

international
home
house
wares
show
2010

get discovered!

 inventors corner

The Inventors Corner pavilion and Inventors Revue are hot destinations at the Show. Retail buyers and exhibitors know this is where to find the latest, most creative new product concepts. Tell your story to industry insiders who really want to hear about your idea.

Sunday - Tuesday, March 14 - 16
McCormick Place, Chicago USA

 INTERNATIONAL HOUSEWARES ASSOCIATION®
the home authority



The Inventors Corner hosts 40 inventor exhibitors. This pavilion makes it easy for Retailers and marketers to find fresh faces in one place — you will be at the center of media and industry attention. Show management will help you plan your booth and Brainchild Marketing will assist you in how to best present your product. Space fills up fast. Call today to reserve your booth.

get smart!

Not only is your booth at the Inventors Corner the best place to introduce your product to the housewares industry, but the Inventors Revue will give you personal advice on how to take your product to the next level. You will have the opportunity to pitch to two different panels of marketing and product development professionals who offer feedback on how to position and promote your product. In 2009, the panelists included representatives from SkyMall, Church &

Dwight, Reckitt Benckiser, QVC and infomercial star Anthony Sullivan of the Discovery Channel's *PitchMen*. Pitching to these pros might land you a spot in a top catalog or TV shopping show!



get noticed!

With one flat rate for a booth in the Inventors Corner, you will receive a 5' x 10' space, carpeting, table, chair, side and backwall, signage and other services. Representatives from Brainchild Marketing will be on location at the Show to assist you and help make your appearance at the International Home + Housewares Show the most valuable trade show experience ever!

For more information on exhibiting in the Inventors Corner pavilion at the International Home + Housewares Show, visit: www.housewares.org/show/info/inventors_corner.aspx



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