

# h+h americas 2027

North America's dedicated trade show for the handicraft industry — a business platform for retailers, buyers, manufacturers, educators, designers, and creators across quilting, knitting, crochet, sewing, needlecraft, and fiber arts. Produced by Koelnmesse Inc., the U.S. subsidiary of Koelnmesse GmbH (Cologne, Germany).

| CONFERENCE  | EXPO          | VENUE                                | LOCATION                               |
|-------------|---------------|--------------------------------------|----------------------------------------|
| May 4, 2027 | May 5–7, 2027 | Donald E. Stephens Convention Center | 5555 N. River Road, Rosemont, IL 60018 |

## 2026 EDITION AT A GLANCE

### THE SHOW, BY THE NUMBERS

Figures below are from the completed 2026 edition. 2027 figures will be published after the show closes.

**636****EXHIBITORS**

Manufacturers, distributors, and brands across the full craft supply chain.

**6,073****ATTENDEES**

Retailers, shop owners, wholesale buyers, and studio professionals — trade only.

**41****COUNTRIES**

A truly international audience sourcing product from around the world.

**3****DAYS ON THE FLOOR**

Focused business time, plus education and networking each evening.

**ADMISSION****TRADE-ONLY ACCESS**

h+h americas is a trade-only show; attendance is limited to industry professionals and is not open to the general public. **Attendee registration for the 2027 edition opens later this year** — sign up for updates at [hh-americas.com/trade-fair/register](https://hh-americas.com/trade-fair/register).

**ORGANIZER****KOELNMESSE INC.**

Established in 2002, Koelnmesse Inc. extends Koelnmesse's global trade fair network into the North American market, building on the expertise of h+h cologne — Europe's premier trade fair for handicrafts and hobbies. h+h americas launched in Rosemont, Illinois in 2022 and has been named to Trade Show Executive's Fastest 50 and Gold 100 lists.

## EXHIBIT SPACE RATES

### PER SQUARE-FOOT PRICING

| RATE TYPE                          | RATE              |
|------------------------------------|-------------------|
| Standard exhibit space             | \$30.75 / sq. ft. |
| Craft Industry Alliance members    | \$27.75 / sq. ft. |
| Exhibiting at 2+ Koelnmesse events | \$27.75 / sq. ft. |

**Deposit:** \$500 to reserve exhibit space or a pavilion. \$250 for the Pattern Designer Pavilion. Book Pavilion options require full payment at the time of application.

## PAVILION PACKAGES

### CURATED PAVILIONS FOR INDEPENDENT BRANDS

| PAVILION                             | PRICE   |
|--------------------------------------|---------|
| Pattern Designer Pavilion            | \$699   |
| Pattern Designer Pavilion + Mentor   | \$899   |
| Sewing & Quilting Pavilion           | \$1,029 |
| Spinning & Weaving Pavilion          | \$1,029 |
| Indie Untangled Small Batch Pavilion | \$1,029 |
| Garment Pavilion                     | \$1,029 |
| Needlearts Alley                     | \$1,029 |
| Book Pavilion, single title          | \$99    |
| Book Pavilion, shelf                 | \$399   |

## BOOTH PACKAGES

### SILVER / BRONZE / COPPER

2027 turnkey booth package pricing (Silver, Bronze, and Copper tiers) is being finalized and will be posted at [hh-americas.com/for-exhibitors/pricing](https://hh-americas.com/for-exhibitors/pricing) once confirmed. Optional furniture add-ons are \$425 per package.

## PRODUCT CATEGORIES

## THE FULL CRAFT SUPPLY CHAIN, IN ONE HALL

Yarn, Fiber &amp; Wool

Knitting &amp; Crochet

Fabric &amp; Quilting

Sewing Machines &amp; Notions

Embroidery &amp; Cross-Stitch

Needlecraft &amp; Haberdashery

Craft Tools &amp; Storage

Publishing, Patterns &amp; Education

E-commerce &amp; Retail Services

## BUYER PROFILE

## WHO WALKS THE FLOOR

h+h americas is trade-only. Every attendee is a verified industry professional with sourcing responsibility.

**Retailers**

Independent yarn, quilt, sewing, and needlework shops — the backbone of the audience.

**Online & E-commerce Sellers**

Digital-first sellers sourcing product and expanding their catalog.

**Educators & Designers**

Teachers, pattern designers, and content creators shaping the community.

**Distributors & Reps**

National and regional distributors placing multi-store orders.

## RECOGNITION

## INDUSTRY-RECOGNIZED GROWTH

**TSE Fastest 50**

Trade Show Executive's list of the fifty fastest-growing trade shows in the United States.

**TSE Gold 100**

Trade Show Executive's top one hundred U.S. trade shows by net square footage.

**Craft Industry Alliance**

Strategic partnership connecting h+h americas to the wider trade audience across North America.

## CONTACTS

## WHO TO REACH

|                          |                               |                                                                                              |
|--------------------------|-------------------------------|----------------------------------------------------------------------------------------------|
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## EXHIBITOR TAXONOMY

## PRODUCT GROUPS

h+h americas is a full-industry trade show. From yarn, fabric, and needlecraft to machines, shop fittings, packaging, marketing, and e-commerce infrastructure — if it's part of the crafts business, it's represented on the show floor. Full list at [hh-americas.com/exhibitors/product-groups](https://hh-americas.com/exhibitors/product-groups).

## FABRICS

- Needlework Fabrics
- Quilting / Patchwork Fabrics
- Fabrics
- Fabric Patterns

## KNITTING, EMBROIDERY, RUG &amp; CROCHET YARN

- Needlework Kits
- Knotting Kits & Wool
- Embroidery Yarns
- Embroidery Kits
- Knitting & Crocheting Yarns
- Knitting Machine Yarns
- Carpet Yarns
- Weaving Yarns
- Yarn Patterns

## HABERDASHERY

- Appliqué / Laces / Braids / Labels / Ribbons
- Iron-on Patterns
- Thimbles
- Knitting Needles & Crocheting Hooks
- Buttons
- Sewing Yarns
- Sequins
- Beads
- Zippers
- Embroidery Ribbons
- Batting & Stuffing

## NEEDLEWORK IMPLEMENTS

- Needlework Implements
- Scissors
- Carpet Knotting Frames
- Weaving Frames, Looms & Accessories

## SEWING, KNITTING &amp; EMBROIDERY MACHINES

- Sewing Machines & Accessories
- Embroidery Machines & Accessories
- Knitting Machines & Accessories
- Longarm Quilting Machines
- Macramé Yarns & Accessories
- Irons & Ironing Boards
- Sewing Furniture

## TAPESTRY &amp; GOBELIN

- Needlework Mountings
- Home Textiles (Embroidered)
- Decoration Canvas
- Tapestry / Gobelins
- Textile Design

## GRAPHIC ART &amp; ARTIST SUPPLIES

- Acrylic Paints
- Watercolors & Watercolor Paper
- Oil Paints
- Airbrush & Accessories
- Paintbrushes
- Canvas & Primers
- Sketchbooks & Pads
- Chalks, Charcoal & Pastels
- Encaustic, Etching, Linocut, Lithography
- Manual Printing Presses
- Screen Printing & Accessories
- Easels
- Palettes
- Inks / Indian Inks
- Coloring Pens & Pencils
- Foam Boards
- Presentation Folders
- Picture & Collage Frames
- Stenciling

## EXHIBITOR TAXONOMY, CONTINUED

### PRODUCT GROUPS

#### ARTS, CRAFTS & HOBBY

- Art & Craft Materials, Paper, Paints & Tools
- DIY Tools, Sets, Accessories & Foil
- Modeling Clay, Molds & Sculpting
- Ceramics & Kilns
- Enameling & Enameling Accessories
- Glass Paints & Porcelain Painting
- Silk & Silk Painting
- Batik Paints & Accessories
- Cake Design
- Leatherwork
- Papier-Mâché & Crepe Papers
- Origami & Paper Crafts
- Napkins, Stickers & Scrap Pictures
- Stamps, Stamping Ink & Embossing
- Pearls, Rhinestones & Precious Stones
- Fashion Jewelry & Jewelry Accessories
- Brooches & Components
- Metal- and Copper-Etching, Metal-Embossing
- Wooden Items & Fretsaws
- Mosaics, Wax, Encaustic & Candles
- Dolls, Marionettes & Accessories
- Face Painting
- Kites, Lamps, Light Arches
- Party & Gift Decoration, Garlands, Ribbons
- Florists' Supplies (Dried, Artificial, Twigs, Minerals)
- DIY & Hobby Books

#### LITERATURE

- Construction / Handicraft Books
- Construction / Hobby Books
- Trade Magazines & Books

#### PACKAGING

- Packaging & Carrier Bags
- Packaging Materials & Systems
- Green / Sustainable Packaging
- Tags, Labels & RFID

#### SHIPPING & ECOMMERCE

- eCommerce Platforms
- Point-of-Sale Solutions & Integrations
- Order Management Systems
- Fulfillment & Delivery Services
- Shipping Solutions
- Supply-Chain Solutions
- Mobile Apps & Payment
- Labels & Label-Printing Systems

#### MARKETING SERVICES

- Marketing & Advertising Services
- Email Marketing & Automation
- Social Media Management
- Video Production
- Web Hosting
- CRM Software
- Virtual Assistant Services

#### MISCELLANEOUS

- Sewing & Craft Storage
- Shop Fitting & Design
- Computers & Software
- Containers, Trimmings
- Felts & Felting Wool
- Pins
- Daylight Lamps
- Magnifiers for Handicraft & Reading
- Hobby-Room Facilities
- Associations & Institutions