

MANAGING TRADE GUESTS AT THE SHOW

In addition to the buyer attendees, the Show also attracts many suppliers and resources with whom exhibitors do business. Exhibitors invite these attendees to meet at the Show as a convenience.

These Show guests are instructed to be respectful of each exhibitor's time. They are aware that your primary reason for exhibiting is to reach out to the retailing and buying community. If you would like to review our Trade Guest Code of Conduct, please visit our website at www.housewares.org/show/guest

In the event that you are approached by any of these guests at the Show and you believe that they may offer something of value to your organization, you may wish to prepare a version of the letter shown below. This will instruct these potential suppliers on the most efficient way to contact the appropriate person in your company after the Show.

If any of these guests do not abide by the Trade Guest Code of Conduct, please let us know by emailing the name of the guest to Connie Chantos at cchantos@housewares.org.

Use this template for creating a handout you can give to trade guests visiting your booth
(Fill in the names of your appropriate personnel)

Dear Trade Guest:

We are quite busy here at the Show. If you would like to contact us regarding your project or service, please do so after the Show. You may use the list below to direct your proposal to the appropriate person in our organization.

Thank You.

Contact List

Operations	[Name]	[phone or email]
IT	[Name]	[phone or email]
Marketing	[Name]	[phone or email]
Sales	[Name]	[phone or email]
[Others]		

international
home
+house
wares
show
2010

MARCH 14 - 16 • Sunday and Monday, 8:30 am - 5:30 pm, Tuesday, 8:30 am - 5:00 pm
McCORMICK PLACE, CHICAGO