Schedule at a Glance

2014 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 15-18**  
**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 Rick Bayless, Chris Cosentino, Gale Gand, Ming Tsai, Fabio Viviani, Buddy Valastro, Aaron Sanchez, Devin Alexander, Anupy Singla, Bernard Guillas. *South Building, Near Booth S2482.*

**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, Booth 3283.*

**Global Design Points**  
With several hundred suppliers from outside the U.S. exhibiting in the 2014 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, Hong Kong, India, Italy, Japan, Thailand and Turkey. *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 social technologies, retail design, branding, future products and global consumer lifestyle 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 IHA; Sponsored by Invention Home, *Inventors Digest* and Women Inventorz. *North Building, Exhibit Floor, Booth N7358*

**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 23 global housewares retailers from 22 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.

**Pantone ColorWatch**  
Pantone forecasts the colors for exciting home goods assortments in 2015. 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 2014, the influential competition celebrates its 21st 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.

Saturday, March 15

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

10:00 – 11:30 a.m.  
**Educational Presentations**, Inventors Revue, North Building, Booth N7366

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

11:30 a.m. – 12:20 p.m.  

11:30 a.m. – 12:15 p.m.  
Lorena Garcia, Cooking Theater, South Building, Near Booth S2482.

11:45 a.m. – 1:45 p.m.  
**Product Revue Panels**, Inventors Revue, North Building, Booth N7366.

12:15 – 1:00 p.m.  
Ming Tsai, Cooking Theater, South Building, Near Booth S2482.

12:30 – 1:20 p.m.  

1:00 – 1:45 p.m.  
Rick Bayless, Cooking Theater, South Building, Near Booth S2482.

1:45 – 2:30 p.m.  
Vivian Howard, Cooking Theater, South Building, Near Booth S2482.

1:30 – 2:20 p.m.  
“Quantifying Design’s ROI: Determining Design’s Impact on Housewares Brand Success and How to Optimize It!,” Rob Wallace, Wallace Church & Co. Innovation Theater, Lakeside Center, Level 3, Room E350

2:00 – 3:00 p.m.  
**Educational Presentations**, Inventors Revue, North Building, Booth N7366.

2:30 – 3:15 p.m.  
Michelle Bernstein, Cooking Theater, South Building, Near Booth S2482.

2:30 – 3:20 p.m.  

3:15 – 4:00 p.m.  
Buddy Valastro, Cooking Theater, South Building, Near Booth S2482.

3:30 – 5:30 p.m.  

4:00 – 4:45 p.m.  
Grant Achatz, Cooking Theater South Building, Near Booth S2482.

4:30 – 5:00 p.m.  
**IHA Innovation Awards Announcement**. Reception immediately following at the Innovation Awards display in the Hall of Global Innovation. The 3rd 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, Booth S3283.

Sunday, March 16

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 – 9:00 a.m.  
**Educational Presentations**, Inventors Revue, North Building, Booth N7366.
9:15 – 10:00 a.m.  Bernard Guillan, Cooking Theater, *South Building, Near Booth S2482.*


10:00 – 10:45 a.m.  George Duran, Cooking Theater, *South Building, Near Booth S2482.*


10:45 – 11:30 a.m.  Devin Alexander, Cooking Theater, *South Building, Near Booth S2482.*

11:30 a.m. – 12:15 p.m.  Jose Andres, Cooking Theater, *South Building, Near Booth S2482.*


Noon – 1:00 p.m.  “Rethinking the Shopper’s Path to Purchase,” Technology has dramatically changed housewares consumers’ shopping behavior and it has expanded your opportunity to reach them before the shelf.  Michelle Schumaker, Home Goods Branding Lead at Google, Inc., will present Google search data and the results of a new custom consumer housewares research study that will help you better understand the new technology-driven path to purchase, and help you build targeted marketing strategies to own the new “digital shelf.”  *South Building, Level 1, Room S100/Grand Ballroom.*

Noon – 3:00 p.m.  Educational Presentations, Inventors Revue, *North Building N7366.*


12:15 – 1:00 p.m.  Fabio Viviani, Cooking Theater, *South Building, Near Booth S2482.*


1:45 – 2:30 p.m.  Chris Cosentino, Cooking Theater, *South Building, Near Booth S2482.*


3:30 – 5:30 p.m.  Product Revue Panels, Inventors Revue, *North Building, Booth N7366.*

4:00 – 4:15 p.m.  Patrick McMurray, Cooking Theater, *South Building, Near Booth S2482.*

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).*

Monday, March 17

7:30 – 8:30 a.m.  “Top Trends for 2015—The New Normal: How to Survive and Thrive in Our Erratic Marketplace,” Whether you’re a retailer, manufacturer or wholesaler, a single word encapsulates today's most crucial business imperative: Adapt.  Tom Mirabile, senior vice president of Global Trend & Design for Lifetime Brands and IHA's consumer trend forecaster offers an exploration of today's consumer.  You'll discover some surprising new facts about the modern consumer and how they live, socialize and shop.  *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 – 9:30 a.m. **Educational Presentations**, Inventors Revue, *North Building, Booth N7366.*


10:00 – 10:45 a.m. Scott Heimendinger, Cooking Theater, *South Building, Near Booth S2482.*


10:45 – 11:30 a.m. Matt Abdoo, Cooking Theater, *South Building, Near Booth S2482.*

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

11:30 a.m. – 12:15 p.m. Aaron Sanchez, Cooking Theater, *South Building, Near Booth S2482.*

11:30 a.m. – 12:20 p.m. **“What Does a Business Do When There is No More Facebook?”** David Aaronson and Jim Zimring, Digital Inbound Marketing. Innovation Theater, *Lakeside Center, Level 3, Room E350.*

Noon – 1:00 p.m. **“New Harmonies: Changing Themes in Color/Design Trends,”** For most consumers today, color and style coordination in home interiors is a consistent goal, but the old rigid color rules have been replaced by more creative guidelines and options. Lifestyle patterns and tastes are consistently evolving and so are the resulting forecasts that are spawning new harmonies in both color and design. Join Leatrice Eiseman, of the Pantone Color Institute and IHA’s color expert, in an engaging, highly visual program that demonstrates the strongest trends in color and styling families - where they are coming from, why they are happening and where they are headed in the future. *South Building, Room S100/Grand Ballroom.*

Noon – 3:00 p.m. **Educational Presentations**, Inventors Revue, *North Building, Booth N7366.*


1:45 – 2:30 p.m. Jay Caputo, Cooking Theater, *South Building, Near Booth S2482.*

2:30 - 3:20 p.m. **“Creating the Retail Identity,”** Martin M. Pegler, Retail Design International, and Wolfgang Gruschwitz, Scott Kohno and Henrik Reisby, gia judges. Innovation Theater, *Lakeside Center, Level 3, Room E350.*

2:30 – 3:15 p.m. Gale Gand, Cooking Theater, *South Building, Near Booth S2482.*

3:15 – 4:00 p.m. Anupy Singla, Cooking Theater, *South Building, Near Booth S2482.*


3:30 – 5:30 p.m. **Product Revue Panels**, Inventors Revue, *North Building, Booth N7366.*

4:00 – 4:45 p.m. Martial Noguier, Cooking Theater, *South Building, Near Booth S2482.*
“Monday Night Reception: St. Patrick’s Day in Chicago.” It’s St. Patrick’s Day in Chicago and everyone is at least a little Irish. All U.S. and international buyers and news media are invited to finish their day at the Show and join in the fun of a Chicago Style St. Patrick’s Day pub party. Toast to the “luck of the Irish” with hors d’oeuvres, while enjoying the music of the live band and pub games. The Monday Night Reception is hosted by the International Business Council (formerly HECNA), a group of IHA members actively engaged in international business. South Building, Level 4, Room S406a/Vista Ballroom.

6:00 p.m.

17th 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: David Ortiz, VP/DMM, Cooking/Dining of Walmart; Janis Johnson, president & founder of Gourmet Catalog Buying Group; and Wolfgang Wüsthof, senior partner of Wüsthof. Ortiz will receive the Lifetime Humanitarian Award, Johnson the Specialty Retailer Humanitarian and Wüsthof the Humanitarian of the Year Award. Nine Chicago-area James Beard chefs will host the tasting stations and the three-course dinner will be created by Tony Manutano of Spiaggia. In addition to The Breast Cancer Research Foundation, a portion of the proceeds will go to The Chicago Initiative on Pancreatic Cancer. Navy Pier. TICKET REQUIRED.

Tuesday, March 18

8 a.m. – 3:30 p.m. News Center open.

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

8:30 – 9:30 a.m. Educational Presentations, Inventors Revue, North Building, Booth N7366.


9:45 – 10:30 a.m. Pascale Salam Jaubert, Cooking Theater, South Building, Near Booth S2482.

9:45 a.m. – 12:45 p.m. Product Revue Panels, Inventors Revue, North Building, Booth N7366.


10:30 – 11:15 a.m. Patty & Tom Erd, Cooking Theater, South Building, Near Booth S2482.

Noon – 1:00 p.m. “Engaging the Consumer: Facts vs. Fictions in Lifestyle and Color,” New realities at work and home have altered not only consumers’ lifestyles, but their opinions as well. Some of the previously believed concepts about color, style and even consumer behaviors have been transformed and re-evaluated, still it is important to know what is factual information about color and what is fiction. Tom Mirabile, Senior Vice Presient of Global Trend & Design for Lifetime Brands and IHA’s consumer trend forecaster, and world-renowned Leatrice Eiseman, executive director of the Pantone Color Institute, join forces to shed a new light on the changing realities of today’s consumer and the essential role of color in both serving and connecting with them. South Building, Room S100/Grand Ballroom.

1:00 – 2:30 p.m. Educational Presentations, Inventors Revue, North Building, Booth N7366

3:00 p.m. Close of Show.