Dear Journalist:

The 2012 International Home + Housewares Show is a one-stop shop for anything and everything that goes in and around the home. Featuring thousands of products, companies, trend and lifestyle experts, designers and retailers, the 2012 Show offers insight into what consumers will be seeing on store shelves in the months, and years, to come and the trends that drive the development of those products.

Our savvy, veteran media relations staff is there to help you do your job, with assistance on finding products, identifying trends and themes, setting up interviews and providing background material. If you have a particular interest, we can lead you to the right place on the huge Show floor, saving you time, effort and shoe leather. From hard news to soft features, our team can help you connect the dots. If you plan to develop an advance story, we can put you in touch with housewares experts and companies nationwide or in your region. We know your time is tight and we’ll help you make the most of it.

American consumers, still worried about the slow economic recovery, continue to spend any discretionary money they have on the home. Home organization, small home improvement projects and healthier eating habits top the list. Hundreds of new products highlighting these trends will be on display at the 2012 Show.

Along with the thousands of new products, we have several other elements “new” to the Show this year, including:

- The Show opens at 12:30 p.m. on Saturday, giving you more time to find those stories and products of interest to your audience.
- The Lakeside Center Level 3 Lobby is now the Hall of Global Innovation, housing the Show’s innovation and design-focused exhibits, including the new IHA Innovation Awards, Pantone ColorWatch, Going Green, gia display and the 2012 Student Design Competition winners.
- The inaugural IHA Innovation Awards, recognizing exhibitors’ cutting-edge innovations. The winners will be announced at 4:30 p.m. on Saturday followed by a reception at the exhibit in the Global Hall of Innovation.
- Discover Design, the newest Show category, returns with more than 100 companies showcasing award-worthy, inspired-design products from around the globe. Most of the companies are new to the Show. A reception just for media and buyers will be held in the Discover Design Gallery late Saturday afternoon. For more information on the companies and products, visit www.youDiscoverDesign.org
- Housewares Connect 365, IHA’s year-round tool to help you search, plan and communicate with Show exhibitors, now includes company videos and press releases. An extension of the printed Show directory, HC365 provides listings for each exhibitor, including products and photos, catalogs and any special events, celebrities or demonstrations they may be having during the Show. Search for new product listings and special events/demonstrations just for the media through your personal briefcase on HC365. Save exhibitors of interest in your briefcase and then print out a map of the exhibit floor plotted with their locations. Go to www.housewares.org/housewaresconnect365 to begin searching.

Please call, 1-847-692-0110, or email me at dteschke@housewares.org if we can be of any assistance whatsoever. We hope to see you at the Show!

Deborah A. Teschke
Manager, Public Relations & Communications