Schedule at a Glance

2013 International Home + Housewares Show
The premier global marketplace

All events are free - sponsored by the International Housewares Association - unless otherwise noted.

**All Four Days**

**Saturday-Tuesday, March 2-5**

Saturday: 10:00 a.m. – 5:30 p.m.; Sunday & Monday: 8:30 a.m. – 5:30 p.m.; Tuesday: 8:30 a.m. – 3 p.m.

All events take place during the times above unless noted otherwise. The exhibits in the Hall of Global Innovation open at 9 a.m. on Saturday and 7:30 a.m. Sunday-Tuesday.

**Cooking Theater**

A popular gathering point for buyers, sellers and media, the Cooking Theater features continuous, big-stage food preparation/cooking presentations from a who’s who of celebrity chefs. Those appearing include Ming Tsai, Rick Bayless, Fabio Viviani, Stephanie Izard, Mich Turner, Alan Jackson, Cooking with Caitlin, Marcela Valladolid, Devin Alexander, Paula Deen, Todd English, Gail Simmons, Ingrid Hoffman, Masaharu Morimoto, Duff Goldman, Gale Gand, The Hearty Boys, Theo Kalogeracos, Anupy Singla, Cat Cora, Chris Cosentino, Bernard Guillias, Michael Feker and Ryan Hurtmacher. *South Building, Near Booth S2478.*

**Discover Design**

Located in the Dine + Design Expo, this category highlights inspired product design from around the globe. See award-worthy product in the Discover Design Gallery. *South Building, Exhibit Floor.*

**Global Design Points**

With several hundred suppliers from outside the U.S. exhibiting in the 2013 Show, you can experience well-designed products from around the world. These global suppliers will be located in categories throughout the Show, including companies from Brazil, France, Colombia, Hong Kong, Italy, Japan, Thailand and Turkey. *International Business Center, Grand Concourse Lobby.*

**Innovation Theater**

From idea to invention, concept to launch -- learn about what’s ahead from top trend forecasters, innovation specialists and researchers. Industry insiders share the latest thinking and their expertise in targeted social media, Made in the USA manufacturing, branding, visual merchandising and global consumer trends. *Lakeside Center, Level 3, Room E350*

**Inventors Corner**

Every great product starts with an idea from a creative mind. See those minds in action at this pavilion featuring recent product creations and their inventors, who have some amazing stories to tell. Buyers could find their next best seller right here. Hosted by the United Inventors Association. *North Building, Exhibit Floor, Booth N7358+N7557*

**New Product Showcase**

A must-see for all Show buyers, these displays in each Expo feature hundreds of new, high-demand products before they hit the marketplace. An invaluable look at what’s new and hot. Located inside the Buyer’s Club of each building. *Credentialed news media are welcome.*

**HALL OF GLOBAL INNOVATION**--Lakeside Center, Level 3 Lobby

**IHA Innovation Awards**

Exhibitors’ latest creations and cutting-edge innovations receive award recognition. Finalists are spotlighted in the New Product Showcases in the Buyer’s Clubs in each building. This display features the best in each of 13 product categories.

**gia Showcase**

The Global Innovation Award (GIA) showcases 25 global housewares retailers from 23 different countries who will be recognized for excellence in their trade. Visitors can benefit from the merchandising savvy of this select group and see visuals of their award-winning efforts.

**Going Green**

Consumers want to go green, and so do retailers and housewares marketers. See the latest sustainable products and packaging from Show exhibitors. A green retailer and experts in sustainable supply chain alternatives – recycled materials, packaging, promotion and audits--host the display and will be glad to discuss your green questions to help you inform your readers.

-More-
**Pantone ColorWatch** Pantone forecasts the colors for exciting home goods assortments in 2014. Show exhibitors’ offerings illustrate Pantone’s nine palettes in a display featuring consumer-inspiring hues. Visit with Pantone staff to guide your color choices for future products.

**Student Design Competition** In 2013, the influential competition celebrates its 20th anniversary. Meet top design students from across North America who spend months developing a prototype product for real-world use. The winners are on-site through the Show to describe their products and how they developed them from beginning to end. They are the future of the housewares design industry.

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### Saturday, March 2

8 a.m. – 5:30 p.m. **News Center open** – N228, Level 2, North Building.

10:00 a.m. – 5:30 p.m. **Show exhibit floors open.**


11:30 a.m. – 12:15 p.m. Ming Tsai, Cooking Theater, South Building, Near Booth S2478.

12:15 p.m. – 1:00 p.m. Rick Bayless, Cooking Theater, South Building, Near Booth S2478.


1:00 – 1:45 p.m. Fabio Viviani, Cooking Theater, South Building, Near Booth S2478.

1:45 – 2:30 p.m. Stephanie Izard, Cooking Theater, South Building, Near Booth S2478.


2:30- 3:15 p.m. Mich Turner, Cooking Theater, South Building, Near Booth S2478.

3:15 - 4:00 p.m. Alan Jackson, Cooking Theater, South Building, Near Booth S2478.


4:00 – 4:45 p.m. Cooking with Caitlin, Cooking Theater South Building, Near Booth S2478.

4:30 – 5:30 p.m. **IHA Innovation Awards Announcement.** Reception immediately following at the Innovation Awards display in the Hall of Global Innovation. The 2nd Annual IHA Innovation Awards recognizes exhibitors’ latest creations and cutting-edge innovations. Innovation Theater, Lakeside Center, Level 3, Room E350

5:30 – 6:30 p.m. **Discover Design Retailer/ Media Reception.** For news media and buyer attendees only. Meet the designers and company representatives from some of the most innovative names in housewares today while you surround yourself in high-design. Cocktails and hors d’oeuvres served. RSVP to Debbie Teschke at dteschke@housewares.org. Discover Design Gallery, South Building Near Booth S3277

5:45 – 7:00 p.m. **Media Welcome Reception.** Have a beverage and hors d’oeuvres while visiting with 25 companies new to the Show. Exhibitors will demonstrate and discuss their products. Please RSVP to Debbie Teschke at dteschke@housewares.org. North Building, Level 2, Room N227b (behind the News Center).

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Sunday, March 3
8 a.m. – 5:30 p.m.  News Center open – N228, Level 2, North Building.

8:30 a.m. – 5:30 p.m.  Show exhibit floors open.

8:30 a.m. – 4:00 p.m. Inventors Revue. QVC explains its Sprouts program and then conducts a product review for inventors. Watch as they chose products to be featured in the Sprouts program. Hosted by the United Inventors Association. North Building, Booth N7366

9:30 – 10:15 a.m. Marcela Valladolid, Cooking Theater, South Building, Near Booth S2478.

9:30 – 10:20 a.m. “Social Technologies and Digital Marketing,” David C. Aaronson, WSI-Technology Marketing Associates LLC. Innovation Theater, Lakeside Center, Level 3, Room E350

10:15 – 11:00 a.m. Devin Alexander, Cooking Theater, South Building, Near Booth S2478.


11:00 – 11:45 a.m. Paula Deen, Cooking Theater, South Building, Near Booth S2478.


Noon – 1:00 p.m. “Housewares and Supermarkets: A Profitable Pair.” The Global Market Development Center (GMDC) will host a thorough examination of what it takes to be successful selling housewares and general merchandise in supermarkets. Nielsen’s Todd Hale will cover the results of extensive research on supermarket consumers’ attitudes toward purchasing housewares and will then moderate a panel of supermarket retailers who will share their successes at making housewares a key component of their supermarket merchandise strategy. South Building, Level 1, Room S100/Grand Ballroom.

Noon – 12:45 p.m. Todd English, Cooking Theater, South Building, Near Booth S2478.

12:30 – 1:20 p.m. “USA the Brand! Innovation + Manufacturing = Global Demand,” Jeff Bollengier, Calibowl; Jenna Sellers Miller, Architec; David Elliott, KitchenAid; Ulrich Honighausen, Hausenware. Innovation Theater, Lakeside Center, Level 3, Room E350

12:45 – 1:30 p.m. Gail Simmons, Cooking Theater, South Building, Near Booth S2478.

1:30 – 2:15 p.m. Ingrid Hoffman, Cooking Theater, South Building, Near Booth S2478.

2:15 – 3:00 p.m. Masaharu Morimoto, Cooking Theater, South Building, Near Booth S2478.

1:30 – 2:20 p.m. “Content Marketing in the Social World,” Cooking with Caitlin Panel Discussion. Innovation Theater, Lakeside Center, Level 3, Room E350


3:00 – 3:45 p.m. Duff Goldman, Cooking Theater, South Building, Near Booth S2478.

3:45 – 4:30 p.m. Gale Gand, Cooking Theater, South Building, Near Booth S2478.

4:00 – 5:00 p.m. “Why Products Sell…and Why They Don’t.” Inventors Revue, North Building, Booth N7366

-More-
Schedule at a Glance/Add Three

4:30 – 5:15 p.m. The Hearty Boys, Cooking Theater, South Building, Near Booth S2478.

4:30 – 6:00 p.m. **Student Design Awards.** The six winners of IHA’s 20th student competition will be awarded in the Innovation Theater, followed by a reception at the anniversary student display in the Hall of Global Innovation. Innovation Theater, Lakeside Center, Level 3, Room E350.

5:00 – 5:30 p.m. “**Basics of Product Marketing.**” Inventors Revue, North Building, Booth N7366

**Monday, March 4**

7:30 – 8:30 a.m. **“Top Trends for 2013: Staying Relevant to the Unpredictable Consumer.”** Tom Mirabile, IHA’s Lifestyle Trend Forecaster and senior vice president, Global Trend and Design at Lifetime Brands, Inc., will present what’s bringing consumers to the register and what keeps them coming back. Discover the vast differences between consumers of different generations, as well as the commonalities that drive their spending. Finally, see what buyers and manufacturers across the nation think about consumers and how their perceptions stand up to reality. South Building, Level 1, Room S100/Grand Ballroom.

8 a.m. – 5:30 p.m. News Center open – N228, Level 2, North Building

8:30 a.m. – 5:30 p.m. Show exhibit floors open.

8:30 – 11:00 a.m. **UIA Inventor Education,** Inventors Revue, North Building, Booth N7366

9:30 - 10:20 a.m. **“Control the Consumer Connection,”** Susan Yashinsky, Sphere Trending. Innovation Theater, Lakeside Center, Level 3, Room E350.

10:00 – 10:45 a.m. Theo Kalogeracos, Cooking Theater, South Building, Near Booth S2478.


11:00 a.m. – 1:00 p.m. **Telebrands Roast.** Inventors Revue, North Building, Booth N7366

10:45 – 11:30 a.m. Anupy Singla, Cooking Theater, South Building, Near Booth S2478.

11:30 a.m. - 12:30 p.m. **Discover Design gia Awards-Media Event.** Announcement of the winners for product design and innovation. Meet the winners and mingle with the designers and exhibitors at a reception afterwards. No RSVP necessary. Discover Design Lounge, South Building Exhibit Floor, Near Booth S4478.

12:15 – 1:00 p.m. **Cat Cora,** Cooking Theater, South Building, Near Booth S2478.

12:30 – 1:20 p.m. **“Ethical Audits and Security Audits: What Are They and Why You Should Bother,”** Brian Whitters and Germaine Zhang, SGS. Innovation Theater, Lakeside Center, Level 3, Room E350


1:45 – 2:30 p.m. Chris Cosentino, Cooking Theater, South Building, Near Booth S2478.

-More-
Schedule at a Glance/Add Four

2:00 – 5:30 p.m.  **Rubbermaid Product Review.** Inventors Revue, North Building, Booth N7366

2:30 – 3:15 p.m.  Bernard Guillas, Cooking Theater, South Building, Near Booth S2478.


3:15 – 4:00 p.m.  Michael Feker, Cooking Theater, South Building, Near Booth S2478.

4:00 – 4:45 p.m.  Ryan Hurtmacher, Cooking Theater, South Building, Near Booth S2478.

5:30 – 7:30 p.m.  “Monday Night Reception: Channel Your Inner Cowboy.” All U.S. & international buyers and news media are invited to complete their day by stepping off the Show floor and onto the dance floor – getting “down and dirty” to country western tunes. Experience country music’s charm by kickin’ up your heels doing the boot-scootin’-boogie. Cocktails and hors d’oeuvres will be served at the corral! Guests are welcomed by members of the Housewares Export Council (HECNA), a group of IHA members actively engaged in international business. South Building, Level 4, Room S406a/Vista Ballroom.

6:00 p.m.  **16th Annual Housewares Charity Foundation Gala.** The non-profit HCF hosts this event to raise funds for critical causes, unite the Housewares Industry and honor its leaders. Honored this year: Kathryn Bufano, president and chief merchandising officer of Belk, and Keith Jaffee of O2 Cool. Bufano will receive the Lifetime Humanitarian Award and Jaffee the Humanitarian of the Year Award. In addition to The Breast Cancer Research Foundation, the HCF board has directed that contributions also be made to two charities in the aftermath of Hurricane Sandy: the American Red Cross—Hurricane Sandy Relief and Long Island Cares, Inc.—The Harry Chapin Food Bank. Hilton Chicago. **TICKET REQUIRED.**

**Tuesday, March 5**

7:15 – 8:30 a.m.  **Industry Breakfast.** IHA annual meeting and guest speaker, Michael Bloomberg, mayor, New York. South Building, Room S100/Grand Ballroom **TICKET NEEDED.**

8 a.m. – 3:30 p.m.  News Center open.

8:30 a.m. – 3 p.m.  Show exhibit floors open.

9:00 – 11:00 a.m.  **UIA Inventor Education,** Inventors Revue, North Building, Booth N7366


11:30 a.m. - 12:20 p.m.  “Creating a Design-Driven Culture: Why Design Thinking Impacts Commerce and Culture,” Jackie DeLise, Venture Collaborative. Innovation Theater, Lakeside Center, Level 3, Room E350

11:30 a.m. – 4:00 p.m.  **Inventors Revue, As Seen On TV Panel.** Watch as fledgling markets present their ideas to panels of housewares professionals for feedback and advice and hopefully to capture their interest. Today, panels of “As Seen on TV” marketing experts will provide insights on TV marketing. Hosted by the United Inventors Association. Inventors Revue, North Building, Booth N7366

12:00 – 1 p.m.  “The Color of the Year: Where Does it Come From?” Join Leatrice (Lee) Eiseman, IHA’s own color guru, renowned international color consultant for industry, author and executive Director of the Pantone Color Institute, as she explains the importance of the color and the rationale for selecting the color of the year. Also, Bridget Johnson, an event planning expert, will explain how to translate trends into special events. South Building, Room S100/Grand Ballroom.

3 p.m.  Close of Show.