

January 2007

Dear Journalist:

The 2007 International Home & Housewares Show is a one-stop shop for everything and anything that goes into and around the home. Featuring thousands of products, companies, trend and lifestyle experts, designers and retailers, the 2007 Show is the place to be for insight into what consumers will be seeing on store shelves in the months, and years, to come.

The event-packed Show draws more than 2,100 exhibitors and 60,000 attendees from more than 100 countries. Thousands of buyers from around the world converge under one roof to fill their stores with the goods that consumers want. This is their chance to survey import new products and confirm current trends. And this is your chance to do the same.

Get tips and personal assistance from our savvy, veteran media relations staff, whose deep knowledge of the Show and its products will help you cut a huge space down to size - for yourself and your audience – without getting in your way.

We already know that American consumers are putting a modern twist on traditional meals and entertaining in 2007. Rather than preparing, cooking and eating meals like their parents did, today's consumers are increasingly having meals that are partially prepared at assembly centers or a friend or neighbor's house. And today's meals are no longer eaten solely at the kitchen or dining room table, but often outside on a newly renovated patio or backyard that features the great outdoors but with all the amenities.

What else? Well. Formal living rooms are falling by the wayside, as more and more homeowners feel it unnecessary to have one at all. Many new homes are being built without living rooms, per se, while existing homes are seeing walls knocked down to create a "great room."

While all that renovating is going on, homeowners are getting rid of clutter they can't stand any more. Leading edge consumers want to be more organized in 2007 and they want to be able to find things quickly and easily. This trend, fueled by what researchers have called the "claustrophobia of abundance," stems from homeowners being overwhelmed by stuff of every kind. Overall, this is a major shift away from years of acquiring more stuff to elimination of what has now become too much stuff.

Of course, the new and the novel and even the strange is why so many people come to the annual Show, where they can see and even use a product that may not be available to the public for several months. New products are at the heart of the Show each year and the only way to see them is to bring yourself. Our staff will ensure that your visit is uncomplicated and fruitful, whether you are developing a story now or in the near future.

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 valuable. We'll help you make the best of it.

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. 11; 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!

Deborah A. Teschke
Manager, Media Relations & Communications

