

HELPFUL REMINDERS AND COST SAVING OPPORTUNITIES

ORDER SHOW SERVICES & DOWNLOAD ORDER FORMS ONLINE AT: www.housewares.org/show/exhibit/esm/

VIEW UPDATED FLOOR PLANS ONLINE AT: www.housewares.org/show/exhibit/floorplans.aspx

VIEW ASSIGNED EXHIBITOR WEBSITE AT: www.housewares.org/show/exhibit/assigned.aspx

NEW IN 2012

- The Show has been extended to 4 days and will open at 12:30 p.m. on Saturday, March 10th. There will be a soft close until 6:30 p.m. on Saturday, Sunday and Monday.
- Don't forget Daylight Savings Time is scheduled for 1 a.m. on Sunday, March 11th. Set your clocks ahead one hour!
- All booths must be completely set by **Friday, March 9th at 5:00 p.m.** Exhibitors can work as long as necessary on March 9th.

New Service Vendors

- **Electrical and Plumbing Services** - McCormick Place is now privately managed by Security Management Group (SMG) and will no longer be offering electrical or plumbing services. IHA has chosen Freeman to provide all electrical and plumbing services for the 2012 Show (section 3).
- **Food Service** - SAVOR was recently selected as the new food and beverage service provider. SAVOR was chosen after a competitive bid process, which was part of the privatization of McCormick Place. SAVOR promises to improve the quality and variety of food offerings and the speed of delivery at McCormick Place. SAVOR's pricing will remain the same, if not lower than, the 2011 pricing (section 5).
- **Computer Rental** - The official computer rental vendor for the 2012 International Home + Housewares Show is ABCComRents.com, who offers iPad rentals so you are able to take advantage of the new Housewares Connect 365 mobile application.

New Sponsorship Opportunities

Take advantage of new sponsorship opportunities being offered at the Show. Not only is IHA offering video promotion of special celebrity appearances in your booth, but our vendors are offering new shuttle bus advertising and charging station sponsorships as well. More information is available under section 6.

IHA Innovation Awards

Enter your new and innovative products in the New Product Showcase, which will automatically submit your product into the first IHA Innovation Awards program. To learn more about this new program, see section 6.

COST SAVING OPPORTUNITIES

- **Booth Rates Frozen** - In order to help reduce exhibitor costs, IHA has frozen the 2011 booth space rates for the 2012 Show.
- **Display Labor Rates** - Make sure to check the display labor rates your company is being charged. If you are not using the Show's General Contractor, Freeman, as your booth installer, please review the rates your company is being charged to see if they are comparable to the rates IHA has negotiated, which are listed below.
 - Straight Time - \$90.65
 - Time-and-a-Half - \$141.35
 - Double Time - \$174.05
- **Vendor Rates Frozen** - Besides IHA freezing the booth space rates, all IHA negotiated vendor service rates have been frozen for the 2012 Show. This includes Drayage, Labor Rates (excluding plumbing), Furniture, Audio Visual, Photography, Floral, Water Coolers and so much more! (Section 5)
- **Early-Bird Rates** - Over 20 of the 51 official convention hotels are offering early-bird rates for rooms reserved by January 1st. In some cases, hotels' early-bird rates are \$20 off their standard rates!

Labor Changes

An exhibitor and an exhibitor's employees are permitted to do the following work in a booth of ANY SIZE:

- Install and dismantle booths using a ladder, hand tools and power tools (deemed safe by McCormick Place).
- Assemble and disassemble materials, machinery, or equipment.
- Install signs, props, graphics, drapery, and skirt exhibitor tables.
- Deliver, plug-in, connect, and operate electrical equipment, computers and audio visual devices.

Cost Reducing Webpage

To make sure your company is taking advantage of every cost saving opportunity, including your expanded exhibitor rights. Go to www.housewares.org/show/exhibit/cost_reductions.aspx

SHOW + DISPLAY REMINDERS

- Unauthorized photography of any exhibit or product is prohibited. Exhibitors and attendees are not allowed to bring photographic equipment on the exhibit floor during Show hours. Further details can be found in the Rules & Regulations, located in section 1.
- To assist attendees in identifying booth numbers, exhibitors are required to incorporate their company name and booth number on exhibit signage.
- Cubic Content Rule: Exhibitors may build or place display elements right up to the aisle and to the maximum height permitted.
- Standard pipe + drape and tabletop displays used solely as exhibit structures are prohibited. Perfboard is acceptable, if approved by IHA.
- Displays facing neighboring booths or aisle traffic may not expose any unfinished surfaces or wires and must be finished.
- Utility services will be supplied at the rear of the booth. Exhibitors should allow a one-foot corridor in the rear and six inches on one side of their booth to allow passage for utility personnel. Exhibitors may incur additional costs if utility corridors are not available.
- Booth access: To ensure maximum traffic flow on the exhibit floor, exhibitors building contiguous displays along main aisles must have a 10' opening/entrance for every 30' of contiguous display.

international home
+ housewares show 2012

MARCH 10 - 13 • MCCORMICK PLACE, CHICAGO

Saturday, 12:30 pm - 5:30 pm, Sunday and Monday, 8:30 am - 5:30 pm, Tuesday, 8:30 am - 5:00 pm
Soft-close on Saturday, Sunday and Monday 5:30 pm - 6:30 pm



INTERNATIONAL HOUSEWARES ASSOCIATION®

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MOVE-IN AND MOVE-OUT REMINDERS

IMPORTANT NOTES

- The deadline for Advance Warehouse Shipments to be received is Tuesday, February 21, 2012.
- Be sure to review the online Freight Target Floor Plans to find your booth's target move-in date and time.
- **NEW** - All shipments (display/product) must be in the exhibit space and unpacked with crates ready for storage by **Friday, March 9, 2012 at 5:00 p.m.**
- Exhibitors working past 6:00 p.m. must complete a Late Work Authorization Form available at the Help Centers.
- Move-out begins at 5:01 p.m., Tuesday, March 13, 2012. Do not begin packing your product or dismantling your booth early! If observed tearing down early, exhibitors may receive a \$1,000 fine

EXHIBITOR MOVE-IN SCHEDULE

Thursday, March 1, 2012	8:00 a.m. - 4:30 p.m.	Lakeside Center
Friday, March 2, 2012	8:00 a.m. - 4:30 p.m.	All Exhibit Halls
Monday, March 5, 2012	8:00 a.m. - 4:30 p.m.	All Exhibit Halls
Tuesday, March 6, 2012	8:00 a.m. - 4:30 p.m.	All Exhibit Halls
Wednesday, March 7, 2012	8:00 a.m. - 4:30 p.m.	All Exhibit Halls
Thursday, March 8, 2012	8:00 a.m. - 4:30 p.m.	All Exhibit Halls
* Friday, March 9, 2012	8:00 a.m. - 4:30 p.m.	All Exhibit Halls
* Exhibitors may work later on Friday, March 9, if necessary. All booths must be set by Friday, March 9, 2012 at 5:00 p.m.		

NEW Four Productive Show Days

- Saturday, March 10, 12:30 p.m. - 5:30 p.m.
- Sunday, March 11, 8:30 a.m. - 5:30 p.m.
- Monday, March 12, 8:30 a.m. - 5:30 p.m.
- Tuesday, March 13, 8:30 a.m. - 5:00 p.m.

Soft close on
Saturday, Sunday & Monday
until 6:30 p.m.

EXHIBITOR MOVE-OUT SCHEDULE

Tuesday, March 13, 2012	5:01 p.m. - 10:00 p.m.	All Exhibit Halls
Wednesday, March 14, 2012	8:00 a.m. - 4:30 p.m.	All Exhibit Halls
Thursday, March 15, 2012	8:00 a.m. - 4:30 p.m.	All Exhibit Halls
Friday, March 16, 2012	8:00 a.m. - 12:00 Noon	North & South Buildings
Friday, March 16, 2012	8:00 a.m. - 4:30 p.m.	Lakeside Center
Saturday, March 17, 2012	8:00 a.m. - 12:00 Noon	Lakeside Center

South Building & North Building Exhibitors - All materials must be packed, Material Handling Agreements (MHA) turned into the Exhibitor Services Center and freight removed by 10:00 a.m., Friday, March 16, 2012. Shipments will start being rerouted at 12:00 Noon on Friday, March 16, 2012.

Lakeside Center Exhibitors - All materials must be packed, Material Handling Agreements (MHA) turned into the Exhibitor Services Center and freight removed by 10:00 a.m., Saturday, March 17, 2012. Shipments will start being rerouted at 12:00 Noon on Saturday, March 17, 2012.

CRATE RETURN SCHEDULE FOR ALL BUILDINGS

The Show closes at 5:00 p.m. on Tuesday, March 13, 2012. The anticipated schedule to return cardboard boxes, fiber cases and empty crates for products will be as follows:

Tuesday, March 13, 2012

- 5:01 p.m.** Begin Removal of aisle carpeting.
- 6:00 p.m.** Begin returning cardboard boxes, fiber cases, specially marked product containers and all empty crates.

Wednesday, March 14, 2012

- 1:00 a.m.** Anticipated completion of returning all empty crates.

SECURE YOUR PRODUCT SAMPLES AND MERCHANDISE

During move-in, move-out and Show days, IHA will provide perimeter guard service in all exhibit halls. IHA will provide additional security after the Show closes on Tuesday, March 13, 2012. To aid in these efforts, it is imperative that exhibitors secure their product samples and merchandise. Take advantage of the complimentary security lock-up areas available on each floor.

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