

Schedule at a Glance

2007 International Home & Housewares Show

The premier global marketplace

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

Saturday, March 10

830 a.m. – 4 p.m.

Specialty University: a pre-Show, all day educational session focuses on tools that help retailers grow their businesses. The day is divided into four themed sessions. *RoomS102a, Level 1, South Building.* Registration \$75 in advance, \$100 onsite.

All three days:

Sunday-Tuesday, March 11-13

***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 Products 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 may enter the Buyers Clubs to see the Showcases.*

8:30 a.m. – 5:30 p.m.

Global Crossroads Expo. Featuring pavilions from around the world, the Expo allows Show attendees to better focus on the Show's many international exhibitors. Countries represented include Brazil, China, Hong Kong, India, Korea, Thailand and Taiwan. *North Building.*

8:30 a.m. – 5:30 p.m.

GOHO – Gourmet Home & Food District. Headquarters for non-stop cooking demonstrations by celebrity chefs, more than 130 exhibitors and the NASFT Specialty Food Marketplace featuring gourmet and specialty food products. *South Building near booth #S3080.*

8:30 a.m. – 5:30 p.m.

Design ALIVE. Featuring designers for Show exhibitors interviewed in a TV studio setting. Eavesdrop and learn their secrets. This exhibit also hosts the "As Seen on TV" *Invention Revue*, an American Idol-style inventors competition on Monday with retailers and infomercial experts as panelists and judges. *South Building near booth # S4477.*

8:30 a.m. – 5:30 p.m.

Housewares Design Theater. Learn from the best in the business; 22 experts in product creation tell their secrets. From idea to invention, concept to completion the industry's foremost designers, engineers and marketers show how hundreds of innovative products make to the marketplace each year. *Level 3 Lobby, Lakeside Center.*

8:30 a.m. – 5:30 p.m.

ColorWatch by Pantone. Show exhibitors and Pantone partner to reveal which colors will lead the way in 2008. Pantone will provide an expert color forecast and Show exhibitors will display products dressed in the latest consumer-inspiring tones. *Level 3 Lobby, Lakeside Center.*

8:30 a.m. – 5:30 p.m.

Design Defined. Teams of design professionals and students will walk the exhibit floor in search of quality-designed products they select to represent Design Defined. 2007 honorees will be announced Monday, March 12; the product selections from 2006 will be featured in a display. *Grand Concourse Lobby, North Building.*

8:30 a.m. – 5:30 p.m.

The Designed Table. Watch students from four competing design schools assemble breath-taking tablescapes with products from Show exhibitors. A great opportunity to pick up ideas for home and store displays. *South Building near booth #S2225.*

8:30 a.m. – 5:30 p.m.

Promotion in Motion. The Show's newest destination showcasing creative resources and offering proven traffic-building tools such as continuity promotions, seasonal programs, custom products and consumer incentives. *Level 1, North Building.*

-More-

Schedule at a Glance/Add One

- 8:30 a.m. – 5:30 p.m. **Inventors Corner.** See how the most creative minds in the industry solve consumer problems in this exhibit featuring recent product creations and their inventors. Future Thomas Edisons talk about their Horatio Alger stories. Sponsored by INPEX. *South Building, near booth #S4767.*
- 7:30 a.m. – 5:30 p.m. **Student Design Competition.** Enthusiastic and creative design students from across North America gather as this annual favorite to talk about their award-winning product designs and their futures. Held in cooperation with the Industrial Designers of America. *Level 3 Lobby, Lakeside Center.*
- 7:30 a.m. – 5:30 p.m. **Global Innovators Award (gia) Showcase.** Nearly two dozen global housewares retailers will be recognized for excellence. This is a best-in-class assembly of innovation, where visuals of the retailers' award-winning efforts are on display. *Level 3 Lobby, Lakeside Center.*

Sunday, March 11

- 7:30 – 8:30 a.m. **“The Healthy Kitchen,”** Dr. Andrew Weil. An internationally noted expert on integrative medicine, medical plans, mind-body interactions and the future of health care shares his concept of the healthy kitchen and the benefits of a healthy lifestyle. *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. **“An Insight Into the U.S. Market for Home & Housewares,”** Mintel International Group. *Housewares Design Theater.*
- 10:30 – 11:20 a.m. **“Making Merchandise Meaningful,”** Bryan Dyches, Watt International, Inc. *Housewares Design Theater.*
- 11:30 a.m. – 12:20 p.m. **“Fall/Winter 07 Influences: Attitudes and Icons, An Examination of Global Lifestyle Trends,”** Andrea Praet, Promostyl Americas. *Housewares Design Theater.*
- 12:30 – 1:20 p.m. **“Now You’re Speaking Her Language: Turning Simple Flirtation Into a Lasting Brand Commitment,”** Jennifer Ganshirt, Frank About Women. *Housewares Design Theater.*
- 1:30 – 2:20 p.m. **“Eco Design: An Opportunity for Product Innovation,”** Steve Belletire, Southern Illinois University-Carbondale. *Housewares Design Theater.*
- 2:30 – 3:20 p.m. **“Beyond Design ‘For:’ Design ‘In’ Emerging Markets Like China, India and Africa,”** Leslie Spear, Bolton Assoc. and San Jose State University. *Housewares Design Theater.*
- 3:30 – 4:20 p.m. **“Kitchen Pulse: Kitchen Trends for the Next 10 Years,”** Robin Albing, Albing International Marketing. *Housewares Design Theater.*
- 5:30 – 6:30 p.m. **Official Sunday Night Party.** A get-together to honor the Show's hard-working buyer attendees, this networking reception offers a one-time chance to catch the Show's buyers in one place. Performance by classical guitarist Estaban preceding the reception. *Grand Concourse Lobby.*

Monday, March 12

- 7:30 – 8:30 a.m. Seminar Panel Discussion: **“Specialty Foods & Housewares: Crafting a Winning Combination,”** with moderator Ron Tanner, National Association for the Specialty Food Trade (NASFT), and speakers Laurie Semons, Olive's Gourmet Grocer (Long Beach, CA) and Willard Doxey, A Southern Season (Chapel Hill, NC) *Room S100/Grand Ballroom, Level 1, South Building.*

Schedule at a Glance/Add Two

- 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. **“Using Structure to Build Your Brand in Packaging,”** Maria Weber, Webb Scarlett DeVlam. *Housewares Design Theater.*
- 10 a.m. – 2 p.m. **Inventors Revue.** *Design ALIVE studio, South Building#S4477.*
- 10:30 – 11:20 a.m. **“Seeing the Unseen: Principles for Innovating in This Competitive Marketplace,”** Dan Buchner, Continuum. *Housewares Design Theater.*
- 11:30 a.m. – 12:20 p.m. **“Transforming the Norm: In Product Design and Life,”** Susan Yashinsky, Sphere Marketing. *Housewares Design Center.*
- 12 – 1 p.m. **Seminar: “Future Color/Design Trends: Fulfilling Consumers’ Needs.”** IHA trend expert and Pantone Color Institute Director Lee Eiseman explains and illustrates the most important influences in design and color trends that will entice customers and drive sales. *Room S100/Grand Ballroom, Level 1, South Building.*
- 12:30 – 1:20 p.m. **“The Zen of Branding: Express the Soul of Your Business,”** Adrienne Weiss, Adrienne Weiss Corp. *Housewares Design Theater.*
- 1:30 – 2:20 p.m. **“Sourcing From China: Strategies, Implementation and Case Studies,”** Bill Liu, NaviAsia Consulting Group. *Housewares Design Theater.*
- 2:30 – 3:20 p.m. **“Spend Smart: Making the Most of Your Intellectual Property Budget,”** Damon Neagle, Design IP. *Housewares Design Theater.*
- 3:30 – 4:20 p.m. **IDSA Housewares Section Panel Discussion, “Housewares Show Guide: Design Highlights,”** Rebecca Trump & Lillian Shieh, IDSA. *Housewares Design Theater.*
- 5:30 – 7:30 p.m. **International Reception.** Sponsored by the Housewares Export Council for all international attendees. Entertainment by performance artists **“In the Groove.”** *Vista Ballroom (Room S406a), Level 4, South Building.*
- 6:30 p.m. **10th Annual Housewares Charity Foundation Gala Evening.** The non-profit Foundation hosts this event every year to raise funds for critical causes. This year benefiting the Breast Cancer Research Foundation. *Sheraton Chicago Hotel and Towers.*

Tuesday, March 13

- 7:15 – 8:30 a.m. **Industry Breakfast with Gen. Colin Powell, who will speak on “Leadership: Taking Charge.”** Hear one of America’s most admired men share his philosophy on leadership, with strategies for “taking charge” and how to remain focused, take responsibility and work towards improving processes, organizations and people. Tickets \$50. *Room S100/Grand Ballroom, Level 1, South Building.*
- 8 a.m. – 5 p.m. **News Center open.**
- 8:30 a.m. – 5 p.m. **Show exhibit floors open.**
- 9:30 – 10:20 a.m. **“Joy Infusion: A Recipe for Eliminating the Me Toos,”** Marianne Grisdale, Herbst LaZar Bell. *Housewares Design Theater.*

Schedule at a Glance/Add Three

- 10:30 – 11:20 a.m. **“Transcendence Retail: The Customer Shopping Journey,”** Jackie Delise, Branding by Design. *Housewares Design Theater.*
- 11:30 a.m. –12:20 p.m. **“How Do You Make a 90-Year-Old Brand Resonate with Consumers? Ask Them!”** Mike Bross, Stanley/Pacific Market International. *Housewares Design Theater.*
- 12 – 1 p.m. **Panel Discussion: “The Impact of Color & Visual Merchandising,”** featuring Pantone Color Institute Director Lee Eiseman and Ken Mesnick, VP, Gracious Home. Hear the presenters discuss the psychological impact of color on consumers and how to achieve uniquely personal and knowledgeable customer service. *Room S100/Grand Ballroom, Level 1, South Building.*
- 12:30 – 1:20 p.m. **“Redefining Affluence in a Future of Climate Change,”** JohnPaul Kusz, Center for Sustainable Enterprise. *Housewares Design Theater.*
- 1:30 – 2:20 p.m. **“Looking Back to Leap Forward: The Impact of Culture and Tradition in Emerging Housewares Trends,”** John VanAkkeren, Daniel Perez, Anne Moser, Radius Product Development. *Housewares Design Theater.*
- 5 p.m. **Show Closes.**

Wednesday, March 14

- 8 a.m. – 5 p.m. **Chicago Housewares Retail Tour.** This popular post-Show tour gives buyers from around the world the chance to see leading retail stores in the Chicago area up-close and personal. The tour begins with a U.S. retail overview, then proceeds to: The Great Indoors, Linens n’ Things, The Container Store, Wal*Mart, Target and Home Depot. Final stop is Oakbrook Shopping Center, where visits include: Williams-Sonoma, Bloomingdale’s Home Store, Crate&Barrel, Pottery Barn, Restoration Hardware, Z Gallerie and more. **InterContinental Hotel, 505 N. Michigan Ave.,** Chicago. *Check for availability during the Show at the International Business Center, Level 3 lobby, Lakeside Center.*