

international
home
house
wares
show
2010

March 14 - 16
McCormick Place
Chicago • USA

November 2009

Dear Exhibitor:

Thank you for being a part of our industry's most meaningful event, the 2010 International Home + Housewares Show, scheduled for March 14-16.

2010 will be an exciting year and while we recognize these have been challenging economic times, this is the opportunity to maximize your company's marketing dollars and increase your sales and profits. The 2010 Show is the opportunity to accomplish your company's goals in a cost-effective and time-efficient method.

IHA has provided your company with many tools to maximize your Show experience. The enclosed manual is your guidebook to success. From the numerous marketing opportunities (many free) and special negotiated hotel and vendor rates, here you will find all the necessary forms and helpful information to assist you in planning your booth and leveraging the Show for maximum sales and profit growth.

Share this information with everyone involved in making your exhibit a success, including contractors and your public relations staff. All contents and forms are also available online at: www.housewares.org/show/exhibit/esm/.

Save money by responding before the deadlines for key services. The deadline checklist is just before tab 1.

We can answer your questions. Please e-mail us at showteam@housewares.org.

You made a great decision to exhibit at the 2010 Show. Here are the tools you will need to maximize your impact.

We look forward to seeing you in March!

Sincerely,



Mia Rampersad
Vice President, Trade Show



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