International Housewares Association Member Services provide opportunities and programs to assist members in increasing profits and growing their business.

EXTENDED MEMBERSHIP YEAR!

Membership
April 1, 2020 – September 30, 2021

Housewares.org
Dear IHA Member,

Your membership in the International Housewares Association (IHA) offers you many opportunities to expand your business in addition to your participation in our world-class trade event, The Inspired Home Show, IHA’s Global Home + Housewares Market.

Whether you are trying to expand your international business, get the attention of the consumer, save on international container freight, gain insight on the industry or leverage a network of peer executives, the Association’s many services provide solutions.

Please review the following pages to make certain that you are maximizing the benefit that your company receives from IHA. And, please let us know how we can be of further service to the industry.

Best Regards,

William Endres
Select Brands
2020-2021 IHA Chairman of the Board

Derek Miller
International Housewares Association
President

For more information, visit: Housewares.org
Providing Meaningful Member Services

The International Housewares Association provides its members with a wide variety of meaningful services to assist in business growth and profitability.

In addition to a world-class trade show that is offered to members at an industry benchmark low cost with exposure to key retailers from around the world, IHA offers other opportunities, including:

• Executive-level member share groups and conferences through CORE and CHESS

• A wide range of international business development tools through the International Business Council, including networking and learning at the annual Global Forum as well as Trade Missions in key global markets

• Access to the consumer through The Inspired Home platform and Press Events

• Information services such as the annual IHA Market Watch Report and industry focused webinars

• Group rates on container freight through the International Housewares Shippers Association (IHSA)

Take advantage of all the services offered to maximize the benefits of your membership in the International Housewares Association!
Facilitating Networking and Forging Relationships

Education and Networking - Executive Programs where members develop and share.

CORE

CORE is a unique resource of networking peer groups designed exclusively for industry decision-makers. Since 1998, CEOs in the housewares industry have been using CORE groups as a sounding board and a special resource to help meet professional challenges. In-person meetings are held twice per year in Chicago, Dallas/Ft. Worth, Ft. Lee (NJ), Los Angeles, Seattle, San Francisco, Toronto and Weston (FL). Each group also meets at least four times per year using ZOOM virtual meetings.

Why Join CORE:

- Learn from peers and share your expertise and experience in non-compete forums intended to foster personal and professional growth.
- Each CORE group is led by a professional facilitator with industry experience who keeps meetings lively and on-track.
- Meeting topics are chosen by group members and have included current business trends, new channel developments, personal challenges, new product and business growth ideas.
- CORE Membership is free to paid IHA members.

CHESS

CHESS is IHA’s annual strategic, senior-level conference for industry leaders. Held every fall, CHESS attracts more than 150 chief officers from IHA’s most prominent member companies. The program includes keynotes, panel discussions, general sessions and networking opportunities—the most valuable part of the two-day event according to past participants.

Why Attend CHESS:

- Learn from high-profile industry experts and have direct access after programs to continue the discussion.
- Share information and ideas with other housewares and home goods decision makers.
- Receive attendee-only access to presentations.
- IHA members receive a significantly discounted attendance fee.

Housewares.org/CORE

Housewares.org/CHESS
RepConnect

RepConnect is a resource for housewares suppliers who are seeking U.S.-based sales reps. The list catalogs all reps who attend The Inspired Home Show and is sortable by state, product type and classification of retailer.

The Inspired Home Show Discounted Services

IHA regular members receive a discount on booth space and can get a list of registered buyers at the Show. Make plans to exhibit at the 2021 Show, August 7-10.

IHSA

The IHSA is a not-for-profit association formed to benefit companies belonging to the International Housewares Association. Through the combined leverage of members, IHSA negotiates freight contracts and partners with other logistics providers to lower supply chain costs.

Benefits include:

- Annual rebate depending on the level of participation.
- Option to choose preferred carriers from the participating IHSA carriers.
- Programs available to assist members with customs house brokerage and marine cargo insurance.
- Enrollment is complimentary for IHA members.
Establishing Media Relationships

IHA’s Press Events provide IHA members and exhibitors opportunities to promote their new products to top consumer and trade journalists and bloggers.

Each four-hour event showcases housewares-focused product introductions, sneak previews and demonstrations, giving participants time to establish connections with key media and generate news coverage for their brands and products. The Inspired Home Show Preview is held two months before the Show in New York City and features 60 exhibitors from all Show categories. Attending media include Good Housekeeping, Better Homes & Gardens, The Wall Street Journal, The Kitchn and HGTV Magazine.

Exhibiting companies receive:

- One-on-one opportunity to demonstrate and explain your products to 50-60 consumer and trade editors and bloggers.
- 6-foot table and electricity to demonstrate your products; no booth set-up needed.
- Complete list of media who attended/RSVP’d along with contact information for follow-up.

The Inspired Home Show Preview Press Event

June 2021 • New York City
Open exclusively to Show exhibitors

Registration fee:
$1500/1 company representative
$1700/2 company representatives
$1900/3 company representatives

Housewares.org/Members/Consumers-Press-Events
Connecting With Consumers

Stay in front of consumers with TheInspiredHome.com, IHA’s consumer-focused platform.

TheInspiredHome.com focuses on our mission to help our exhibiting members reach the consumer through lifestyle-oriented content to ultimately increase sales of home and housewares products.

Consumer Voice for Our Industry

- Powerful Influencer Network
- Robust Website
- Engaging Social Channels
- Shareable Content
- Media Relations
- Influencer Conference

Learn how to become involved with this free member benefit: Housewares.org/Members/Consumer
International Business Council

The International Business Council is a special interest group of IHA members, dedicated to helping its membership market and sell their products internationally by sharing information, providing networking opportunities and offering programs to assist, support and educate.

Join the International Business Council to:

- Discover new markets through membership activities: Trade Missions to global markets and table-top trade shows.
- Understand the international business environment using IBC members-only resources: Key Retailer and Key Distributor Reports and the monthly IBC Global Connect Newsletter.
- Stay on top of developments in global trade by accessing the IBC members-only website and attending the annual IBC Global Forum and member webinars.
- Benefit from tools at The Inspired Home Show: Pre-and post-Show international attendee list, Networking After Dark Reception and booth sign designating your company as an exporter.

Joining the International Business Council is complimentary to all Regular IHA Members.

IBC Global Forum

The IBC Global Forum is the annual meeting of the International Business Council. Sessions offer strategic planning and pragmatic international sales presentations to help members facilitate sales and business development in key export markets. Presenters at the 2020 Global Forum included key non-U.S. retailers, distributors and market experts who gave attendees insights on working within their markets as well as working directly with their companies. Retailers and distributors included Amazon India, Canadian Tire, Danesco (Canada), EPA, Sodimac and Yestis (Spain). Market overviews were provided on Australia, Brazil, Canada, Colombia, Costa Rica, France, Germany, India, Italy, Mexico, Spain, Taiwan and the U.K.

Participants:

- Learn from global home and housewares retailer and distributor presenters.
- Learn about market opportunities from IHA’s Global Offices and Representatives.
- Gain strategic insights from veteran IBC members who are experienced in global markets.
- Refine and sharpen global strategy.

Read about the presentations at the 2020 Global Forum at Blog.Housewares.org

Housewares.org/Members/IBC

Housewares.org/Members/Global-Forum
Trade Missions
IHA-IBC Trade Missions offer a solid introduction to global markets, allowing attendees to focus on their strategic business goals while IHA manages meetings, travel, housing and logistics.

Sourcing Trade Missions
**Attendees will:**
- Visit a pre-determined number of vetted factories.
- Learn about and assess standards and capabilities of each factory and meet with principals to discuss product specifications and requirements.
- Gain competitive advantage by diversifying country of origin.

Selling Trade Missions
**Attendees will:**
- Visit home and housewares stores during retail tours to learn about the competitive and complementary products offered by key retailers in the targeted markets.
- Meet one-on-one with key retailer and distributor buyers to establish contacts and determine sales opportunities within the targeted markets.
- Learn from networking with other housewares suppliers.

Housewares.org/Members/IBC
IHA Market Watch

IHA, in collaboration with The NPD Group, Springboard Futures and Cadent Consulting, has identified five key consumer lifestyle trends that are shaping how, what and where home + housewares products are being purchased. IHA Market Watch replaces IHA's State of the Industry Report and provides a forecast of consumer priorities and the effects those priorities have on the types of products and retail experiences that are best positioned to align with consumers’ needs.

Benefits include:

- Understanding macro consumer lifestyle needs helps members strategize their product development plans and helps retailers consider how to populate their inventory.
- Keynote at The Inspired Home Show will provide update to trends and their effects on categories and retail.
- Exhibit at the Show will showcase products illustrating the trends.

Housewares
SmartBrief

This free newsletter delivers a snapshot of the housewares industry with news from Industry and other leading sources to more than 20,000 opt-in subscribers.

Benefits include:

- Summaries of industry relevant news, written by expert editors to save you time and keep you informed and prepared.
- Registration is free.
- Reach retailers and other industry professionals through advertising at reasonable rates.

Webinars

IHA curates presentations on critical issues to educate members on the latest industry developments. All webinars are free of charge and cover a variety of industry topics to help you increase your ROI at The Inspired Home Show, market globally or stay on top of current industry trends.

Benefits include:

- Webinars are recorded live and posted on IHA’s website for access anytime.
- Presenters are industry experts or IHA’s business solutions partners.
- Topics covered include trends in cook and bakeware, trend licensing, integrating traditional and online marketing, global homewares trends and opportunities, making the most of your Housewares Connect 365 listing, marketing opportunities for The Inspired Home Show and boothmanship and booth etiquette.
Bringing Buyers and Sellers Together

The Inspired Home Show is your opportunity to join the world’s largest audience of home goods and housewares professionals.

Annually, the world’s most important home + housewares professionals gather to do business at Chicago’s state-of-the-art McCormick Place Exposition Center. As the industry’s not-for-profit trade association, IHA is charged by its membership with creating a singular event that brings together buyers and sellers in the most efficient and cost-effective manner. The Inspired Home Show, formerly known as the International Home + Housewares Show, is owned by the housewares industry, directed by a Board of IHA-member chief executives and operated as a benefit to the industry.

To help exhibitors tap the global market, the Show brings together retailers from around the world and from many diverse retail channels. On the U.S. side, attendees include buyers and senior-level executives from the key domestic retailers and internationally, the Show attracts nearly 8,000 attendees from 130 countries.

Value-Added Seminars, Displays & Events

The Show includes a full schedule of educational seminars including keynote sessions on color, consumers and hot industry trends; presentations on innovation, design and relevant business issues in the Innovation Theater; and programs on product development and marketing in the Inventors Revue. Special displays feature Color Trends and the IHA Global Innovation Awards (gia) honoring excellence in product design, global retailing and student design. Network with colleagues and buyers at the Networking After Dark Reception, “HYPE” Housewares Young Professionals Event and the Housewares Cares gala.

Why exhibit:

- Access to buyers from 130 countries.
- Free list of pre-registered news media before the Show.
- Free list of all registered buyers and news media after the Show.
- Free value-added services including online directory listing, badges, meeting rooms, educational webinars, Exhibitor Services Manual and Exhibitor Marketing Kit.
- More than 500 million consumer impressions generated by news media coverage of the Show.

housewares connect 365

Exhibiting in The Inspired Home Show includes a year-round listing of a company’s brands, products and contacts on IHA’s HousewaresConnect365. This searchable database includes photos, videos, product listings and catalogs – and can dynamically match exhibitors with buyers interested in their specific product categories. With more than 750,000 pageviews, HC 365 can help exhibitors stay in front of retailers, media and consumers......year-round!
Making Digital Connections

Housewares.org is the industry’s key resource for information, education and planning, attracting close to a million visits every year. The website is organized into six distinct sections plus a link to TheInspiredHomeShow.com to make navigating and finding relevant content quick and easy:

MEMBERS – IHA’s more than 1,600 member companies can access the MEMBERS section of the website to find information on the many year-round resources and services offered – from CEO networking and consumer engagement to global sales support and ocean freight. Housewares.org/Members

PRESS – The PRESS tab contains resources for traditional trade and consumer media as well as for digital publishers and bloggers. Access information on the Show’s press room, about IHA’s annual Press Events, recent press releases and more. Housewares.org/Press

CONSUMERS – There is little doubt that successfully engaging with the consumer will increase sales. The CONSUMER landing page provides information about IHA services offered to help members increase consumer engagement. Learn how to participate in and benefit from The Inspired Home program and IHA’s press events. Housewares.org/Consumers

EDUCATION – The EDUCATION tab provides access to executive and industry education created to keep members informed about the housewares market, product segments and emerging trends. Access the IHA Market Watch Report, updates on legal & technology issues and recordings of industry & Show-focused webinars. Also find video presentations and audio files recapping the seminars and education provided at the Show each March. Housewares.org/Education

ABOUT IHA – The International Housewares Association was created for members and is run by members. Under the ABOUT IHA tab, view IHA’s strategic direction and learn about the IHA Board of Directors and Committee members who provide the strategic plan and insight needed to move the Association and industry forward each year. And, find contact details for IHA’s full-time staff, who stand ready to help you with any questions you may have. Housewares.org/IHA

IHA Blog – The IHA BLOG contains relevant and timely information about industry news, events and trends. Visit the blog frequently to access posts created to keep IHA members informed and up-to-date on a wide variety of topics. Blog.Housewares.org