

# h+h americas

Uniting the crafts industries in  
North America all under one roof!



**Donald E. Stephens  
Convention Center**  
**June 21-23, 2023**  
Rosemont, IL

**3 Full Show Days!**



*Reach the national and international  
Soft and Hard 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 and hard 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.

**43 nations came in 2022**

# 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.



# What the U. S. Industry says



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

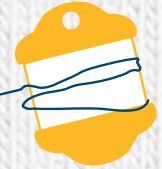
"Craft Industry Alliance is thrilled to partner with Koelnmesse to bring h+h to the U.S. For us, h+h is the premier craft industry trade show. To have the opportunity to bring this event closer to home, and to work together to create a fresh, inspiring, and elevated show experience for buyers and exhibitors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

## Alexis Crafting Needles, LLC MY TWO LADIES KNITTING **Alexis Mantione**, CEO

"A big thank you to all. It was a very well planned and inviting show. Felt like one big craft family. Bravo. Will definitely be attending next year."

## 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!"



# What the U. S. Industry says



## King Cole Ltd Reay Clarke, Operations Manager

"King Cole has been operating in the hand knitting industry for over 80 years. We continue to develop novel yarn qualities and colours for our customers all over the world. We take pride in supplying yarn qualities made using the most modern spinning processes, as well as creating beautiful patterns for our customers to follow. H+H Americas '22 was a fantastic show where we got to see many existing customers after a long hiatus, and where we also met lots of new customers who we look forward to developing relationships with. The show was well organised, well attended, and there was a real buzz which made it a really enjoyable few days for exhibitors and customers alike. We look forward to H+H Americas in 2023, and where we are sure we will further develop our brand in the Western Hemisphere."

## Heidi Gustad

 @handsoccupied

The H+H Americas tradeshow provided excellent opportunities to connect with old and new colleagues in person and online. I look forward to attending in the future.

## Rebecca George

 @purpleandlime

This was such a fun event for our city! HHA reminded me of the big trade shows I've attended in Europe. I left feeling inspired with a renewed love of all things textile and sewing.

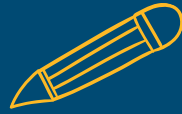
## Laura Coia

 SewVeryEasy

The most recent HHA show in Chicago was absolutely amazing! I enjoyed it so much, that I have already scheduled to attend it next year. Hope to see you there, as it's a show you don't want to miss!

# 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.

- At least **62.5 million people** participated in one or more crafting activities between 2011-2012.
- **72% of crafters** are women.
- On average, they live in homes with **2.94 people**.
- **42%** have children.
- The median age of crafters is between **35-44** (*but this age is actually decreasing over time*).
- Ethnically, they are **fairly representative** of the U.S. population.
- **Nearly half of crafters** report crafting for 10+ years.

## Expanded Product Categories



# Product Categories



- Graphic art, artist's requisites
- Hobby, arts and crafts



- Knitting, Embroidery, Rug and Crochet Thread / Yarn / Wool
- Needlework Implements
- Sewing / Knitting / Embroidery Machines and Accessories



- Fabrics
- Haberdashery
- Tapestry / Gobelins



- Shipping & eCommerce
- Literature
- Packaging

# Chicago

## where it all comes together

 Fabric, Craft & Sewing Supplies Industry in the United States

### Retailer Stats

**22,090**  
enterprises

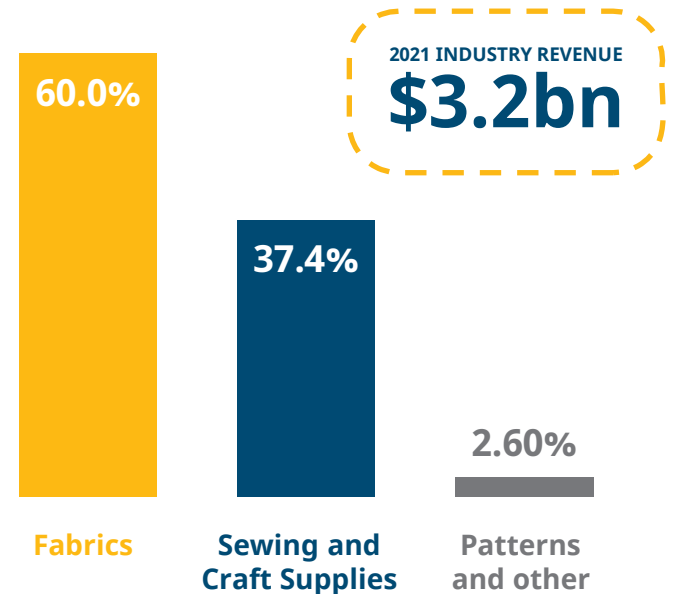
**24,878**  
business locations

**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



# Retail Sales of arts and crafts in the U.S.

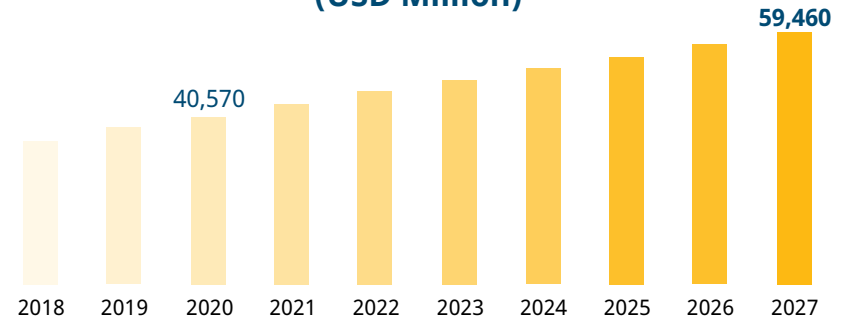
1.22 billion USD Retail Revenue Growth of arts and crafts in the U.S. **10.9%**

Share of people in the U.S. having DIY / arts & crafts as hobby or activity **26%**



The Global Arts and Crafts Retail market is anticipated to rise at a considerable rate during the forecast period, between 2022 and 2029. reported by market growth reports.

Global Arts and Crafts Market Size, 2022-2027 (USD Million)



Global Arts and Crafts Market Share By Applications, 2022

- Personal Use
- Commercial Use



[www.businessresearchinsights.com](http://www.businessresearchinsights.com)

# h+h americas target audience



# Why exhibit?



Meet face to face Retailers, Wholesales, Designers, Educators and Content Creators/Influencers

**h+h** is a world-renowned brand for the global handicraft industry. This U.S. event is 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.

## Connect with:

**198**

Exhibiting Companies

**2000**

Trade Show Professionals

**43**

Nations



## Use this opportunity to

Extend your product's reach to a truly unified, national, and international 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.



**In-person and digital format**

# Application Process

## EXHIBIT SPACE REQUEST

Exhibitors May Apply at <https://hh-americas.com>.

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.

## EXHIBITOR OPTIONS & PRICING

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

Price Before November 1, 2022

**\$23.00 per sq. ft.** (all- inclusive\*)

Price Starting November 2, 2022

**\$24.95 per sq. ft.** (all- inclusive\*)

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

### Specialty Pavilion Available:

- indie Untangled New Comer Pavilion
- Cooperative Press Book Pavilion
- Designer Pavilion

Call +1 773 326 9923  
for more information

## DISCOUNTS

### h+h cologne Discount

#### Exhibit Space Discount for Exhibitors

An invoice credit will be issued to exhibitors who successfully participated at h+h cologne 2023 and after all bills have been paid.

### Craft Industry Alliance Member Discount

#### Exhibit Space Discount for Craft Industry Alliance Members

Available to 2022/2023 members in good standing after verification with the Alliance. An invoice credit will be issued in April 2023.



# 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.

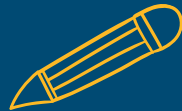
## Special Events

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



# 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

Visit

<https://www.hh-americas.com/hotel-information/>  
for information regarding special hotel rates



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

## North American Sales



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**Find your local  
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