



## Preparation Checklist

Are you planning to attend h+h americas, the leading trade show for creative handicraft and hobby supplies in North America? If so, you might be wondering how to make the most of your time and experience at this exciting event. Here are some tips to help you prepare and enjoy your visit.

### For Attendees

#### Before the Show

- Register online in advance.** Save time and money by registering online before the event. You will also gain access to exclusive offers and discounts from exhibitors and partners. Plus, you will avoid the long lines at the entrance and get your badge faster.
- Plan your agenda.** h+h americas offers a variety of workshops, seminars, demonstrations, and networking opportunities for attendees. [Browse the program online](#) and select the sessions that interest you the most. Create your own personalized schedule using the h+h americas app or website.
- Explore the exhibitors.** With over 300 exhibitors from around the world, h+h americas is a great place to discover new products, trends, and innovations in the creative handicraft and hobby industry. Use the online exhibitor directory or the app to search for exhibitors by category, product, or name. Mark your favorites and plan your route on the interactive floor plan.
- Bring your business cards.** h+h americas is not only a place to learn and shop, but also to network and connect with other professionals and enthusiasts in your field. You never know who you might meet and what opportunities might arise from a simple conversation. Remember to bring plenty of business cards and exchange them with exhibitors, speakers, and fellow attendees.

## At the Show

- **Dress comfortably.** h+h americas is a large event that covers over 100,000 square feet of exhibition space. You will be walking a lot, so wear comfortable shoes and clothing. Bring a jacket or sweater, as the temperature inside the venue can vary.
- **Pack light.** You don't want to carry too much stuff while exploring the show floor. Bring only the essentials, such as your badge, wallet, phone, charger, notebook, pen, and water bottle. You can leave your coat and luggage at the coat check or locker area for a small fee.
- **Take advantage of the amenities.** h+h americas provides a range of services and facilities for attendees to make their visit more enjoyable and convenient. Use the free Wi-Fi, charging stations, restrooms, food court, lounge areas, shuttle buses, and parking lots. Visit the information desk or ask any staff member for assistance if you have any questions or concerns.
- **Be social.** h+h americas is a social event that encourages interaction and engagement among attendees and exhibitors. Join the conversation online by using the official hashtag #hhamericas on social media platforms such as Facebook, Twitter, Instagram, and Pinterest. You can also follow h+h americas on these channels for updates, news, tips, contests, and more.
- **Have fun.** h+h americas is a fun event that celebrates creativity and passion for handicrafts and hobbies. You will be surrounded by like-minded people who share your interests and enthusiasm. So don't be shy to chat with them, ask questions, share ideas, give feedback, and have a good time.
- **Follow up.** After the event, don't forget to follow up with the contacts you made at h+h americas. Send them an email or a message thanking them for their time and expressing your interest in their products or services. You can also connect with them on social media or their websites to stay in touch and build relationships.

We hope these tips will help you prepare for attending h+h americas and make your visit a memorable one. We look forward to seeing you at the show!

If you are planning to exhibit at the h+h americas trade show, you might be wondering how to make the most of this opportunity. h+h americas is a premier event for the North American handicraft industry, where you can showcase your products, network with buyers and influencers, and learn new skills to grow your business. Here are some tips to help you prepare and succeed at this trade show.

Exhibiting for the first time? Check out our [Ten Tips for First time Exhibitors!](#)

## For Exhibitors

### Before the Show

- ❑ **Register early and book your hotel.** The h+h americas trade show will take place from June 21 to 23, 2023, at the Donald E. Stephens Convention & Conference Center in Rosemont, IL. You can [register online](#) and [take advantage of early bird discounts](#) and special offers. You can also [book your hotel](#) through the official website and get access to exclusive rates and amenities.
- ❑ **Plan your booth design and layout.** Your booth is a chance to make a lasting impression on potential customers and partners. Design a booth that showcases your products, reflects your brand identity, and attracts attention. Think about how to display your products in an appealing and organized way, how to use lighting, signage, and graphics to enhance your booth, and how to make your booth interactive and engaging.
- ❑ **Prepare your marketing materials and giveaways.** Ensure that visitors remember you and your products after they leave your booth. Gather your marketing materials and plan giveaways that are relevant, useful, and memorable. Marketing materials can include brochures, catalogs, flyers, business cards, etc. Giveaways can include samples, coupons, stickers, magnets, etc. Make sure your marketing materials and giveaways have your logo, website, social media handles, and contact information.
- ❑ **Promote your presence before and during the show.** Generate buzz and excitement about your booth and products before and during the show. Use social media, email newsletters, blogs, press releases, etc., to announce your participation, share sneak peeks of your products, invite people to visit your booth, and offer incentives or discounts. You can also use hashtags like #hhamericas and #hhamericas2023 to join the conversation online. [Download h+h americas' promotional materials](#) for assistance.

## At the Show

- **Network with other exhibitors and attendees.** One of the benefits of exhibiting at h+h americas is that you can meet and connect with other professionals in the handicraft industry. Network with other exhibitors and attendees by visiting their booths, exchanging business cards, joining meetups and events, attending workshops and keynote speakers, etc. Use the digital after show platform to schedule one-on-one meetings with exhibitors or attendees via video or instant messaging.
- **Learn from the experts and improve your skills.** h+h americas offers a variety of educational opportunities for exhibitors and attendees who want to learn new skills or improve their existing ones. [Attend workshops](#) on topics like marketing, social media, photography, design, etc., led by industry experts and influencers. You can also watch free or paid-for classes via video on demand or live sessions on the digital after show platform.
- **Collect feedback and follow up with leads.** You want to know how well you did at the show and what you can do better next time. Collect feedback from visitors by asking them questions, conducting surveys, or using comment cards. You can also use a lead capture system or app to collect contact information from visitors who are interested in your products or services. After the show, follow up with your leads with thank you emails, newsletters, catalogs, etc., and invite them to connect with you on social media or visit your website.
- **Evaluate your performance and set goals for the future.** After the show, take some time to evaluate your performance and measure your results. Use metrics like booth traffic, leads generated, sales made, contacts collected, etc., to assess how well you achieved your objectives for the show. You can also compare your results with previous shows or industry benchmarks to see how you stack up against the competition. Use your self-evaluation to set goals for future shows and plan how to improve your strategy.
- **Celebrate your achievements and reward yourself.** Exhibiting at a trade show can be hard work, but it's also rewarding. Celebrate your achievements and reward yourself for a job well done. Celebrate by sharing your success stories on social media or with your team members or customers; by giving yourself a treat like a massage or a nice dinner; or by taking some time off to relax or enjoy a hobby.
- **Stay connected with h+h americas community until next year's show!** h+h americas is more than just a trade show; it's a community of passionate crafters.