

Corporate Profile

March 14-16
McCormick Place
Chicago, USA

Dear Prospective Exhibitor:

Thank you for your interest in exhibiting in the 2010 International Home + Housewares Show[®]. To receive an official Booth Space Application/Contract, your company must be either an IHA-approved consumer-end home or housewares product manufacturer or exclusive distributor, marketer, importer of the product.

To exhibit in the 2010 Show, please complete this Corporate Profile as soon as possible and include the following:

- 1) Company biography or company history. (We would like to know more about your company. Tell us your story.)
- 2) **Original** catalog sheets showing the products you intend to display. Make sure these catalog sheets include the name of your company.
- 3) Photo(s) of your product in consumer packaging.
- 4) If available, a photo of your booth display from a previous trade show.

For more information on exhibiting please visit our website at: www.housewares.org/show/exhibit/prospect.aspx

1 Is your company a/an:

- | | |
|--|--|
| <input type="checkbox"/> Manufacturer/Designer/Inventor* | <input type="checkbox"/> Consumer Book Publisher |
| <input type="checkbox"/> Exclusive Distributor | <input type="checkbox"/> Trade Publication |
| <input type="checkbox"/> Exclusive Marketer | <input type="checkbox"/> Pavilion/Pavilion Sponsor |
| <input type="checkbox"/> Exclusive Importer | <input type="checkbox"/> Industry Service Provider |
| <input type="checkbox"/> OEM Supplier** | |
| <input type="checkbox"/> Other _____ | |

* If the production of your product is outsourced to a third party, you are still considered a manufacturer.

** If your company is providing OEM products to an exhibitor already in the Show, it is your responsibility to communicate to these exhibitors your intention to exhibit in the Show.

2 If you are not the manufacturer of these products, please provide the corporate headquarters address of the manufacturer here. The manufacturer must also send IHA a letter, on company letterhead, indicating that your company is its exclusive marketing representative, exclusive distributor, or exclusive importer.

Manufacturer: _____
Address: _____
City: _____ State: _____ Country: _____
Zip Code/Postal Code: _____
Telephone: _____ Fax: _____
Contact Person: _____
E-Mail: _____

3 Where is/are your product(s) manufactured?

State/Province: _____ Country: _____
State/Province: _____ Country: _____
State/Province: _____ Country: _____

4 How many full-time individuals does your company employ? _____
(enter the number of employees)

5 How many years has your company been selling home products? _____ years

6 Has your company ever exhibited in the International Home + Housewares Show? Yes No

If yes, please explain: _____

7 Is/are your product(s) currently being exhibited at the International Home + Housewares Show? Yes No

If yes, by which company? _____

What is your company's relationship to this company? _____

8 Is your company legally affiliated with any companies currently exhibiting in the International Home + Housewares Show? Yes No

If yes, please explain: _____

9 Please list other shows, in order of importance, in which your company participates:

1. _____
2. _____
3. _____
4. _____
5. _____

10 Is/are the product(s) you wish to exhibit intended for the:

- Consumer Market? (sell to retailers) Yes No
Commercial Market? (sell to hotels and restaurants) Yes No

If both, please explain: _____

11 Do you have the ability to fulfill orders at this time/are your products ready for shipment? Yes No*

If product is not ready, when will your product be ready for shipment?

* Please note you must have the capability to fill orders and all products must be ready for shipment before your company will be assigned booth space.

12 Is/are your product(s) new to the home products and housewares industry? Yes No

13 Does your company have its own brand that you license or market?
 Yes No

If yes, please list your brand name(s) or license(s) below: _____

14 Do you license your brand name(s) to other companies? Yes No

If yes, indicate companies to whom you license: _____

15 The products your company intends to exhibit belong to the following category groups (in percent).

- | | |
|--|--|
| <input type="checkbox"/> Bath + Shower Accessories | <input type="checkbox"/> Home Textiles |
| <input type="checkbox"/> China, Crystal & Silver | <input type="checkbox"/> Kitchen Accessories |
| <input type="checkbox"/> Cleaning | <input type="checkbox"/> Lighting |
| <input type="checkbox"/> Cook + Bakeware | <input type="checkbox"/> Luggage |
| <input type="checkbox"/> Cookbooks | <input type="checkbox"/> Major Appliances |
| <input type="checkbox"/> Closeouts | <input type="checkbox"/> Outdoor Living |
| <input type="checkbox"/> Electrics | <input type="checkbox"/> Personal Care |
| <input type="checkbox"/> Home Healthcare | <input type="checkbox"/> Pet Supplies |
| <input type="checkbox"/> Furniture | <input type="checkbox"/> Seasonal Products |
| <input type="checkbox"/> General Merchandise/Impulse | <input type="checkbox"/> Space Organizers +
Clothing Care |
| <input type="checkbox"/> Giftware | <input type="checkbox"/> Sustainable Products |
| <input type="checkbox"/> Gourmet/Specialty Food | <input type="checkbox"/> Tabletop |
| <input type="checkbox"/> Hardware | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Home Décor | |
| <input type="checkbox"/> Indoor <input type="checkbox"/> Outdoor | |

16 Is your company new to the U.S. Market? Yes No

Please indicate below what channels you sell through:

- | | |
|---|---|
| <input type="checkbox"/> Convenience Stores (e.g. 7-11; Circle K) | <input type="checkbox"/> Garden Centers |
| <input type="checkbox"/> Third-Party Mail Order Catalogs (e.g. Lillian Vernon; Frontgate) | <input type="checkbox"/> Department Stores (e.g. Sears; Macy's) |
| <input type="checkbox"/> Catalog Showrooms | <input type="checkbox"/> Direct to End-User/Consumer (e.g. mail; infomercial; TV; Internet) |
| <input type="checkbox"/> Mass Merchandisers & Supercenters (e.g. Wal-Mart; Target; Kmart; ShopKo) | <input type="checkbox"/> Wholesalers (All Channels) |
| <input type="checkbox"/> Variety Stores and One-Price Stores (e.g. Dollar General; Big Lots) | <input type="checkbox"/> Hardware Stores, Home Centers |
| <input type="checkbox"/> Drug Stores | <input type="checkbox"/> Patio Specialty Stores |
| <input type="checkbox"/> Home Furnishing & Appliance Stores | <input type="checkbox"/> Supermarket/Food Stores |
| <input type="checkbox"/> Gourmet, Gift, Novelty and Souvenir Stores | <input type="checkbox"/> Specialty Stores (e.g. Bed Bath & Beyond, Crate & Barrel; Williams Sonoma) |
| | <input type="checkbox"/> Warehouse Clubs |
| | <input type="checkbox"/> Other _____ |

17 What is your company's objective at the Show/Who do you want to meet with?

- Meet with retailers Meet with distributors
 Meet with other exhibitors

18 Please list the names of your current key retail customers:

Contact at Company: _____

Company Name: _____

City: _____ State: _____ Country: _____

Contact at Company: _____

Company Name: _____

City: _____ State: _____ Country: _____

Contact at Company: _____

Company Name: _____

City: _____ State: _____ Country: _____

19 Does your company have distribution capabilities in the United States?
 Yes No

20 What percentage of your business is export? _____%

Non-U.S. companies only, what percentage of export is:

To the U.S. _____% Outside the U.S. _____%

21 Is your company: Privately Held? Publicly Held?

22 How did you hear about the International Home + Housewares Show?

23 Please designate a full time employee of your company as your "Trade Show contact":

Name: _____

Trade Show contact E-mail: _____

Trade Show contact phone number: _____

24 I understand that 100% of the booth space rented from IHA must be occupied by housewares products approved by IHA. Catalog sheets of all products that we wish to exhibit must be submitted to IHA for approval.

Title: _____

Signature: _____ Date: _____

This form was completed by: Mr. Ms. Mrs. Miss

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State/Province: _____

Zip/Postal Code: _____ Country: _____

Telephone: _____

Fax: _____

Toll-free Telephone: _____

Company E-mail: _____

Website: _____

Our Corporate Address is located in: _____

Country

IHA respectfully requests that you authorize us and our affiliates to fax or email your organization materials regarding member and Show services that may be of an informational or commercial nature. By signing this form and providing your fax number, you expressly consent to receiving fax and email communications promoting the commercial availability or quality of any events, goods or services sent by or on behalf of IHA, and you certify that you have the authority to give such consent for your organization. Thank you.



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