Dear Inventor/Prospective Exhibitor:

Thank you for your interest in exhibiting in the 2020 International Home + Housewares Show® (formerly the 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/inventor.

To exhibit in the 2020 Show, please complete this Questionnaire 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/product images showing the products you intend to display. Make sure these catalog sheets include the name of your company.

For more information, visit our website at: www.housewares.org/Show/faq_exhibitors.aspx

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1. Where is/are your product(s) manufactured?
   State/Province: __________________________ Country: __________________________
   State/Province: __________________________ Country: __________________________
   State/Province: __________________________ Country: __________________________

2. How many full-time individuals does your company employ?
   _______________ (enter the number of employees)

3. How many years has your company been selling home products?
   _______________ years

4. Has your company ever exhibited in the International Home + Housewares Show? 
   • Yes  • No
   If yes, please explain:

5. Is/are your product(s) currently being featured by an exhibitor at the International Home + Housewares Show? 
   • Yes  • No
   If yes, by which company?

6. Is your company legally affiliated with any companies currently exhibiting in the International Home + Housewares Show? 
   • Yes  • No
   If yes, please explain:

7. Please list other trade shows, in order of importance, in which your company participates:
   1. ______________________________________________________________
   2. ______________________________________________________________
   3. ______________________________________________________________

8. 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: ____________________________________________

9. Do you have the ability to fulfill orders at this time/are your products ready for shipment? 
   • Yes  • No*
   If product is not ready, do you have a target date?

10. Is/are your invention/design(s) new to the home products and housewares industry? 
    • Yes  • No

11. 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):

12. Do you license your brand name(s) to other companies? 
    • Yes  • No
    If yes, indicate companies to whom you license: ______________________

13. The invention/design(s) your company intends to exhibit belongs to the following category groups (in percent):

   ______ As Seen On TV
   ______ Bath + Shower Accessories
   ______ Children’s Accessories
   ______ China, Crystal & Silver
   ______ Cleaning
   ______ Cook + Bakeware
   ______ Cookbooks
   ______ Closeouts
   ______ Electronics (Kitchen)
   ______ Fitness
   ______ Floor + Carpet Care
   ______ Furniture
   ______ General Merchandise/Impulse
   ______ Giftware
   ______ Gourmet Food + Specialty Products
   ______ Hardware
   ______ Home Décor
   ______ Indoor  ______ Outdoor
   ______ Home Environment (air/water)
   ______ Home Healthcare
   ______ Home Security
   ______ Home Textiles
   ______ Household Electrics
   ______ Kitchen Tools + Accessories
   ______ Lighting
   ______ Luggage
   ______ Made in USA
   ______ Major Appliances
   ______ Outdoor Living
   ______ Personal Care (Electrics)
   ______ Personal Care (Non-Electrics)
   ______ Pet Supplies
   ______ Retail Promotions + Continuities
   ______ Seasonal Products
   ______ Space Organization + Clothing Care
   ______ Sustainable Products
   ______ Tabletop
   ______ Technology Accessories
   ______ Other ______

Answer additional questions on back, please
Is your company new to the U.S. Market?  □ Yes  □ No

Please indicate below what channels you sell through or are looking to sell through.

□ Mass Merchant/Chain  (Target, Wal-Mart, Shopko)
□ Department Store  (Sears, Macy's, JCPenney, Kohl's)
□ Drug/Supermarket/Convenience Store
□ Hotel/Restaurant/Caterer/Cooking School
□ Gift Store
□ Home Furnishing/Appliance/Electronics  (Best Buy, hhgregg, Fry's)
□ Multi-Store Specialty  (Bed Bath & Beyond, Williams Sonoma, Sur La Table)

□ Hardware/Home Centers  (Ace, True Value, Home Depot, Lowe's)
□ Gourmet Food Store
□ Museum Stores
□ Non-Store/Catalogue  (HSN, QVC, Lillian Vernon, Frontgate)
□ Internet
□ Warehouse Club
□ Variety/One-Price  (Dollar General, Big Lots)
□ Independent Specialty
□ Garden/Patio Store
□ Wholesaler/Distributor
□ Other

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  □ Meet with Media

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:  _________

Does your company currently have distribution capabilities in the U.S.?  □ Yes  □ No

Is your company:  □ Privately Held?  □ Publicly Held?
If your company has multiple company names, please indicate below:
1) ____________________________________________________________
2) ____________________________________________________________
3) ____________________________________________________________

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

__________________________________________________________

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: ____________________________________

I understand that 100% of the booth space rented from IHA must be occupied by housewares consumer-end products approved by IHA. Catalog sheets/product images 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.

Please contact Ginny Costello at gcostello@housewares.org or fax to +1.847.292.4211

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