

h+h americas

Uniting the soft crafts
industries in North America



**Donald E. Stephens
Convention Center**
June 22-24, 2022
Rosemont, IL

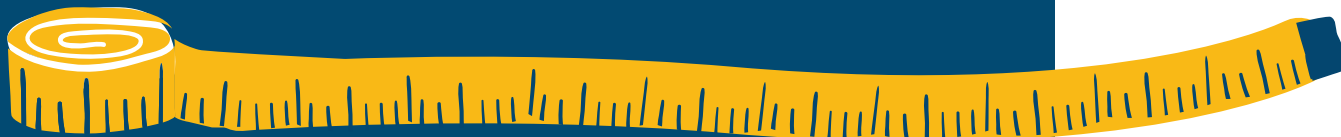


*Reach the national and international Soft
Craft Industry: Retailers, Wholesalers,
Designers, Educators and Influencers.*



Why h+h americas?

- Because of the strong demand for soft crafts products in North & Central America.
- To provide the only professional platform (B2B) in the U.S. that addresses all soft craft industry sectors.
- To unite the industry by replacing competing, single segment shows with one major unified and inclusive U.S. industry event.
- We know what works by bringing the successful **h+h brand** from Germany to North America.
- We offer a professional B2B marketplace for the entire industry – everyone who makes a living in fiber arts is welcome.
- We create a flagship professional trade show to inspire, to include all voices of the industry and to offer a quality place to conduct business.



Why you need to join h+h americas?



Uniting the Industry

Are you making a living in fiber arts?

If so, **h+h americas** is for you and anyone within this industry sector.

h+h americas is new and unique as it unites all forms of handicrafts.



Inspired & Powered by h+h cologne

Excitement is building among the North American handicraft industry! Why? Because we are now bringing our German flagship show to the U.S. h+h cologne has set the standard for the handicrafts industry worldwide and h+h americas will follow suit connecting North American and international players within the handicraft industry.

International players coming to the U.S.!

h+h americas will bring internationality to your doorstep! Group Exhibits are already planned from Germany, Italy, India, Spain and Turkey eager to offer their products to the North American marketplace.

Supported by Industry Voices



Our show partner, the Craft Industry Alliance, is a membership organization serving the community of craft professionals since 2015 and providing its members with industry information, creative inspiration and networking opportunities. Through its educational resources the association helps members in building successful businesses and access to the craft industry community.



Advisory Committee

Our committee represents the views of exhibitors, attendees, the media and trade associations.

We at Koelnmesse will be working with key players in the industry to help shape and create an event that is **for** the industry **by** the industry.



Indie Untangled Newcomer Pavilion

Indie Untangled will organize a group exhibit for newcomers in this industry. Indie Untangled is a marketplace connecting online buyers and sellers of hand-dyed yarn and fiber, handspun yarn, notions and accessories. This special group will offer product demonstrations, panel discussions and business development classes.



Chicago where it all comes together

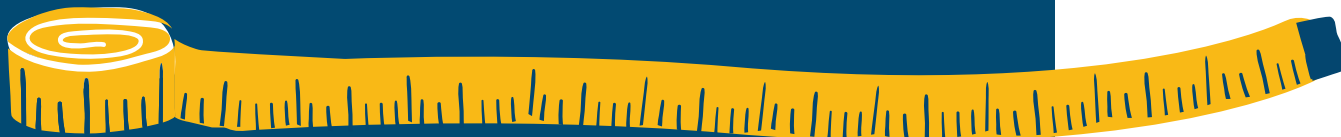
 Fabric, Craft & Sewing Supplies Industry in the United States

Retailer Stats

22,090
enterprises

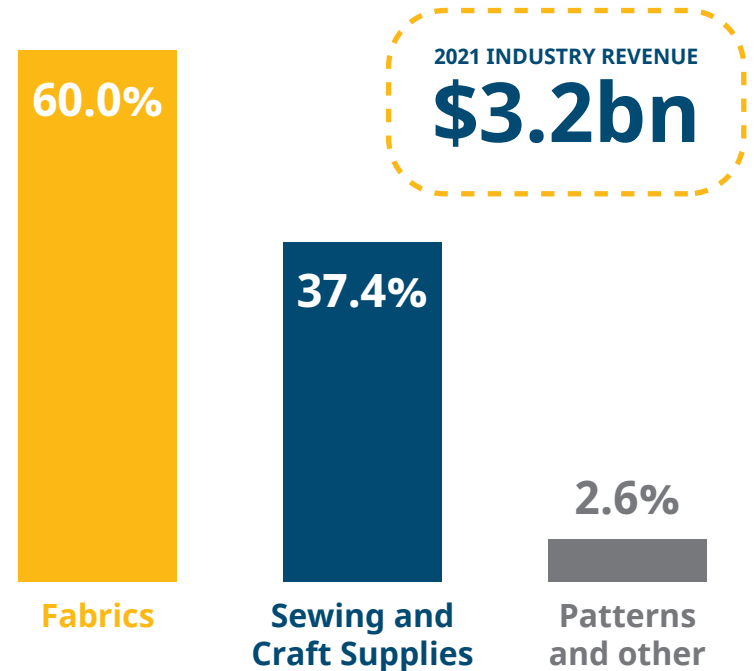
24,878
business locations

54,071
people employed



Total Soft-Craft revenue in the United States in 2021

Products and Services Segmentation



As the U.S. economy begins to recover from the coronavirus, household disposable income levels are expected to increase over the next years to 2026, providing consumers with greater leeway for discretionary, hobby related purchases.

Source: IBIS World



What the U. S. Industry says

Craft Industry Alliance **Abby Glassenberg**, Co-Founder and President

“Craft Industry Alliance is thrilled to partner with Koelnmesse to bring h+h to the U.S. For us, h+h is the premier craft industry trade show. To have the opportunity to bring this event closer to home, and to work together to create a fresh, inspiring, and elevated show experience for buyers and exhibitors is unbeatable. This show will propel the whole industry forward.”

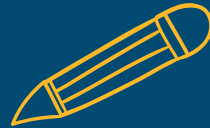


Cooperative Press **Shannon Okey**, Publisher

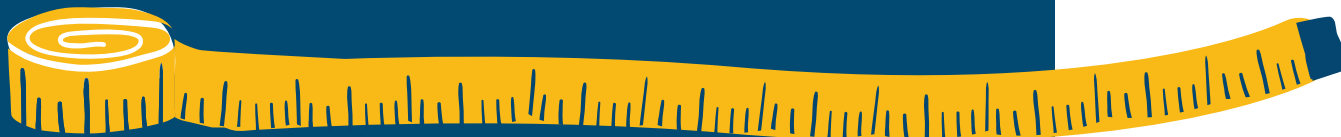
“I could not possibly be more excited about h+h coming to the Americas. We need a well-run industry event to bring our creative people/designers and suppliers back together again on a single show floor so we can network, learn and make great connections for our respective businesses as well as see the latest products in person. Our industry is very tactile: and being able to see AND touch product is a vital part of the process!”

Show Segments & Features

OUR MARKETPLACE



Koelnmesse, organizer of the world- renowned **h+h cologne**, and the **Craft Industry Alliance** will provide a fresh, inspiring and elevated trade show & conference experience to buyers and exhibitors. **The U.S. market is fueled by the demand of over 30 million Americans who enjoy crocheting, knitting, sewing, quilting or embroidering.**



Product Categories



- Handicraft Accessories / Material
- Acrylic / Textile / Oil / Water Paints
- Needlework Implements
- Knitting, Embroidery, Rug and Crochet Thread / Yarn / Wool - Fabrics
- Sewing / Knitting / Embroidery Machines and Accessories
- Haberdashery
- Literature
- Tapestry / Gobelin
- Undecorated Apparel & Accessories
- Quilting Supplies & Tools
- Jewelry / Bead Supplies
- Laces & Trims
- Lace Making / Tatting / Macrame Supplies
- Fiberfill / Batting / Interfacing
- Buttons / Fasteners / Misc. Hardware
- eCommerce - NEW
- Marketing Services - NEW
- Packaging - NEW




h+h americas target audience



Why exhibit?

h+h is a world-renowned brand for the global handicraft industry. This new U.S. event will be the most powerful, productive and informative show in this industry and your best opportunity to grow your business to professionals who can make buying decisions on the spot.

Use this opportunity to

-  Extend your product's reach to a truly unified, national market coming to the Greater Chicago Area.
-  Introduce new products and services to decision-makers and owners from numerous industry professionals.
-  Demonstrate your product's value face-to-face to attendees on the show floor and in hands-on educational sessions.



Application Process

EXHIBIT SPACE REQUEST

Exhibitors may request space at h+h americas by completing the 1.10 Form Registration for Main Exhibitor as well as the 1.30 Form Products and Target Groups via DocuSign.

Pricing is in USD and includes applicable taxes unless otherwise stated. Additional upgrade options will be available, co-exhibitor/booth share registration, sponsorships, and advertising.

Exhibitors will receive unlimited visitor tickets to share with their customers.

DISCOUNTS

h+h cologne Discount

10% Exhibit Space Discount for Exhibitors

An invoice credit will be issued to exhibitors who successfully participated at h+h cologne 2022 and after all bills have been paid.

Craft Industry Alliance Member Discount

5% Exhibit Space Discount for Craft Industry Alliance Members

Available to 2021/2022 members in good standing after verification with the Alliance. An invoice credit will be issued in April 2022.

EXHIBITOR OPTIONS & PRICING

Minimum booth size is 100 sq. ft. (10'x 10'), (3 m x 3 m = 9 sqm).

Price thru October 31, 2021

Early Bird Price per sq.ft. \$21.45 (all- inclusive*)

Price Starting November 1, 2021

Regular Price per sq.ft. \$23.76 (all- inclusive*)

***Booth price includes space, booth carpet, pipe/drape booth and basic exhibitor listing.**

SPECIAL BOOTH PACKAGE (rental charges are not included)
Booth Package \$1,500.00 per 10' x 10' booth. Includes:
1 Information Counter • 1 Bar Stool | 1 Trash Can • 3 Spotlights | 2 Outlets

Coming Soon! The Indie Untangled Newcomer Pavilion



Engage your audience during **h+h americas!**



International Pavilions

International participation from Italy, Germany, Turkey, Spain, India, and others.

Sponsorship Opportunities

Stand out by connecting your brand to the conference program or multiple other sponsorship opportunities available during our event.

Store Tours

Visitor store tours and visits within the Chicagoland area for international buyers.

Networking

Connect with your industry associates and make new friends during the onsite **h+h americas Opening Reception** and various social gatherings to be announced closer to the show dates.

Designer Classes and Workshops

Connect with buyers, suppliers, influencers and industry thought leaders during classes and workshops.

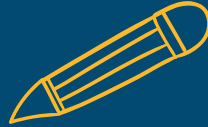
Special Events

Must attend industry events including Influencer events with Prime Magazine, a fashion show, and an area featuring newcomer area for indie companies.







Hybrid Digital platform

Times have changed



Access to tradeshows online is the new norm allowing exhibitors added exposure and outreach. **h+h americas** is open to online visitors who can engage in chats with exhibitors, view products and videos and ask questions in real time.

The @home platform will feature:

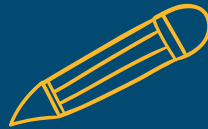
-  **Personal Lobby**
-  **Exhibitor Showcase**
-  **Online Networking**
-  **Digital Program**



Venue & Hotel Information



h+h americas at the Donald E. Stephens Convention Center



Located in Rosemont, IL, a suburb of Chicago, the venue offers plenty of hotels and the Rosemont Entertainment Area with numerous restaurants and evening activities.

Chicago is easily reachable for everyone, nationally or internationally and Rosemont's convention center is just a couple of minutes away from Chicago's international airport O'Hare.

Easy 40-minute train ride to downtown Chicago/The Loop.

Chicago's O'Hare airport is the 3rd largest airport in the United States servicing 70 airlines from numerous domestic & international destinations.



Discover the Rosemont Entertainment Area



Where to Eat



Rosemont Activities



Places to Go

Special Hotel Room Blocks coming soon!



Call our **U.S. based team!**



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