

**2010 International Home + Housewares Show**  
*The global housewares and homegoods marketplace*  
Sponsored by the International Housewares Association

**A Fact Sheet**

- Dates:** March 14-16, 2010  
Hours: Sunday, Monday 8:30 a.m.–5:30 p.m.; Tuesday 8:30 a.m.–5:00 p.m.
- Location:** McCormick Place Exposition Center, Chicago, Illinois  
*Online Show: <http://www.housewares.org>*
- Products:** Thousands of housewares and homegoods products for every room in the house, apartment or condo — and outdoor living, too. From high-end international design to trend-setting basics, products range from kitchen electrics and small appliances to gourmet specialty foods and cookware, from bakeware and kitchen tools to home decor, space organizers and storage systems, home healthcare and home-office to pet supplies and lawn and garden decor.
- Exhibitors:** 1,800 exhibitors — more than 400 new — with 30% of exhibitors coming from outside the U.S. Global suppliers exhibiting in categories throughout the Show will be from Brazil, China, Hong Kong, Taiwan and Turkey. Organized pavilions will feature products from China, Hong Kong, India and Taiwan and Turkey.
- Exhibits:** The Show features four product expos, organized as:
- ❑ Wired + Well Expo – Level 3, Lakeside Center
  - ❑ Dine + Design Expo – Level 3, South Building, including GOHO, Cook + Bakeware and Tabletop, Kitchen Essentials + Accents
  - ❑ Clean + Contain Expo – Level 3, North Building, including Promotion in Motion
  - ❑ Global Crossroads – Level 3, North Building, including International Pavilions
- Attendance:** 55,000 total attendees (including buyers and sellers, trade guests and news media) from over 100 countries. 18,000 buyers are expected from around the globe. 75 percent of *all* U.S. buyers are specialty retailers.
- Economics:** The Show is one of the top 5 largest trade events at McCormick Place. Attendee expenditures in the City of Chicago during the 2009 Show totaled \$62.1 million
- Sponsor:** International Housewares Association – The Home Authority  
*Voice of the \$74.1 billion U.S. housewares (US\$300.3 billion global) industry*  
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