

December 15 2021
Chicago, IL

h+h americas finalizes partnership with Prime Publishing

- We are expanding industry outreach, connecting with our community.
- First international offspring of the world's leading trade fair "h+h cologne."
- We are uniting the soft crafts industries in North America.
- More than 100 exhibitors signed up.

Excitement is building around the launch of h+h americas, which will take place from June 22-24, 2022, in Rosemont, Illinois. With seven months to go, the organizer reports strong interest among the US and international soft craft manufacturers and already has over 100 contracts.

Today the organizer announced a new partnership with Prime Publishing LLC, a leading online platform and publisher for the fiber and fabric community with 3 million followers. Prime will use its vast online reach to draw awareness to the h+h americas opportunity, where it will organize networking events and pre-show introduction of top buyers to selected sponsors. Prime will also offer an "America's Best Contest" featuring product designs whereby the award winners will be announced following h+h americas.

Says Stuart Hochwert, President of Prime: "We think that h+h americas will provide some great opportunities for buyers and sellers in the soft craft industry. We are committed to assisting this event via five of our sites including FaveCrafts.com; AllFreeSewing.com; FaveQuilts.com; AllFreeKnitting.com & AllFreeCrochet.com that comprise some of Prime's free crafting, fiber and fabric online resources for consumers in beads, crochet, knitting, and sewing. Our team of editors will be onsite to cover the launch of this event. We are very excited to enter this partnership."

"Having Prime Publishing as a partner on our side gives us another powerful channel to reach the soft-craft buying community. We are confident this partnership will be valuable in our effort to deliver a high-quality and diverse trade show, design competition, and educational program. We look forward to this co-operation," says



h+h americas
Uniting the soft crafts
industries in North
America
6.22-24.2022
www.hh-americas.com

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Mette Petersen, President and Managing Director of Chicago-based Koelnmesse Inc.

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h+h americas, the sister event of its German namesake, is slated to become the leading U.S. industry event for buyers of home textiles, tapestry, sewing, knitting, crocheting, haberdashery, quilting, needlepoint, and business software and marketing solutions. It will be held in partnership with the Craft Industry Alliance, a membership organization that has served the craft professionals community since 2015.

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www.hh-americas.com

www.instagram.com/hhamericas

www.linkedin.com/showcase/hhamericas

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About Koelnmesse GmbH:

Koelnmesse is the number 1 trade fair location for numerous industries with some 1,000 employees and representatives worldwide. Cologne, Germany is centrally located in Europe and the Koelnmesse fairgrounds with 400,000 square meters ranks in the top 3 within Germany and top 10 worldwide. Every year, Koelnmesse organizes and conducts more than 80 trade fairs, exhibitions, guest events and special events in Cologne and in the world's most important markets connecting 54,000 exhibitors from 122 countries with more than 3 million visitors from 200 countries. Koelnmesse has earmarked 700 million Euro towards the expansion of its fairgrounds which should be completed by 2030.

Koelnmesse Picture Material:

<https://www.koelnmesse.de/news/bilddatenbank/bilddatenbank.php>

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Koelnmesse Inc. located in Chicago, IL for the past 19 years is the North American subsidiary and marketing arm of the Koelnmesse Group, one of the world's leading organizers of international trade shows. Their experienced team of marketing and sales professionals organizes trade shows and events in North America as well as North American Pavilions for US, Canadian and Mexican companies at more than 25 trade shows around the world.

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