the U.S. exhibiting in the 2011 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, Egypt, France, Hong Kong, Taiwan, Turkey and Vietnam. 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.
- 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 2010 will accompany their hunt and the 2011 selections will be announced Monday, March 7 and featured in a presentation that will play continuously throughout the Show. *North Building, Grand Concourse Lobby.*

- 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 2012. 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.** 23 global housewares retailers from 23 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 S3083.*

Saturday, March 5

- 8:30 a.m. – 4:00 p.m. **Specialty Retailer 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.*

Sunday, March 6

- 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.**
- 8:30 a.m. – 5:30 p.m. **The Travel Goods Show open.** *North Building, Level 1.*
- 9:00 – 10:00 a.m. **“Swimming With the Sharks”**, Lisa Lloyd, successful inventor and marketer and principle of Lloyd Marketing Group, will guide inventors on pitching and negotiating, and will share her experience of swimming with the “sharks” on ABC’s *Shark Tank*. *Inventors Revue, South Building, Booth S4477.*
- 9:30 – 10:20 a.m. **“Global Food and Drink Trends,”** Craig Thayer, Mintel. Housewares Design Theater. *Lakeside Center.*
- 10:15 – 11:00 a.m. Casey Thompson, Cooking Theater. *South Building, Booth S2477.*
- 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 Products to Profits, *Inventors Digest*, Proformance Marketing and *Response* magazine. *South Building, Booth S4477.*
- 10:30 – 11:20 a.m. **“The Profits and Perils of Private Labels,”** Carey Cuddeback, Cuddeback and Company. Housewares Design Theater. *Lakeside Center.*
- 11:00 – 11:45 a.m. Dale Levitski, Cooking Theater. *South Building, Booth S2477.*
- 11:30 a.m. – 12:20 p.m. **“The Science Behind Why We Buy What We Buy: The 5 Stages That Must Be Satisfied,”** Gregg Davis, Design Central. Housewares Design Theater. *Lakeside Center.*
- 11:45 a.m. – 12:30 p.m. Cat Cora, Cooking Theater. *South Building, Booth S2477.*
- Noon – 1:00 p.m. Educational seminar: **“Cooking Up Bigger Profits With Housewares,”** Phil Lempert, The Supermarket Guru. *South Building, Level 1, Room S100/Grand Ballroom.*
- 12:30 – 1:20 p.m. **“Simplistic Slowdown: The Evolving Consciousness of the Consumer at Home,”** Valerie Jacobs, LPK. Housewares Design Theater. *Lakeside Center.*
- 12:30 – 1:15 p.m. Masaharu Marimoto, Cooking Theater. *South Building, Booth S2477.*
- 1:15 – 2:00 p.m. Todd English, Cooking Theater. *South Building, Booth S2477.*

- 1:30 – 2:20 p.m. **“Consumer State of Mind: Insight into the Driving Motivators Behind Consumer Purchases,”** Peter Goldman, NPD Group. Housewares Design Theater. *Lakeside Center.*
- 2:00 – 2:45 p.m. Stephanie Izard, Cooking Theater. *South Building, Booth S2477.*
- 2:30 – 3:20 p.m. **“Designing for Mass Production While Keeping Your Soul Intact,”** Ran Lerner, Ran Lerner Design. Housewares Design Theater. *Lakeside Center.*
- 2:45 – 3:30 p.m. Michelle Bernstein, Cooking Theater. *South Building, Booth S2477.*
- 3:30 – 4:20 p.m. **“Protecting Your Product Uniqueness in a Global Market,”** Damon Neagle, Design IP. Housewares Design Theater. *Lakeside Center.*
- 3:30 – 4:30 p.m. Whitney Miller, Cooking Theater. *South Building, Booth S2477.*
- 4:30 – 5:15 p.m. Rick Tarantino, Cooking Theater. *South Building, Booth S2477.*
- 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.*
- 5:30 – 7 p.m. **Media Welcome Reception.** Meet innovative, design-focused companies new to the Show. Cocktails and hors d’oeuvres served. *North Building, Room N227b.*

Monday, March 7

- 7:30 – 8:30 a.m. Seminar Panel Discussion: **“Top Trends for 2012: Thriving in a New Age of Anti-Consumerism.”** IHA’s Consumer Trend Analyst Tom Mirabile, senior vice president, Global Trend and Design, Lifetime Brands, will discuss the top trends for 2012. Mirabile’s presentation will address the most significant shifts in consumer lifestyle, what they mean for retailers and suppliers alike, and discuss what is driving consumers’ purchasing decisions. In addition, Mirabile will question a panel of expert industry trend forecasters, who will share their opinions and predictions for 2012. *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.**
- 8:30 a.m. – 5:30 p.m. **The Travel Goods Show open.** *North Building, Level 1.*
- 9:30 - 10:15 a.m. Sara Moulton, Cooking Theater. *South Building, Booth S2477.*
- 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 Products to Profits, *Inventors Digest*, Proformance Marketing and *Response* magazine. *South Building, Booth S4477.*
- 9:30 – 10:20 a.m. **“What We Make Makes Us: How Brands Express and Shape Our Culture,”** Ron Farnum and Bill O’Connor, Damen Jackson. Housewares Design Theater. *Lakeside Center.*
- 10:15 – 11 a.m. Devin Alexander, Cooking Theater. *South Building Booth S2477.*
- 10:30 – 11:20 a.m. **“Technology Transformation: Near Term Kitchen Trends and Concepts,”** Mathieu Turpault and Rob Tannen, BresslerGroup. Housewares Design Theater. *Lakeside Center.*
- 11 a.m. – Noon Paula Deen, Cooking Theater. *South Building, Booth S2477.*
- 11:30 a.m. - 12:20 p.m. **“No Waste, All Gain: A Mail-Back Pack Market Breakthrough,”** Dean Whitney, Continuum, and Ben Anderson, Preserve. Housewares Design Theater. *Lakeside Center.*
- Noon – 1 p.m. **“COLOR DIRECTIONS: Twists, Turns and Trends,”** Join Lee Eiseman, executive director, Pantone Color Institute, for the debut of Pantone’s color palette for 2012. *South Building, Level 1, Room S100/*

Grand Ballroom.

- Noon – 12:45 p.m. Michael Symon, Cooking Theater. *South Building, Booth S2477.*
- 12:30 – 1:20 p.m. **“DEALS not Discounts, CHARACTER not Status, COMMUNICATION not Advertising: What You Must Know Before Selling to Millennials (and Their Parents!),”** Robin Albing, Albing International Marketing LLC. Housewares Design Theater. *Lakeside Center.*
- 12:45 – 1:30 p.m. Rick Bayless, Cooking Theater. *South Building, Booth S2477.*
- 1:30 – 2:20 p.m. **“Generational Game Changer Strategies,”** Susan Yashinsky, Sphere Trending. Housewares Design Theater. *Lakeside Center.*
- 1:30 – 2:15 p.m. Guy Fieri, Cooking Theater. *South Building, Booth S2477.*
- 2:30 – 3:20 p.m. **“2011 Gia Winners: Best of Global Retail Design,”** Gia judges Scott Kohnno, Martin Pegler, Henrik Neilson and Wolfgang Gruschwitz. Housewares Design Theater. *Lakeside Center.*
- 2:15 – 3 p.m. Ming Tsai, Cooking Theater. *South Building, Booth S2477.*
- 3:00 – 3:45 p.m. Marc Forgione, Cooking Theater. *South Building, Booth S2477.*
- 3:30 – 4:20 p.m. **“Realizing Good Intentions Through Product Design,”** Marianne Grisdale, TEAMS Design; Gaylon White, Eastman Chemical; Austin Angell, ModernEdge. *Housewares Design Theater, Lakeside Center.*
- 3:45 – 4:30 p.m. Tony Mantuano, Cooking Theater. *South Building, Booth S2477.*
- 4:30 – 5:15 p.m. Theo Kalogeracos, Cooking Theater. *South Building, Booth S2477.*
- 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. **14th 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, Cookies For Kids’ Cancer and Texas Tech University Health Sciences Center—Paul L. Foster School of Medicine, University Breast Care Center.

Tuesday, March 8

- 7:15 – 8:30 a.m. **Industry Breakfast with Rahm Emanuel,** former white house chief of staff and Chicago mayoral candidate. *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.**
- 8:30 a.m. – 5 p.m. **The Travel Goods Show open.** *North Building, Level 1.*
- 9:00 – 9:45 a.m. Lisa Maronian, Cooking Theater. *South Building, Booth S2477.*
- 9:30 – 10:20 a.m. **“Legal Challenges in New Product Development, Marketing, Advertising and Retail Launch,”** Jeff Knowles and Roger Colaizzi, Venable LLP. Housewares Design Theater. *Lakeside Center.*
- 9:45 – 10:30 a.m. Anupy Singla, Cooking Theater. *South Building, Booth S2477.*
- 10:30 – 11:15 a.m. John McLemore, Cooking Theater. *South Building, Booth S2477.*
- 10:30 – 11:20 a.m. **“Creating Environments That Inspire Desire and Build Brands,”** Tim Kelley, Blue Sky Exhibits. Housewares Design Theater. *Lakeside Center.*
- 11:15 – Noon Michael Feker, Cooking Theater. *South Building, Booth S2477.*

- 11:30 a.m. - 12:20 p.m. **“Some Assembly Required: The 3 Most Dreaded Words in Product Marketing,”** Rob Eddy, InfoGraphics Visual Solutions. Housewares Design Theater. *Lakeside Center.*
- Noon – 1 p.m. **“What Are Designers’ Top Color Choices,”** 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. **“Design In and For China,”** Tao Hung, Columbia College Chicago. Housewares Design Theater. *Lakeside Center.*
- 1:30 – 2:20 p.m. **“It Isn’t Easy Marketing Green: Understanding the Nuances of Consumer Perceptions and Crafting Green Marketing That Works,”** Adam Kustin, Shelton Group. Housewares Design Theater. *Lakeside Center.*
- 5 p.m. **Close of Show.**