

[March 14, 2022 | Chicago, IL]

## **h+h americas announces Conference Program**

- [Comprehensive conference organized by Craft Industry Alliance
- First offspring of the world's leading trade fair "h+h cologne"
- Hosting various soft crafts industries under one roof
- More than 140 exhibitors signed up
- Attendee Registration to open on March 15<sup>th</sup>

Koelnmesse Inc., the organizer of h+h americas, and the Craft Industry Alliance today revealed details of a fast paced and exciting conference program which will take place alongside their trade show from June 22-24, 2022 in Rosemont, Illinois.

Sessions will cover Product Photography, Tips for Going Live, Running a Subscription Box, Inventory Management, Running a Craft-along, Writing a Craft Book, Inclusive Sizing, Optimizing your Etsy Shop as well as Diversity, Equity and Inclusion for Retailers.

Panel discussions will feature international craft industry leaders who will address today's most pressing challenges as well as emerging trends in the international craft industry. Discussions will focus on how businesses have fared during the pandemic as well as prospects for future industry trends and directions.

The Keynote on Thursday morning will be provided by Jewell Washington, founder of "Our Maker Life," a leading social media outlet for the knitting and crochet movement with 120,000 followers in the fiber, knit, crochet and yarn industries. Friday will see the Plenary Session featuring Sara Trail, Executive Director of the Social Justice Sewing Academy. The SJSA aims to empower individuals to utilize textile art for personal transformation, community cohesion, and to begin the journey towards becoming an agent of social change.

"I am thrilled that our conference committee was able to identify the most relevant topics and we were able to get speaking commitments from the most experienced and recognized teachers in the fiber arts industry," said Craft Industry Alliance co-founder Abby Glassenberg. "We are certain that h+h americas will be a memorable and inspiring show which will finally connect all categories of our industry after such trying times these last two years."



h+h americas  
Uniting the soft crafts  
industries in North  
America  
22-24 June 2022  
[www.hh-americas.com](http://www.hh-americas.com)

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Mette Petersen

A detailed conference schedule will be posted in the upcoming weeks on the h+h americas website. Attendee registration will open on March 15<sup>th</sup> - registration fees are \$ 55 (Exhibit only), Conference Single Session is priced at \$ 75 and \$ 199 for all sessions - discounts are available for members of the Craft Industry Alliance.

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The show is the sister event of its German namesake and 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.

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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>

Koelnmesse in Social Media:

[www.linkedin.com/company/koelnmesse-gmbh](https://www.linkedin.com/company/koelnmesse-gmbh)

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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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