

# inventor's corner

## Corporate Profile Questionnaire

THE  
INSPIRED  
HOME  
SHOW | IHA's GLOBAL HOME +  
HOUSEWARES MARKET

March 14 - 17, 2020  
McCormick Place | Chicago

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](http://www.housewares.org/Show/faq_exhibitors.aspx)

**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? \_\_\_\_\_  
What is your company's relationship to this 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).

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

Answer additional questions on back, please

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

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

- |  |   |
|--|---|
| <input type="checkbox"/> Mass Merchant/Chain ( <i>Target, Wal-Mart, ShopKo</i> )                               | <input type="checkbox"/> Hardware/Home Centers ( <i>Ace, True Value, Home Depot, Lowe's</i> ) |
| <input type="checkbox"/> Department Store ( <i>Sears, Macy's, JC Penney, Kohl's</i> )                          | <input type="checkbox"/> Gourmet Food Store   |
| <input type="checkbox"/> Drug/Supermarket/Convenience Store  | <input type="checkbox"/> Museum Stores  |
| <input type="checkbox"/> Hotel/Restaurant/Caterer/Cooking School   | <input type="checkbox"/> Non-Store/Catalogue ( <i>HSN, QVC, Lillian Vernon, Frontgate</i> )   |
| <input type="checkbox"/> Gift Store  | <input type="checkbox"/> Internet   |
| <input type="checkbox"/> Home Furnishing/Appliance/Electronics ( <i>Best Buy, hhgregg, Fry's</i> )             | <input type="checkbox"/> Warehouse Club   |
| <input type="checkbox"/> Multi-Store Specialty ( <i>Bed Bath &amp; Beyond, Williams Sonoma, Sur La Table</i> ) | <input type="checkbox"/> Variety/One-Price ( <i>Dollar General, Big Lots</i> )                |
|  | <input type="checkbox"/> Independent Specialty  |
|  | <input type="checkbox"/> Garden/Patio Store   |
|  | <input type="checkbox"/> Wholesaler/Distributor   |
|  | <input type="checkbox"/> Other _____  |

16 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

17 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: \_\_\_\_\_

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

19 Is your company:  Privately Held?  Publicly Held?

If your company has multiple company names, please indicate below:

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

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

\_\_\_\_\_

21 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: \_\_\_\_\_

22 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](mailto:gcostello@housewares.org) or fax to +1.847.292.4211



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